DECEMBER 8, 1951

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (AD)

PRICE: 25 CENTS

Station Rebellion Simmers As NBC Boca Blitz Fizzles

N. Y. Test Case May Knock 5% Off Agent Fees

Probe to Decide If They're Bound By Employment Law

week when an act accused the resting. William Morris office of "withholding salaries" before the New York City Department of

Case developed when Nirska, butterfly dancer, was booked late last summer at the Canadian Na-tional Exhibition for two weeks

Soaring Disk Sales Shown In Tax Takes

sales, Uncle Sam's revenue from At the conclusion of one of the week. A gain of \$450,708 over the more likely to prove of serious previous October's yield, the rise and irreparable damage." was one of the sharpest registered | Shortly after the IAFE acted,

TV AS PARK BIZ BAIT

Ops Offered Plan to Help Draw Home Bodies to Gate

this week were offered a plan either purchase the packages or whereby they could utilize tele- wision to draw stay-at-homes to up the theaters and use them for the affiliated radio stations of the where the convention resolutions. their locations next summer.

CHICAGO, Dec. 1.—Park opera- 50 seats, a structure to house the tors in attendance at the National seats and set, antenna, servicing. Association of Amusement Parks, etc. Two methods of financing Pools and Beaches convention here were also outlined. Park could promotional purposes.

Affils Reject Key Study Plan Phases

Stations Nix Most Important Present Proposals by a Vote of 72 to 22

National Broadcasting Company By Employment Law

Under the plan outlined by Fred S. McCarthy, sales promotion that could possibly threaten the commission structure of every talent average in this structure of every talent average in the structure of every talent average in the structure of the small theaters would be to keep the customers moving and patronizing regular park at this week that they do not intend this week that they do not intend this week that they do not intend to accept the network's economic study formula in its key phases. In the political every talent average in this week that they do not intend this week that they do not intend this week that they do not intend the accept the network's economic study formula in its key phases. In the political everyge in the structure of the s of every talent agency in this grounds, with customers being able McCarthy recommended several of a typical convention resolution McConnell, network president, was put into motion last to catch a specific program while such theaters for each park, located they rejected the most important and Charles Denny, executive esting.

Theater package runs \$2,700 and example, parents could rest while study plan by a vote of 72 to 22. the plan, to put it into effect withincludes a 24-inch receiver, 40 to moppets were enjoying the rides. And significantly, at least four out departure from the dictates

the union had its group accident

The company didn't give any

reason except that, under its con-

tract with AGVA, it could serve

365 days' notice of cancellation

tho it also reserved the right to

canceled.

Where the continuing affiliate of the formula.

Resolution

The affiliates' resolution read: "Whereas the affiliates join with NBC in the confidence NBC has expressed in the continuing effectiveness of radio and with that in view recognize the importance of a sound reappraisal of the rate structure of network radio and (Continued on page 4)

NEW YORK, Dec. 1.—A bomb TV Actors for exploded in the national offices of American Guild of Variety exploded in the national offices of the American Guild of Variety Artists Monday (26) when it re-ceived a formal notification from One Big Union, the Indemnity Insurance Company of North America, with which policy, that the policy was being

NEW YORK, Dec. I .- On the verge of its first annual convencancel earlier "for cause." tion here next week-end, the exadministrative assistant of the administrative assistant of the The national AGVA counsel, ecutive board of Television Auactors' union, presented the Jonas Silverstone, and the un-AGVA plans and proposals.

The long, spirited discussion had made appointments with sister unions in the Associated that led to the IAFE's stand New York State Insurance Board Actors and Artistes agree to the proved the highlight of the annual officials in Albany weeks before project by July 1, 1952. Since the

Fairs, Parks Oppose AGVA; Union May Lose Insurance

CHICAGO, Dec. 1. - The American Guild of Variety Artists received a double jolt here this week in its bid to gain support for its plan to unionize outdoor performers. Both the International Association of Fairs and Expositions and the National Association of Amusement Parks, WASHINGTON, Dec. 1 .- Pools and Beaches registered Reflecting a soaring trend in disk strong opposition to the proposal.

the excise tax on disks jumped stormiest sessions in the history to \$1,013,711 in October, nearly of the IAFE, its members voted double the "take" from that tax that the plan "will be of no mathe previous October, the Bureau terial benefit to the members of of Internal Revenue reported this the IAFE, but to the contrary is

by the tax which has been show- the parkmen at their convention (Considered on page 16) registered their opposition and

Additional stories about the AGVA Insurance program will be found in the Night Club-Vaudeville and Outdoor departments.

joined with the IAFE in lauding George A. Hamid, New York booker, for his stand,

It was Hamid who made a detailed exposition of the objections to the AGVA plans in a three-hour session of the IAFE, at which Vic Conners, national

outdoor convention this week, with the fairs convention meeting room crammed to capacity by fair officials, park owners, book-

Hamid's detailed presentation

Bookers of G.I. Shows Accused Of Kick-Backs

HOLL WOOD, Dec. 1 — More disks. Rather heavy play of one of these disks, "Rock-A-Bye Basie," caused The Billboard to check the stations for the source. Groomed for Vaud than a dozen booking agencies in this area are under investigation by the Bureau of Internal Revenue. Tor Melvyn Douglas government and military officials, been distributing these labels for Murray is readying a vaude packNEW YORK, Dec. 1.—Melvyn American Guild of Variety Artists some time, but said he didn't age featuring his frau, Katherine

ers, union reps, attraction agents and carnival officials.

Disk Pirates Now Dare Service DJ's

> CHICAGO, Dec. 1.—Counterfeit Blue Ace 238, originally released disks, which have been reaching in 1938 on Okeh, Columbia sublocal d.j.'s packages of Blue Ace and Hot Jazz Club of America

Frumkin admitted that he has

record retailers here for the past three years, are starting to make their appearance on d.j. shows. Check of leading radio outlets here shows that Hy Frumkin, veteran distributor who operates Frumkin Sales, has been sending Smith, Inc., about 1932, Vocation

Groomed for Vaude

a la Judy Garland. Tentative

WHAT PRICE LP OR 45?

Tags Muddle Dealers, Range 99c to \$6.45

most muddled price situation in Thus there are 14 different prices the history of the record industry. for 12-inch LP's, plus 20 different A Billboard survey taken this prices for 10 inch disks. week shows 72 different retail In the 45 r.p.m. field, the situa-LP diskeries and more than 20 firms pressing 45 r.p.m. records. A similar survey taken last March showed 20 prices with some 80 LP manufacturers. The 45 r.p.m. price For Melvyn Douglas situation eight months ago was fairly simple compared to the

NEW YORK, Dec. 1.—The disk \$4.45, \$4.85, \$4.98, \$.5.00, \$5.45, dealer is currently faced with the \$5.72, \$5.75, \$5.85, \$5.95 and \$6.45.

prices for LP and 45 r.p.m. disks tion is no better. At the present which are being released by 113 (Continued on page 16) (Continued on page 16)

Douglas this week signed to appear and American Federation of Musi- know that the disks were pirated Musi-List prices for 10-inch LP records range from 98 cents to \$4.95,
while prices for 12-inch LP's run
from \$2.19 to \$6.45. These include

| The prices for 10-inch LP recwhile prices for 12-inch LP's run
from \$2.19 to \$6.45. These include

| The prices for 10-inch LP recwas brought to light by the Los
| Angeles Mirror's amusement mana| The prices for 10-inch LP's run
| Murray with a view toward military personnel. Scandal, which ords, but said they came from New York City.

| The prices for 10-inch LP rec| In latter case, package would make up latter half of bill, and the prices for 10-inch LP's run
| The prices for 10-inch LP rec| In latter case, package would make up latter half of bill, and the prices for 10-inch LP rec| In latter case, package would make up latter half of bill, and the prices for 10-inch LP rec| In latter case, package would make up latter half of bill, and the prices for 10-inch LP rec| In latter case, package would make up latter half of bill, and the prices for 10-inch LP rec| In latter case, package would make up latter half of bill, and the prices for 10-inch LP rec| In latter case, package would make up latter half of bill, and the prices for 10-inch LP rec| In latter case, package would make up latter half of bill, and the prices for 10-inch LP rec| In latter case, package would make up latter half of bill, and the prices for 10-inch LP rec| In latter case, package would make up latter half of bill, and the prices for 10-inch LP rec| In latter case, package would make up latter half of bill, and the prices for 10-inch LP rec| In latter case, package would make up latter half of bill, and the prices for 10-inch LP rec| In latter case, package would make up latter half of bill, and the package would make up latter half of bill, and the package would make up latter half of bill, and the package would make up latter half of bill, and the package would make up latter half of bill, and the package would make up latter half of bill, and the package would make u such minute price differences as in the East by the Parsonett ger, Tom Kettering, is expected to

Billboard Backstage

what satirical piece about the pletely from now on and hopes them. wedding of Frank Sinatra and Ava Gardner. I got considerable will have some dull stories ahead who believe that all human becomment on the column, most of of them, for Frank makes news ings, no matter how famous, are it, of course, from people in the whatever he does and what he entitled to privacy at certain business. Three letters, however, came in from girls who are, obthem here, and call them to the porting and not slandering for the sonality, nothing the press could ing, a responsibility he has to- Sinatra. ward kids like this. "Dear Mr. Csida,

they sought to make Frank's marriage a farce and a circus, something to be ridiculed and laughed him. at when Frank, just as any other bridegroom, wanted something solemn and beautiful to cherish and remember. I think it was Frank's privilege, also, to pick out the photographer to take the pictures, as many taken by our

Two weeks ago I did a some- to say he'll ignore Frank com- obnoxious way the press treated lots of other reporters will do the

viously, never-say-die fans of papermen in this world who be- played a part, but if Frank didn't Frankie's. I reprint a couple of lieve in good, clean, honest re- have the ability, talent and perparticular attention of Frank, purpose of getting a 'story.' I have said or done would have with the suggestion that he rec-wish to thank you once again for helped Frank to success. Senize a little more than he has your fine, fair treatment of a fine, "I fail to see why the press given past evidence of recogniz- fair regular guy, Mr. Frank complained so much. Plenty of

agree with your opinion of Mr. the public to enjoy. It seems to "I wish to thank you for your Sacks. I have been a fan of me that Frank and Ava set an editorial of this week defending Frank's for 10 years and in that example that most famous cou-Frank Sinatra. I was thoroly time have come in contact with ples could follow and thus keep ashamed at the way the press him several times and have found the sacred ceremony from becom-here in Philadelphia treated him in him the epitome of what a real last week. The quite sure I wouldn't want "Why, with their carryings-on, grand person and a truly great flash bulbs going off all over the friend of Frank's. The world place if I were being married, would be better with more like nor would I want newsmen giv-

> "All for now. I remain, Sincerely for Sinatra (signed) Bethy Brown President-Sinatra's Crusaders"

Dear Mr. Csida:

"As a Sinatra fan of long standown NSP photographers have ing, may I express my deep apprebeen extremely uncomplimen-tary. One reporter went so far as Frank and Ava's wedding and the

doesn't they make up for in lies times. Some members of the press constantly harp that "we "I'm so glad to find some news- made him." They may have

stories and lovely pictures of the "Also, I most wholeheartedly happy couple were released for

ing out exaggerated accounts of

everything that took place. "Publicity has its place, but it should endeavor to stay in its place and remember there are times when a little decency should be maintained.

> Thank you sincerely, (signed) Nora McDermott 435 W. Bringhurst St. Philadelphia 44, Pa.

Washington Once-Over

a TV crime show. "I want the an upheaval if President Truman Broadcast Advertising Bur runs and wins next November. under a transitional program.

The stenographer courteously explained that the Commission doesn't have the authority to censor programs and suggested that the man send his complaint to the TV station which aired the show. Satisfied, he thanked her and hung up. The stenographer's boss, who had been standing nearby, complimented her on the way she handled the complaint. "Thanks," said the stenographer, But what I didn't tell the man is that the program he was complaining about happens to be one of my favorites."

Looking Into Political

WASHINGTON, Dec. 1. - An President next year, you can't that the association, which had irate fellow who phoned a Fed- walk down Pennsylvania Avenue eral Communications Commis- without dodging predictions sion bigwig's office the other day about the aftermath. The Treasblistered a stenographer's pretty ury Department, which is hoping ear with a complaint about TV's to induce congress to extract effect on his young son's nerves. more revenue via amusement ex-Seems that the fellow found his cises, is expected to be among an youngster screaming in terror at exclusive few agencies resisting gram off the air!", demanded the Treasury Secretary John W. Snyder is one of Mr. Truman's top Mexico Loves Music,

The FCC is figured to emerge with few changes, too, if Pres-Commission.

NARTB in the Black,

been slumping budget-wise for years, has been able to keep some money in the bank since Fellows became president. The organization's improved finances are considered remarkable in view of the fact that a third of the incoming dues must be set aside for the Broadcast Advertising Bureau

Radio Rates Cheap . . .

ident Truman stays, but political in Mexico, according to a Com- watch if acoustics are okay in protocol will dictate replacement merce Department report this the big house and whether the of Chairman Wayne Coy if the week on radio programing be- arrangements for turning the Democrats lose. Logical choice low the Rio. 86 per cent of the arena into an opera house are for Coy's successor would be Commissioner Robert F. Jones, stations are musical, mostly on look to book the opera into other washingtonian except Jones, who has high personal regard for Coy ican and major U. S. sports events and isn't indulging in soothsaying. Ican and major U. S. sports events available. The greater capacity shows are rare, says Commerce, might enable them to reduce seat man from Ohio, has chalked up and few comedy programs are prices an outstanding record on the aired. Some of the big stations The carry five and 10-minute news home ground of Toronto's Natsummaries, but analyses by com- ional League hockey team. Ca-Crystal Ball of '52 . . .

For whatever it's worth or isn't, opinion of Potomac dopesters points to a big-scale upheaval in Washington, no matter who wins the next election. Altho nobody knows who'll be running for in black,

NARTB In the Black,

Thanks to fellows . . .

Look for the National Association of Radio and Television Broadcasters board of directors to record its thanks next week to NARTB Prexy Harold Fellows. The board will get the good news in the program break. Reason: Advertising rates are cheap.

NARTB In the Black,

Ihanks to fellows . . .

Wexico. Singing commercials literally fill the air. Some stations broadcast as many as four commercial spot announcements in a single program break. Reason: Advertising rates are cheap.

The deal originated in converting the black,

Thanks to fellows . . .

Look for the National Association of Radio and Television Broadcasters board of directors to record its thanks next week to NARTB Prexy Harold Fellows. Advertising rates are cheap.

The deal originated in converting the black,

Thanks to fellows . . .

Advertising rates are cheap.

The deal originated in converting the black,

The deal originated in converting packs are cheap.

Picture Business

By LEE ZHITO-

these crepe hanging days in the produced film but couldn't be- fore the film better pack box- will handle local arrangements industry, it's heartening to talk cause of booking arrangements office appeal or it will find no to a picture producer with the with a major studio will now be takers. There will be some processor. Tears have been in full increased market, Lesser feels, Lesser predicts, who will get torrent among the independents will pay off for the independents caught with unwanted product on who wail that the combination far above previously established their hands, but those are the risks of heightened competition from levels.

The majors and increased TV Furthermore, Lesser sees the in-

First of all, he feels that gov-ernment action calling for open years has been buying from a films. He feels theatergoers are bidding by exhibitors on all picture product will pay off in profits never before realized by the indie producer. Heretofore, the exhibitors had been on all pictures. After years of feeding ing impressive interest in adventure films, such as his own exhibitors had been open of its top box-office. "Kon-Tildi" As a contract the result in the second state of the product will pay off in profits and the could show his top indicates and are displayed in the could show his top in the coul exhibitors had been sewed up by

audience inroads spell an end to dies benefiting indirectly from the indie movie making.

Lesser offers convincing points expense of the majors. As he expense of the majors as he expense of the majors as he expense of the majors.

loses one of its top box-office "Kon-Tiki." As a result of the exhibitors had been sewed up by a given studio with agreements which insisted that he take product he didn't want if he were to receive that studio's top pictures. This selling system closed off countless houses from being included in the independent's potential market.

Sees Open Bidding

As Vital New Fattor . . .

As a result of the government's anti-trust action, 1952 will see more houses than ever before more against the competitor down pictures to his competitor down on a three-per-year adventure film production schedule, plus one "Tagram" film. In 1951 Lesser released "Jungle Head Hunters" and "Kon-Tiki." Latter film, according to Lesser, already grossed \$520,000 in 1,900 engagements out of a possible 11,000.

For 1952 Lesser is preparing "Illa-Tica," sending a unit to Bolivia to shoot the story of the legendary lost diamond mine. Also in preparation is "Red Sea Adventure," actual filming of underseased "Jungle Head Hunters" and "Kon-Tiki." Latter film, according to Lesser, already grossed \$520,000 in 1,900 engagements out of a possible 11,000.

For 1952 Lesser is preparing "Illa-Tica," sending a unit to Bolivia to shoot the story of the legendary lost diamond mine. Also in preparation is "Red Sea Adventure," actual filming of underseased "Jungle Head Hunters" and "Kon-Tiki." Latter film, according to Lesser, already grossed \$520,000 in 1,900 engagements out of a possible 11,000.

For 1952 Lesser is preparing "Illa-Tica," sending a unit to Bolivia to shoot the story of the legendary lost diamond mine and the production schedule, plus one "Tagram" film. In 1951 Lesser released "Jungle Head Hunters" and "Kon-Tiki." Latter film, according to Lesser, already grossed \$520,000 in 1,900 engagements out of a possible 11

more houses than ever before stand on their own merit, whether venture, action swinging to the product-bidding produced by a major or an indesease creatures. Third adventure method of buying. Theaters that pendent. An exhibitor no longer film hasn't been set.

HOLLYWOOD, Dec. 1 .- During heretofore wanted to buy an indie- has to show "dog" pictures. There- the Toronto Rotary Club, which

Sets Five-Hour New Year Shows "It is indeed nice to know that here are members of the press For Six Cities

> CHICAGO, Dec. 1. - Probably the biggest one-night promotion ever staged in auditoriums on a single night and definitely the biggest mass booking of country and Western talent in history will be staged New Year's Eve by Con-nie B. Gay, WARL, Arlington, Va., d.j. and rustic tune promoter. Gay, in an exclusive interview with The Billboard, revealed a plan whereby he is taking over six auditoriums simultaneously December 31 to stage separate fivehour shows at each location.

Gay and his promotion manager, Oscar Davis, will shuttle a troupe, composed of Lefty Friz-zell, Hank Williams, Moon Mullican, Pee Wee King and the Golden West Cowboys, between the Washington National Guard Armory (capacity, 15,000) and Baltimore's Fifth Regiment Armory (15,000).

Other casts and sites include: Toledo Sports Arena (10,000), Hank Snow, Jimmy Dickens, Minnie Pearl and Cowboy Copas; Raleigh (N. C.) Memorial Auditorium (8,000), George Morgan, Rod Brasfield and Carl Smith: Charleston (W. Va.) Municipal ter stage with his production Auditorium (8,200), Bill Monroe, of Shakespeare's "The Winter's Lou Childre, Duke of Paducah, Tale" at the Phoenix, which re-Carter Sisters and Mother May-belle, and Spartanburg (S. C.) Me-morial Auditorium (10,000), Ernest duction of "Much Ado About

Met to Play

NEW YORK, Dec. 1 .- The Metropolitan Opera Company will appear at the Maple Leaf Garden in Toronto, Canada, for three days late in May. This will be the first time the Met will go into a house that does not have a permanent

Music's dominantly in the air experiment. Met toppers will

The Maple Leaf Garden is the

sations between the Met's Horace Armistead and members of the Arena Managers Association, in-cluding booking chief John Hickey. Plans were finalized between Reginald Allen, business administrator for the Met, and

Harlesque	
Calminal	0
Circus	61
Classificat Ads	168
Con Machines	100
Enirs and Expos.	62
Pinal Cuntum	54
General Cuttings	718
Blasse Roll of Bills	- 10
Legitimate	51
Tentral Dist	466
Made	51
Merchandise	62
Mosic	110
Music Charles	.30)
Monte Manager	80
Night Chan	14
Parks and Phote	50
Pines for Pitchmen	72
TANKS AND STREET	51
Roadshow-Rep	53
Routes	81
Salastroprote	74
and a National Control of the Contro	
WHIRE COURSE	TE
The state of the state of	5 (3

London Dispatch

By LEIGH VANCE -

LONDON, Dec. 1.-Norman Collins, former boss of British Broadcasting Corporation television is reporting on his visit to New York and plugging sponsored TV for the corporation limited programs here. Says he, "Television only draws about \$2,800,000 from its license revenue. The extra outlay of around \$7,000,000 is supplied from sound radio licenses." His plan is hotly supported by Equity members, comparing their own trifling returns with the money handed out when they visit the States. One of the highest TV fees here was paid recently to American actress Jessie Royce Landis who drew \$224 for two performances of "Dinner at Eight," and three weeks rehearsal. Extras get \$14 a performance and \$3 every day they're in rehearsal. Sports commentators draw between \$30 and

The title of Britain's "leading stage actor" is tossed around between John Gielgud, Sir Laurence Olivier and (possibly) Sir Ralph Richardson. But at the moment Gielgud is holding cen-Nothing" coming up after Jan-

Running the favorites close for the stage laurel is Michael Redgrave, whose performance in the film "The Browning Version" won him awards all over the world. He has just finished a brilliant season at Stratford as actor and producer and is now turning out a polished screen version of Oscar Wilde's "The Importance of Being Earnest," Next year he stars in Clifford Odets' "The Country Girl," put on by Henry Sherek and Sam Wana-

TV Departs From Sunday Night Religious Fare . . .

Last Sunday night television rose out of its usual rut of reli-

PARIS, Dec. 1 .- The major theatrical event of last week was Serge Lifar's production at the opera of a three-hour ballet based on the story "Snow White." This is the first time a ballet has been presented as a full program entertainment.... Colette Marchand arrived incognito from New York last week for an intestinal opera-tion. The young dancer is weighing the problem of whether to star at the Folies Bergere or ap-pear in a New York play where she would dance and act and ultimately follow an American career. . . . Clarinetist Mezz Mezz-row and drummer Zutty Singleton gave a concert at the Salle Pleyel sponsored by the Hot Jazz Club of France. . . Another clarinet player, Claude Luter, married a French model to the accompaniment of his ork ... Sidney Bechet has recorded two extremely good long playing records for Vogue, French diskery. Some of the best numbers are "Blues in the Cave," "Waiting for the Day," "Careless Love," "Lastic" and "Francis Blues."

Darvis and Julia are flying to America to open at Lew Walters' club in Miami. . . Archie Robbins is in Paris for a rest after his stint at Ciro's, London ... Scouting at Ciro's, London... Scouting around town for talent are Papa Bouchet for his Villa Ventia in Miami and Bill Miller. Nola Pardy, one of the star dancers of the last show at the Nouvelle Eve, is touring Rome and Spain... The Step Brothers are finishing their engagement in Belgium before returning to the States for the Paramount's Xrnas show and a Kata Smith TV broadcast... a Kate Smith TV broadcast ... Maria Dubas, France's leading fem comic, opens December 1 in Switzerland and follows the engagement with a tour of Canada. ... Lucienne Boyer is due back this week. . . The Botte de Sar

(Continued on page 31) malegal

END OF A CAUSE CELEBRE

FCC Wipes Richards Slate Clean, Renews 3 Licenses

Federal Communications Com-mission's order this week renew-transfer proceeding will be coning the licenses of the late G. A. sidered as rendered moot in event Richards' three broadcast stations of the withdrawal of a licensee has concluded the controversial or any others whose conduct is Richards case after nearly four involved in the issues. years of debate and 18,265 pages | Altho FCC General Counsel of transcript. But the Commis- Benedict Cottone is known to be sion's memorandum opinion ac- deliberating whether to file a companying the order appears to fresh brief in the case, it is genhave launched a far wordier de- erally agreed that, for all practical bate over unprecedented policy purposes, the end has been established by the historic opinion. written to the Richards "cause by Vice-Chairman Paul A. Walker, which the Commission's memo-

Tokyo Mushi Mushi

By RALPH KRZYZAK-

TOKYO, Dec. 1. - For the first in the case.

time since the Korean War began, entertainment for Allied troops in Korea has been good. This 11-page majority opinion reviewed month Danny Kaye and troupe made the "Kimchi" Rice Paddy Circuit in 18 days, playing an average of two performances a day, traveling by light plane, jeep and helicopter. In the troupe and helicopter. In the troupe KMPC, Hollywood; WGAR, were Monica Lewis, singer, and Cleveland, and WJR, Detroit, of June Bruner, accordionist. This is ordering slanting of news pro-Miss Bruner's second visit to the grams. The Commission upheld Korean war front, and her accor- the propriety of an initial decision dion playing has been an excel- by Hearing Examiner James Cunent moral builder to the GI's.

Lefty O'Doul and his major league baseball team have been ground that the death of Richards touring Japan playing baseball, the month before had rendered Lefty sent six of his members to moot "all the questions presented Korea to talk baseball to the sol- under the issues of the proceeddiers. Among them were Billy ing. "The Kid" Martin, Dominic Di Maggio, Mel Parnell, Ferris Fain, a request filed soon afterwards George Strickland and baseball by Broadcast Bureau Chief Curcomedian Johnny Price. O'Doul's baseball team made theatrical history when for the first time a ball team appeared at the famous Nippon Geiko, one of the largest cinema houses in Tokyo. The fact and conclusions on Richards' fans almost tore the theater down when the players made their appearances. It took 100 extra policemen to handle the sell-out. O'Doul made a speech which in substance said: "Let's promote Japanese-American friendship by means of baseballs and gloves rather than cannons and machine guns. There is no sport like baseball to promote friendship between two countries."

A group of top American jazz exponents is skedded to come to the Far East under USO Camp Shows this month. The aggregation of six jazz musicians for the tour of Japan, Okinawa and Ko-(Continued on page 53)

The Amusement Industry's Leading Newsweekly

Founded 1894 by W. H. Donaldson Publishers Roger 5. Littleford Ir. William D. Littleford

- Editors

Joseph G. Csida. Editor in Chief, New York G.R. Schreiber. Coin Machine Editor, Chicago Herb Dotten. Outdoor Editor, Chicago Wm. J. Sachs. Exoc. News Editor, Cincinnati Ben Atlas. Chief Washington Bureau

Managers and Divisions

E. W. Evans, Gen. Mgr., Cincinnati

Main Office & Printing Division

2160 Patterson St., Cincinnati 22, Ohio

Phone: DUntar 6450

W. D. Littleford, Gen. Mar. Eastern Division-1364 Broadway, New York 19, N. Y. Phone: PLaza 7-2800

M. L. Reuter, Gen. Mgr., Western Division 188 W. Randniph St., Chicago I, III. Phone: CEntral 5-8761 Sam Abbott, Gen. Mgr., West Coast Division 6000 Sunset Bivd., Hollywood 28, Calif. Phane: Hollywood 9-5831

P. B. Joerling, Gen. Mgr., Southwest Division 200 Arcade Bldg., St. Louis 1, Mo. Phone: Citestaut 0443

Sonscription rates payable in advance. One year, \$10 in U. S. A. and Canada. All foreign countries. \$20. Subscribers when requesting change of address should give old as well as new address. Published weekly. Entered



Val. 63

March 3, 1679. Copyright 1981 by The Billboard Publishing Campany. The find Board also publishes Venil, the monthly magnature of automatic mer-

WASHINGTON, Dec. 1.-The policy and establishing a prece-

The FCC opinion, with a dissent celebre." "Bull-session" debate is interpreted in most legal circles randum opinion has touched off here as reversing previous FCC however, is certain to figure in future formalities on controversial transfer cases before the Commission. This is taken for granted, since the FCC's own split thinking on the doctrine in the case has been pointed up by the dissenting opinion of Vice-Chairman Walker, who insisted that the FCC could not "properly decide whether the death of Mr. Richards warrants dismissal of the proceedings" until after the Commission's hearing examiner (This column appears once a has made "findings of fact and conclusions of law" on the issues LEGITIMATE

Started in '48

arguments and counterarguments since the case began in March, 1948, after formal complaints reached the Commission accusing Richards, owner of stations ningham last June 14 seeking to wind up the Richards case on the

The Commission took note of tiss Plummer and General Counsel Cottone, challenging Cunningham's initial decision as "an illegal document, inasmuch as it should have contained findings of qualifications as a licensee. The Commission then pointed out that Richards' widow, Mrs. Frances S. Richards, executrix of her late husband's estate, told the FCC

"GOOD WILL"-IN NAME, FACT

CLEVELAND, Dec. 1. -John F. Patt, head man of the G. A. Richards stations, issued the following statement after receiving word of the Federal Communications Commission's ruling in favor of renewing the licenses of the three outlets:

"We are gratified that the Commission has disposed of this matter. We will always remember gratefully and loyally all who offered and gave us their support. We look forward eagerly and confidently to the future of our stations-and particularly to the opportunities as well as the obligations of operating these stations under the highest standards of public service. We intend to demonstrate our slogan of "The Good Will Stations" in fact as well as in name.

"WJR, WGAR and KMPC, reaching their respective wide areas around Detroit, Cleveland and Los Angeles respectively, will endeavor to deserve the confidence of their listeners and to exhibit leadership in making radio increasingly effective as a medium of public informa-tion, enlightenment, understanding and inspiration."

Review Index

Record Re	views	2.1.4
Classical I	deviews	
Legit Rev	Reviews	;
Radio Rev	iews	1
Felevision	Reviews	***

Highlight Reviews

TELEVISION

Dinah Sure Never Was Finah In Hitting Her Own TV Pace

By HAL WEBMAN

weekly, Hollywood - emanated of being slick. video show. It can be stated def-

The thrush had 15 minutes almost all to herself-she was hostess and emsee as well as singer. She conducted herself in a thoroly manner and reflected her cumulative years of professional knowdoing this thing personally in extremely effective filmed bit,

Primary credit for the success initely that Dinah has never been of the stanza must be accorded Handley. He picked just the right words for just the right moment. He found just the right camera angles with which properly to fluent and completely enchanting make Dinah appear so agreeable visually. He set a whirlwind pace so that the 15 minutes seemed how in the handling of audience. like five. He mercifully confined It was almost as the she was the Chevrolet commercials to one

Television was granted a bless- each home everywhere. She trans- and thus maintained the steady ing last Tuesday evening (27) mitted a tremendous feeling of drive, flow and pacing of the enwhen Dinah Shore unveiled her intimacy while cloaked in a show tertainment portions of the show. magical charm and magnificent whose production trappings were All told, this Handley was a singing talents on her own twice- comparatively lavish to the point pretty handy fellow to have around.

Of course, his chore was made so much simpler with the finished writer - producer - director Alan talent of Dinah to work with. She gracefully fitted into each of his ideas, from projecting sloe-eyed sex in a series of close-ups, thru (Continued on pag

"The Dinah Shore Show," reviewed via NBV-V, Tuesday. November 27, 7:30-7:45 p.m., EST.

Provocative "Camera" Takes Sharp Picture; Julie Harris Job Superb

By BOB FRANCIS

little or no plot and its ending is realization of the menace of curiously inconclusive, but its Nazidom's rising tide. protagonists, thru themselves in some extraordinary fashion, build a fascinating picture of the

Metamorphosis

The nub of his metamorphosis beginning of a chaotic insecurity. from casual, lazy observer to Van Druten takes Isherwood angry participant stems princi-

John Van Druten's "I Am a himself, then aged 26 and a pally from a platonic relationship Camera" will likely be meat for writer somewhat less than promi- with a considerably endearing discussion, for there can be two nent, as his central character. but an amorally hedonistic young schools of thought as to whether Isherwood is not too successfully British gal, whose bedroom tacor not he has written a satisfac- attempting a novel, regarding ties are as variable as the wind. tory play. In any event, he has himself as a camera, passively Out of this comes an amazing accomplished what he has stated recording experiences and events mutual affection which sparks a was his aim-to create a portrait | without self-involvement. How- final offer on his part to make an of Berlin life (circa 1930) thru ever, like most fence-straddlers, honest woman of her. But the the mood of his characters. he is gradually drawn into active lass ends as unpredictably as she Camera," based on short stories | partisanship thru personal con- begins and is off for new bedby Christopher Isherwood, has tacts and events which force the rooms to conquer, leaving the lad

> "I Am a Camera," reviewed at the Empire Theater, New York. Wednesday, Novem-

VAUDEVILLE

Jackie Kannon Punches to Glory In "Second" Spot at Chez Paree

By NORMAN WEISER

cago debut, proves the Chez Paree's cellent. big act, altho Carmen Miranda carries top billing. Kannon, opening to a cold audience, keeps of her old standby numbers, then punching away with some of the excuses herself while her quartet best material heard in a long while does a number, returning sans the and had the house howling for 20 orchid-bedecked headgear. Miss minutes. He displays smooth de- Miranda has a good following livery and several excellent bits here, and while the audience was which, while at times reminiscent comparatively cool toward her of Danny Thomas, are refreshing standard offerings, two new numand distinctive enough to create bers in her act, one based on her a novel new act.

displays strong pipes, then swings Her closer was another Brazilian into his routine, working directly samba, done in excellent rhythm with the audience. His parody with her group. on "Wild Goose" brought a big mitt, and his closer, done with his of the best acro-terp turns to

Jackie Kannon, making his Chi- handle lines and lyrics, was ex- continuous applause and works

Gets Big Acclaim

Headliner opens with a series headgear, the other with a West-Opening with a song, Kannon ern theme, brought big hands.

Opener is Penny Merryman, one wife, a shapely gal who also can show here. Gal does her turn to

high enough for the entire room to catch the intricate gyros involved. Starting with a slow number, she goes into a rhythm routine, closing with a rhumba beat to heavy applause.

The Arden-Fletcher girls have two holdover numbers in the show, with the lookers excellent on the eyes but slow on the terp. (Monday, November 26)

Capacity, 500. Price policy. \$1.10 cover, with \$3.50 minimum. Shows at 8:30, 12 and 2. Operator, Dave Halper, Publicity. Bob Curley, ooking policy, non-exclusive. Estimated budget this show, \$7,500. Es'imated budget last show, \$9,500.

TELEVISION

Du Mont's 'Music' in Tasteful Debut; Offers Real Threat to Competition

By JUNE BUNDY

harmony. Altho show is bucking Foote in former category.

ate production gimmicks, the general sales savvy. airer sells its theme on a quality Stand-out parallel was drawn basis, utilizing simple but effect between red-headed Lucille Reed's tive staging to illustrate the simi- swingy rendition of that great

Du Mont may have a winner lar music. Point was made on (1922) and Nancy Carr and Foote's in its new Chicago series, "This Is show caught (29) via two contrast- tender treatment of "Bess, You

chance of pulling a sizable music-fan listenership from more dis-meeting of seemingly diverse bert Trendler's musical direction Eschewing fancy sets and intri- scored high on showmanship and

larity between classical and popu- pop standard. "St. Louis Blues"

Music," which blends pop and ing vocal teams, with Lucille lis My Woman Now" from "Porgy classical themes together with Reed and Bill Snary representing and Bess" (1935). Latter number rare good taste and production latter, and Nancy Carr and Bruce was refreshingly free of the ham emoting that usually accompanies Groucho Marx, Garry Moore and Smooth pacing and quietly im- an attempt to dramatize this mov"Stop the Music," it stands a good pressive commentary by Alexan- ing segment from the legit hit.

undoubtedly contributed substan-

"This Is Music," reviewed via Du Mont-TV, Thursday, November 29, 8-8:30 p.m., EST.

AFFILS REJECT NBC'S ECONOMIC STUDY PLAN

Stations Defeat Key Phases Of Formula by Vote of 72-22

· Continued from page I

commend NBC for its initiative and leadership in undertaking ing, affiliate spokesmen attempted to turn over morning time to the studies in that field and

"Whereas the affiliates have exof the NBC economic plan and

"Whereas radio values are dependent solely upon the effectiveness of radio itself, the measurement of which involves many complex and highly variable factors,

"Therefore be it resolved that the affiliates be given an oppor- of the opposition. tunity to develop immediately with NBC further pertinent data ate resolution (the framing of essential to the determination of which, incidentally, occupied present day radio values. The about 90 per cent of the time of affiliates pledge themselves to financially support such research.

"Be it further resolved that pending the completion of this research the adoption of any rate formulae be held in abeyance."

McConnell, Denny, Niles Trammell and numerous other NBC executives who spoke at the formal meetings Wednesday (28) and BULL AND BELLS Thursday (29) certainly made a determined, well-organized, clearcut effort to convince the affiliates that support for the economic study plan was vital if the radio network was to continue as a leading factor in AM web broadcasting. McConnell's opening speech laid on the line the operating losses faced by the web (see other story this issue). Trammell stressed the fact that none of the major forward-looking moves ever attempted by the web were ever accomplished without differences of opinion, and that the changes all eventually benefited the stations as well as the network.

validity and the necessity that it be adopted as rapidly as possible. Bud Barry, radio network program veepee, outlined the ambitious show efforts of the web; Jack Herbert, sales vice-president, covered exhaustively his many new selling devices; Fred Dodge explained the extensive merchandising plans, and Henry Cassidy detailed ambitious new plans.

And notwithstanding these key efforts to sell the affiliates on the aggressive and progressive job the lobby of the hotel was a slot the web was undertaking to sus- machine with fruit and bells retain and develop radio as an advertising medium, the affiliates refused to buy the economic study bells, Berle, etc. The slot was proposals.

Private Session

A group of key affiliates was in private session Wednesday night and continued its confab until about 3 a.m. Thursday. Again at 8 a.m. this same group gathered to discuss the web plan further. evening was to begin. And the copped so much as a short beer. affiliates prevailed upon the netday afternoon.

At the Friday afternoon meet- While a few stations have agreed to get McConnell to agree to network, the great majority of amined the fundamental aspects economic study formula, but the on this phase of the deal. network president declined. He gave every indication that he intended to stand by his announcement to the press the previous evening that the web had decided its economic study plan was fair and equitable and that the web most affiliates feel they cannot take the less repeated in the less re

> It is significant that the affilithe resolutions committee-balance of resolutions were batted out in comparatively short order) did not mention the question of the web's securing the 9:30-10 a.m. option time switch, requested in the economic study proposals.

R-B's Ruth, **Novel Slot** Confab Treat

BOCA RATON, Fla., Dec. 1 .-Outdoor show business and the ons as well as the network. coin machine industry played Denny carefully and efficiently their parts in making the National reviewed, in broad terms, the rea- Broadcasting Company convensoning behind the web's economic tion here the success that it was. study plan, and his own (and the Bill Antes, Ringling Bros. and Barnetwork's) firm belief in its num & Bailey Circus director of radio and television, delivered Ruth, 47-year-old Ringling bull, to the swank Boca Raton Hotel and club grounds Wednesday (28). Marguerite Piazza, opera fave and featured on NBC's "Show of Shows," rode Ruth up the long driveway into the hotel grounds and posed like a legit bull rider for publicity shots around the front entrance to the joint during cocktail-lunch break Wednesday.

Featured in the NBC exhibits in placed by head photos of stars. Lemons were Arthur Godfrey; confiscated by the local sheriff's office the first day it was on display, since this area is afflicted with a temporary case of religion. Subtle pressures got the machines back by Thursday morning, but it operated with slugs only.

Also featured in one of the lobby The closed affiliates' meeting exhibits was a wheel on which conceivable, in the opinion of which started Thursday about 2 lucky number won free drinks. It some NBC affiliates, that Robert p.m. ran until 6:40 p.m. 10 min- was obviously gaffed since The Elder, research consultant, may utes beyond the time when a Billboard reporter played it faith-scheduled cocktail-dinner social fully each morning and never a special study for the purpose.

Over-all press and exploitation work convention programers to job at the convention was highly call off the web-affiliate meeting lauded by all affiliates and newsscheduled for Friday at 10 a.m. paper people in attendance. Sid with individual stations on a calm, to give the affiliates time to work Eiges, press veepee, assistant Joe businesslike basis, he and his cofurther on their resolutions. Net- Dine, foto factotum Sid Desfor, horts are completely convinced work officials didn't meet with Grover-Whalen-type Frank Young that it must be accepted if the the affiliates until well into Fri- and all hands may take bows on network is to continue a major a job well done.

"take another look" at the web's stations flatly refused to go along

All the stations realize the justice of the web's request for the earlier morning hours, since Cowas going thru with it regardless take the loss represented by dropping local sponsors, who are paying full card rate, to carry web accounts at roughly 30 per cent of the card rate.

Bonus Stations

Another point not mentioned in the resolution, but which came in for considerable discussion at the resolutions committee meetings, was the phase of the plan which calls for the network to take on some 100 to 150 bonus stations. Denny had faced a particularly embarrassing situation in an earlier web-affiliate meeting when it was learned that an advertiser had taken on a couple of bonus stations, signals of which hit the area of a regular NBC affiliate. The advertiser, of course, had rejected purchase of the affiliated station in the belief that the forfree bonus stations would give him the desired coverage in the

It is on this principle that many of the affiliates are strongly opposed to the bonus station phase of the economic study proposals.

It must be considered progress for the network that the affiliates' resolution accepts the idea of the necessity for a reappraisal of rates. However, the opposition to the NBC formula for readjusting rates is strong. The intensity of an affiliate belief that a new study is necessary is most amply demonstrated by that phase of the resothe web and affiliates may eventually agree.

New Study

week (The Billboard, December vention. ever seen around an industry con-1) by Howard Meighan, Columbia Broadcasting System president, companied by most effective films, that a new, up-to-date study must demonstrating Pat Weaver's new be made before proper re-evalua- morning program idea "Today, tion of rates can be launched. The majority of NBC affiliates, however, are not particularly partial responsibility of telecasters to the to a standard audience measurement study, as proposed by Meighan. Rather, they wish to ex- high frequency via the Bridgeplore the area of information necessary to arrive at proper rate readjustments and may decide on any one of a number of research approaches from that point. It is

McConnell, on the other hand, has made it abundantly clear that while the network intends to discuss the economic study proposals

Some affiliated stations concede that when their present contracts with the network expire they will have no alternative but to re-sign with NBC under any conditions . . changes in option time, reduced rates, bonus stations or whatever. Other stations insist that they will operate as inde- operations. pendents, or affiliate with some other network if necessary, rather than give up the morning time, take rate cuts or sit still for bein sold down the river by an NBC arrangement with a flock of neighboring bonus stations.

The present status, at any rate is that NBC failed to sell the economic study plan despite some excellent efforts at its fifth annual convention. Where the deal goes from here, no one knows. The only certainty seems to be that there will be plenty of fireworks EDITORIAL

Boca Statesmanship

That business statesmanship in connection with the prose-cution of the National Broadcasting Company's economic study plan about which we've been yakking for some time was abundantly in evidence at Boca Raton last week. Rarely have we seen an executive do what Joe McConnell, NBC's president, did during the full run of the network's fifth annual convention. McConnell's forthright approach, his obvious sin-cerity, his painstaking efforts to make it clear to each and every affiliate that he (McConnell) and NBC were interested in the affiliates' welfare won him the admiration and respect of some of the bitterest opponents of the web's economic study proposals.

McConnell made a great point of the pride he felt in the job NBC's radio and television people had done to get across NBC's exciting story at the convention. He described the work of three of his executives as "magnificent." These were Charles Denny, Joe Heffernan and Pat Weaver. And those men, as well as most of the other NBC operatives involved, did, indeed

That same business statesmanship, in our opinion, was displayed with equal force by the affiliates who drafted the resolution rejecting key phases of the network's economic study proposals (see story this issue). We talked with most of the men involved in drafting that resolution, and we know they tempered their feelings in a truly statesmanlike manner.

It doesn't seem to have occurred to McConnell, however, that many of the heads of NBC's affiliated stations have a good deal of pride too. Pride in the successful radio stations they have spent from 15 to 25 years building. The one point at which McConnell failed to recognize this pride and slipped in his otherwise unerring sense of statesmanship, in our opinion, was on Friday, when the affiliates requested that he sit down with them and take "another look" at the formula NBC had devised for re-evaluating radio rates. In view of the 72-22 vote against the NBC formula, we think it would have been nicely within the bounds of good statesmanship for McConnell to agree to review the formula with the affiliates. A review would certainly entail no obligation to change the NBC formula if after such review McConnell was still convinced the network plan was the soundest possible.

But then it was late Friday afternoon. Joe McConnell was an exhausted man, as he had every right to be. He was exhausted when we asked him to come fishing with us Friday at noon. We hope he'll take a few days off for a little fishing and then reconsider his decision about taking "another look" at the rate readjusted formula with some of the affiliates whose integrity and motives are beyond question and for whom McConnell has the necessary basic respect.

NBC-TV WING LAUDED

Video Plays to Best Crowds at Boca Meet

lution which pledges the affiliates If the National Broadcasting Com- talent. to share the financial burden in pany's radio network operatives | Finance Vice-President Joe Hef-

The TV presentations were acthe super-efficiency of the production and staging services, the great people of the country, the tremendous strides made in the ultra port experimental station.

The TV meetings were attended by almost every one of the broadcasters at the convention, regardless of whether they presently op-erated video outlets or just radio. Weaver opened the meeting, and introduced Ed Madden, vice-president in charge of the TV network sales and operations. Madden's revelatory and somewhat startling facts and figures about TV in 1955 are detailed in other stories in this issue.

George Frey, veepee in charge casting Company's economic of television sales, followed with study proposals. First was by some equally arresting figures on Jack Harris, KPRC, Houston, and NBC's present dominance in TV networking, and some new plans Committee chairman. Harris (also detailed in another story in story was of the guy who apthis issue). Ruddick Lawrence proached a girl in a hotel lobby outlined the web's activity in and suggested she might spend packaging its own shows, and de- an interesting evening with him gree of success with same (details Said the girl, "All right, Would

TV Responsibility

Weaver, veepee in charge of filiate Vic Diehm, WAZL, Hazletelevision, then took over with a ton, Pa. Diehm's tale concerned talk of tremendous impact on the the Southern girl, who'd just telecasters' responsibility to the American people, socially and culturally and entirely apart from commercial considerations. Weaver's talk, substantial portions of which appeared in The Billboard's Special NBC Anniversary Section December 1), was a convention highlight.

Bob Sarnoff, vecpee in charge achieved, not only with estab- with you."

BOCA RATON, Fla., Dec. 1 .- lished names, but in building new

any such new study upon which had their struggles during the fernan delivered a talk on color web's fifth annual convention here television, detailing the achieve-(see other stories this issue), the ments of engineering and mantelevision wing of the web played agement in developing and estab-This thought, of course, is in to one of the greatest ovations lishing compatible, all-electronic

> Fred Wile, veepee in charge of television production, explained the web's plans for expansion into morning hours. Beyond the 7-9 a.m. "Today" show previously mentioned, the schedule for Mon-

Economic Study,

BOCA RATON, Fla., Dec. 1 .-Two gags were being told around the convention appropo (one way or another) of the National Broad-Stations Planning and Advisory in other stories this issue) and Gen. Lyman Munson and Fred Shawn covered other phases of operations.

Shawn covered other phases of operations.

Said the gir, An and Fred you rather go to your room or mine?" Answered the guy, "Oh, nuts. It you're going to argue about it right off the bat, forget about the whole thing.

Second gag was told by afturned 18. She recalled a promise an older lad had made her several years earlier and hastened to seek him out. "Do you-all recall," said she, "you-all promised when ah got to be 18, you'd take me to Florida."
"I did not," said the lad.

"Oh, yes you did," argued the

"I did no such thing," countered and possibly some changes in the of unit productions, outlined the the boy. "All I told you was network structure before it's all staggering talent job the web has when you got to be 18 I'd tamps

Your Top TV Sales Opportunity WIDEL-ILA

Wilmington, Delaware

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

Represented by

ROBERT MEEKER ASSOCIATES

New York

San Francisco Chicago Los Angeles

NBC CRYSTAL BALL SEES \$1 BILLION TV TAKE IN '55

BOCA RATON, Fla., Dec. 1.—Following is a capsule look into the National Broadcasting Company's crystal ball for the year 1955 as indicated by Joe McConnell, the web's president; Ed Madden, vice-president in charge of TV sales and oper-ations, and other NBC toppers;

Total amount of nation advertising, \$8,000,000,000. Television's share of above (for all webs and stations for time and programing), \$1,000,000,000. Number of TV homes in U. S., 28,000,000.

Average viewers per family, 3. Potential home TV market, 84,000,000 people. Theaters equipped with TV, 4,300.

Average seating capacity per theater, 1,000, Total audience for theater TV, 4,300,000, or roughly 5 per cent of home audience.

Crystal ball on radio operations apparently wasn't clear enough for similar prognostications.

AFFILS GIVE NBC CONFIDENCE NOD

Endorse Web's TV Group; Reject Market Basket Plan

stations at the fifth annual conven- ber of people. tion here in addition to economic Approved the network sugges- 1951 will earn approximately study proposal resolution (see other tion that advertisers on alternate \$640,000, a 4 per cent return on

management.

the television group of the network programs concerned, rather than spot of \$325,000,000 in 1951. The and the tremendously effective job as cowcatchers or hitchhikes, to

proposed by Jack Herbert (see in the 7-9 show "Today," stations McConnell said the web faces a other story) on the basis that the be given one-minute station breaks cut-in charge to the station was rather the 20-second breaks undesirable.

Rejected the guaranteed audience plan on the basis that no SMASH FINALE other medium guarantees audience. This, according to the affiliates, would be similar to magazines guaranteeing that people would

17 W. Coast

Affils Okay

NBC's Study

cuts.

the 50-odd affiliated stations who

have thus far "generally accepted"

pany's economic study proposals,

17 are West Coast affiliates. The

West Coast stations accepted the

proposals to a man, despite the

Among the latter were KIT,

Yakima, Wash.; KOH, Reno, and

KMED, Medford, Ore. In the case

as it is in the Eastern and South

early morning option time change

BOCA RATON, Fla., Dec. 1. -National Broadcasting Company President Joe McCon-nell impressed convention-

eers here in a number of ways,

and not least impressive was

the precedental occurrence

during a press conference Mc-Connell held in his suite at

the Boca Raton Hotel Thurs-

day (29) evening. Conference

was progressing nicely when

the phone rang. Public Relations Veepee Bill Brooks answered it. After talking in

appropriately quiet tones for

a moment, he turned around

"You've caught a fish."

and said to McConnell:

McCONNELL'S

FISH YARN

Resolutions passed by the National guaranteeing that the magazine club here from Wednesday (28) Broadcasting Company affiliated will simply reach the stated num- thru Friday (30).

story this issue) included the fol- week shows be permitted to run what McConnell says is a capital wing:
A vote of confidence in the NBC this connection, the stations recomsome \$16,000,000. This would be mended that these commercials be A most hearty endorsement of run within the framework of the vision network shows and national break problems.

Rejected the market basket plan | The affiliates also requested that planned.

Martin, Lewis Lower Boom On NBC Brass

Smash finale to the National 000 in 1951, and WNBC, the comconvention here, November 30, New York, is having some of the was the appearance of Dean Mar- biggest gross months in its history. BOCA RATON, Fla., Dec. 1.-Of tin and Jerry Lewis as headliners for the wind-up banquet. It is company's owned-and-operated probable that no other network station figures to demonstrate the the National Broadcasting Comexecutives have ever taken the difference in television station as ribbing that the zany comics opposed to television network inhanded out to the NBC brass, vestments and profits Displaying Winding up almost an hour of as neat a needle as has ever been fact that some of them took rate their typical inanities with a com- seen used around a broadcasters' dium. munity sing of "Shine On, Harvest | convention, the NBC president, in Moon," the duo snared NBC Presi- his talk to the affiliates Thursday, ready a good start in this direcdent Joe McConnell. Exec Veepee during the TV sessions, referred tion with eight accounts bankroll-Charles Denny, TV Veepee Syl- to a station "North of Chicago" ing NBC television shows, in of the West Coast and certain of vester (Pat) Weaver, Finance Veethe Mountain States stations the pee Joe Heffernan, Board Chairproblem is not nearly as difficult lowered the boom.

and Northeastern zones, since the When they asked McConnell doesn't affect West Coast and whether he'd sing with them, the Mountain State affiliates in the NBC prexy replied: "I'll do anysame manner it affects Eastern thing you want me to." And operators. Lewis countered with "Yeah? Well, where's last year's money?'

> When Weaver started with a vocal contribution, Lewis pointed out the way to the men's room. As Lewis started fooling with Heffernan, Martin shouted from cenan excruciatingly fawning and winding up with: "What is this-I don't know who he is???"

from Thursday night when they cent for ABC and 6 per cent for arrived until long after the ban- Du Mont. quet wind-up Friday, giving impromptu performances in the said Frey, is planning to set up a their off time.

the wind-up banquet show were commercial techniques with film the Mayo Brothers and Helen and kine facilities, and availabil-O'Connell. Thursday night show ity of closed circuits for meetings featured top players from the between advertisers' home organiweb's video "Show of Shows" zations, distributors and dealers. stanza, starring Sid Caesar (without Imogene Coca, who dislikes flying), and featuring the amazing Mr. Ballantine, Marguerite Piazza and the Hamilton Trio. Wednesday night's show was a rather sadacquade. Standout items were

Radio-TV Dollars and Sense Is McConnell's Boca Theme

Tele Sponsors To Spend \$ Bil in '55; '51 AM Net 500G; Video Gets 640G

By JOE CSIDA

national advertisers will be spending in all media in 1955, according to the National Broadcasting eration. Company crystal ball as read by ure would represent income for time and programs to all stations and networks in that year, according to the NBC prexy. \$1,000,000,000 figure is just \$225,-000,000 more than double the spent in all media in 1951.

These were just a few of the figures McConnell and his key execs revealed to affiliated stations in a dollars and sense evaulation of radio-TV-past, present and future-during the network's fifth annual affiliates' convention BOCA RATON, Fla., Dec. 1- read a magazine, rather than held at the Boca Raton Hotel and

The NBC television network in NBC radio network may earn the video boys did at the conven- alleviate the station's station- about \$500,000 in 1951 on a gross of some \$350,000,000 from radio loss of \$1,000,000 in 1952. The decline of network radio, and NBC's own tough position in sound broadcasting was futher highlighted by the fact that as recently as 1950 the radio web earned \$3,500,000. If the \$1,000,-000 loss in '52 materializes, there-

> Apart from network operations, of course, it is known that the company's owned-and-operated stations in both radio and television are enjoying substantial profits. WNBT, the web's New York o and o television outlet BOCA RATON, Fla., Dec. 1 .- for example, will net some \$3,500 .-

> > McConnell did not utilize the

Connell. This \$1,000,000,000 fig. in his television station was some new accounts, as well as old ad-\$1,300,000 if figured generously vertisers.

(perhaps about \$500,000 worth generously). WTMJ gross sales ing investment required said Mceration with the above mentioned builds, 4 per cent return the network vestment of \$16,000,000. About sto,000,000 of this \$16,000,000 Stations Back will earn on its own capital inment and facilities contained in the 15 television studios and seven television theaters the company owns and leases from coast-to-

> A further insight into the expensive and extensive running investment required to operate a video web was revealed in the talk of Ed Madden, the web veepee in charge of television TV studios and TV theaters, and people and uses another 500 pro- beginning immediately.

perienced a decline in earnings McConnell made it clear to af- velopment. of \$4,500,000 between 1950 and filiates that these anticipated vertisers were to spend the same initiating. same amount of money in television, said McConnell, they would account for only 33 per cent of the television business on NBC and CBS. This indicated, said the NBC head, the great need to bring into television advertisers who had never before used the me-

NBC, said McConnell, has al-

to make his point. It was no whole or part, who had never besecret to any of the assembled fore used the medium and who, Television will get one billion of affiliates, least of all Walter indeed, had never used network a little less than \$8,000,000,000 Damm, head of WTMF, Milwau- radio. The many new NBC sales kee, that McConnell was pointing patterns and the new emphasis to the Milwaukee Journal op- on building a merchandising division (see other stories this issue) McConnell estimated that are all designed to make both Damm's total capital investment radio and television attractive to

for the first 10 months of 1951. Connell, is the fact that approxisaid McConnell, were approxi- mately a half-million dollars mately \$2,000,000. Projecting this would be spent in 1952 to build \$1,775,000,000 national advertisers figure for the full-year, and using the NBC merchandising departdata concerning NBC's own sta- ment, already well started under tions, the web president said he newly appointed director Fred estimated that Domm would net. Dodge and his exec assistant, after taxes, some \$850,000 or close Martin Keesley. Merchandising to a 100 per cent return on his emphasis, in the beginning, will investment. McConnell con- be (as it has already started) on trasted this rather attractive op- radio, but as the department similar merchandising

TV Mdse. Dept.

BOCA RATON, Fla., Dec. 1 .-In a move solidly endorsed by the assembled affiliates, the National in connection with theater pro- Broadcasting Company outlined duction facilities, staging services plans for establishing an extensive and technical operations, said merchandising department for the Madden, the web employs 880 radio-TV operations of the web duction extras for special shows. President Joe McConnell stressed While the picture for TV's two factors which have contribfore, the company will have ex- future is exceptionally bright, uted most substantially to this de-

First and foremost is the fine grosses would not be achieved Roman hand of Radio Corporawithout tremendous further in- tion of America President Frank vestments and development on Folsom, who is generally recogthe part of the network. Illustrat- nized as one of the top merchaning the problem, the web presi- dising authorities in the country. dent pointed out that today 16 And secondly, McConnell stressed national advertisers account for the fact that he felt the network 66 per cent of total radio network | had finally secured and developed business on the two major chains, the "right kind of personnel" to NBC and the Columbia Broadcast- execute the merchandising and Broadcasting Company affiliates' nany's o, and o, radio outlet in ing System. If these same ad- other plans which the web is

Newly appointed merchandising director Fred Dodge outlined the plans for the new department to the affiliated stations here this week. It will consist of 12 regional field men who will work with stations and advertisers to follow thru on merchandising efforts in connection with web shows and accounts.

None of the 12 has yet been hired, but Dodge and his exec assistant, Martin Keesley, will begin building the organization immediately. The network is putting a half-million dollars into creating and maintaining this department.

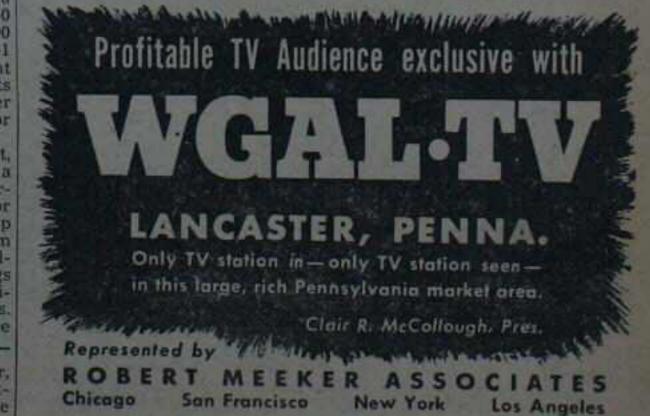
Dodge made it clear in his address to the affiliates that the stations would have to "provide the means for cementing our merchandising operations in the interest of network advertisers at the local level, "The affiliates," said Dodge, "would have to fur-BOCA RATON, Fla., Dec. 1 .- able to merchandise his television nish the manpower for the all-

man Niles Trammell and other FANTASTIC CLIMB

NBC-TV Time Sales Hit \$50 Million Mark

The National Broadcasting Com- program simultaneously to the important follow-up." pany television network's time entire sales organization at far less The NBC merchandising plans sales have climbed at a fantastic cost than is involved in bringing were endorsed in a resolution by ter floor that "This is another one of those guys who decides about the money," and Martin went into video sales, told the network's video sales, told the network's affiliates here this week. The funny routine with Heffernan, gross in 1951 will be \$50,000,000 as opposed to gross sales for 1950 of \$21,000,000 and only \$8,500,000 Wives of the assembled brass in 1949. Frey said that in 1951 took an equally heetic rib from television advertisers had spent the comics. Actually the team 46 per cent of their TV budgets entertained the conventioneers on NBC, as compared with 33 per

The NBC-TV sales department, Boca Raton Hotel Grill, during new department to service advertisers. This will be a studio for On the bill with the duo for their exclusive use to develop



"Excuse me," said the president, and got up and ran into an adjoining room of the suite, in which he'd left a window. He returned in a moment with the news that he'd caught a sting ray. Mc-Connell's suite was on the hotel's first floor, right over a water inlet.

TVA for One Big Union; Equity, SAG Are Adamant

· Continued from page

American Federation of Radio Artist's convention last August voted to merge with TVA, indications are that the two unions will make the nucleus of an amalgamation within the organization by the middle of 1952, even if opposed by other 4-A unions.

The TVA exec board asked for a five-branch or a three-branch merger, but indicated that it was willing to settle for a two-branch linking, if other 4-A unions do not accept the TVA invitation, Actors' Equity has already signified its opposition to TVA merging with AFRA or to Equity joining the other two unions. The probability is that Equity will battle a TVA-AFRA merger if it should occur and if it should come before the 4-A's for approval of its

The position of the American Guild of Variety Artists in the picture is still unclear. AGVA tried to prevent the TVA convention from being held and then more recently offered to merge with TVA. Its offer was rejected by TVA, but the head of the video performers' union, George Heller, asked for more time to study the proposal.

The TVA convention also will consider the loyalty oath which the Columbia Broadcasting System asks its video performers to sign. Many TVA members have registered strong protests with decision of the wage stabilization their union ...

Holtz Revue Tabs \$14,000

HOLLYWOOD, Dec. 1 .- "Merry-Go-Round" wound up its first week at the Belmont Theater November 27 with a \$14,052 gross. Tally includes seven evening pertinees. Gross puts the Holtz revue on the part of TV employers, in- lies within the Four A's board bership interchangeability agree- the stanza, which airs in the 7-several thousand dollars over the cluding packagers, networks, agen- itself and not in committee. I ment." talent nut.

EXTRAS' STAND SAME AS SAG'S

HOLLYWOOD, Dec. 1.-In a resolution echoing the Screen Actors' Guild stand (see adjoining story), the Screen Extras' Guild board this week similarly demanded that the Associated Actors and Artistes of America restrict jurisdiction of Television Authority to live TV.

The film unions have boycotted 4-A board meetings since April, 1950, but expressed readiness to return to the fold once the 4-A's re-defined jurisdictional lines between live TV and films produced for TV.

TV Musicians' Pay Hiked 5%

NEW YORK, Dec. 1 .- TV network musicians will receive a 5 tive to February 1, according to a paid the 10 per cent hike immediately, but the remaining 5 per cent was left to the disposition of the board,

The 5 per cent hike also is ap-

HOLLYWOOD, Dec. 1 .- Screen Actors' Guild and Screen Extras' Guild this week rejected an Associated Actors and Artistes of America peace offer in the long-standing TV jurisdictional dispute between the film unions and Television Authority and called on the Four A's to bring peace within its ranks by clearly defining realms of jurisdiction between live and filmed TV. Film guilds replied to the Four A's November 21 board resolution which agreed to revise its original stand that granted TVA jurisdiction over TV films and named a committee which would include SAG-SEG reps to start action toward set-tling the jurisdictional hassle.

In a letter to Four A's international prexy, Paul Dullzell, SAG Exec Secretary John Dales Jr.

"The position of the Screen Actors' Guild on the Four A's resolution giving television film jurisdiction to TVA was made clear to the Four A's board prior to the passage of that resolution and repeatedly since its passage. Until the Four A's board can bring itself to a clear recognition of the principle of separation of bargaining units between live television Osborn, the new agency on the per cent increase in pay, retroac- to live television plus entertain- show 30 minutes. ment film inserts and kinescopes incidental to live television, and board this week. This brings net- (2) simultaneously affirming the ready to assume our responsi-work TV scale to a par with net- basic jurisdiction of the Screen bilities in the Four A's, including gotiated by the union and the net- the guild charter, it will avail us and the Four A branches compristhis subject.

itself and not in committee. I want you to know that we are

BANANA' ACTS BANNED TO TV

NEW YORK, Dec. 1 .- The precedent set by "Guys and Dolla" forbidding its cast members to perform material from the show on TV was picked up this week by. 'Top Banana." Notice was given all performers that video airing of their routines is strictly verboten.

Tradesters opine that legit producers, particularly in the musical field, are wary lest flashing any of the shows' top stuff by tele may hurt the box office potential, and anticipate similar moves by other shows.

Waring TV May Drop to 1/2 Hour WMGM Drops

NEW YORK, Dec. 1.-Indications this week were that the Fred Waring TV show would be slashed to a half hour in the future. The General Electric-sponsored program on the Columbia Broadcasting System Sunday nights from 9-10 p.m. runs around 35G, but hasn't produced a rating to warrant its budget.

Batten, Barton, Durstine & and television films by (1) taking program, therefore, is recommendaction to limit TVA jurisdiction ing to its client that it cut the

work AM scale. The 5 per cent is Actors Guild over actors in the unreservedly conscientious and Net for Daly News part of the 15 per cent hike ne- motion picture field, as stated in honest co-operation between us works in February. The networks nothing to resume discussions on ing TVA to co-ordinate our efforts to obtain the best possible bar- motors this week was considering "We feel strongly that if and gaining agreements in both fields, expanding its John Daly news when the time comes, and we We regret that the continuation of show from WJZ-TV, New York, hope sincerely that it will come, the television dispute against our to the entire American Broadcastthat we can discuss actors' prob- wishes has diverted the energies ing Company network. plicable to WPIX and WAED. The lems based on the principle set of the Four A's from other prob- An exec of the McManus, John big problem connected with the forth in the paragraph imme- lems of deep concern to all actors, & Adams agency said the major formances and two week-end ma- hike is the bookkeeping to be done diately above. The proper forum for example, the outmoded mem- problem is clearing stations for

BIG STORY

Ogden Police Chagrined on MBC's Drama

SALT LAKE CITY, Dec. 1.— Resentment among Intermountain area lawmen against Mutual Broadcasting Company's "The Big Story" flared into the open this week after the dramatization Wednesday (14) of a 1946 murder case which had been handled by Ogden City Police.

In a story printed by the Salt Lake City Descret News, opposition paper to the Salt Lake City Tribune for which the featured reporter is Ogden correspondent,

Bally Office

NEW YORK, Dec. 1 .- WMGM. local AM indie, has discontinued its promotion department. Promotion director Ted Lazarus returned to his former position as an account executive at Donohue & Coe, and his assistant was fired.

The station, which had impressive plans to promote for its clients, therefore, becomes one of the few local operations without a promotion department.

Pontiac Eyes Video

NEW YORK, Dec. 1.-Pontiac

McCONNELL HITS OUT

Cracks TV Staff in "Dubious Taste" Memo

vision production personnel at the warned, would inspire action "con-National Broadcasting Company siderably more than censure." this week received copies of a McConnell's strong language scathing memo written by NBC President Joseph H. McConnell, The blast was leveled at airing of "material in dubious taste" few weeks ago a proposed TV code over the web, and declared that buck-passing in squirming out of Standards Committee of the Naresponsibility will not be toler- tional Association of Radio and

Crosley Signs P. Winchell TV

this week signed to bankroll the ceptable to me that material in Paul Winchell TV show on alternate weeks via the National Broadcasting Company. Speidel has been sponsoring the show weekly but had to relinquish part of the airings because it has run into a shortage of critical materials needed in manufacturing its prod-

The program airs at 8 p.m. Mondays. Crosley's participation is effective in January. Its agency is Benton & Bowles.

Luckies Seeks **Benny Alternate**

NEW YORK, Dec. 1.—Lucky Strike Cigarettes this week was seeking a name comic to alternate with Jack Benny when he goes alternate weeks next season on TV. Benny most likely will go into the Sunday night 7:30-8 p.m. slot on the Columbia Broadcasting System during the season of 1952 153 tem during the season of 1952-53.

His sponsor figures Benny will be able to do an alternate week on radio.

NEW YORK, Dec. 1 .- All tele- ated. Future cases, the memo

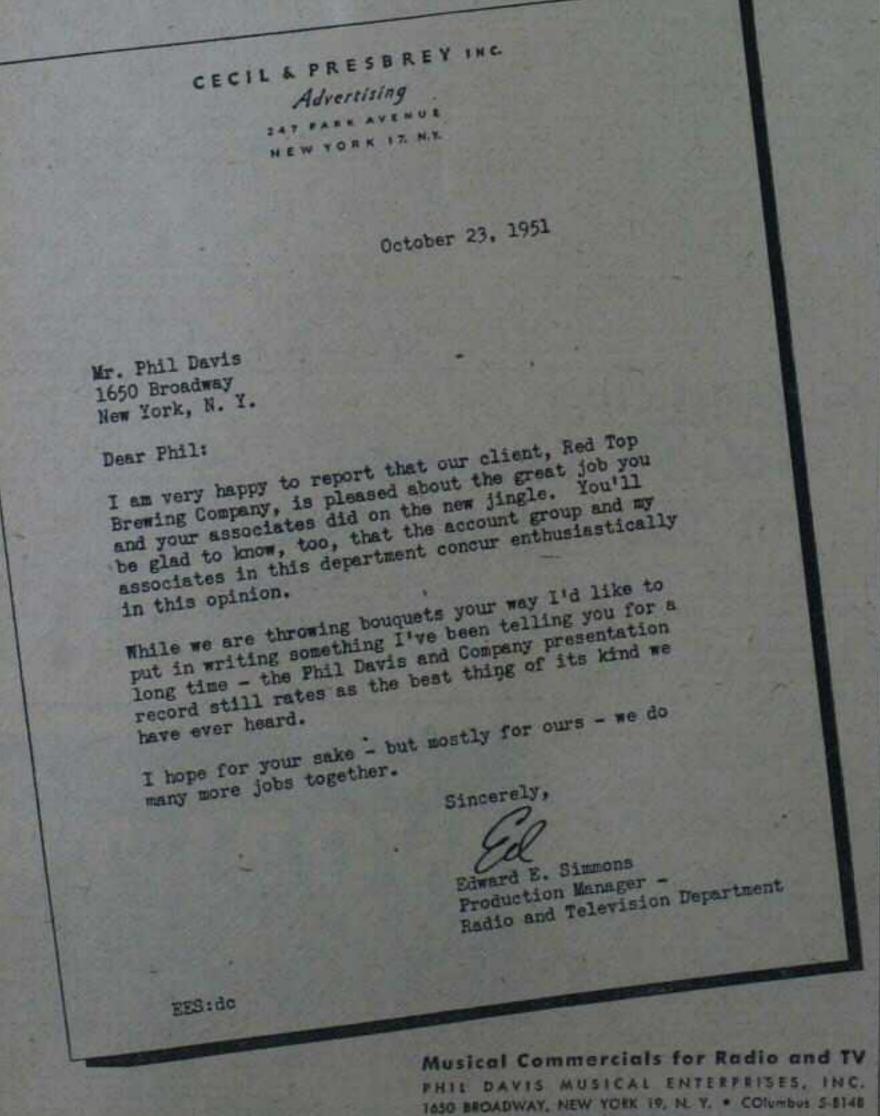
Television Breadcasters, Davidson Taylor, of NBC, was a member of the Committee.

Text of Memo

"I am sick and tired of receiving justified criticisms of NBC television programs where bad taste is concerned. It is fully acceptable to me that sometimes NBC is smeared for the bad judgment of NEW YORK, Dec. 1 .- Crosley other broadcasters. It is not ac-

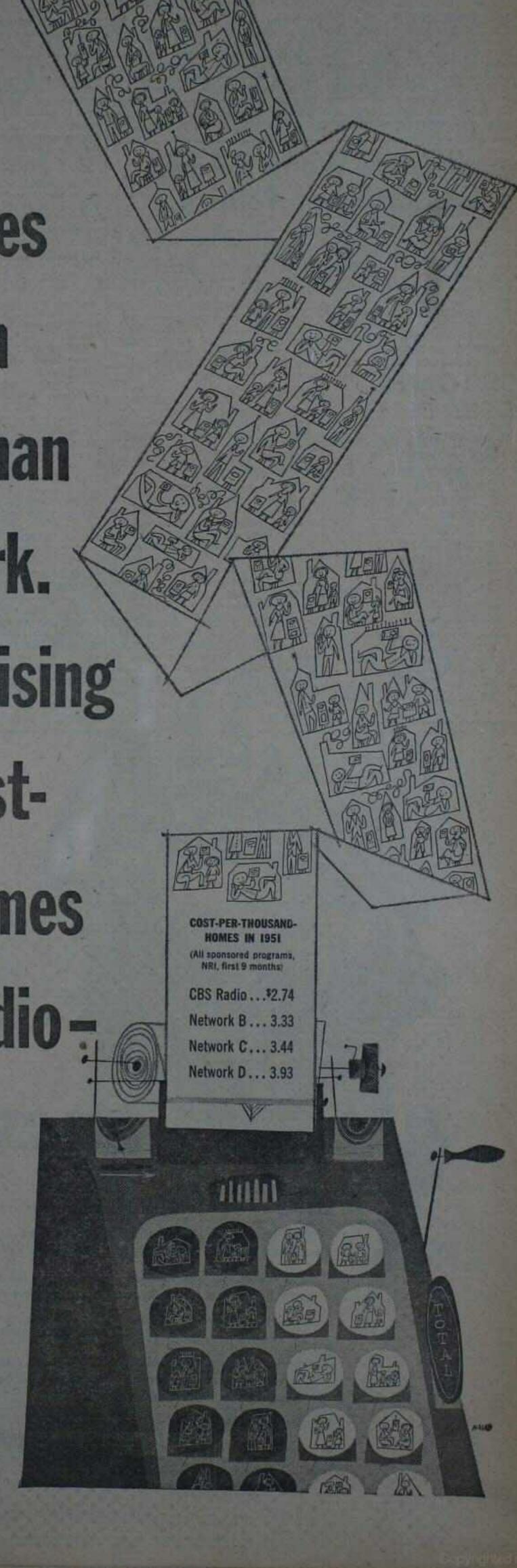






When you add it all up...

CBS Radio reaches more people with more economy than any other network. It delivers advertising at the lowest costper-thousand-homes in all network radiolowest by 18%.



Struggle to Plug 11/2 Hour Gap In CBS Sat. Night TV Sked

week was considering revamping not be sustained.

With Robert Q. Lewis, who presched to hype Miss Emerson, programing line-up as the result cedes "Songs" in the 9:30-10 p.m.

NEW YORK, Dec. 1.—The Co-sponsors will be December 29, the femsee of an hour and a half lumbia Broadcasting System this after which it most likely will extravaganza type presentation.

of cancellations by Sterling Drug slot already canceled, CBS-TV now ment at \$4,400 a week. and Carter Products of their seg-ments of "Songs for Sale." Pro-half of open Saturday night time. "Broadway's Best," on hand which ments of "Songs for Sale." Pro- half of open Saturday night time. "Broadway's Best," on hand which cast program, "Voice of Firestone," the practice suggested by NBC gram's final telecast in the 10-11 The web has already rejected one was ticketed for color video, but be permitted to use a taped ver- is another form of mechanization.

Broadcasters Warned Again Vs. Censorship on Politics

WASHINGTON, Dec. 1 .- TV and cially with a national election in radio stations are flatly prohibited the offing, that there be as little from censoring political speeches, confusion and doubt as possible the Federal Communications Com- on the important question whether mission warned this week in a licensees are free to censor politimemorandum opinion and order cal broadcasts for any reason. . ." renewing the lincense of station WDSU, New Orleans. In warning as a result of a complaint filed against censorship of political last year by Alvin A. Cobb, canditalks, the Commission stressed its date for mayor of New Orleans,

GOOD GATES DEPEND ON TV

WASHINGTON, Dec. 1 .-The Radio-Television Manufacturers Association this week issued a battery of figures showing that paid admissions increased to major league baseball club games where the club maintained regular telecasting of all home games, but paid admissions fell off for clubs which reduced, restricted or eliminated TV.

Nine clubs permitting TV saw 234,169 more paid admissions last season. There were 1,485,070 less paid admissions for the seven clubs

The Commission's action came belief that "it is important, espe- who charged that he had been denied time on the air for which he had contracted. The FCC stated that the station claimed it had examined the candidate's script and found parts of it "libelous and defamatory," and on ad-vice of counsel tried to persuade Cobb to delete the objectionable material. Cobb refused, and the air time was denied to him.

> obvious good faith in acting on hours or 78 per cent of the net- the number of free hours the warned that its anti-censorship doctrine, as laid down in its celebrated Port Huron case decision. would be adhered to, no matter what the State laws may dictate on the subject.

order was signed by a majority, own shows and control their own ing to McConnell, must actually pliffier, which David Sarnoff sugther minority consisting of Com- talent. Advertisers and agencies, be looked upon as the station's gested at the Princeton ceremissioners Paul Walker, Edward said McConnell, could have legitimate share toward helping monies commemorating his 45th Walker and Webster did not par- to another network with a prop- expenses of running a sound and ago. Shelby's material was also

cally ready for its unveiling.

The web has several new pro- now airs at 8:30 p.m. Mondays. gram ideas in the blueprint stage. The NBC request was precedenand has more than a month to get tial, Local 802 execs stating that

Saturday programing.

THEY SAY TV AIN'T AM

Musicians Object to Tape on Air Sans Pay

NEW YORK, Dec. 1. - Local would be paid the simulcast 802, American Federation of Musi- rate, this is twice the \$20.70 scale cians, this week turned down a for the half-hour (one payment request by the National Broad- for radio, one for TV). casting Company that the simul-cast program, "Voice of Firestone," the practice suggested by NBC p.m. slot that evening for its two format featuring Faye Emerson as could easily be slotted in Satur- sion of the TV show as the radio which the Local would do well day nights were interested spon- program. The radio show, ac- to guard against. It pointed out sors to appear. The TV version cording to the request, would be that even the the musicians would of "Our Miss Brooks' is also practiat a different hour. Simulcast Firestone would nevertheless be

them ready to be programed, if it the problem had never arisen considers them acceptable for before. NBC indicated that the musicians on the Firestone show

affecting a saving on over-all pro-duction costs. Some union execs regarded the nature of the operation suggested by NBC as calling for payment of transcription scale. This would come to \$27 per man per 15 minutes-a sum which together with rehearsal money would be more than the cost of the musicians on a live program. Too, 802 would prefer the AM version live, in order that the

McConnell's Boca Theme

techniques will be used in tele- Connell, the television and radio

outlined at the convention, too, investment required to maintain Continued from page 4 by several speakers, notably healthy webs. Ruddick Lawrence, the web's McConnell's purpose, of course, day thru Friday, starting January director of TV sales development. in laying the dollars and sense of 7, will be as follows, said Wile: He told the affiliates that in 1952 network operations on the line advertisers would be spending to the affiliates was to spur acsome \$30,000,000 on NBC's own ceptance of the radio network's film drama; 11:30-12, Dave Wilpackage programs. Two out of economic study proposals, and to lock and Cliff Arquette from NBC every three hours of sponsored forestall further demands on the Hollywood; 11:45, Richard Harktime on the NBC-TV network, part of the network's TV affiliates. ness from NBC. Washington; 12-The Commission said it was granting a renewal of WDSU's lithe web's own packaged shows.

These shows account for 3314

These shows account for 3314 work's advertisers.

networks are forced to protect "The network's rather substantial their programs, and this repre-

affiliates give the web, presently cal operations for TV, outlined a McConnell also discussed the 24. Whoever told the affiliates Buck Rogers-type future for the web's talent and programing in- in the beginning, said McConnell, medium. This included a disaster vestments (see separate story), that the 24 free hours represented mobile unit, a complete telecast-pointing up the fact that the the stations' share of cable and ing plant entirely independent of shenanigans initiated about the other inter-connecting costs, external wire connections; air-time of the CBS-Jack Benny deal should not have done so. The borne TV carried aloft by Heli-The Commission's opinion and forced the networks to build their value of the 24 free hours, accord- copter; the "Magnalux" light am-Webster and Robert F. Jones, avoided this by refusing to switch meet the overwhelming, over-all anniversary in radio, some weeks ticipate. Jones dissented to the erty which had long been spon-anti-censorship policy decision but sored on an original network. progressive network. (Full con-accompanied by a well-produced vention coverage, all angles, in film, entitled "Illusions Unlimconcurred in the renewal grant. Whatever the reasons, said Mc- this department this week.)

TV Plays to Crowds

Bob Shelby, director of techni-



SOCK SELLING

Boxing on WOR-tv is - literally, figuratively - sock selling.

WOR-tv, via an independent research firm, canvassed New York . . . comparing matched samples of viewers and non-viewers of the boxing sportscasts. WOR-tv discovered . .

50% more viewing families had bought the advertised products and 78% more had it on hand than among the non-viewing families!

A spot commercial on one channel 9 boxing show is seen by 399,610 viewers - for only 98c per 1,0001*

Low-cost spots are available in WOR-tv's sports shows for advertisers who want to deliver a knockout blow in the New York market.

* October, 1951, Telepulse

WOR-tv channel high in results . . . low in cost

TV Practices Code On NARTB Agenda

WASHINGTON, Dec. 1.—Pro- vigorous denunciation of Senator mulgation of the first code of fair William Benton's (D., Conn.) bill practices in the TV broadcast in- to create a National Citizens' Addustry's history will head the agenda of next week's meeting here of the National Association from a majority of the FCC, but of Radio and Television Broad- Chairman Coy and Vice - Chaircasters TV board and general man Paul A. Walker have envirtually on the eve of next Other topics on the board week's confab, Chairman Wayne agenda for next week (Dec. 5, 6 Coy of the Federal Communica- and 7) include: keeping a smooth Food Sponsor Buys tions Commission gave the indus- relationship between radio and try a fresh prodding on program TV; avoiding disruptions in radio

get of complaints, with a total of attack. 240 out of 299, or 83 per cent, on this subject, while there were only 11 complaints about indecency, obscenity and profanity on

radio programs. In TV, tho, said the chairman, chief cause of complaints pertained to indecency, obscenity and profanity. "This elicited 76 complaints out of a total of 149 (on TV), or 51 per cent, he said. Coy warned that the federal criminal code "makes it a crime to utter any obscene, indecent or profane language by means of radio communication and provides for a fine of \$10,000 or imprisonment or both." He said that "a conscientious effort on the part of industry would be sufficient to clear up 99 per cent of the offensive material on the air," and he gave a veiled hint that the FCC hasn't abandoned its intention, announced last summer, to stage a public conference on TV broadcast problems." Coy at the same time applauded NARTB's move to issue "a realistic and effective code for television."

Oppose Benton Bill

While the TV code will take up most of the TV board's attention next week, the general board of directors is expected to issue a

CBS Hunting Producer for "A&A" TV Pix

HOLLYWOOD, Dec. 1. - Co-lumbia Broadcasting System Programing Veepee Harry Ackerman is looking for a full-time producer to be assigned to "Amos 'n' Andy" film series. First 26 "A & A" pix were produced under co-supervision of Ackerman and Ben Feiner, but increased time demands on the pair, as well as future plans for the filmed series, demand the attention of a full-time megger

Following wind-up of the first 26 episodes, cast and crews will be given a four-to-five week layoff with production to be resumed immediately thereafter, either January 14 or 21. Lay-off period will enable writers to build a six-script backlog, thereby assuring smooth production sked for the series from then on,

By acquiring a full-time pro-ducer, Ackerman hopes to re-eval-uate production budgets and trim down on production time. At present, 30-minute film requires

a 10-day sked. Ackerman hopes tightening of production reins will cut down on shooting time with resulting savings to be ap-plied to other facets of the series.

Sunkist Mulls TV's "Corliss"

HOLLYWOOD, Dec. L-Sunkist (California Fruit Growers Association) will soon make its initial TV plunge, and is currently mulling sponsorship of "Corliss Archer." According to present plans, show would take the time slot of the canceled Gary Moore show, alternating weeks with Burns and Allen, Thursday, 8-B:30

A big spender in the black and white and outdoor ad in would mark Sunkist's first program move into the broadcasting ield, Foote, Cone & Belding is the agency.

rates; completing the transition Coy in an address before the of Broadcast Advertising Bureau; mission of the Southern Baptist contracts and rate cards for TV;

UNCLE MILTIE'S **DUBIOUS HONOR**

CHICAGO, Dec. 1.-Milton Berle is making a runaway in the "Worst Show on TV" category in the annual viewer poll being taken by TV Forecast, local magazine. Runnersup include Howdy Doody and Frank Sinatra.

The magazine has included this category in previous years, but this is the first year in which it is publishing the "worst show" results.

Morning ABC Slot

NEW YORK, Dec. 1.-Stokeythe agency.

A NEW STAR

NBC Radio Has DEBUTS ON WAX Plans for One

NEW YORK, Dec. 1-Milton Berle was so good at situation comedy on the Columbia Broadcasting System's recent "Salute to Jack Benny," a radio one-shot, that the National Broadcasting Company wants its "boy" to do a similar "script" series for the home

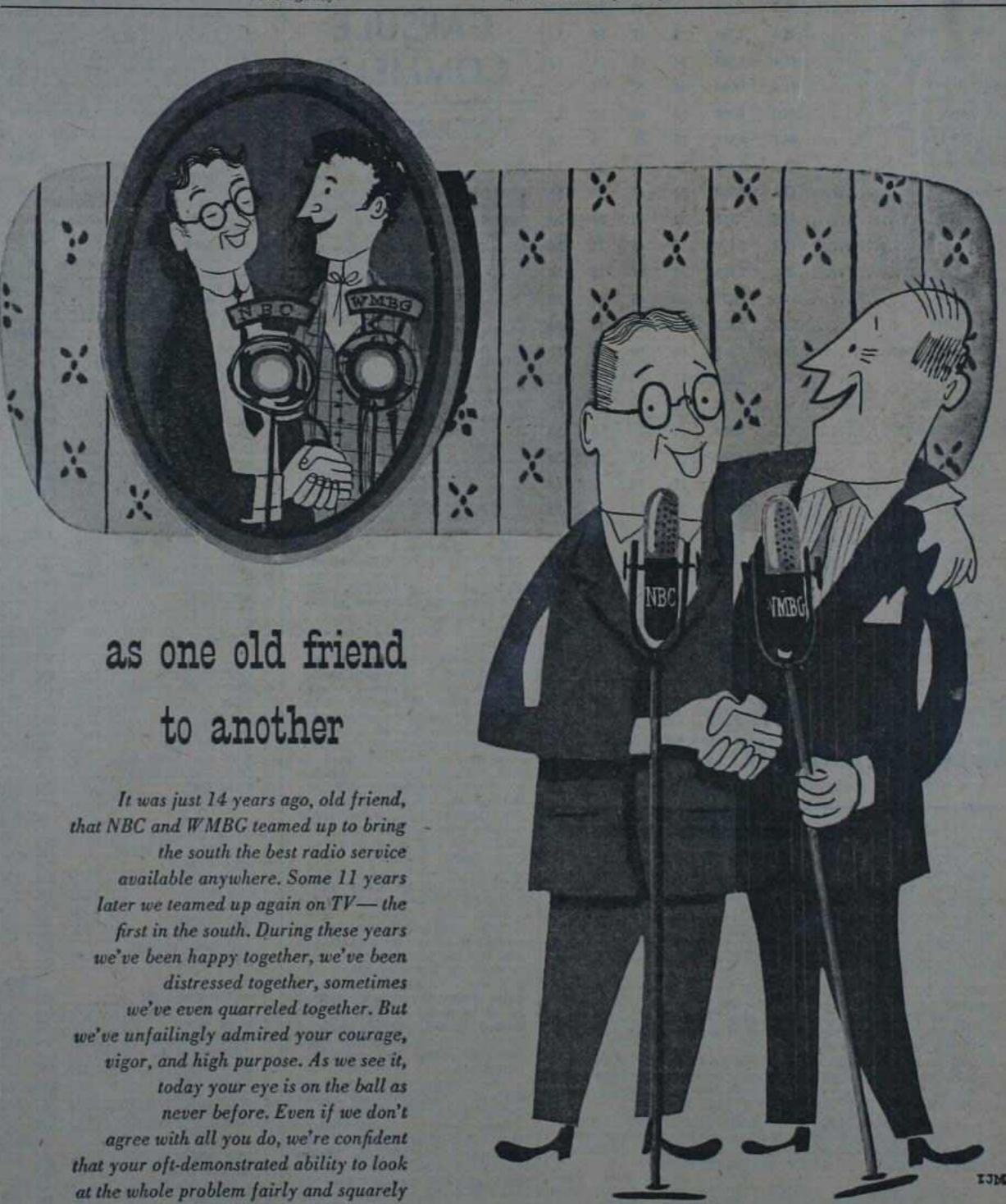
Comedian likes the idea, but to TV conference of the Radio Com- development of standard forms of Van Camp this week bought the date has vetoed it because of "time 8:55 to 9 a.m. slot across the board and taxes." Scheme isn't dead yet, Convention here declared that the examination and probable up for a radio show on the American tho, and tradesters hint that Berle FCC last month alone received dorsement of President Truman's Broadcasting Company. Show has still might sandwich it in on tape, 448 complaints about radio and forthcoming executive order on not yet been selected. It will tee just to prove that he can score on The company. TV. In radio, the advertising of control of TV and radio broad- off January 1. Calkins, Holden, radio as well as video. His past The sponsor will bankroll the casting in event of enemy air Carlock McClinton and Smith is radio stints all followed a variety 8:15-8:30 part of Sinatra's Decemor audience participation format, ber 18 telecast.

STEVE ALLEN

NEW YORK, Dec. 1. — Steve Allen, Columbia Broadcasting Company radio and TV comic, has recorded an album of piano music for Columbia Records containing seven standard pops and "By Candlelight," his own com-position. The album, "Steve Allen at the Piano," marks the comic's debut on wax. It will be shipped next week.

CBS-TV Sells Sinatra 1-Shot

NEW YORK, Dec. 1.—The Co-lumbia Broadcasting System this week sold a one-shot 15-minute segment of the Frank Sinatra video show to the Susquehanna





will keep you (and us) on top for at least

the next 25 years.

It's the Silver Jub e on TRC and WMBG

complete broadcasting institution in Richmand, France NBC autlets for Virginia's first market.

Represented nationally by John Bloir & Company FIRST STATIONS OF VIRGINIA

THE BILLBOARD

Radio-TV Show Charts

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

Top 25 TV Shows NATIONALLY Nov. 1-7

... According to American Research Bureau

THE ratings below are based on country-wide, county-bycounty urban and rural sampling covering all 63 TV markets. They are obtained from diaries placed for the week in 2,200 TV homes, with a 60-70 per cent recovery factor. The ratings for particular shows are based only on the sample in those areas where that show can be seen. When viewing for five minutes or more is reported, credit for the quarter hour is given. Half-hour and hour ratings are average of the quarter hours. Also shown below are the percentages of men, women and children under 16 in the audience and the average number of viewers per set. All time given is New York time.

The second second	100000000000000000000000000000000000000	Homes	1 24 - 0			Viewers
Program	Rating	(000/2)	Men	Women	Kids	Per Set
1. TEXACO STAR THEATER		8,700	36	40	24	3.1
2. BALENT SCOUTS	49.2	5.400	33	44	23	2.8
3. YOUR SHOW OF SHOWS	48.6	7,100	35	45	20	3.4
3. COLGATE COMEDY HOUR NBC, Sunday, 8-9 (Martin and Lewis	48.6	6,900	34	41	25	4.2
5. PRESIDENT TRUMAN All Nets, Wednesday, 10:30-11		6,200	46	48	6	2.4
6. ALL-STAR REVUE NBC, Saturday, 8-9 (Durante)	44.6	6,050	32	43	25	3.3
7. YOU BET YOUR LIFE	44.2	6,330	35	42	23	2.6
8. JACK BEHNY SHOW CDS, Sunday, 7:30-8	43.5	5,370	36	40	24	3.5
WEC Suprise 10.30-30	43.2	5.900	37	47	16	3.0
10. CODFREY & FRIENDS	42.9	5,800	33	46	21	2.9
11. MAMA CBS, Friday, 8-8:30	42.2	5,170	26	40	33	3.0
12. TV PI AYHOUSE		5,790	38	- 44	18	3.0
13. FIRESIDE THEATER		5,620	36	45	19	2.7
14. KRAFT TV THEATER NBC, Wednesday, 9-10	39.2	4,620	37	49	14	2.5
15. PABST BLUE RIBBON BOUTS	38.8	5,210	54	39	7	2.3
16. I LOVE LUCY CBS, Ministry, 9-9:30		5,050	33	48	19	2.7
17. CAVALCADE OF SPORTS		4.730	58	32	10	3.0
18. CRIGINAL AMATEUR HOUR	33.5	4,900	40	51	9	2.5
18. YOUR HIT PARADE NEC, Saturday, 10-30-11	33.5	4,560	38	47	15	2.9
18. LUX VIDEO THEATER	33.5	3,800	32	50	18	2.6
21. CIRCLE THEATER NBG, Tuesday 9:30-10	33.0	4,280	37	50	13	2.8
22. BIG TOWN	32.7	3,210	37	48	15	2.5
23. AMDS 'N' ANDY CBS, Thursday, E130-9	31.3	4,080	33	42	25	2.9
24. WHAT'S MY LINE! CBS, Sunday, 10:30-11	30.3	3,620	40	52	8	2.7
25. STUD'O ONE CBS, Monday, 10-11	29.9	4,150	37	53	10	2.5
25. ROBERT MONTGOMERY NBC, Monday, 9:20-10	29.9	4,070	37	53	10	2.4
and would attend						1.00

Comparative Ratings of HOUR DRAMATIC SHOWS

. . . According to Videodex Reports

ISTED below are the seven hour-length dramatic programs on network television the first week of October, along with their national Videodex ratings and other pertinent data.

These shows are alike in that they all feature an entirely different play with a different cast each time. Also in this format but not in the list below, because of the fact that it alternates with the "Somerset Maugham" program, is Robert Montgomery's "Lucky Strike Theater." It should be pointed out that the Montgomery show, which has an estimated production budget of \$30,000, received a 32.6 rating in the Videodex September report.

Soon to be added to this list will be the "Pulitzer Prize Playhouse," which will alternate with the "Celanese Theater." On the other hand, the sponsor of the "Somerset Maugham Theater" will soon take that show out of this category by cutting it down to a half hour.

It will be recalled that three of the programs listed below were making their debut performances the week these ratings were taken. Those were the "Playhouse of Stars," the "Celanese Theater" and the "Cosmopolitan Theater."

These are the more sumptuous video dramatic shows. Other categories of dramatic fare, half-hour shows, mystery and comedy, with permanent or rotating stars, will be compared

	separately.			
		Hn. of Cities	Homes Reached (000's)	Videnslex Stating
1.	PHILCO TV PLAYHOUSE MBC 9:00-10:00, Sun ISpensored by Philos thru Hutchins; weekly cost, \$25,000) "Requiem for a Model A"	55	4,614.	36.4
2.	KRAFT TV THEATER	44	3,538	32.3
3.	PLAYHOUSE OF STARS CBS 9:00-10:00, Fri. (Spunnored by Schiltz thrir Young & Rubicaim; weekly cost, \$20,000 "Not a Chance," with Helen Hayes and David Nives	, .30	2,936	28.4
1.	STUDIO ONE	51	3,240.	26.2
5.	SOMERSET MAUGHAM	0,000)	2,957	24.1
6.	CELANESE THEATER ABC 10:00-11:00, Wed (Spontored by Celanese thru Ellington; alt. weekly cost, \$35,000) "At Wildersett" with Thomas Mitchell	13	1,117	14.0
				42.3

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.

For the ARB service write American Research Bureau, National Press Building, Washing-

CAPSULE COMMENT

Mel Torme Show (TV), CBS-TV (27), 3:30-4 p.m., EST. With the right kind of pro-duction and better material, this across - the - board airer might be a strong after-school drawing card for teen-agers and bop-minded young matrons. Presently, tho, it's just mish-mash, in spite of the personal charm and undeniable talent of Mel Torme and a hardworking supporting cast, including singing - comedienne Kay Ballard, the Mellow-Larks, and Al Pellegrini conducting the Terry Gibbs combo. Latter, who play excellent bop on their own, produced nothing but disconcerting din as a backing outfit for Torme on the show caught (27). Singer's opening ballad really suffered sales-wise from the accompaniment.

Kay Ballard, a sock entertainer when she has anything to do, was saddled with some very unfunny business thruout, and her parody on folk singing. which preceded a guest stint by folk singer Harry Belafonte. was low on both laughs and taste. It's tough enough when the lampooning follows an act, but it's positively inhuman to ridicule a performer's style in

Fortunately, Belafonte was poised enough to recapture his audience, and talented enough to hold them. He also benefited from the only smoothly produced seg on the show, which complemented his dramatic rendition of an old river boat folk song and emphasized his telegenic good looks with artful lighting. Serene quality of this number came as welcome relief to the show's otherwise frantic pacing, and noisy calypso finish.

Colgate Comedy Hour (TV), NBC-TV, Sunday (25), 8-9 p.m. EST.

The Eddie Cantor show caught Sunday (25) had its ups and downs, but one thing was evident all the way: there was a story line. Most of it was a little shaky, but the thread of it ran thruout, so even the situation comedy which seemed to come in occasionally from left field, had an acceptable plausibility.

The basic plot revolved around a series of fan letters being read by Cantor and Caesar Romero. As each letter was read, the request of the fan was acted out. So Maxie the Taxi was back with his philosophical dissertations on life. There was a bow to Chi columnist Irv Kupcinet for having sent a contest winning singer ("I don't discover talent," said Cantor, "People send it to me.") But by far the funniest portion of the hourlong show was the burlesque of "Quo Vadis." It was slapstick in the old tradition, using all the gimmicks, props and bits, and it was hilarious.

Eddie Fisher, brought on for a recruiting pitch (now Pfc. Eddie Fisher) did a very good "Turn Back the Hands of Time," followed by a duet with Cantor, "Give Me the Moonlight," and that's where the show should have ended. A flag-waving finish was anti-

• Top 10 TV Shows Each Day of the Week in WASHINGTON (301,000 TV Sets; Panel Size 450)

... According to Videodex Reports

WMAL-TV
WWEW
WTOP-TVThe Washington Post
WTTG

Videoutes reports monthly on each at 20 major television markets, besides publishing a mouthly national network report based on all 63 markets. In the 20 markets it has placed market in a total of 7,700 TV homes. The city exports for those markets, taken the first seven days of such murcontains the rating for every 15-minute segment of every program from sign on to alon-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 ratings.

LEW shows not of network origination placed among the top 10 any day in the first week in October in Washington, the Videodex survey shows, "Safeway Theater" feature film and "Cartoon Theater," both Saturday evening were the most successful non-web shows. A couple of syndicated film shows did fairly well also. Notice "Crusade in the Pacific" Monday night, "Foreign Intrigue" would have placed eleventh Thursday night if the listing were carried out that far,

The last 15 minutes of the Milton Berle show induced the maximum percentage of sets in use that week, 56.8, getting the most help for that result from the CBS film show opposite.

	7 P.M. to 5	Sign-Off	or opposite.
	YADRUZ		
1. RED SKELTON 2. PHILCO TV PLAYHOUSE	NBC NBC	10:00-10:30	
3. WHALS MY LINE	The second second	10-30-11-00	WITHE 21
4. TOAST OF THE TOWN	CRS	8-00. 9-00	WITHD 34
3. LUMEDT HOUR (U CONNOR) .	NBL	8:00 9:00	
6. THIS IS SHOW BUSINESS	C85	7:30- 8:00	
8. PAUL WHITEMAN REVUE	ABC	7.00, 7.30	WMAI TO
9. GENE AUTRY SHOW	CBS	7:00-7:30	WIND 16
10. YOUNG MR. BOBBIN	NBC	7-30-8-00	WHRW
10. ROCKY KING, DETECTIVE	MONDA		WIIG 8
1. TALENT SCOUTS			W700 -
2. SOMERSET MAUGHAM THEATE	R NBC	9:30:10:30	WTOP35 WNBW22
3. LIGHTS OUT	NBC	9:00- 9:30	WHRW 15
4. LUX VIDEO THEATER	CBS	8.00-8:30	WTOP 17
5. MR. DISTRICT ATTORNEY 6. WHAT'S MY NAME	NBC	8:00 8:30	WMAL 15
7. CAMEL NEWS CARAVAN	NBC	7.45 8:00	WI/BW 13
8. RACKET SQUAD	CBS	9:00 9:30	WTOP 11
9. VOICE OF FIRESTONE 10. CRUSADE IN THE PACIFIC	Non-Not	0.00 9:00	WNBW11
The state of the s	TUESDA		- WHALII
1. TEXACO STAR THEATER			WNBW
2. FIRESIDE THEATER 3. ORIGINAL AMATEUR HOUR	NBC NBC	9.00- 9.30	WNBW21
3. ORIGINAL AMATEUR HOUR	NBC	10:00 11:00	WNBW 21
4. CIRCLE THEATER 5. CAMEL NEWS CARAVAN	NBC	2.45 9.00	WNBW 15
6. COSMOPOLITAN THEATER	DuM	9:00-10:00	WITE 12
7. SUSPENSE	CBS	9:30-10:00	WTOP 9
7. HANDS OF DESTINY	DuM	10:00:10:30	WITG 9
9. CBS NEWS	CRS	7-45, 9-00	WTOP 8
	WEDNESD		
1. KRAFT TV THEATER			WNBW 24
Z. GODFREY AND FRIENDS	CB5	8:00- 9:00	WTOP 23
3. STRIKE IT RICH	CBS	9.00. 9.30	WTOP 22
4. THE WEB 5. KATE SMITH	rac (B)	9:30-10:00	WTOP 17 WNBW 14
O. BREAK THE BANK	MRC	10.00.10.30	WHEN TA
7. PABST BLUE RIBBON BOUTS	CBS	10:00:10:45	WT09
8. CAMEL NEWS CARAVAN 9. PERRY COMO	NBC	7:45- 8:00	WNBW 11
10. CELANESE THEATER	ABC	10-00-11-00	WMAL 10
	THURSDA		
1. YOU BET YOUR LIFE	NBC	8:00- 8:30	WNBW 32
Z. TREASURY MEN IN ACTION.	MBC	8:30- 9:00	WHBW 21
4. ELLERY QUEEN	CBS	8 30 7 00	WT0P 20 WTT6 18
5. LONE RANGER	ABC	7-30- 8-00	WMAL 17.
6. MARTIN KANE	NBC	10:00-10:30	WNSW 17.
7. FORD FESTIVAL	NBC	9:00:10:00	WHBW14.
9. CAMEL NEWS CARAVAN	NBC NBC	7-45-8-00	WHRW 10
9. STARLIGHT THEATER	CBS	8:00- 8:30	WTOP10.
	FRIDAY		
1. PLAYHOUSE OF STARS		9:00-10:00	WTOP27.
2. MAN AGAINST CRIME	EBS	8:30 9:00	WTOP 26.
4. CAVALCADE OF STARS	DuM	10.00-11-00	WITE 19.
S. IWENTY QUESTIONS	DuM	8-00-8-30	WITE 173
6. BIG STORY	NBC	9 00 9 30	WNBW 13
7. YOU ASKED FOR IT	NRC	9-70-10-00	WITE
8. ALDRICH FAMILY 9. CAMEL NEWS CARAVAN	NBC	7:45- 8:00	WHBW 10.1
10. CAVALCADE OF SPORTS	NBC		WNBW 10.0
1. VAUD THOM OF THOMS	SATURDAY		
1. YOUR SHOW OF SHOWS 2. ALL STAR REVUE	MBC	9:00:10:30	WNBW 30.3
3. JAPEWAT INEATER (Street Sce	ne) Non-Net	10:30-12:00	WNEWI 812
4. ALM MURKAY	CRY	2.00. 9.00	WIOP 17.4
S. LANIDON THEATER	Non-Net	7:00, 7:30	WITE 12.8
6. ONE MAN'S FAMILY	FRS	10.00.11.00	WTOP113
8 WONDERFUL TOWN	FRS	0.00 0.30	WIDD 9.4
A. MKERITIND	Non-Net	Q-00-10-00	WMAI / 8
10. THE SHOW GOES ON	CRS	9.30.10.00	WTOP 7.6
Surgery Children	The state of the s		MANUEL STREET
All	EYT M	IEEN.	

NEXT WEEK: Top 10 TV Shows Each Day

in BALTIMORE

Based on Videodex Reports

THE BILLBOARD

Radio-TV Show Charts

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

P Top 5 Radio Shows Each Day of the Week in BOSTON (878,800 radio homes)

... According to Pulse Reports

WBZ 50,000 watts NBC,	
WCOP 5,000 watts Ind.	Yankee
The second secon	WURL 5,000 watts Ind.
WMEX 5 000 watts Ind.	WLAW50,000 watts
matta	WTAD 250 watts

Pulse radia surveys are conducted monthly in 16 markets, and reports are based bi-monthly method, using a cross-section of homes pre-selected by a modified area sampling method. In the segments from 8 a.m. to estimate any day for an entire week. Evening ratings are based on 400 any show longer than 15 minutes is obtained by averaging the 15-minute ratings are based on 400 any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The too five shows consideration.

ARTHUR GODFREY'S morning show and the CBS soap-opera line-up ran away with daytime rating honors in Boston, according to The Pulse September-October report. Indeed, the Godfrey show along with the two soapers immediately following it were over-all top rated in Boston. The CBS suds shows thru to 2 p.m. would occupy the first 10 positions ratingwise for weekdaylight programs.

"Lux Radio Theater" was the top evening show. But the most listened to time slot was 9-10 p.m. Wednesday. NBC shows rated quite high there, and WEEI and WHDH did quite well, too. Those shows do not appear below, however, because of the program switch from September to October.

7 P.M. to Midnight

1. HORACE HEIDT 2. MEET CORLISS ARCHER 2. WALTER WINCHELL 4. CONTENTED HOUR 5. STOP THE MUSIC	ABC	8:00 8:30	WLAW	5.4
1. LUX RADIO THEATER 2. GODFREY'S TALENT SCOUTS 3. BOB HAWX 4. TELEPHONE HOUR 5. SUSPENSE	CBS NBC CBS	8-30- 9:00 10:00-10:30 9:00- 9:30 8:00- 8:30	WEEL WEEL	7.8 7.5 7.5
1. LIFE WITH LUIGI 2. BIG TOWN 3. MR. & MRS. NORTH 4. BEIJLAH 4. CAVALCADE OF AMERICA 4. EDWARD R. MURROW	CBS NBC CBS CBS NBC CBS	8:00-10:30 7:00-7:15 8:00-8:30	WEEI WEEI	6.9 6.7 5.5
1. DR. CHRISTIAN 2. MR. CHAMELEON 2. GREAT GILDERSLEEVE 4. EDWARD R. MURROW 5. BOXING	NBC CBS	8:00- 8:30 8:30- 9:00 7:45- 8:00	WEEL WEEL	6.3
1. INSPECTOR HEARTHSTONE 2. DRAGNET 3. COUNTERSPY 4. MR. KEEN 5. FATHER KNOWS BEST 5. HALLMARK PLAYHOUSE	CBS NBC NBC NBC NBC	9:00- 9:30 9:30-10:00 8:30- 9:00 8:00- 8:30	WBZ WBZ WBZ WBZ	7.0 6.9 6.8
1. THIS IS YOUR FBI 2. BEULAH 3. EDWARD R. MURROW 4. CLUB 1S 4. JACK SMITH 4. WASHINGTON ON THE SPOT	ABC CBS CBS CBS CBS NBC	7:00 7:15 7:45 8:00 7:30 7:45 7:15 7:30	WEEL WEEL WEEL	5.9 5.8 5.5 5.3 5.3
1. GANGBUSTERS 2. NEWS 3. TWENTY QUESTIONS 4. GENE AUTRY 4. TAKE A NUMBER	CBS MBS CBS	11:00-11:15 8:00- 8:30 8:00- 8:30	WEEL WHAC	5.0 4.5 3.8
	M. to 6 I			
1. ARTHUR GODFREY 2. GRAND SLAM 3. ROSEMARY 4. HELEN TRENT 5. WENDY WARREN	CBS	10-00-11-30 11:30-11-45 11-45-12-00 12-30-12-45	WEEL WEEL	9.5
1. CARNIVAL OF MUSIC Not 2. BOSTON BALLROOM Not 3. BING CROSBY Not 3. TURATER OF TODAY	Net	6-15- 6-30 12-00-12-30	WHOM	53
3. VAUGHAN MONROE ORKNo	SUNDAY	0:43- 7:00	жири	
1. NICK CARTER 2. MUSIC IN THE AIR	MBS Net ABC	6:00 6:15	WLAW	4.5

NEXT WEEK:

Top 5 Radio Shows
Each Day of the Week
in WASHINGTON

According to Pulse

CAPSULE

THE BILLBOARD

Author Meets the Critics (TV), WNBT Tunday (25), 12-12:30 p.m., EST

Barry Gray, who has been acting as moderator the past several weeks, apparently could no longer restrain his partisan enthusiasm. He announced at the opening of this segment that from now on he will act as critic, for or against the book of the day, according to his fancy. He then introduced the guest moderator, Fred Allen, who, in a few introductory sentences explained that he had no idea what a guest moderator is supposed to do.

The book of the day was "Show Biz," by Abel Green and Joe Laurie Jr. Laurie was there to defend the tome.

Gray, in defending the book, said that he thought it was so great he had read it twice. He also said there was enough stuff in it to use on his wee hour local show for months to come. There to take issue with the book's protagonists was Virginia Peterson, a minority stalwart on radio-TV forums. She was definitely in enemy territory this time and took to striking out wildly in desperation. At first she said something about the book's being thinly written, but her main point was that it overstressed the commercial side of entertainment.

Gray called Miss Peterson "honey" and "dear" and said that if she was repelled by all the 'ailyhoo in the book she was not criticizing the book but the ways of a nation, while Laurie told Miss Peterson she should come around and admit she liked the book. Allen said he had something to say but would wait until the show was off the air. Miss Peterson was offended by Gray's condescending manner and said so.

What ever happened to John McCaffery?

Fred Waring Show (TV), CBS,

Sunday (25), 9-10 p.m. EST.
Fred Waring, one of the most astute producers of musical TV programs, came up with a winner Sunday (25). He built the show around the music of Richard Rodgers and the late Lorenz Hart, two of the greatest names in musical comedy. Rodgers guested on the show. He appeared frequently to play the piano and engaged in anecdotal conversation with Waring relative to the composition of this or that lovely

So many top shows were recalled and so many haunting
tunes rendered: "Babes in
Arms," "Connecticut Yankee,"
"The Girl Friend," "Pal Joey,"
etc. The melodies, including
such beautiful standards as
"Where or When," "Blife Room,"
"Johnny One Note," were done
not only with musical excellence but with fine production.
A considerable amount of plugging was given Rodgers' recent
tome, "The Rodgers and Hart
Songbook," but it was all in order. Commercials for General
Electric were very restrained
and effective.

This Is Music (TV), Du Mont. Thursday (29), 8-8:30 p.m.

Du Mont may have a winner in its new Chicago series which blends pop and classical musical themes together with rare good taste and production harmony. If the web backs the program with potent promotion to build initial listenership, the other networks may encounter some unexpectedly strong competition from this corner. (See full review this issue.)

Correction

The cost-per-thousand study on this page last week, which was prepared for The Billboard by Videodex, carried an introductory text that did not apply to the chart. The chart was not supposed to have had an introduction. Due to an error, an introduction from a chart carried the previous week was used.

Share of Total Audience Radio vs. TV...BOSTON

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

	7 P.M. to Mie	lnight		
		TELEVISION		RADIO
Day		To al Total		
SUNDAY		54.2.		45.8
MONDAY		46.0.		34.0
TUESDAY		49.0.		
WEDNESDAY		44.6		33.4
THURSDAY		45.2.		24.8
FRIDAY		45.0.		
SATURDAY		55.0.		44.4
	6 A.M. to 6			74 1 Car 19
MONDAY-FRIDAY		13.0.		87.0
	6 A.M. to Mi			
ENTIRE WEEK				69.5
LITTLE WEEK	•			
TO	TEN TV P	ROGRAM		
	October, Boston 7			
1 TEXACO STAR THEATER	NBC 8:00-	9:00 p.m	Tues.	W8Z-TV 50.9
Children of the Control of the Contr				WJAR-TV
2. YOUR SHOW OF SHOWS	NBC 9:00-1	0:30 p.m.	Sat	WJAR-TV
3. FIRESIDE THEATER	.NBC 9:00-	9:30 p.m.	Tues	WBZ-TV 36.8
4. GODFREY'S TALENT SCOUTS	CRS 8-10-	9-00 n.m	Men	WJAR-TV WNAC-TV 35.5
Commission of the Commission o				WJAR-TV
5. GODFREY AND FRIENDS	CB5 8:00-	9:00 p.m.	Wed.	WNAC-TV 34.3
Tables of the second				WJAR-TV
7. KRAFT TV THEATER	NBC 9:00-	10:00 p.m	.Wed.	WEZ-TV33.1
S. YOUR HIT PARADE	NBC 10-30-	11:00 p.m	SAL	W8Z-TV32.8
				WJAR-TV
9 TELEVISION PLAYHOUSE	NEC 4.00-1	10:00 p.m.	Sun.	WBZ-TV 32.3 WJAR-TV
10. LUX VIDEO THEATER				WNAC-TV 32.0
10. STOP THE MUSIC. Note: WJAR-TV is in Providence		9:00 p.m.	Thurs	WNAC-TV32.0
A CONTRACTOR OF THE CONTRACTOR	TEN RADIO	PROCRAS	VIS.	
The state of the s	mber-October, Bost			
1. LUX RADIO THEATER	CBS 9:00-	9:30 p.m	Mon	WEET 9.3
2. GODFREY'S TALENT SCOUTS 3. BOB HAWK	CBS 8:30-	9:00 p.m.	Mon	WEEI 8.8
4. GANGBUSTERS	CBS. 9:00-	9:30 p.m.	SaL	WEEI 7.8
5. INSPECTOR HEARTHSTONE.	CBS 9:00-	9:30 p.m.,	Thurs	WEET 7.5
5. TELEPHONE HOUR	NBC 9:00-	9:30 p.m	Mon.	WBZ 7.5
7. LIFE WITH LUIGI	. CBS 9:00-	9:30 p.m.	Tues	WEET 7.0
7. SUSPENSE 10. BIG TOWN	.CBS: 8:00-	8:30 p.m.	Mon	WEEL 7.0
10. COUNTERSPY	.NBC. 9:30-	10:00 p.m.	Thurs	WR7 6.9
10 MORACE HEIDT	.CBS 8:30-	9:00 p.m.	5m	WEEL 69
10. RAIRDAD HOUR	-Hat 8:00-	8:30 p.m.	.Men	. WBZ 6.9

Out-of-Home Listening . . . BOSTON

. According to Pulse Reports

LOCAL baseball and music shows in Boston had the most listeners on radio sets other than those in homes on week-days in July. Among evening shows, Walter Winchell and Mario Lanza lead the way in out-of-homes listening.

An average of 4 per cent of Boston radio families listened to out-of-home sets each quarter hour in July. Since an average of 22.5 per cent listened at home each 15-minute period, the out-of-home audience was approximately 17.8 per cent of the at-home audience.

The top shows for out-of-home listening in Boston in July, according to Pulse, follows:

	The second secon	4 TOHOWS.					
		EVI	ENING				
1	WALTER WINCHELL	ABC	9:00-	9:15	Sun	WLAW	20
12	MAKIU LANZA		8:00-	8:30	Sun	WEEL	17
3	BASEBALL (Red Sox)	Non-Net	8:00-1	11:00	M-F	WHDH	14
19.	BING CKOZBA	. Non-Net	6:15-	6:30	Sat	WHDH	13
III.	LOUELLA PARSONS	ABC	9:15-	9-30	Sun	WIAW	13
III.	NICK CARTER	MBS	6:30	7:00	Sun	WNAC	13
4	STOP THE MUSIC	ABC	8:00-	9:00	Sun	WLAW	13
П			YTIME				
1.	BASEBALL (Red Sox)	Non-Net	7:15	4-15		WHDH	14
1.	BOSTON BALLROOM	Non-Net	4:45	6:00	Miles	WHOH	1.6
16.	BASEBALL (Braves)	MBS	1:15	5-00		WNAC	12
12.	CARNIVAL OF MUSIC	Non-Net	0-00-1	2:00		WHOH	12
2.	KEN & BILL	Non-Net	9:00-	9-30		WHOH	12
			000	O) text alex	55000000	The state of the s	Astronous Park

NEXT WEEK:

Pulse Study of Radio Vs. Television

SHARE OF AUDIENCE in WASHINGTON

NEXT WEEK:

Comparative Ratings of

PANEL QUIZ SHOWS

According to Videodex

Half of AM Shows, Pop Music On Wax, Says Peatman Poll

NEW YORK, Dec. 1.-Dr. John played. This bears out the gen- jority of its programs which make G. Peatman, whose weekly survey of song performances stands as a yardstick for the music industry's stanza-to-stanza activity, this week determined that more than half of the popular songs heard via New York radio outlets of the four national networks are recorded or transcribed. In this special survey, Peatman also discovered that more than half of all programs on these stations (WNBC, WJZ, WCBS and WOR) are recorded or transcribed. The survey further reiterates the general trend in radio to cut costs down most particularly by slicing tabs for live talent.

TELEVISION-RADIO

The survey shows that WNBC has made the heaviest swing toward programing the disk jockey and other types of programs on which pop diskings are

Johnson Exits CBS for NBC

NEW YORK, Dec. 1. - John-TV business from the Columbia Broadcasting System to the National Broadcasting Company where it bought the alternate open Moore nighttime show, alternate Thursdays, 8-8:30 p.m., on CBS-TV, after its telecast of Decem-

Johnson's Wax had been extremely satisfied with its alternate week dramatic program on CBS-TV, "Starlight Theater," before it had been pressured into buying Moore for the purpose of hyping the time period. Moore never produced a satisfactory enough rating, and the sponsor moved back into sponsorship of a dramatic program when the opening on NBC-TV occurred.

Gibbs will produce the Johnson's Wax stanza on NBC-TV, but Montgomery won't appear on the program, since his contract as producer-narrator for Lucky Strike on the alternate weeks prohibits ad-

ditional appearances.
CBS-TV already has at least four clients interested in the alternate half hour on Thursdays. One possibility, however, is that Burns and Allen, now an alternate week presentation opposite Moore, may be programed regularly by Carnation, if it can find the budget.



e 1,000 POST ... CARDS\$19.00 • 100 8x10 6.50 • BLOWUPS\$2 up

Write for FREE samples & or Phone PLaza 7-3520

Moss Photos, 350 W. 50, N.Y.C. 19





eral nature of the thinking of use of pop songs. However, that WNBC station manager Ted Cott, who came to that station after having been heavily involved in type of policy. For example, most recently WCBS replaced a live model for independent stations whose foundations are built on wax. Peatman shows that WCBS still uses live music for the ma-

EMPHASIS WEST

Increase Use Of ABC Coast TV Facilities

HOLLYWOOD, Dec. 1-American Broadcasting Company will kick off 1952 with steadily mounting utilization of its 26-acre tele-vision center, ABC National Programing Director Charles Underhill concluded this week after a look-see at the net's vast Hollywood production facilities. To date, ABC hasn't put its Coast facilities to microwave use. First show Nixed by P&G son's Wax this week switched its to originate live at ABC's center will be "You Asked for It," an when sponsor Skippy Peanut move its segment of the Steve Butter switched its biz to ABC. Allen daytime video show up to hour of the Robert Montgomery Within a year, Underhill predicted, an earlier time, and the network Show, Mondays, 9:30-10:30 p.m. Hollywood will feed the ABC net has been forced to keep the prowith at least 15 per cent of shows.

Underhill said the vast expanse of elbow room here is a sharp P. & G. has the 1:15-1:30 segment contrast to pinched studio space of the show, the rest of which is conditions in New York. Of par- unsponsored. ticular importance, Underhill said, is the fact that net's studios (for- move-into 10:30-11:30 a.m., immerly Warner Bros.' Vitagraph lot) mediately after Arthur Godfrey's are on a single level and provide 15-minute video program for Leabundant set storage space. Ac- ver Brothers, P. & G. evidently cording to Underhill, the major TV felt it had built up an audience nets spend hundreds of thousands in its current time slot and also the science-fiction stanza into the that time.

Robert Montgomery and John Detense to lest

WASHINGTON, Dec. 1 .- In a new test of whether theater-TV can effectively be used on a regular big-scale basis for mass teaching the Office of Civilian DuPont Plans teaching, the Office of Civilian Defense is putting on its second theater-TV demonstration, December 14, this time in a closed circuit originating from WMAL-TV, here, to the Pilgrim Theater, Boston; Warner Brothers' Stanley Theater, Philadelphia, and the this week was prepping plans for National Theater, Richmond, Va.

Assistant Civilian Defense Ad-ministrator Jack T. Johnson declared he is convinced that theater-TV has the following major advantages for mass teaching:

(1) It reaches a selected audience directly; (2) it is flexible in that last minute changes can be made; (3) the audience can participate; (4) it is capable of providing instant relatively wide mass training, and (5) it attracts people because it is held in a

Jesse Butcher, chief of OCD public relations, who announced the new demonstration, said that the three theaters to be used have a combined seating capacity of about 6,000. The audience in the Pilgrim Theater will answer ci-vilian defense officials at WMAL-

ABC-Para Nix **WSAY** Action

WASHINGTON, Dec. 1 .- The American Broadcasting Company and United Paramount Theaters, Inc., this week told the Federal Communications Commission that Gordon P. Brown, sole owner of WSAY, Rochester, N. Y., has not established any interest in the proposed merger case of ABC and half hour because his ratings did United Paramount Theaters, Inc, to entitle him "to the rights and privileges of a party" in the merger case.

After citing Brown's numerous with "monopolistic" practices, a petition filed with the FCC by ABC and Paramount declared that Brown had "already had his close the probable replace-WE DELIVER WHAT WE ADVERTISE | day in court.

station of late has been showing increasing evidence of swinging toward a more turntable-happy hour with a Robert Q. Lewis wax

The survey, taken during the week beginning November 16, showed a total of 2,377 performances of a miscellany of pop-songs, of which 1,199, or 50.4 per cent, were heard via records or transcriptions. A good number of the transcriptions were made from popular waxings. As is customary with Peatman, the survey covered a broadcasting day beginning at 8 a.m. and closing at

serve as flagships for their re- Company.

Steve Allen

NEW YORK, Dec. 1.-Procter indie package acquired by the net & Gamble this week refused to gram in its present time period-12:45-1:30 p.m., across the board.

CBS-TV has wanted Allen to

CBS-TV, however, has decided to open up the network day at 10 a.m. with a news strip, for 15 minutes. No commentator has been selected.

Cavalcade" TV

NEW YORK, Dec. 1 .- DuPont the TV film version of its "Cavalcade of America" radio series. The bankroller would like to get an 8:30 p.m. Monday time slot and tee off sometime in January. Hallmark Eyes The bankroller would like to get However, that period is commercial both on the National Broadcasting Company (which airs the the show's AM version), and on the Columbia Broadcasting Sys-

Both Du Mont and the American Broadcasting Company are pitching for the business. The igency is Batten, Barton, Durstine & Osborn. Films have been in production for nine months, with DuPont planning to release them for free showing to organizations after they air on TV.

Cig Takes Open Slot on NBC-TV

NEW YORK, Dec. 1.—Chester-field has purchased the 9-9:30 Thursday night slot on the National Broadcasting Company's TV web for "Dragnet." Sponsorship becomes effective at the end of the current cycle of the full hour James Melton show, now on 9-10 p.m., for Ford.

Melton has been slashed to a not warrant his maintenance as an hour show in the slot. The weeks of werk, but gave the court proceedings, charging ABC sponsor an out when car producment.

TV STATION CLEARANCE TUFF, SO DU MONT HOLDS ON TIGHT

NEW YORK, Dec. 1 .- The tremendous difficulty in clearing TV stations, and then holding them after cleared, was pointed up this week when the receiver division of Du Mont agreed to take over the 8:30-9 p.m. Friday period on the Du Mont network, when that time is vacated by Skippy Peanut Butter. Skippy is moving the Art Baker "You Asked for It" show to the American Broadcasting Company.

Purpose of the receiver division's moving in is strictly to hold down these purposes of the receiver division's moving in is strictly.

to hold down those approximately 10 live outlets cleared by the network for the time slot, so they are not grabbed off by competing webs. Exact nature of the Du Mont show is not

CBS Radio in Shuffle; Loses, Gains Programs

NEW YORK, Dec. 1.—There cupied the CBS time slot for the considerable radio activity at Philip Morris, has been canceled. was considerable radio activity at the Columbia Broadcasting System this week when two sponsors canceled, and the web gained and lost one show in its battle Since the stations surveyed with the National Broadcasting

Camels switched Vaughn Monroe to NBC in order to get a continuous time rate. Program now goes into Saturdays 10-10:30, on NBC and is coupled with "Grand Ole Opry" which is spon-sored by another R. J. Reynolds product, leaving the Saturday 7:30-8 p.m. time open on CBS. Philip Morris, in turn, moves its "Philip Morris Playhouse" over from NBC to the Sunday night 9:30-10 p.m. time slot on CBS. Horace Heidt, however, which oc-

Kellogg Adds 'Cadet" Tele

NEW YORK, Dec. 1.-Kellogg's this week continued its TV ride with "Space Cadet" and projected of dollars annually in transporting did not want to follow Levers, a radio picture at the same time— Along with the time switch, and storing sets in New York. Competitor, so closely. The web all via the American Broadcasting Murray also will remodel his vahasn't decided what to use in- Company. The program becomes riety format, via a new talent stead of Allen at 10:30, but under a 25-minute, twice-weekly AM contest gimmick, featuring nothconsideration is the "Mike and stanza in January on Tuesdays Buff" afternoon across-the-board and Thursdays on the ABC radio

> weekly half-hour TV version of the program on ABC-TV for another 13 weeks. The client refused the blandishments of the National Broadcasting Company's TV web which offered the 7:15-7:30 strip.

> The breakfast food company will program a transcribed version of the show on 14 radio stations in Canada. Kellogg's this week also purchased a five-minute across the board strip on the Columbia Broadcasting System's radio web for a hillbilly show featuring Carl Smith.

NEW YORK, Dec. 1.-Hallmark greeting cards this week was on the verge of signing to bankroll the original hour-long TV opera written by Gian-Carlo Menotti on commission from the National Broadcasting Company, Titled Amahl and the Night Visitors," he opera has a religious Christmas theme, and tentatively is lated to air in the Robert Montgomery time slot, 9:30 to 10:30 p.m., on Christmas Eve.

The opera was commissioned by the web about two years ago, and recently was completed.

Thompson Co. **Options Comic**

NEW, YORK, Dec. 1. - The J. Walter Thompson agency this week took a short term option on Columbia Broadcasting System comic Sam Levenson for a new TV program. The agency hasn't disclosed which of its clients is deal he consummated with Ben- disclosed which of its clients is son Ford guaranteed him 52 interested in the property, but reports are the potential sponsor wants to go weekly.

duce for Levenson.

Two unpleasant surprises at CBS were the axing of the longrun "Contented Hour" by Carnation to pay for its TV expendi-tures and the slashing of "Club 15" from five-a-week to three-a-week by Campbell Soups for a similar reason. Chesterfield is said to be interested in programing Perry Como in the two open 7:30-7:45 slots on Tuesdays and Thursdays.

New Format, Time for TV Of A. Murray

NEW YORK, Dec. 1 .- The Arthur Murray TV show, currently aired over the American Broadcasting Company here, switches to a new day and time period on the web next month. Beginning January 6, the program will be telecast on Sundays at 9 p.m. on a weekly basis, instead of alternate Wednesdays at 9 p.m. Murray was slotted in same Sunday spot when he was on Du Mont, and his show grabbed off top ratings at

ing but vocal record pantomime acts. The terp king plans to promote the stunt and drum up con-Kellogg's also renewed the tri- testants (both amateur and professional) via a nation-wide tieup with his branch schools.

May Go Hr.

Frau Katharine Murray will continue as emsee. If the gimmick contest clicks, Murray may expand the program to a full hour.

Vaude's old record pantomime routine hitherto has had slim pickings on video because of clearance problems, since the American Federation of Musicians frowns on putting recorded music on tape or kine. Consequently, Murray is passing up all kine markets to air the show on an exclusively live basis.

G. I. Fightcast **Show Planned**

NEW YORK, Dec. 1.-American Tobacco this week was on the verge of signing to bankroll a new TV series via the American Broadcasting Company. Titled "Meet the Champ," the series would feature boxing matches between men in the armed forces, with the sponsor planning to develop an elimination tourney de-signed to produce a "TV Champ,"

The program tentatively is lated to tee off January 3 in the 9:30 to 10 p.m. slot, Thursdays. It will originate live at service installations or at station studios when the camps are beyond reach of the relay facilities. Current plans are to utilize camps in the Midwest, inasmuch as the west-bound cable is not available at the show's time.

Donegan Manages ABC Flack Dept.

NEW YORK, Dec. 1.-Arthur B. Donegan this week was named manager of the American Broad-casting Company publicity de-partment. Donegan is a veteran broadcasting flack, having entered the business in 1941 with the Na-

separate entity.

Your Hollywood Theater of Stars

RADIO—Reviewed Friday (30)
9:30-10 p.m. EST. Sponsored by
Doubleday & Company thru
Thwing and Altman Agency via
WOR New York. Producer-director. C. P. MacGregor. Star: Vivian Grey.

It is possibly unfair to judge the overall quality of WOR's new transcribed dramatic series by this sample. But if this is the pattern of future quality, it might be just as well to cut no more tape and forget the whole thing.

The Friday (30) seg comprised a gush of trite whimsy, almost school-boyishly written, and directed not much above either level. Story line had to do with the familiar marriage of convenience, the marriage - for-a-month-thendivorce angle in order to meet the terms of the well-known will. This time the gal is peppery and rich and the lad a poor-but-proud painter. They fight like billy-o and fall into each other's arms at the last take. She doesn't go to Reno after all.

Vivian Grey was starred in these somewhat grim proceedings as the gal who snared both her grandfather's money and her artist. Miss Grey put her foot on the loud pedal right at the start and held firmly to one key thruout. If this was a sample of her radio projection, a few vocal lessons from a competent coach are suggested.

Two hefty plugs for Doubleday's Book Club were interpolated. Selling angle efficiently presented, but as they were practically duplications, the final one lost impact by repetition.

It may be that C. P. MacGregor, producer of the series, has better things up his sleeve for the future. It better be so, if he is looking for sustained listening. Bob Francis.

Whitehall 1212

RADIO - Reviewed Sunday (25), 10:30-11 p.m. EST. Sustaining via the National Broadcasting Company network. Producer. Collie Small. Director-scripter. Wyllis Cooper. Cast: Horace Braham. Cathleen Cordell, Winston Ross, Pat O'Malley, Court Benson, Lester Fletcher and Harvey Hayes.

An example of English crime treated in realistic documentary style. "Whitehall 1212," a reworking of stories culled from the recently opened Scotland Yard files, is a smooth, underplayed mystery series which should get its quota of listeners.

The show heard, which detailed The murder of an actress on the high seas, 10,000 miles from Lon- nah Goodman. Music conductor, don, also was a tribute to Scot- Harry Lubin. land Yard's detective ability. The English police organization had to work by cable until the boat docked, but uncovered some vital evidence even then. Leaning primarily on scientific detection, however, when the boat arrived, the murderer was tricked into ing talents (as evidenced in "Guys admitting his guilt.

casional slowness of pace, with she'd probably do all right, Brookthe show having to make bows lyn accent and all, with another to the methods with which the foil. Unfortunately the, Pinky Lee Yard works. The script also introduced and tied in interestingly one) is all wrong for this kind of the famous Black Museum of the show. Consequently, the entire 15 Yard where exhibits gathered minutes was a tug-of-war between from important cases are kept.

Wyllis Cooper handled direction and script in his usual fresh and authoritative manner, eschewing the trite private-eye antics. Winston Ross' Inspector Sutherland was in the understated Leon Morse. British vein.

This Is Music

Thursday (29), 8-8:30 p.m. EST, too-funny climax occurred when Sustaining via Du Mont, Chicago. Producer, Bob Stebbins, and J. E. Faraghan, program director of WGN-TV. Chicago. Director, Barry McKinley. Writer, Fran a xylophone solo and Miss Coughlin. Commentator-host. Blaine warbled straight versions Alexander Gray. Musical director, of "Down Yonder" and "I'm a Robert Trendler. Guest-singers. Dreamer." Both numbers were Nancy Carr. Lucille Reed. Bruce tops for showmanship, but the Foote and Bill Snary.

Continued from page 3

tially to show's over-all polish and unerring sense of timing. Series' theme song, "This Is Music," war-bled by all four singers at close, has many of the memorable qualities of Meredith Willson's "May the Good Lord Bless and Keep the Good Lord Bless and Keep ish was botched up completely, with "Those Two" fading away in the middle of a sentence. Miss Mont backs up the program with Blains described the first transfer of the show proper. Finish was botched up completely, with "Those Two" fading away in the middle of a sentence. Miss potent promotion to build initial Blaine deserves better listenership, the other webs may encounter some unexpectedly a whole new show. The series itstrong competition from this self could use another title. corner.

Television-Radio Reviews

Bob and Ray

TELEVISION-Reviewed Monday (26), 7:15 to 7:30 p.m. EST. Sustaining via the National Broadcasting Company. Producer, Pete Barnum. Director, Douglas Rodgers. Writers, Bob Elliott and Ray Goulding, Cast, Bob

Bob and Ray are in a tough spot, like becoming heavyweight champ after Joe Louis and trying to hold public interest and affection. With "Kukla, Fran and Ollie" cut back to 15 minutes, the time KF&O lost has been handed to Bob and Ray, who have been leading multiple radio lives, both on the web and locally. This is unfortunate because the lads, who have come up with some fresh capers in AM, finally seem to have spread themselves too thin.

Result is that, off their preem stanza, Bob and Ray are in for rough times. There are resound-ing wails about "Kukla" getting sliced in half, and it would be an extraordinary show that would still the cries. Bob and Ray are far from that. The predominant weakness is in the material. Some of their concepts were clever, such as the take-off on "Lights Out" as the show began, with the two seated before candles with black background. But it was downhill from there.

Such items as the satire on the soap opera and on the kitchen show were again soundly conceived, but material lagged far behind.

The comics have shown, in their brief rise via radio, that they are versatile and original. But their heavy AM sked seems to have cut sharply into the time they can devote to building a fresh TV stanza. What they appear to need more than anything else is some scripting help, from a writer who appreciates their style and their talent, and can contribute substantial chunks of laughter, now sadly lacking, to the routines.

Sam Chase.

Those Two

TELEVISION - Reviewed Wednesday (28), 7:30-7:45 p.m. EST. Sponsored by Procter & Gamble via the National Broadcasting Company. Producer, Oliver Barbour, Director, William L. State. Writers: Johnny Greene, Lee Wainer, Jerry Marvin, Jack Adrian, Bud Grossman and Han-

Trouble with "Those Two" is that Vivian Blaine and Pinky Lee are a thoroly incongruous and (judging by the show caught) in-

compatible pair on video. Miss Blaine's considerable actand Dolls") make her a good bet The sole demerit was an oc- for a situation comedy series, and (ex-burlesque comic and a good the principals, with the muchmaligned situation-comedy format ending up as the loser.

Aside from a distracting tendency to deliver her lines straight into the camera, Miss Blaine was pert and convincing as the vocal-ist in search of a recording contract. Script had Lee, her accompanist, entice a recording company exec over to her apartment TELEVISION - Reviewed for an audition. The show's nonejob turned out to be that of "label" sticker."

switch in accent was a mistake, characterwise. The gal should save her straight vocal talents for another show and cash in on her ability as a comedy canary on this airer.

Production thruout was rough, with commercials for Camay Soap and Tide cut in with ruthless disand production, while Lee needs

June Bundy.

CAPSULE COMMENT

Cosmopolitan Theater (TV). Du Mont, Tuesday (27), 9-10 p.m. EST.

"Time to Kill" by Arthur Gordon, adapted by Robert Anderson was a tense whodunit with mostly brisk dialog. It was about a young fellow's coming into New York to drum up three and a half grand to cover what his partner stole from their small-town taxi business. He's picked up by a city slicker who promises him the dough if he'll rub out a blackmailer. When the boy balks, the slick one agrees to give him the money for merely robbing the blackmailer of the incriminating papers. And then the old boy murders the blackmailer himself and tries to put the police on the youth.

There were a number of rough spots. Torin Thatcher as the murderer did a slick job of thesping on the whole but seemed quite uneasy about his lines. And he beat one cue badly when he picked up a phone a split second before it began to ring.

John Forsythe as the young man gave a competent reading for the most part. But he too ran into a blatant flaw when he opened a desk drawer, quickly shut it again, and then took out hammer and chisel and proceeded to break it open.

Whitehall 1212, (Radio) NBC, Sunday (25) 10:30-11 p.m.

An example of English crime treate in documentary style, "Whitehall 1212," a reworking of stories culled from the recently opened Scotland Yard files, is a quiet underplayed mystery series which should get its quota of listeners. Sole criticism is some slowness of pace, but since only the second show was caught, succeeding stanzas are likely to be brightened considerably.

Your Hollywood Theater of the Stars, Radio WOR New York, Friday (30), 9:30-10 p.m. EST.

A trite, poorly written sample of WOR's new transcribed dramatic series. Uninspired direction was no great help to a flimsy story line, and the projection of star, Vivian Grey was keyed to the loud pedal thruout. Program will have to come up with better future presentations, for sustained selling of Doubleday's Book Club memberships. (See full review this issue.)

TV. Wednesday (27), 10-11 p.m. EST.

This edition featured a masterful production of Elmer Rice's "Counselor at Law," more than maintaining the high standards already established by the program which did not seem to suffer from the controversy resulting from the casting of the leading part. Alfred Drake, the final choice for the role, gave a performance that was polished thesping of a potency and a style rare in video. He was more than adequately supported by an outstanding cast headed by Ruth Hussey. Camera work, however, would have been improved by eliminating a low medium-long shot which made midgets of several of the principals. The Celanese commercials now rate with the best in TV.

Those Two (TV), NBC-TV Wednesday (28), 7:30-7:45 p.m. EST.

Trouble here is that Vivian Blaine and Pinky Lee are a thoroly incongruous and, judging by show caught, incompatible pair on video. Miss Blaine's considerable acting talents make her a good bet for a situation comedy series, but Pinky Lee (ex-burlesque comic and a good one) is completely out of his element. Consequently, the entire 15 minutes was a tug-of-war between the principals, with the much maligned situation-comedy format ending up as the loser. Production thruout was rough. (See full review this issue.)

Kids & Company (TV), Du Mont, Saturday (24), 11-11:30 a.m. EST.

Another one of the stanzas tailored for young teen-agers. Intelligently slotted in an early Saturday morning period, the program should reach its au-dience. The format presents several talented young per-formers plus a "kid of the week" in a program emseed by Johnny Olsen. The veteran quizmaster has a quality that is right for this show. The young entertainers viewed also had more ability than most. The commercials for Red Goose shoes use a duck and are easy to take.

Sound off Time (TV), NBC-TV, Sunday (25). 7-7:30 p.m. EST.

On few shows were the inadequacies of material 50 forcibly demonstrated as on the Bob Hope show caught Sunday (25). The star made the customary bow to Thanks-giving with "We didn't have the usual turkey this year. We had another." The studio audience broke up. Then there were a number of tired Truman gags, a series in fact, each with its own snapper. Many a comic leans on "My girl is such and such, etc." That one, too, was in the Hope library of chestnuts.

A series of sketches with William Bendix, or Lina Romay or both used trite material, much of it probably ideal radio fare. But on television they missed almost completely.

Hope looked tired tho that would hardly account for the material he punched out as if they were gems. A rapid fire gag piled onto another similar gag may make audiences marvel at a comic's glibness. But looking at the speaker while he utters some of these tired gags is one reason why viewers switch to other stations.

Bob and Ray (TV), Monday (26), 7:15 to 7:30 p.m. EST.

Altho some of their concepts are clever, Bob and Ray show a decided weakness in their material. They've shown in their radio rise that they're versatile and original, but seem to have spread themselves too thin. They need writing help -and badly. (See full review this issue.

Leave It to Papa (TV) WPIX, New York, Friday (30), 10-10:30 p.m. EST.

Now in its second season on local indie, this situation-comedy, dealing with doings of an Italian-American family, has improved markedly. The reason for the improvement is the addition of a practically new cast of veteran thesps headed by movie actor Frank Puglih who makes an ideal papa. Story line on show caught dealt with the Italian orphan the old couple adopted, and the boy's chase after some chocolate bars to send his young pal in Italy. Writing at times was a bit stiff, but the heartwarming ending helped give the drama a lift. The Torino commercials are good and should help sell its canned minestrone

Kukla, Fran & Ollie (TV), Monday (25, NBC-TV, 7-7:15 p.m. EST.

If the first edition of KF&O in its new 15-minute format did not convince NBC execs that Burr Tillstrom is little short of a genius, nothing will. Tillstrom came up with one of the most sparkling editions of his already classic show, and if he did it just to show web execs what constituted smart TV. well-who can blame him?

That it was smooth and smart nobody can deny, not even the most ardent "Captain Video" fan. In brief, the Kuklapolitans, with Ollie wield-ing the whip, presumably went to great lengths to rev up the pace and compress a full 30minute show into 15. In so doing, there were more than the usual number of trade-wise quips, as well as a superabun-dance of laughs for the casual

Challenge

TELEVISION - Reviewed Friday (23), 9:30-10 p.m. CST, Sponsored by Drewrys, Ltd., thru Mac-Farland, Aveyard & Company via WBKB, Chicago, Producer, Alan M. Fishburn. Director, Bill Taylor. Cast: Chet Roble, Jacqueline James, Brenda Forbes, Maurice Copeland, John Barclay, Marty Lynn.

"Challenge" gets its name from the Actors' Club regarding the program as a challenge to them to provide the best in TV entertainment for the program. Premier was a cut above the standard of local variety shows, but that standard isn't very high.

Chet Roble, jazz planist and member of the cast of "Studs' Place," and Jacqueline James, singer, are permanent members of the cast. Members of the Actors' Club will be weekly guests. Firstshow highlight was a well acted 10-minute skit with Brends Forbes and Maurice Copeland.

For the remaining 20 minutes Roble did one excellent jazz number backed by a trio. Miss James sang "I Am Loved," Marty Lynn danced the Charleston in an unusually unattractive costume, John Barclay sang the "Night-mare Song" from "Iolanthe," and a bartender and a policeman praised Drewrys' beer.

There was a little bit of everything in the 30 minutes, and the over-all effect was of the show being cluttered. The production was good, and there was capable talent, with plenty in reserve via the Actors' Club. But they tried to do too much on the first show and will improve by simplifying the format. Jack Mabley.

What's Your Answer

TELEVISION-Reviewed Sunday (24), 3-3:30 p.m. CST. Sponsored by Salerno-Megowen Biscuit Company thru Schwimmer & Scott Agency via WENR-TV, Chicago. Emsee, Mal Bellairs. Announcer, Ed Cooper.

This seg unconsciously developed into an experiment in turning over a quiz show to four relatively normal, intelligent, non-exhibitionist youngsters. Result was a well-paced, quietly entertaining half hour well suited (Continued on page 54)

The Dinah Shore Show

TELEVISION - Reviewed Tuesday (27), 7:30-7:45 p.m. EST. Sponsored by Chevrolet Dealers thru the Campbell-Ewald Agency via NBC-TV. Writer-directorproducer, Alan Handley, Music director, Vic Schoen. Cast, Dinah Shore and Jud Conlon Rhythm-

· Continued from page 3

the tenderness of the song "I Didn't Know What Time It Was." to dancing and eliciting a folksy wistfulness in a cleverly mounted production built around "Shrimp

And, finally, Dinah sang superbly. Her phrasing has reached a new height of mature artistry. Her shadings and innuendoes were effectively revealing. Her sure-ness of pitch was a revelation. She even defied music business convention in the manner of presentation of a couple of songs; actually singing full verses to "Time It Was" and to her opening "It's De-lovely." And she must have had the gal watchers going ga-ga over the Don Loper gowning.

What else is there to say save that Dinah is the bitter end.

viewer. They'd better not slice another minute out of what's left of KF&O.

Challenge (TV), WBKB, Chicago, Friday (22), 9:30-10 p.m.

This variety show tried to do too much in too short a time. They had capable talent for music, comedy and a dramatic sketch, but will improve by simplyfing the format. (See full review this issue.)

What's Your Answer? (TV), WENR-TV, Chicago, Sunday (24), 3-3:30 p.m. CST.

The producers of this show, which is similar to "Quiz Kids" in format, by mistake picked four normal, well-mannered youngsters for the first panel, and came up with an intelligent, highly visual kid quiz session, thanks largely to good questions supplied by North-western and Chicago University educators. (See full review this issue.)

Night Club-Vaude Reviews

Mayfair Room, Blackstone Hotel, Chicago

(Wednesday, November 21)

Capacity, 325. Price policy, \$1 cover, \$2 minimum. Shows at 9:15 and 11:30. Booking, non-exclusive. Publicity. Evelyn Nelson. Estimated budget this show, show, \$2,750.

Sherman Hayes, who batoned the house band at the Oriental Theater here for the past year, is breaking in a new eight-piece hotel crew with this show. Ork portends a secure future, as the small band has a big full sound. Sidemen do lots of doubling, with the best sound coming from two muted trombones, working against a background of trumpet, two fiddles and two rhythm. The good-looking Hayes doubles on an array of reeds for balance. This is the first band here in a long time which uses a lot of vocals and it's a pleasant change from the almost straight instrumental diet. Hayes warbles well and Stan Wild, ex-Freddy Martin trumpet, is a swell showman on the lyrics.

Headliner Sylvie St. Clair, French import, lacks the glamour and mystery associated with her Parisian contemporaries, and, as a result, she's strongest doing novelties. Gal did well with a cute original cat meow romance song, but she falls flat on the romantic ditties. Given enough new comedy stuff, she could be big time. Her accompanist, Joel Merman, does a masterful job behind her on the ivories.

Johnny Sippel

Cocoanut Grove, Ambassador Hotel, Los Angeles

(Thursday, November 15)

Capacity, 960, Price policy, \$1.50 cover. Shows at 10:15. Owner. Schine chain, Manager, Ashton Stanley. House bookers, Tony Cabot-Dave Michlin, Press, Tom Jones, Helene Lane, Estimated budget this show, \$3,500. Estimated budget last show, \$5,000.

Present layout is a breather, bridging a series of high-priced Neyle. Booking non - exclusive. other spots all over the country. acts. Top-lined Eric Thorsen is Publicity, Bob Daly, Estimated overshadowed by an exciting capers of Florian Zabach.

Zabach opens with the melodic "Hora Staccato" and "Kiss Me Again." He is clean-cut and warmed a first audience with his Decca version of "Hot Canary." Begged off after a solo in which he plucked the fiddle as one would pluck a banjo. The Hurricanes (one gal, three boys) bounced on and proceeded to break up the crowd by tossing the fem member from one to the other, in the air and almost to the tall coconut trees. Group displays muscles, marvelous timing and rhythm, winding with breathtaking tosses and spins.

Thorsen found the going rough. He's too eager in selling his special tunes. The sincere, he is lost in this room and would un- of tunes she announced as the fadoubtedly register much better in vorites of Eddie Cantor, Vaughn an Intimate cafe. His repertoire Monroe and Skitch Henderson. includes "Hilda," "My Darling," "Trials and Tribulations of a Singer" and a medley of oldies. Grove imported lighting effects for Thorsen, which aided his stint.

Oriental, Chicago (Friday, November 30)

Capacity, 3,200. Price policy, 55 to 98 cents daily. Five shows per day. House band under direction of Marty Gould, Exclusive booker, Charley Hogan.

comedy and two recording names, house has come up with a strong \$2,750. Estimated budget last box office draw. Guy Mitchell. who cuts wax for Columbia, heads the program, marking his third McCarty, Ted and Phyllis Rodritime around here. He has learned plenty since his first appearance. Stage presence is excellent, winning him heavy applause thruout his turn. Opener, "Liberty Belle," is followed by "Still in Love With ble getting them and holding them You"; "The Roving King," which for varying reasons. he does with the audience; "My Heart Cries for You," which got the biggest hand of the show, and sings "Gee, But You're Swell" for a good closer. Altho working with a cold, Mitchell sold all the way. April Stevens, the other record-

ing artist on the bill, made her Windy City debut to heavy hands. Gal possesses good looks and voice, but needs a bit more variety in her selection of tunes. However, what the RCA Victor chirp does, she does well, and her rendition of "Gimme a Little Kiss," "Treat Me Rough," "I'm In Love Again" and "Tricks of the Trade" were well received.

Representing the television side was Frank Marlowe, nitery comic, novelty and an auto-honking Kate Smith video airer. His bywho has been seen locally via the play with band and audience, a few prat falls and good material are strong enough to carry the act. without the use of a few objectionable phrases in a house where the moppet trade is heavy, es-

pecially at this time of the year. Opener is Al Gordon and His Dogs, one of the top acts of its kind around. Including Gordon on the will make for good programing, again because of the load of kids in the audience. Gordons act has been televised extensive-

Pie: "Too Young to Kiss." Norman Weiser.

Vagabonds Club, Miami (Friday, November 16)

Capacity, 300. Price policy, \$4 minimum. Two shows nightly, a couple of shows here she'll be 9:30. 12:30. Manager, Henry the same smash she's been in budget this show, \$4,500. Esti-

Two new acts have been added to the bill-Copsey and Ayres and thrush Cece Blake. These, combined with the clowning by the Four Vagabonds and the able warbling by Hal Winters, make

an entertaining package. Copsey and Ayres opened with Capacity, 620. Price policy, two Hindu numbers and come \$4.50 minimum. Two shows back for a second spot with their nightly; three, Saturdays. Opera-"Frankie and Johnny." At the tor, Lou Walters. Booking policy. finish the Four Vagabonds hit the deck and got in their act for a lot of laughs. In fact, the quartet are in and out of everybody's act, keeping things moving at a fast

Miss Blake did well with pop tunes. A highlight was her "Man

Hal Winters, doubling here from the Olympia Theater, was a solid click, particularly in the numbers in which the Vagabonds provide the musical backgrounds. Eddie Bergman continues to cut The balance of the show music a smooth show and offer dancers was cut by Frank Linale's orchestempting tempo. Joe Bleeden. tra in able fashion. Herb Rau.

THE MOST UNUSUAL ACT at the SHOWMEN'S LEAGUE BANQUET and BALL, HOTEL SHERMAN, CHICAGO, Nov. 25th

On Their Patented Portable Tight Wire

Contact

Just wheel it on . . . no holes in the floor. Available for 1952 Season for FAIRS - NIGHT CLUBS - HOTELS -THEATERS - BANQUETS - INDOOR CIRCUSES.

Opening Dec. 20th HENRY GRADY HOTEL, Atlanta

* Matty Rosen New York

Empire Room, Waldorf-Astoria, New York

(Thursday, November 29)

Capacity, 282, Price policy, \$2 cover after 9:30. Shows at 9:30 and 12:30. Owners, Hilton chain. By mixing a novelty act with Publicity, Paul Stewart. Estimated talent cost current show.

> New show consisting of Mary guez and Nat Brandwynne and his ork, opened to a jammed room ble getting them and holding them

First on were Ted and Phyllis Rodriguez who created an immediate hush with a delightful ball-"My Truly, Truly Fair." Mitchell room patois set to a Strauss waltz. The Brandwynne strings came in here for an excellent assist. Next came a smooth effortless Latin terper followed by a dance involving some tricky soft-shoe stuff and the team was way out in front.

For a pace changer, the next was a low tuneful "Whispering" for dreamy effects and then into a torrid mambo in which the team used an extra pair of bongo beaters. They tried to wind it up with a tango and a paso doble but tremendous mitts brought them back for a genuine encore. Latter, a Charleston, the spirited, could have been eliminated. Team is one of the few who work so well they seem to show little effort. Even dripping perspiration. Result is they keep their appearance of act. They finished a solid hit.

of comedy, had trouble on show caught. Her showbiz gags meant little or were confusing to outsiders. A reference to an Abe Lastfogel or a Louis Shurr can ever it was Miss McCarty didn't get started until her "Flaming Youth" number out of her Broad- former with a subtle line of blue chances are that once she has had

Nat Brandwynne's band did a adagio foursome and the violin mated budget previous show, skill was particularly evident on masterful job of show backing. His the trick arrangements called for in the dance team's routines. Mischa Borr relieved.

Bill Smith.

Gilded Cage, New York

(Wednesday, November 28)

tor, Lou Walters. Booking policy. non - exclusive, Publicity, Jack Tierman. Estimated talent budget, \$7,500.

What started out as a so-so show has finally been whipped into shape into what now is a solid 90-minute package, full of Medley," based on the choruses fire, motion, plenty of very pretty make it a worthy follower to some of the better shows Walters has had at his Latin Quarter.

The productions, some a reprise of past Walters' efforts, gives the visiting firemen plenty of female frames to "ooh" and "aah" at. A torrid "Bolero" slotted about the middle keeps up the excitement, while a fast terp with some of the highest kicks seen by a boy (Steffen) dancer, plus Leila, wound it up for an everybodyon-stage finale.

Kathy Barr, a pretty young brunette, carried a hefty load. the productions. She was deft in all but one department. Her attempt at the "Bell Song" detracted from her other efforts. The song requires clear high tones.

Miss Barr may have other attributes, but a tricky number like that isn't for her. Jeffery Clay, a tall, slim, good-looking bary, tho quite competent, worked sans fire or spirit.

Comedy Shared

With consumers of ancer, works in the accepted tradition with polished assurance.

The productions are typical of Walters' French patterns. The costumes are either gay and flashy or consist of net tights with sequin appliques in strategic spots. Obviously, one can see fem figures without padding.

Marty Gould's ork cut a very good show. Dan Albert's outfit

Chleago between Manuel and Marita Vi-era's monkey act, Tippy and Co-Sam Roberts . The chief comedy load is split

Extra Added

New York

Tony Bennett denied that he fell out of the Olympia Theater, Miami, date only one hour before show time. He gave theater five days' prior notice, plus a doctor's certificate. He had caught cold in Buffalo a week before the Miami date. . . . Barbara Belle (Mrs. Lee Newman) will become mother soon.

Showbiz is chuckling at the following gag: One agent called a ber. Senia Gamsa booker and flipped with "I heard Fuld in this country

Cafe Society, New York (Wednesday, November 28)

Capacity, 208. Price policy, \$3.50 minimum. Shows at 10, 12 and 2. Operator, Lou Lewis, Estimated talent budget, \$1,200.

In line with its policy to spotlight new vocal talent, Cafe Society's new show gives top bill- with laryngitis. The house exing to newcomer Ray Barber, a changed and refunded. She went young singer currently creating on for the evening show a splash on the Mercury label. Boy is making his first nitery appearance in New York, tho, and Judy Garland show. is comparatively unknown as a bistro attraction. Consequently, club is augmenting the bill with British comedian Oliver Wakefield, dancer Doris Ruby and Johnny and George, plus Claude Hopkins' ork.

Barber, who was "discovered" on the Arthur Godfrey TV show. is a pleasantly unassuming lad, with considerable vocal talent and a surprising amount of showmanafter a full routine they were not ship. Once his style jells, he could be big in the field. Right now he band-box freshness all thru their an obviously studied, tightly controlled mike technique (complete Mary McCarty, usually a keen with throaty gimmicks a la Eckperformer with a delightful sense stine) and a full-voiced semi-legit style without a mike. Latter is obviously his forte.

Barber has a big warm voice and plenty of natural vitality to (3) at the Casino Room in the go with it. He may be able to sell Ambassador Hotel . . . John Carbreak up the trade but mean little a sexy intimate delivery on wax, roll began his third date within to outsiders. Basically, however, but it doesn't suit his bouncy ly, and despite its coverage via it was gal's timing which for some young personality on a night club Houston, Tuesday (4). Singer bows video in the same format, it draws reason was way off. Perhaps it floor. Boy scores highest when at the Grove December 28. was the opening day, but what- he steps away from the mike and really projects on "Sorrento."

Wakefield is a polished perway show, "Small Wonder." Gal is patter. His delivery follows the old a fine performer. She has talent, dropped-sentence routine, selling Philadelphia of it may not fit the Waldorf. The implication. Wakefield is a funny implication. Wakefield is a funny man, but he's necessarily limited audiencewise. He'd be a lot funnier and go much further by augmenting the indigo stuff with some clean material suitable for the Esquire Club, Wildwood, N. J. TV's family screen.

In the opening spot standard act Johnny and George go thrutheir usual frantic vocal routine. Boy's sock showmanship and nostalgic repertoire of oldies spark male patrons. Her checkered costume the (brief, loud and flashy) doesn't do her justice.

June Bundy.

bina, and Chaz Chase, who came in as a one-week replacement.

Chase, of course, is one of the best sight comedy performers around. His bland, innocent exgirls and solid productions to pression as he goes thru his strip" routine drew hysterical nowls.

The monkey act is funny. The belligerent mugging of the simians as they're being heckled by their handlers is very amusing to watch.

The most exciting act in the show is the Boliana Ivanko Troupe. Despite a new girl in the act, the routines, consisting of tricky adagio and a "rope skip-ping" bit, are thrilling to watch.

In the dance department, the Hollingsworth Sisters make a good foil for each other. Tall, slim (one a blonde; the other a She sang, emseed and worked in brunette), they move around

Joe Stalin died." The booker replied in amazement: "Died! Gost I didn't even know he had an act!"

Diane Adrian signed with the Music Corporation of America Monumental battle for control and membership on RKO's board of directors going on between David Greene, Wall Street broker, and the present officers of RKO theaters. . . . Larry Best and Judy ("Top Banana") Sinclair will be-come Mr. and Mrs. next September, Senia Gamsa handles Leo

Andy and Della Russell have signed a three-year deal with Arena Stars and have also changed billing to Andy Russell and Della. They'll do TV guest shots and will open at the Detroit Athletic Club December 14. Sue Chrysler (Mrs. Lee Wiley) was killed by a hit-and-run driver in Monroe, N. Y. . . Judy Garland fell out of Thursday's matinee

Senor Wences will follow Max Bygraves into the Palace on the

Hollywood

Paul Page is at the Steinway at the Airliner Club. . . . Comic Rodney Bell inked for a role in the forthcoming show, "My L. A."

Al Joyce and Bobby Cherwin
packaged four acts for the Hollywood Junior Chamber of Com-merce's recent blood bank drive.

KNBH's TV line which previously was used for the Oasis. Former's op, Chuck Landis, is negotiating with the NBC local TV outlet for a similar seg. Station reportedly dropped the Ousis remote over a difficulty with entertainers. . . Jimmy Ford Trie, which works local niteries, now the intermis-sion act at the Palladium.

Walter Gross opened Monday Rubinoff Concert Bureau booked Nedra Sand into the Ramona Room of the Last Frontier Hotel. Las Vegas, April 4 for two weeks.

Pop Edwards is the latest to add entertainment with the addition of planist Johnny Waters. . Issy Bushkoff, proprietor of the Town Tavern, Delair, N. J., and donated the funds to equip a new dormitory room for cerebral palsy children under the care of the Philadelphia Society for Crippled Children and Adults . . . Campo, president of the Philousual sock reaction. Pair is hard to Actors, the cafe and vaude enter-follow, and, fortunately for Barber, bill is broken up with Wake. here, has arranged for all memfield and dancer Doris Ruby. Gal bers in town on December 11 to does an okay tap number and dis- make a mass blood bank contribuplays an easy I-don't-care person- tion. . . . Cosy Morley, local nitery ality which goes over well with comic, set to start a string of Canadian dates with the Esquire Club, Montreal, had to cancel out Nick LaMaina, of Camden,

N. J., has bought Murray's Inn. suburban Delaware township spot. . The Palm Room is putting in a line of girls.

Joseph E. Mears returns ice shows to the Garden Terrace of his Benjamin Franklin Hotel with June Campbell staging the pro-ductions headed by Florence Radosh and team of Bob and Peggy White. . . Edna Berg (Continued on page 50)



3 PEPPERS ROY BRANKER JOLLY JOYCE Bill Smith. Earle Theater Side, Philadelphia, Fa.

maried maiera

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

10% Structure May Get Legal Looksee

Dancer's Case Vs. Wm. Morris Starts Action That Would Limit Take to 5%

at \$1,600 on a net deal. When the the License Commission went Canadian government asked for after the offices, they'd be in an withholding tax, she took the po- awful fix." sition that the net deal did not | The Employment Agency 5-per permit of such deductions. The cent law is followed only by Morris office held back \$420 for Equity in its rules for agents won't be any more American the tax, and she claimed it was representing performers in the Guild of Variety Artists televi-withheld in violation of her Equity field. In fact, Equity made sion shows for "benefit purposes"

tion board hearing. Nirska then amend the Employment Agency claimed that she was brushed off Law to allow talent agencies to AGVA executive board Tuesday so much that she finally appealed charge more than 5 per cent. The (27) and informed it that, by resoto the License Commissioner.

In the meantime, Dunn ordered action has been taken. Nirska to drop the case or face Agents now fear that, if the had put thumbs down on the union disciplinary action. Nirska Morris office appeals the case, as show for various reasons. took the stand that it wouldn't fire. be pressured, but granted a twoweek postponement.

Hearing was held Tuesday (27) before Deputy License Commissioner Herbert Koehler. The Morris office was represented by counsel. After hearing the evidence, Koehler took the matter Burns Over up before the entire License Board. The decision was that Nirska was entitled to the \$420. and the Morris office was ordered to pay it. The talent agency plans to appeal the ruling.

At the same time, however, the Commission questioned the 10 per Danish Artists Federation is up cent commission practice long es- in arms against the American putting on the show) had made tablished among talent agencies. Guild of Variety Artists since the The Commission charged that, as return of Willy Manley, from all talent offices operating in the New York, on Saturday (10).

State of New York do so under Manley, a member of the Three an Employment Agency license, Manleys comedy act which they are limited by law to only played dates in Canada and New look F 'tty silly." 5 per cent commission on salaries. York for Stanley Wathon, was It indicated that these violations delegated by the D.A.F., of would be looked into and which he is an officer, to confer corrected if they existed.

Denies Threat

The Morris office, notified of the decision, phoned Henry Dunn. He immediately phoned Nirska and, according to her, said: "You will never work again." Dunn ists Federation of Great Britain, denied the statement.

that legally not one agency or agent had a leg to stand on if questioned on the 5 per cent law. One lawyer said: "Every contract, the whole commission structure, is built on a bed of sand, if a performer goes to bat. There's not a performer who'll make a charge and stick to it, because he'll never work again. But if he did, and

Combos Fair, Par in Lead

fair to good with the nod going to them were Larry Adler, topping the Paramount. A Thanksgiving a vaude bill; June Richmond, holiday last week gave grosses a with a two-month run as feature fillip, the biz during the week- act of a revue; Peanuts Holland,

(6,200 seats; November average, Page, Tyree Glenn and Lee Kon-\$125,000) did only so-so for its itz, in concerts. None of these kick-off week with "Too Young artists have been forced to join to Kiss" plus Jimmy Nelson and the D.A.F., nor to pay fees of any the Shyrettos. New Christmas kind to the D.A.F. show with "I'll See You in My Currently a comedy duo, bear-

en Girl," Blackburn Twins and dates in Denmark, paying dues

Jan August. patti Page, Jack E. Leonard, M. Buddy Morrow band and "Two Tickets to Broadway.

average \$43,000) is still doing quite different treatment he and S.R.O. biz nights, and took in his partners were accorded by \$48,000 despite its new 10-shows- AGVA on their arrival in Mona-week policy. Last week's fig- treal, where all were obliged to ure was \$42,000.

She appealed to American a bill (Condon-Ostertag) was inGuild of Variety Artists' Henry
Dunn, who promised an arbitration board hearing Number of New York State Legislature to Heller, TVA bill was defeated and no further lutions, both the West Coast TVA

informed the Commission that it has said it would, the charge upon orders from Dunn she was of illegal commissions may be withdrawing. The Commission made, and the fat will be in the

COPENHAGEN, Dec. 1, - The

with AGVA officials in an effort to secure a reciprocal agreement between the orgs in re treatment of members of the recountry. AGVA has such an agreement with the Variety Artand AGVA officials, including Showbiz attorneys admitted Victor Connors, theoretically agreed to make a similar pact star. with the D.A.F. Up to the present nothing further has materialized.

Picture Changes Since the war there has not been enough American variety of circus acts working here to make

this question particularly impor-tant to AGVA, but this situation is changing, and the coming year, with the Olympic Games in Norway and Finland, is expected to bring a large number of American vaude and circus acts to all of the Scandinavian countries.

During the past two months a large number of American vocalists and band musicians have been appearing in Copenhagen under conditions which in Amer-NEW YORK, Dec. 1 .- Biz in ica would probably cause them to the combo houses last week was be classed as vaude acts. Among Radio City Music Hall Hazel Scott, Josh White, Hot Lips

Dreams" comes in Thursday (6), ing American passports, is work-Roxy (6,000 seats; November ing at a local cabaret. Theoretiaverage \$59,000) collected \$66,000 cally this act should join the for its opening week with "Gold- D.A.F. for the duration of its of 75 cents a month per person Paramount (3,654 seats; No- A polite request to call at the

Manley's Treatment

Willy Manley, at a committee meeting of the D.A.F., called at-Palace (1,700 seats; November tention to the above and to the

Night Club-Vaude Reviews appear on opposite page. More Night Club-Vaude News, as well as Hocus-Pocus and Burlesque Notes, appears on page 50. Radio-Television Reviews on page 13.

TVA Threatens To Put Damper On AGVA Shows

Heller Objects to Benefit Clause in Union's Video Plan

NEW YORK, Dec. 1. - There Guild of Variety Artists televi-

Heller appeared before the and the East Coast TVA boards

One reason was that it was a commercial show for which actors would be working for free, and precedents for other commercial sponsors and raise havoc with the industry.

Georgie Price, AGVA prexy, charged that Heller was not acting in good faith and cited other TV shows which have been telecast as "benefits" even tho contributing sponsors had spot

Heller asked for the budget of the show, and the AGVA board, including Price, admitted they didn't know. He asked what deal Vid-Pak (the packaging outfit with Colgate, who will sponsor the show (first one Sunday, December 2). No one knew. Heller said he would get the information "my own way, and AGVA will

were roughly treated by Price hinted that Price's interest wasn't wholly the AGVA Welfare Fund (latter gets \$10,000 a show from Vid-Pak). The original contract spective orgs working in either called for Vid-Pak using "guest stars" for free, tho all other performers were to get their customary compensation. After much debate and against Price's wishes, the phrase was changed to "guest

> Heller said the TVA executive board would meet again December 7, the same day that TVA's convention would start. "I'm virtually certain the board will rule against any additional such shows. We can't do anything about the first one, but future ones will be a different matter,' said Heller.

Oct. Eateries Up 5%

WASHINGTON, Dec. 1.-Sales in eating and drinking places during October totaled \$940,000,000, \$892,000,000 in October a year ago, the Department of Commerce reported this week. The increase 7 per cent in this period. East.

AGVA POLICY SHAKY, LAWYERS UPHOLD IT

Insurance Company Cancels, But Union Legalites Now Try to Keep Plan Alive

· Continued from page I

the notice of cancellation. Their could be saved.

that Silverstone and Katz are there wouldn't be this mess." now trying to undo the confusion that has been caused by AGVA administrators in formulating the plan. At no time while the plan was being formed were AGVA lawyers consulted about the poliev and its-administration.

The insurance plan is divided into two parts. Everybody concerned is for the policy because it protects members on jobs travelling to and from jobs.

The second part, involving administration, has been termed the other that it would create illegal and improper, according to some members of the union's national board. Under this plan, conceived by Victor Connors, A G V A official, with Matthew Adler, insurance broker, the latter received a 15-year irrevocable contract from Henry Dunn, AGVA head, to write the accident contributing sponsors had spot policy. To further this plan, an announcements all thru the AGVA Accident Insurance Bureau was established without proper authority, say Board members, and AGVA employees were used to collect insurance premiums which were then turned over to Adler.

When the plan was put into operation, many questions were asked about who accounted for the money; how much of it the insurance company got; and who was getting paid. Upon disclo-sures by The Biliboard, the Price fought for the contract all AGVA National Board took up one board member came to light.

Grove Dates Open to All

HOLLYWOOD, Dec. 1.—Booking at the swank Cocoanut Grove in the Ambassador Hotel was thrown open Thursday (29) when leading agents in town were told Association, Midwest chapter of to deal directly with Ashton Stanley rather than work thru Tony Cabot and Dave Michlin in New York, who previously had to clear all bookings for the Grove.

In a confab with Hal Howard. Music Corporation of America; Pat Robkin, William Morris; Henry Miller, General Artists Corporation; Mort Ruby, Associated a rise of 5 per cent from sales of 8892,000,000 in October a year Lesser, California Theatrical ago, the Department of Comvited all to submit acts to him, 5 per cent increase compares with adding that "the Grove must be a 2 per cent rise in sales for all cautious in presentation and only retail businesses. October sales book acts that are Grove main eating and drinking places rose | terial." Cabot-Michlin will still 4 per cent above such sales in book for the Schine hotels and immediately. September, while all retail sales send acts to the Grove from the

Connors and Dunn admitted purpose was to fight to keep the they had not consulted AGVA policy and ascertain from official lawyers. Almost immediately, insources what could be done to surance policing bodies of various save it. After their visit they ex- States, acting on complaints, enpressed confidence that despite tered the picture. One insurance the cancellation notice the policy board official said: "if the AGVA lawyers' advice had been sought The irony of the situation is on this thing at the beginning,

A few weeks ago, the New York State Insurance Bureau, after investigation, ordered Adler to appear for questioning. Adler retained prominent insurance counsel, Waters, Cowan and Donovan, who obtained a postponement.

At the National Board meeting, Adler was quoted as saying that he had lost almost \$30,000 in or-ganizing the plan. Later he told The Billboard rep that, if the policy were cancelled, he stood ready to establish his own company to keep the policy in

May Reopen Code Talks

AGVA, ARA, EMA Reps Meet in New York for Confab

CHICAGO, Dec. 1.—The Amerithe way. A few members who the matter and what were termed can Guild of Variety Artists' conas "shocking developments" by troversial club-date code may be reopened for further negotiation, when reps of the actors' union and five men from Artists' Representatives' Association meet in New York Monday (3).

Invitation to AGVA to meet with ARA stems from a recent board of governors meeting held by ARA in New York, when it was decided to attempt to renegotiate portions of the controversial code, with emphasis on the insurance payment clauses. It's known that Lyman Goss, prexy of Entertainment Managers' ARA, and Jim Roberts, prominent local club-date booker, will rep EMA-ARA, while a Pittsburgh agent and two New York reps will be present to deal with AGVA. Jack Irving, local chief of AGVA, will attend the con-

Meeting information was given locally to EMA members at a contab Monday (26), when Goss and Roberts received a motion, instructing them to take drastic action in dealing with the insurance problem. Motion was a watereddown offshoot of a previous proposal, tabled by the members, to stoy paying the insurance stipends

Frank Ingraham, legal counsel hired by EMA-ARA (The Bill-board, November 24), advised the local membership that they had inked a pact with AGVA which they could not breach without legal entanglements. It was revealed that Ingraham is receiving \$500 per year and \$75 for each meeting he attends. This cash outlay is in sharp contrast to the former economy of the local group, which put off having a local legal rep because of the expenditure involved.

Present EMA-ARA administration has been outspoken in its criticism of the code, especially the \$1 per head insurance plan for acts. Both Goss and Roberts have been leaders in the opposition fight.

Further fuel was heaped on the entertainment and the resultant anti-AGVA attitude by George Hamid, Eastern outdoor booker, who presented his case against AGVA before the meeting.

If AGVA and ARA come up with new provisions or changes in the present club-date code, the the same place—taxes."

Ed Sullivan, New York Daily
News columnist and co-packager and emsee of "Toast of the Town" of roses and a card, set in lucite, giving her permanent membersaid, "I like that about co-operaday notice.

TRADE TURNS OUT FOR JUDY

Union Execs Address Big Gathering, Present Award

Judy Garland luncheon, once say, 'you can't take it with you, turnout headed by all of the the- Lincoln-Mercury won't take it atrical unions of the American with them either." Federation of Labor, Tuesday 27), at the Astor Hotel

of Variety Artists prexy, led off cried the spread of mechanical the speechmakers. He expressed entertainment and the resultant a hope that everybody concerned with vaude "would co-operate on salaries, talent as well as craft unions. Because you can't take it with you. Whether you get \$18,- RKO toppers and execs of the 000 or \$10,000, it all ends up in William Morris Agency.

tion on salaries. But when an act ship in the theatrical unions.

NEW YORK, Dec. 1. - The | wants \$5,000 for one shot and postponed because of Miss Gar- they reply, 'Well, maybe I can't vember average \$59,000) took in a D.A.F. offices has so far been land's illness, brought a show biz take it with me but by cripes.

AFM Speaker Sam Suber, American Federa-Georgie Price, American Guild tion of Musicians, Local 802, deunemployment.

Guests at the luncheon included toppers from all the theater chains, radio, television networks,

Diskeries, Juke Ops Huddle Over Battle Versus Tax Bills

Gather Info on Platteries' ASCAP, BMI Payments, Seek Disk Figures

gress early in January. The disk-ers, in a precedental industry source, the waxers. stand, rallied to the support of the juke box industry in a brief they filed several weeks ago before the Congress. The diskers sales figures. To round up as flatly opposed passage of either much information as possible, the

Steinberg of Newark, executive put in preparation a questiondirector of the Music Guild of New Jersey; Sid Levine, MOA which will be handled by the sociation of Amusement Parks, national counsel, and Hirsh de la firm of Price & Waterhouse. Viez, chairman of the MOA legal De la Viez, in addressing the the Hotel Sherman here were committee and MOA treasurer as gathering, pointed out that 35 per well as head of the Washington, cent of the operators in the coun-D. C., Music Guild. The trio, in try at this point are in a fairly the discussion with 11 waxery unstable state under current conreps, attempted to round up per-tinent detail and data which sage of either the Bryson or the would be required for the draw- Kefauver bills and the extraction ing of the brief.

NEW YORK, Dec. 1. - | Most important information Executives of the Music Opera- sought from the diskers, and the tors' Association met with a diskers consented to provide group of executive and legal rep-resentatives of the major record- which the wax firms pay out to ing companies this week to exchange ideas and opinions to plot change ideas and opinions to plot change ideas and opinions to plot further a mutual effort to combat the passage of the proposed Bryson and Kefauver bills, both of box men hope to show in their box men hope to show in their box men hope to show in their The luncheon meeting was held the Bryson and Kefauver bills Tuesday (27) and was called at that ASCAP and BMI should be the request of the MOA execs, granted permission to license who currently are in the process juke boxes would be unfair and of preparing a brief to file at tantamount to a double payment hearings to be held in the Con- in view of the money earned by

Questionnaire

The MOA reps also sought disk juke reps, after eliciting agree-The MOA reps were Dick ment to comply with the request, naire, the framing and polling of

CAPITOL STUNT REAL HAIRRAISER

HOLLYWOOD, Dec. L .-Members of Capitol's pop-artist-repertoire department, determined not to be mistaken for longhairs, this week almost en masse submitted themselves to crew haircuts.
Butch boys include Voyle
Gilmore, Lee Gillette, Dave

Department head, Veepee Alan Livingston; Francis M. Scott, Ken Nelson and Walt Heebner either can't spare the foliage or just want to be

From Inertia

Malec Committee Works to Resolve Ops' Problems

CHICAGO, Dec. 1.-Music licensing, a problem of special interest to parkmen operating ballrooms, was, for the most part in a state of inertia during the past year, visitors to the National As-Pools and Beaches convention in

Joe Malec, Peony Park, Omaha,

BMI Catalog

NEW YORK, Dec. 1. - Nick. Campbell this week sold his 10year-old Broadcast Music, Inc., catalog. Selling price included payment of all incurred debts, unpaid royalties and also gave Campbell several thousand dollars clear. Catalog was sold to an anonymous buyer thru a third party and it will be handled by BMI pubber Henry Spitzer, who will serve as selling agent for the catalog, which is one of the earliest of the BMI pop tune collections The Campbell Music catalog's most prominent titles are "The Things I Love," "Similau" and "Do You Care."

Campbell, a veteran music man, Livingston, acquired recording was forced to abandon his firm rights to "Flahooley," "Three collections of \$2,133,879 during the same period last year.

Sales from radio, TV and phonograph sets yielded Uncle Sam \$7,611,860 this October, a climb of \$03,841,100 collected above the \$203,841,100 collected retain his two-year-old American Society of Composers, Authors and Publishers catalog and probably will return to the business Harold Lang. Cap will replace the latter two on the recording since both hold Columbia contracts.

Hill & Range Pushes Songs Via TV Pix

Offers Outlets Free 3-Minute Cartoons on "Suzy" and "Little Dwarfs" as Sales Hypo

NEW YORK, Dec. 1. - What | tail." In the latter instances the may turn out to be the forerunner films were given away after the of a new tho expensive publisher method of specialized song exploitation is currently being used by the Hill and Range pubbery. The device is a three-minute car- was available and despite the toon filmed specially for TV and fact that only one recording, by handed to the video stations gratis. Just released by H.&R. are films on two Christmas-winter songs, "Suzy the Snowflake" and "Hardrock, Coco and Joe strumental in stirring up promotion and solvential and strumental in stirring up promotion and solvential and strumental in stirring up promotion. (The Three Little Dwarfs)."

The pubbery's first experiment disk, with TV films was last year when it had produced for it animated cartoons for "Frosty the Snowman" and "Peter Cotton-

'Joey" Music

Rights to Cap;

Cuggie Signed

Tunes Acquisition

Underlines Diskery

Show Album Drive

HOLLYWOOD, Dec. 1 .- Capi-

tol Records has set a recording deal with Xavier Cugat and tied

bia after requesting and receiv-ing release from his contract, skedded to terminate in March.

original cast release. Show is skedded for break-in engagements

in January prior to its Broadway

bow. Cap will record the original

cast sometime in February. Ac-

quisition of the musical's wax-

albums. Prior to this year, Capi-

Louis Woman" which bowed on

Broadway five years ago. This

both hold Columbia contracts.

Cap's cutting will mark its first

tion and sales excitement on the

Cost Near 10G

The films are produced for Hill and Range by United Productions of America, the outfit which turned out the Academy Award winning cartoon, "Gerald Mc-Boing-Boing." Cost of producing each of the song films is said to be about \$10,000. Each TV station is given two free prints of the film.

The films contain no direct plug for either the song or any recorded versions. Video stations are known to be using the films freely for moppet shows, the fig-ures on the total number of usages are not known at present.

It is pointed out that this form of song exploitation is suitable only for seasonal items or standards and can best be utilized for tunes which contain lyric references to characters. Much difficulty is foreseen in attempting to

up original-cast waxing rights to the to-be revived "Pal Joey" musical, emerging victorious over RCA Victor, whose Manie Sacks hotly pursued both properties Cugat switches to Capitol follow-Assn. Rapidly ing a 10-year-stay with Colum-**Becoming Set**

30 Labels Join; 50 Is Goal Pegged for First Huddle, Dec. 12

ing rights marks still another original-cast recording in the la-NEW YORK, Dec. L - The bel's stepped up drive for show Record Industry Association of America, the phonograph record tol's catalog only contained Johnny Mercer's ill-fated "St. manufacturer organization which currently is in the process of formation, is well on its way toward becoming a reality. The RIAA will hold its first formal year, Capitol's artist-veepee, Alan meeting on December 12 if current plans and membership anwritten for Broadway by Abe Burrows) and the hit-headed ticipation materialize before that

At this point, the association claims 25 actual manufacturer members covering about 30 dif-ferent disk labels. These include all of the top firms and a sizable representation of the lesser wax-ers. The members at this point

Members

Columbia (and subsidiary Okeh), Decca (and subsidiary Coral), RCA Victor, Capitol, London, MGM, Mercury, Aladdin (and affiliates Score and Intro), Savoy (and affiliate Regent), Specialty, Vox, Dee Gee, Bartok, Cherokee, Circle, Dot, Folkways (and affiliate Ethnic), Life, Russell, Square Dance Associates, Standard, Valentino, WCFM, and Windsor.

A membership drive, being conducted via phone by top execs in the industry, is still going strong, and it is anticipated that RIAA will hit its original quota of 50 member labels before the first meeting gets under way.

Decca Pacts Japan Distrib

NEW YORK, Dec. 1. - Decca Records this week added to the world-wide coverage of its catalog when the diskery completed a deal for distribution and produc-

Soaring Disk Sales Shown in Tax Takes

Continued from page 1

ing almost consistent gains for sales of instruments, a decrease more than a year and a half. The disk tax yield was in the van of amusement excise gains for the month, percentage-wise, with collections from taxes on radio, TV and phono sets, theater admissions and cabaret admissions also taking a climb over the previous October. Tax collections from musical instruments fell off.

climb of \$1,719,764 above collected during October last year vate this firm. tions of \$5,892,095 in October 1950. Set sales sent in \$24,864,163 in collections a year ago, which amounted to \$17,857,399.

Tax collections in October from admissions to cabarets and roof gardens rose \$1,088,514 above collections in October a year ago. The Bureau took in \$4,624,295 this October, compared to \$3,535,781 in the same month in 1950. Over the three-month period ending October 31, a total of \$16,158,138 was collected from these admissions, an increase of \$1,965,043 over the \$14,193,094 collected in the same period last year.

Theaters

a total of \$4,057,714 above collec. Here again the price differences tions of \$127,748,086 in this period are as small as a few pennies, last year.

The drop in tax yields from sales in musical instruments was

of \$358,538 from a take of \$3,051,448 in the corresponding period a year ago.

Internal Revenue also reported this week that tax yields in October from tobacco and alcohol sales were above yields during October a year ago, but that collections from coin-operated devices fell in this period. Tobacco sales brought in \$138,726,555 in October, a rise of \$25,545,780 Taxes collected from disk sales, above collections of \$113,180,755 when BMI, in its recent publisher Wishes for Jamie" (now being resince the fiscal year's start July 1, in October a year ago. Sales of retrenchment drive, sliced his thru October of this year, totaled alcohol yielded \$263,256,215 in guarantees to an allegedly un-\$2,631,184, a rise of \$497,305 above October, a climb of \$59,415,114 workable amount. Campbell will

July 1 thru October. This represents a \$7,006,764 rise above such Harassed Disk Dealers Cope With Muddled Price Structure

72 Different Price Tags on 33's and 45's Range From 99 Cents to \$6.45

Admissions to theaters yielded the U. S. \$37,527,340 in taxes in October. This is a rise of \$2,378,418 over October 1950 collections of \$35,148,922. The four-month period ending at the close of October saw tax takes of \$131,805,800, a total of \$4,057,714 above collections. with prices for some 2-record sets at \$2.31, some at \$2.32 and others

time there are nine different | work on various LP labels; \$5.95 | Another record dealer problem is prices for single 45 records; 12 for the Vox and London disks, how to get and to keep good sales bums, 10 different prices for 3- \$5.45 for the Columbia waxing, prices, etc. record albums, and seven differ- \$4.98 for the Capitol cutting and

is the current price-cutting picture with customers in a state of habitually expecting discounts ranging from 10 to 50 per cent on any and all records. Other factors to be considered by the dealer for the considered by the considered by the dealer for the considered by the considered by the considered by the considered by the dealer for the considered by the dealer for the considered by the considered by the considered by the dealer for the considered by the consi his final profit or loss statements shipping among dealers themare the various three-for-one \$220,017. October yields totaled \$868,338 as compared to the \$1,088,354 in yields during October a year ago. During the four months ending October 31, the Bureau took in \$2,692,911 from

A typical specimen of the curplans, bonus plans, return privileges, manufacturers' discount structure is much simpler the four plans, etc. Many dealers are beginning to wonder whether they are record dealers or bookkeepers.

A typical specimen of the curplans, bonus plans, return privileges, manufacturers' discount structure is much simpler. There is only one price for 10-inch plans, etc. Many dealers are beginning to wonder whether they are record dealers or bookkeepers.

Bureau took in \$2,692,911 from bare to quote six prices for the plans, bonus plans, return privileges, manufacturers' discount plans, bonus plans, return privileges, manufacturers' discount plans, bonus plans, return privileges, manufacturers' discount plans, etc. Many dealers are beginning to wonder whether they are record dealers or bookkeepers.

In attempts to straighten out the price mess, dealers have devised several gimmicks or dodges.

Among these are: 1. Ignoring the manufacturers' list prices and adjusting retail prices to the closest dollar or half-dollar. 2. Avoiding the stocking of t

FORECAST

CRAZY HEART WHISPERING SHADOWS Guy Lombardo

DECCA (DATA

YOUR WEEKLY GUIDE

AMERICA'S FASTEST SELLING RECORDS



AULD LANG SYNE Guy Lombardo

24260*

TO BUILD SALES

Published in the Interests of Decca Dealers and Music Operators Everywhere

TO BUILD PROFITS

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST	COUNTRY	
2	I'M STEPPIN' OUT OF THE PICTURE DRIFTWOOD ON THE RIVER	- 46377* Ernest Tubb
24	PEACE IN THE VALLEY Where Could I Go But To The Lo	14573° rd Red Foloy
31	JUST A CLOSER WALK WITH THEE Steal Away	14505* Red Foley
	* * WONDERING NEW SILVER BELLS	46364* Webb Pierce
18	HEY LA LA PRECIOUS LITTLE BARY	46338* Ernest Tubb
16	I'M WITH A CROWD BUT SO ALON ROSE OF THE MOUNTAIN	Ernest Tubb
4	HIGHWAY OF SORROW SUGAR COATED LOVE	46369* Bill Monroe
4	SAN ANTONIO ROSE BULLY OF THE TOWN	46375* Grady Martin

SEPIA

Seventh And Union

He Bought My Soul At Calvary

Andrews Sisters and Red Foley

S IT IS NO SECRET

I'M CRYING

2	AND SO TO SLEEP AGAIN	
		Coleman Hawkins
	" "I'M A WITHESS FOR MY	LORD 48256* Rev. Kelsey
4	1IN The Love Of A Gypsy	27789* Arthur Prysock
3	CRY I AIN'T IN THE MOOD	48254* Donna Hightower

"Also exceleble in 45 RPM (add prefix "." to record number) "Anuther Decen Best Bet' mukes the Best Sellen list this week!

DECCA "BEST BETS"

Your guide to the hits of tomorrow based on actual sales

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR	ASSESSED FOR	
11.	1.	TELL ME WHY Gorden In The Rain	Four Aces	27860
3.	2.	NIGHT TRAIN TO MEMPHIS IF I HAD-A KNOWED, YOU COULD-A GOED	Red Foley and Roberta Lee	27763
14.	3.	BEER BARREL FOLKA STARDUST	Grady Martin	27838
4	4.	THE THREE BELLS THE WINDMILL SONG	Andrews Sisters and Gordon Jenkins	27858
5.	5.	MY FIRST AND MY LAST LOVE	Bill Kenny of the Ink Spots	27844
7.	6.	YOU SAY THE NICEST THINGS - IF YOU CATCH A LITTLE COLD	Ethel Morman— Jimmy Durante	27865
13.	7.	THE OBJECT OF MY AFFECTION	Russ Morgan	27823
۵.	a.	A HOUSE IS A HOME	Evelyn Knight	27842
8.	9.	TURN BACK THE HANDS OF TIME I NEVER WAS LOVED BY ANYONE ELSE	Jerry Gray	27839
15.	10.	BABY DID YOU HEAR? You Better Go Now	Jeri Southern with Music by Camarata	27840
10.	11.	WITH ALL MY HEART AND SOUL	Tommy Dorsey	27843
9.	12.	CRY I Only Have One Life To Live	Paul Chapman	27857
-	13.	BLUE TANGO Belle Of The Buill	Leroy Anderson	27875
	14.	SENSATIONAL WYOMING	Eileen Wilson with Music by Camarata	27881
-	15.	IT'S ALL OVER BUT THE MEMORIES	Patty Andrews	27845
		COUNTRY		
13-11	1.	TOO OLD TO CUT THE MUSTARD	Ernest Tubb and Red Foley	46387
2.	2.	LET'S LIVE A LITTLE NO. 2 THE STRANGE LITTLE GIRL NO. 2	Lonzo and Oscar	46378
6.	3.	BAYOU PON PON FIFTEEN MILES FROM DALLAS	Jimmie Davis	46381
1	4.	TRAVELIN' BLUES	The second second	10000

46380* Bill Monroe **BRAKE MAN'S BLUES** Jimmie Davis with the MANSION OVER THE HILLTOP 14590* **Anita Kerr Singers** Down By The River Side THE FIRST WHIPPOORWILL Bill Monroe 46385* SEPIA EVER SINCE THE ONE I LOVE'S BEEN GONE 22 **Buddy Johnson** 27814* HE CAREFUL SHADY LANE Good Lewis 482521 MIXED UP JIVE CHARMAINE The Ray-O-Vacs 4B260* HANDS ACROSS THE TABLE

> IT'S A SIN TO TELL A LIE "Also available in 45 RPM (add prefix 9-" to record number)

WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

MEEK2	DODLII A D	
TILL	PUPULAR	

12	A KISS TO BUILD A DREAM OF	Louis Armstrong
3	SHRIMP BOATS Morel Morel Morel	27832*
	Dalores Gray with Mu	sic by Camarata
3,0	PEACE IN THE VALLEY	27856*
16	SAY A LITTLE PRAYER	Red Foley
	SLOW POKE	27792*
	J WANNA PLAY HOUSE WITH	Roberta Lee
	ALAGAMA JUBILEE	27810*
	DIXIE -	Red Foley
7	* * CHARMAINE	27859*
1	When A Mon Is free	Gordon Jonkins
3	I CAN'T HELP IT	27636*
	GRIEVIN' MY HEART OUT F	OR YOU Dan Cherry
2	I LIKE IT	27851*
	YES YOU ARE	Jone Turzy
13	SMOOTH SAILING	27693*
	Love You Modly	Elle Fitzgerald
	I DAN ALL THE WAY HOME	27762*
	GOT HER OFF MY HANDS	Mills Brothers
4	BECAUSE OF YOU	27816*
	COLD, COLD HEART	Louis Armstrong
4	DOMINO	27830*
	When The World Was Youn	g Bing Crosby
18	IN THE COOL, COOL, COOL OF	THE EVENING
		and June Wyman
1	* "UNDECIDED	27835*
	THE LIE-DE-LIE SONG	Guy Lombardo
1	" "IT'S ALL IN THE GAME	27735*
100	DEEP NIGHT C	ormen Cavallera

"Also uvailable in 45 RPM [add poefix "7-" to second number] "Another Decca 'Best Bet' makes the Best Seller' list this week!

SINGLES

Whispering Shadows Crazy Heart Guy Lombardo 27888* Be My Life's Companion Mills Brothers with Sy Oliver 27589* Love Lies Too Good To Be True Blue Smoke (Kohu-Auwahi) Al Morgan 27887* June Hutton Walkin' 27870* A Man Ain't Supposed To Cry

I Didn't Sleep A Wink Last Night 27871

Have Faith

Pray

THE THE THE THE

The Anits Kerr Singers

NEW

BABY PLEASE DON'T GO

Too Old To Cut The Mustard
Ernest Tubb and Red Foley
I'm In Love With Molly 46387*

Every Time I Wanna Little Kiss From You (You're Always Chewin' Gum) Stubby and the Buccaneers The Girl In The Gilded Picture Frame

You Know I'm Still In Love With You Webb Pierce 46385* I'm Gonna See My Baby

Jimmie Davis Someone To Care I Won't Have To Cross Jordan Alone 14596*

Billy Valentine Trio

Billie Holliday Do Your Duty The Blues Are Brewin'

The Ray-O-Vacs Charmaine Featured in 20th Century-Fox Picture "What Price Glory" Hands Across The Table

> "Also available in 45 RPM (add prefix "7-" to record number)

ALBUMS

American National Theatre and Academy Album of Stars-Vol. 2 GREAT MOMENTS FROM GREAT PLAYS DL 9009 . \$5.85

PIPE BAND OF HIS MAJESTY'S SCOTS GUARDS Second Battation A-894 - \$4.15 9-267 - \$3.75 DL 5356 - \$3.00

CHRISTMAS RECORDS

Best Sellers

14556*

Hank Garland

White Christmas God Rest Ye Merry, Gentlemen Silent Night

(Christmas Hymn) Adeste Fideles (Oh Come, All Ye Faithful) King Crosby23777*

Jingle Bells Santa Claus Is Comin' To Town Bing Crashy and the Andrews Sisters 23261 Winter Wonderland

Christmas Island

Here Comes Santa Claus (Right Down Santa Claux Lane) Twelve Days Of Christmas

Bing Crosby and the Andrews Sisters ... 24658" The Mistletoe Kiss

Blue Christmas Twas The Night Before Christmas (2 Parts)

Rudolph The Red-Nosed Reindeer The Teddy Bear's Pienic

Christmas In Killarney It's Beginning To Look Like Christmas . He'll Be Coming Down The Chimney (Like He Always Did Before) Christmas Chopsticks

(Twas The Night Before Christmas) That's What I Want For Christmas Dear Mister Santa Claus

Rudolph The Red-Nosed Reindeer ('Round The) Christmas Tree At Home

Best Bets

48261*

May Every Day Be Christmas Bone Dry

We Wish You A Merry Christmas One For The Little Bitty Baby

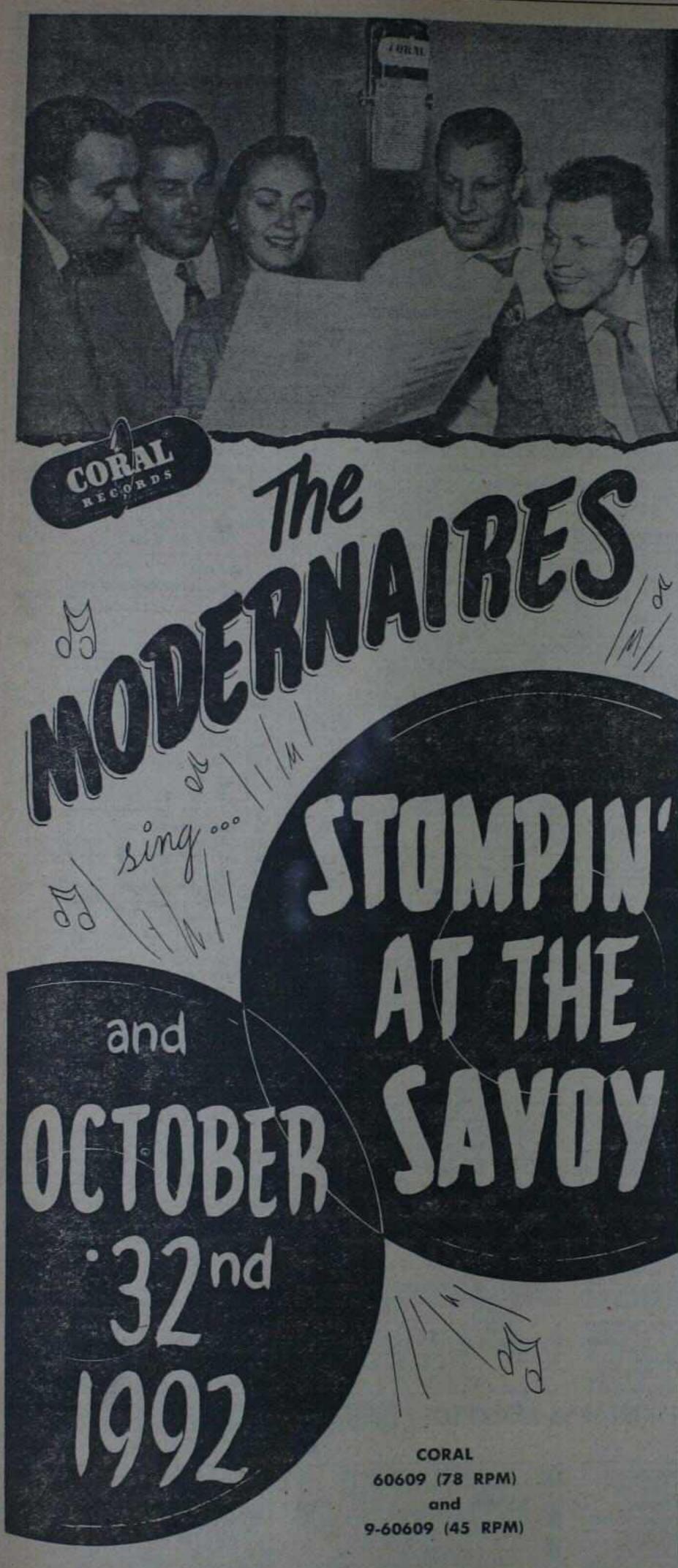
Santa Claus Looks Like My Daddy Eat, Eat, Eat!

Littlest Angel's Christmas If It Doesn't Snow On Christmas

"Also available in 45 RFM Jade pretix "- to record number)

Victor Young and Clark Dennis 27849"

MUSIC



Phony Disks Invade Chi's Platter Segs

Blue Ace Distrib Disavows Knowledge Etchings Pirated From Major Labels

· Continued from page 1

was another Columbia subsid.
Similar counterfeits, sent to the stations included: "Lester Leaps In" and "Dickie's Dream," Blue Ace 201, originally released by Columbia on Okeh 5118 in 1939; "Rock-A-Bye Basie," listed as Checks, made previously with Blue Ace 242, originally released the home offices of Both Victor on Okeh about 1940, and Benny Goodman's "Breakfast Feud" and "Benny's Bugle," paired on Blue Ace 240, which were released seperately on Columbia, "Feud" was issued in 1941 as release No. 36039 while "Bugle" was issued in 1940 as No. 35901. Latest releases show the Blue Ace entrepeneurs getting up more courage, for they previously confined their releases to jazz items from such defunct companies as Paramount and Gennett. In addition to Columbia, their latest shipment shows them encroaching on Victor prewar stuff, in that they include: Lionel Hampton's "Munson Street Breakdown" and "Blue Because of You." The first side was issued as Victor 26453 in 1940.

Another counterfeit diskery, Hot-Jazz Club of America, which evidently works closely with Blue Ace, because their advance record casting System are combining on release sheets, distributed by Frumkin, contain releases on both labels on the same sheet is coun-terfeiting Vocalion material. Their sides include Fletcher Henderson's "Christopher Columbus" and "Blue Lou," originally released on Vocalion about 1938; sides by Luis Russel's ork released about

Check of leading retailers who do jazz disk business indicates that K.O. Asher, South Side distribber, is handling the Jolly Roger label, another diskery which handles counterfeit Victor and Columbia material. When Asher's office was called, the girl

Brit. Morris To Pub "Sin" In Mellin Deal

NEW YORK, Dec. 1.—Snafued several weeks ago by the British several weeks ago by the British ruling that prevented the opening of New American publing ventures in England to publish his hit song. "Sin." in Great Britain, publisher Bobby Mellin this week completed a deal whereby Edwin H. Morris, Ltd., English affiliate of the Morris pubberies here, will take over that copyright for the take over that copyright for the names. Isles on a 50-50 profits arrange-

Checks, made previously with

TOT SUCCESS

Decca, CBS **Bally Tune** Of Prodigy

NEW YORK, Dec. 1-Decca Records and the Columbia Broadsome high-pressure promotion of

a Guy Lombardo Ork-Evelyn Knight waxing of a tune written by a 9-year old girl and discovered on the CBS-TV show, "Songs for Sale." Ironically, the network this week decided to cancel the video show after losing one of the 1931; and sides by Louis Armstrong, released on Okeh about 1930.

Check of leading retailers who rights from Sigma Music.

The ditty, penned by Marjorie Kurtz, the Brooklyn youngster, was aired on the video show on November 17. It was chosen the best tune on the program by the panel of judges, picked up for publication by Sigma, firm owned by Jim Morehead, the youngster's uncle, shown to Lombardo, and waxed last Friday (23). Decca is even using air-express to get the disks out to retailers for the seasonal buying rush.

CLASS BRASS

BMI Records Fave Music

The scripts, four of which are already out, are being sent to all

Mellin's deal extends beyond "Sin" to cover future Mellin copyrights for England. Morris gets first refusal rights to future copyrights, with all deals to be of the 50-50 nature, with 15 per cent of the gross to be deducted for costs and exploitations.

It is to be recalled that Mellin was about to embark on an English partnership arrangement with pubber Howard S. Richmond, but their venture was nipped in the bud by the British ruling which disallowed the opening of foreign businesses in the Isles under the current restrictive economic conditions.

already out, are being sent to all radio stations. The programing service, developed by BMI prexy Carl Haverlin and other execs, calls for at least four scripts to be sent out each month.

Among those who have made known their favorite longhair music and around whom the scripts are written are the governors of 18 States and names from the motion picture, radio-TV, sports, music, publishing and businesse fields. Included on the list are Walter P. Marshall, president of Western Union, Louis Armstrong, Ralph Kiner, Fannie Hurst, Clark Gable, Walt Disney and others. and others.

50% of Radio Pops On Wax-Peatman

· Continued from page 12

spective networks, it is assumed, particularly among the fully owned and operated affiliates, that a similar swing to the turn-table is prevalent among the web stations across the country. This would be indicative of the general trend in radio to cut costs wherever possible, in this case by replacing live-talent costs with no-cost recordings and nominal platter. WOR listed 107 aircrs. cost transcriptions.

The survey shows that of 500 a turntable.

with 62 of them emanating from iopyrighted material

America's Fastest Growing Record Company IN CANADA: Rogers Majestic Radio Corporation Ltd., Toronto-Montreal

CORAL RECORDS



Sings and plays two new hit songs

(Kohu-Auwahi)

DECCA 27887 (78 RPM) and 9-27887 (45 RPM)



A Great Song! Great Interpretation!

with Sy Oliver and his orchestra

and LOVE LIES

Decca 27889 (78 rpm) 9-27889 (45 rpm)

THEY SAY TV AIN'T AM

Musicians Object to Tape on Air Sans Pay

philosophy of the network and the sponsor. It was speculated that perhaps a larger total audience could be reached via separate TV and taped programs, than via the simulcast. And the cost would be the same, under

the NBC request.

It was considered quite possible that the network and sponsor might seek final settlement of the matter via the national office of the American Federation of Musicians, which in the last analysis is the arbiter over TV and problems stemming therefrom. It was even suggested that, in the present inter-related state of TV motor firm for sales promotional

Court Denies Williams Claim In 'Baby' Case

NEW YORK, Dec. 1 .- A motion by William Johnson and Leeds Music to strike out claims made against them by songwriter Mary Lou Williams in the "Pretty Eyed Baby" suit was granted by New York Supreme Court Justice Morris Eder this week.

The suit was originally filed by Leo (Snub) Mosely thru his attor-ney, Archibald Palmer. Mosely claims he revised Miss Williams song, "Satchel Mouth Baby", and played it as "Pretty Eyed Baby" prior to 1943. He seeks an injunction restraining Johnson and Leeds from continuing to infringe

on his revised tune.

Miss Williams, who was also named as a defendant in that action, charged Johnson with fraudulently representing himself as the one who revised her "Satchel Mouth Baby." He says she was thereby induced to split royalties with Johnson and sign for the publication of "Pretty Eyed" by Leeds.

Johnson had been a member of Moslay's band around 1943

Mosley's band around 1943.

When the Mosley suit came to light, Miss Williams entered counterclaims against Johnson decision means, in effect, that she will have to file a separate action as well as check other routine sgainst Johnson and Leeds Music.

available work be spread as much as possible.

Other Side Mum

At press time, comment was unavailable from NBC regarding the available from NBC regarding the availab casting.

Buick Ditty All Set for Cap Catalog

and radio, and with sponsors trying to gain as effective and ecomical an advertising impact as by Skinner Music) was waxed and pressed by Cap's special Recording Services division for Buick a few months ago.

MacRae-MacKenzie version was backed on the flip side by the Mellomen's interpretation of the same ditty. Bearing an SRS-Capitol label, platter was sent out to deejays. Skinner, interested in promoting the tune, has since blanketed diskeries with copies of the pressing and professional

copies of the music.

As a result of deejay play, re-sulting interest in the tune plus chances for sales promotional tieins are prompting Capitol to add the disking to its regular catalog by issuing it as a regular release. Inasmuch as the MacRae-Mac-Kenzie waxing was made outside of Cap's contracts with the artists. label is drawing up a special pact with the duo to give it legal right to release the waxing. It is also obtaining a release from Buick, who paid for the recording, to release the side. Material for flip side of the regular release hasn't been determined.

Ironically, sales promotional waxing marks the first time Mac-Rae and Miss MacKenzie have

been paired on wax.

Cap's Wallichs East To Case Operation

HOLLYWOOD, Dec. 1.—Capi-tol Records Prexy Glenn E. Wallichs leaves Tuesday (4) for New

and Leeds in an effort to void her contract with them. Justice Eder's Wallichs will look over his com-

BOB HOPE . SONJA HENIE C. W. VAN LOPIK . NAT (KING) COLE WALTER A. BROWN . NORMAN GRANZ H. W. J. BARNET . CHARLES A. McELRAVY ARTHUR MICHAUD . NATHAN PODOLOFF ED FURNI . C. A. RITTER WILLIAM MAAS . WILLIAM COKER EDWARD J. QUIGLEY . JUSTUS EDWARDS AXEL H. REED . DAPHNE (DEE) POLI

These TOP NAMES of the Business.

tell you where you fit into the picture in an interesting and valuable collection of feature articles written especially for

The Billboard Auditorium-Arena Number dated December 22

More information on

PAGE 57 . . .

"Immortal" Albums Readied by Victor

10 Are Pops, 7 Red Seal in '52 Line; Goodman, Caruso Head the Categories

NEW YORK, Dec. 1.—RCA Vic- Goodman, Krupa and Wilson; tor's 1952 line-up of releases under these were originally recorded in the "Treasury of Immoral Performances" label will include 10 albums in the top category, and seven Red Seal packages. Following the lead taken last year, Benny Goodman again heads the populast and Environ Carrers, the Treasure originally recorded in 1935 and 1936. The Hampton sides are from the 1937-1939 period, the Hines-Eckstine disks date back to 1949-1942, and the Morton sides go back to 1926-1930. pop list, and Enrico Caruso the Treasury series were, in part, longhair department. All 17 al- made on the basis of sales figures bums will be available on 45 and LP. Victor has also scheduled a heavy point-of-sale promotional campaign on the Treasury waxings, including a special supplement a display one short notices. ment, a display, one-sheet posters "highbrow" selections were not as and pop and Red Seal hangers and strong.

The Caruso collection contains 10 songs and operatic arias recorded from 1906 to 1920. Other Brief Parkmen Red Seal items are: "Aida of Yesterday," a collection of excerpts from the opera recorded by such names as Gigli, Rethberg, Mar-Amato, Caruso and Homer; "Mc-Cormack in Opera and Song," including the tenor's version of an excerpt from "Tristan and Isolde"

Vs. Nifery Tax never before released; a Rosa Ponselle album, and packages titled "Famous Duets" and "Stars of the erators in attendance at the Na-Bori, Destinn, Farrar. Gluck and this week received a full report Journet. Also being released is on the successful fight waged by a collection of Chopin piano music the National Ballroom Operators' vinne, Rosenthal, Rachmaninoff, cent cabaret tax from their op-The Pop Line

Benny Goodman Trio set, includes waxings by Lionel Hampton, Earl Hines and Billy Eckstine, Metronome All Star Bands, Sidney Bechet, Jelly Roll Morton, Metrological Roll Morton, Metronome Rickers, and Berigan, Eldridge and Gillespie, and became effective November Another set, "Great Tenor Sax 1 (The Billboard, November 17). Artists," contains selections by Hawkins, Ventura, Berry, Webster, Freeman and Jacquet.

Goodman trio sides feature

MGM Pic-Star Catalog Starts Big Pay-Off

NEW YORK, Dec. 1, - MGM Records' movie star-developed disk catalog is beginning to pay real dividends. The diskery was able to assemble and do well with a Judy Garland package just after the thrush captured the heart of Broadway when she reopened the Palace two-a-day policy. Now, the diskery is reissuing two additional albums to capitalize on new-found popularity achieved by Gene Kelly and Danny Thomas.

Kelly earned his current popularity via the smash success of the flicker "An American in Paris," and Thomas has achieved his new public acceptance via a combination of TV work and an advance tout on his work in the lead role in the coming musical "I'll See You in My Dreams." The Kelly album, "Song and Dance Man," and the Thomas album, "Comedy Songs," are being rushed for immediate re-release and are being handed the full MGM promotion treatment.

Plan New Tour For Lombardo

NEW YORK, Dec. 1. - Guy Lombardo will embark on another concert tour next February simi- late winter or early spring. They lar to the cross-country trip he have been making the disk jockey made earlier this year with the rounds in the East on behalf of band and the Ames Brothers, their Coral recordings as a pro-When the hand goes out this time, motional forerunner to the organithe radio "Hit Parade" show will zation of a crew. follow Lombardo thru the hinterlands and emanate each week has signed Mrs. Hefti to an indifrom the band's location.

or another attraction is not as a single, and also makes pro-known at the moment. Tour will be booked by Music Corporation her band on the band's vocal of America.

CHICAGO, Dec. 1.-Park op-Golden Age." Latter albums in-clude names line Galli-Curci, Parks, Pools and Beaches conven-Tetrazzini, Melba, Ruffo, Scotti, tion at the Hotel Sherman here performed by Pachmann, Lhe- Association to remove the 20 per Paderewski, Cortot, and Levitzki erations. Brought in from Des. Moines to give this report were Pon albums, in addition to the sel who directed the fight, and Tom Roberts, NBOA legal coun-

Kinney's Cotton Pickers, and involved in obtaining the elim-Artie Shaw. One album, "Great ination of the federal tax via a Trumpet Artists," features John- corrective amendment which was Beiderbecke, finally passed late in October,

Ballrooms Exempted

For those who were not in at-tendance at the NBOA convention last month, Roberts again defined the factors which determine a ballroom operator as opposed to a cabaret. As of November 1, 1951, he said the tax would be lifted from those locations qualifying as ballrooms.

In order to give each operator time to speak with Roberts and Weber regarding such matters as refunds, etc., convention execs set aside a special room where the NBOA officials held forth until their departure late Monday

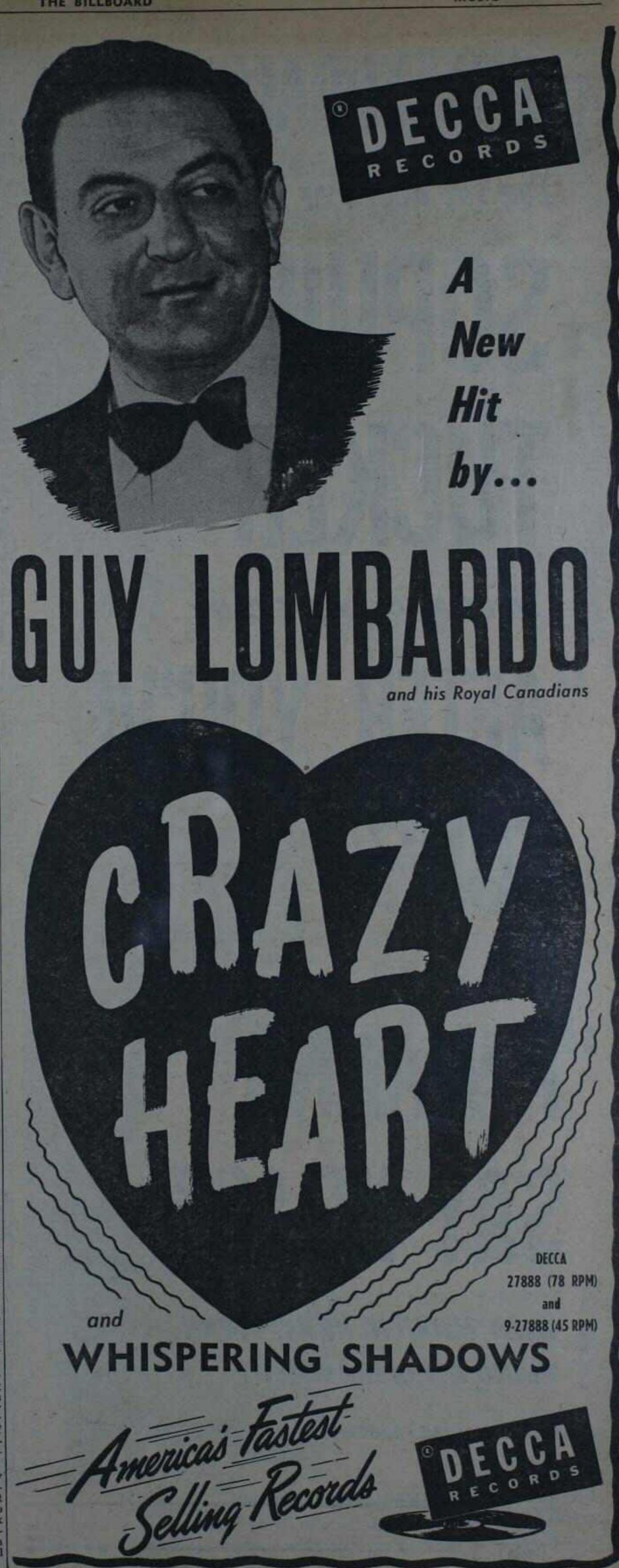
On Tuesday (27), park operators passed a resolution commending the NBOA on its successful fight, and offered to assist that org in future matters of mutual interest.

Heftis, Coral Stars, Signed By S. Fields

NEW YORK, Dec. 1. — Coral Records' Neal Hefti and Frances Wayne last week completed a personal management arrange-ment with Sid Fields, who also handles Ben Blue, the Whippoorwills. Dick Brown and Sonny Howard. Mr. and Mrs. Hefti thus took their first step in a projected plan for the couple to actively go into the dance band business. The couple is being romanced at this point by every major band agency, but have made no contractual commitment other than the managerial deal with Fields.

At this point, the husband-and-wife combo are figuring on getting a band ready for work sometime in

Incidentally, the Coral diskery vidual recording paper. Contract Whether Lombardo will again will give the thrush a chance to team up with the Ames Brothers record apart from the Heftis' ork recordings.



A NATURAL

FOR THE QUEEN OF THEM ALL

SUPHIE ULKER

SINGS AS ONLY SHE CAN

GUNE

AND

WANK SAYHEIIO

WITH TERRIFIC HONKY-TONK PIANO ACCOMPANIMENT

MERCURY 5762 · 5762X45



MERCURY RECORDS, CHICAGO, NINOIS

MERCURY RECORDS OF CAHADA ITD, TOPONTO, CAHADA

UNDERCOVER WORK

New Disk Org Move Utterly Hush-Hush

NEW YORK, Dec. 1. - A new should try to stop distributor attempt was being made here this price discrimination and trans-week to form a record dealers' shipping. association altho most of the facts surrounding the organizing procedure were mysteriously cloaked in anonymity. It is known that a mimeographed letter complaining ers shortly," "... don't think that about dealers formal to sell the distributor or manufacture. about dealers forced to sell rec- the distributor or manufacturer

mittee," the letter was received expenses.

Headquarters for the Record of Dealers' Organizing Committee of cau is a mail and phone service address. The form letter did not it." have a written signature, but just the typed words: "Yours for Suc-cess—Record Dealers' Organiz-ing Committee."

The main points in this circular were that dealers were being forced to sell records at cost or below cost and that the dealers

Tune Pluggers Still Hassle Over Election

NEW YORK, Dec. I.-Arguments over the proper procedures and constitutionality of the upcoming election of officers of the Music Publishers' Contact Em-ployees continued this week, tho at a somewhat abated tempo. Foilowing a protest filed by Leo Diston, who is running against incumbent prexy Bob Miller, the executive council at its meeting decided to send letters to all local plugger - members stating that W they are privileged to vote by visiting the MPCE office instead of sending their ballots thru the 50 mail. Diston, however, claims that he is still protesting the election procedure.

Main topic at the council meeting this week was the matter of requiring voters to sign their names to the ballots. MCPE execs pointed out that this has been the procedure in previous elections and the signatures were required in order to check off the voters and for no other purpose.

Diston meanwhile resigned his post as public relations exec of MPCE. He said that he would protest the entire election procedure even if he is selected as prexy of MPCE. However, Diston added, if Bob Miller is re-elected he will drop his complaint.

Can. Capitol Drops 45 RPM On Classicals

NEW YORK, Dec. 1.—Capitol | Records of Canada, Ltd., has stopped the production and release of classical disks on the 45 r.p.m. speed. The diskery will continue to issue kiddle and pop records on 45, but restrict classical wax to the 78 r.p.m. and LP speeds.

According to Ken Kerr, veepee and general manager of the Cana-dian firm, steadily decreasing 45 r.p.m. sales during the past two years forced the decision.

Cap Board Cuts Melon

HOLLYWOOD, Dec. 1 .- Capitol Records' board of directors sliced its earning melon, providing a 25 cent year-end dividend to holders of common stock and its regular quarterly dividend of 65 cents per share of preferred stock.

ords at cost, and appealing for a of records will help you," "... we meeting of record dealers, was must act," "nothing lost trying, mailed to "selective" list of mer- we must succeed," were scattered thruout. The circular ended with Under the letterhead of the an appeal for a meeting, and a re-Record Dealers Organizing Com- quest for \$1 for organizational

by several midtown record stores.

Leo Rogers, who operates a Broadway shop, admitted to being an organizer. Sam Goody, one of the more controversial disk business figures, wrote to the group saying that he was "in accord with some of the declars" off their quotes.

Expenses.

In response to a request for the names of those on the organizing committee, or the names of dealer members. Rogers mentioned only to mention the names because some distributors may try to cut accord with some of the declars' off their quotes."

Rosers also accord with some of the dealers' off their quotas." Rogers also problems." to the Liberty Music Shops, one of the city's largest dealers, because "my lawyer advised against

> Attempts to form a record dealers' association in the past have failed, even when the organizing committee was not invisible and all facts were known.



For Christmas C-H-R-I-S-T-M-A-S

For the Winter Season

FROSTY THE SNOW MAN HARDROCK, COCO AND JOE (The Three Little Dwarfs) SUZY SNOWFLAKE HILL AND RANGE SONGS, INC.

Beverly Hills, California ී නික්ත න

A Christmas Natural A ROOT'N TOOT'N

> SANTA CLAUS" Recorded By

ATENNESSEE ERNIE CAPITOL

J. J. ROBBINS & SONS, INC. 1619 B'WAY N. Y. 19, N. Y.

HARRIST PRINTERS LATEST BOB MERRILL HOVELTY

THERE'S ALWAYS **ROOM AT OUR HOUSE**

SANTLY-JOY, INC. 1619 Brandway, New York 19, N. Y.

OR RESERVED TO SERVE

Double Helpin'-Country Gravy (recordings) Coming Up!

"Angel Darlin'

by Cene Ring and Cale Hunt

Pictorial Songs (BMI) 1946 No. Buvurty Gien filed.

All Quiet Temporarily On SPA Audit Front

NEW YORK, Dec. 1.—There was little activity this week by either the involved publishers or the Songwriters Protective Association over the battle on auditing publisher books. SPA, however, is expected to take further action be expected to take further action.

Despite the present stalemate in the negotiations for an audit, both sides are known to have

4 GREAT PERFORMANCES of a Great Hit Ballad

ALL OVER AGAIR

TOMMY EDWARDS MCM =11035

> TONY FONTANE Mercury =5754

BETTY CLOONEY

King =15150 A Sluer and Rhythm Smash!

CARMEN TAYLOR

Mercury =8262 A RAY BLOCH MUSICAL PUBLICATION

Lochrae Music Corp.

485 Madison Avenue, New York, N.Y.

manner and the second



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



EDDIE FISHER-Victor JERRY GRAY - Decca

CHOICE MUSIC INC.

Stop-Look-Listen NAT COLE'S New Release Capitol 1808 BOURNE, INC. 799 7th Ave. New York 19, N.



both sides are known to have good reasons for seeking a way out of any legal action or even a long-drawn-out battle outside of court. SPA's council empowered its legal counsel to institute court action only after many attempts to get pubbers, particularly E. H. Morris and Leeds, to go along

with the audit request. Publishing execs have pointed out that should the present fight get to the stage where a writer asks for and obtains a termination of his contract with a pubber, the latter would get involved with a great deal of unwelcome paper work and resultant confusion. If, for example, an "important" song is returned to the writer, the publisher and writer may find themselves faced with such problems as notifying record companies, radio stations and other music users of the change in copyright ownership, the possible removal of the song from folios, printed catalogs, etc.

Public Domain Issues Swamp Pubs, Diskers

NEW YORK, Dec. 1.—The age-old music business problem of what is or isn't public domain material cropped up this week in two cases involving two diskeries and two publishes. and two publishers. In one instance, the pubber has some success in getting a diskery to take out a license on tune originally recorded under the assumption that it was p.d. In another instance, however, the pubber's claim has not been recognized: the diskery's legal eagles are checking the status of the song in

Larry Spier's claim to owner-ship of "Put Your Little Foot Right Out," both as publisher and as writer of words and music, was this week recognized by Decca which originally released a Russ Morgan disk of the song with a public domain stamp. Spier countered that he had derived the theme for his tune from the p.d.
"Varsoviana," but that both the
lyric and present musical versions
were his property. Spier is also
asking King Records to license its
Murray Arnold instrumental version with him, claiming that the

This week, too, Leeds Music notified Mercury Records that the song "Down in the Valley," as recorded by Patti Page for the diskery, is a Leeds copyright. The pubbery claims that the Page version is exactly that of Leeds' published piano copy, and similar to lished piano copy, and similar to the Andrews Sisters' recording issued some years ago. Mercury has not replied to the Leeds re quest for a license. Diskery i awaiting an okay from its leg:

Gene Autry Sets 40-Week Junke

HOLLYWOOD, Dec. 1. - Ge Autry's first of two 1952 p.a. to: gets underway January 16 Wichita, Kan. Smiley Burnet this week re-inked with Aut for the 40 one-nighters. Junk for the 40 one-nighters. Junk will take Autry and company the Kansas, Iowa, Minnesota, Illino Wisconsin, Ohio, Pennsylvan: and possibly Florida. Dates ar individually sponsored in the various cities with Autry working only on percentage.

In addition to Autry and Burnette, troupe is comprised of Pat Buttram, Johnny Bond, Frankie Marvin, Cass County Boys and Champ and Little Champ. Other acts will be inked prior to the Wichita booking.

Herb Green is on the road lin-

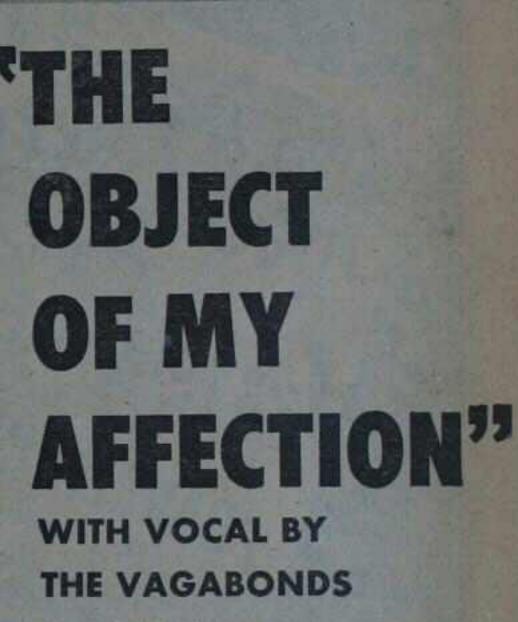
Herb Green is on the road lining up the one-nighters which will Columbia 39612 50 extend thru February. Mitch Hammilburg Agency is handling the Western variety show

NOW HEAR THIS!

BY AMERICA'S MOST PROMISING

NEW BAND

AND HIS ORCHESTRA



THE VAGABONDS

Coupled With

Vocal By Wyn Stracke and Chorus MERCURY 5759 · 5759X45



THE PERFECT DANCE ALBUM BY

RALPH MARTERIE

and His Orchestra

Castle Rock · September Song Beautiful Ohio . Once In A While A Trumpeteer's Lullaby . Alone

A-92 · A-92X45

Also available on LP · MG 25102



MERCURY RECORDS, CHICAGO, ILLINOIS

AURCURY RECORDS OF CANADA LTD. TORONTO, CANADA

(ALL OF YOU WONDERFUL PEOPLE)

The FOUR ACES thank ...

The FOUR ACES thank ...

DECCA RECORDS

DECCA RECORDS for helping to make our first Decea release such an outstanding success. TELL ME WHY "GARDEN IN THE RAIN" both sides actually earned this tremendous "Billboard Pick" (December 1 issue). Four Aces ... Decea 27860 The styllied Aces' harmony and the group's strong beat any life arranger.

The styllied Aces' harmony that click and Marty Golds, their arranger.

The styllied Aces' harmony that click and Marty Golds, their arranger. GARDEN IN THE RAIN

the FOUR ACES thank the operators of these fine clubs for the opportunity that enabled us to BREAK ALL RECORDS! * CASA BLANCA CLUB, Canton, Ohio * THE COPA, Pittsburgh, Pa.

* THE SHOWBOAT, Lorain, Ohio * YANKEE INN. Akron, Ohio * TOWN CASINO, Buffalo, N. Y. * CAPITOL THEATRE, Wash., D. C. * RENDEZVOUS. Phila., Pa. Thanks to RONSON LIGHTERS and the GREY ADVERTISING AGENCY for our coming guest appearance on with PETER LIND HAYES & MARY HEALY "STAR OF THE FAMILY" CBS-TV Network, January 6. and thanks. Too, to the wonderful support and

MCA and their entire staff

and our choregrapher

JOHN GREGORY

and to our wonderful personal

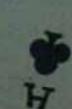
HERB KESSLER

JUKE BOX OPERATORS ... RECORD & DEPT. STORE STAFFS... DISK JOCKEYS (all over the country)... and DISTRIBUTORS ... all of you nice People were greatly responsible for making our of the second out of and you've already got our first Decca release away over the 100,000 mark in actually best mark in a sensational success!

mark in actually little more than a

the FOUR ACES thank... COLUMNISTS and NEWSPAPERMEN · · · for their resounding reception and their wonderful reviews of our efforts wherever we've had the opportunity to perform our appreciation, too, to the

MANY OTHERS who have helped us all along the



onyrighted material

Music as Written

Int'l Sacred Records Moves Office to Wheaton . . .

International Sacred Recordings International Sacred Recordings
Wednesday (28) moved its Winona Lake, Ind., offices to Wheaton.
Ill., headquarters of Van Kampen
Press. Latter has exclusive sales
rights to ISR releases in all book
and Bible houses. ISR's Veepee
Frank Ryden negotiated the
switch with Press' chief Bob Van
Kampen. The Wheaton branch
will handle shipping East of the
Rockies, while ISR's local office
takes over West of the Rockies
distribution. Winona site was
shared with Rodeheaver HallMack Company.

Rainbow Sels Up Canada Distribution . . .

Rainbow Records last week set up distribution of its line in Canada. The label's prexy, Eddie Hollywood, Dec. 1.—Western artists, deejays and promotion personnel yesterday honored which the latter firm will press from Rainbow masters and distribute in Canada. First disks being issued under the deal are a series of LP albums and Dick Todd waxings.

New York

With Charles Starrett and Smiley Burnette, has five musical numbers "Fire of Forty One." "The More We Get Together," "Cause I'm in Love With You," "You Gotta Get a Guy With a Gun" at RCA Victor's dinner party at Riverside Rancho. Festivities welcomed Williams to the Victor fold and King to the Coast. Williams was presented the Victor dog figure in conjunction with his joining the diskery.

New York Rainbow Records last week

New York

Spotlight Attraction's Johnny Brown signed three-year booking pacts with Pete Rubino's Crack-pots and Shorty Warren. Rubino has been with General Artists Corporation, while Warren's Western group was formerly booked by Music Corporation of America.

RCA Victor's international a.ær. topper, Herman Diaz, going to Chicago for waxing sessions with the Six Fat Dutchmen and Lawrence Duchow and to Cleveland for a Johnny Vadnal date.

Mercury sales axes. Morry Sons of the Pioneers, Roy Rogers, Jimmy Wakely, Cindy Walker, Deacon Moore, Lou Stevens, Tennessee Tom Tom, Wesley Tuttle, Red Rowe, Frank Simons, Eddie Kirk, Texas Tiny, Dixie Winters, Red Stewart, J. L. Franks, Slim Dougherty, Beep Roberts, Hinton Bradbury, Marty Landau, and Charlie Adams, who promoted the get-together.

Among the guests, brought along as a tie-in with Williams' disking of "Shrimp Boats," were baseling station of a Salesman," Morris Stoloff fronting the studio ork.

Dootsie Williams, Blues Records disking of "Shrimp Boats," were Spotlight Attraction's Johnny Price, and r.&b. topper, Bobby Shad, on a promotional tour of Eastern cities.

Mitch Miller, Columbia pop Coast Monday (3) for a series of "Shrimp Boats." recording sessions.... Hugo Winterhalter, musical director for RCA-Victor, and Bob McCluskey. Victor pop promotion director, to Cincinnati to record Ralph Flanagan and to visit the jockeys in the area. Frank Walker, president of MGM Records, last week personally supervised two recording sessions with Ivory Joe Hunter.

King Guion's ork opens on December 11 at the Rustic Cabin in Englewood, N. J., and remains then New Year's. He will have 20 then New Year's. He will have 20 order limiting the use of sulphur in Album Bally men in the band and will use his disks and other civilian goods, the double rhythm section gimmick. International Materials Confer-... Charlie Hassan, distribution ence this week reported that it topper for MGM, is visiting distributors in Omaha, and Cincin-nati, and will wind up his trip in Chicago to help Jimmy Martin will be another 1,340,700 tons set up MGM distribution for the below requirements that year. Chicago area. Martin takes over this week.

Tony Martin, whose picture "Two Tickets to Broadway" is currently at the Paramount here, is set for another musical at RKO, tentatively entitled "A Song For-ever."... Warner Brothers will produce a picture based on the life of Grace Moore, the late Metropolitan Opera star.

Chicago

Glen Gray's band and chirp on of next year. major radio shows since then, is understudying Janet Blair, who has the lead in "South Pacific" at the Shubert Theater here.

Hilo Hattie, who parted company with Harry Owens' Hawaiian band recently, has formed a package recently, has formed a package with Carlyle Nelson's eight-piece band and four hula dancers, which opens a tour for General Artists' Corporation December 12 at the Sheppard AAF Base, Texas.

Freddy Martin follows Ray Herbeck's band into the Edgewater Beach Hotel December 28. A previous booking with Xavier Cugat's band fell out.

The Rustic Cabin, Englewood, The Rustic Cabin, Englewood, The Rustic Cabin, Englewood, Lunt as stage director. Hans

The Rustic Cabin, Englewood, N. J., has upped its budget to play a current two-weeker with Louis Jordan's big band. . . . Kyle Mc-Donnel. TV cutie, plays her first N. J., has upped its budget to play a current two-weeker with Louis Jordan's big band. . . . Kyle Mc-Donnel. TV cutie, plays her first Midwest date December 26 with a two-weeker at the Radisson. The Howard Dietz-Garson Kanin "Fledermaus" played 19 per-Misspannelis. Minneapolis. . . . Ray Pearl set formance here last season and now is on a transcontinental tour. uary 8-14; Hotel Muchlebach, Kan- This season's schedule offers sas City. Mo., January 16-February 14; Sheppard AAF Base, February 19-25. . . Johnny Ray opens at Moe's Main Street, Cleveland, December 7 for two weeks. He is set for the Ed Sullivan TV'er January 6 and the Perry TV Como TV seg January 11.

Philadelphia

Clarinetist Billy Kreichmer and his Jam Session Trio cut two sides for Gotham Records, "Man-hattan" and "Golden Wedding." . . . Bob Creash, accordionist with

the Dell Trio at Ciro's, played with the Frank Victor Quartet which opened the local nitery back in 1944. . . Bud Kimber, Harry Nagle and Steve Markeri,

WELCOME, COWBOY!

Williams, King Feted On Coast

ing the diskery.

disking of "Shrimp Boats," were Darwin Greenfield, Miss New Orleans of 1949, and actress Carol Forman, from Mobile Bay, Ala. Gals, who both hail from shrimp a.&r. executive, flies to the West tion to plug William's platter of

New Bans on Disk Sulphur Are Indicated

Conference estimates of 1952 world sulphur production is 6,255,-600 tons. NPA predicts that sulphur production in the United States alone will not exceed 5,000,000 long tons in 1952.

duction will probably decline somewhat in the first half of 1952, but that some new production facilities will begin to ease the Eugenie Baird, formerly with supply situation towards the end

who played with Raymond Scott and then with Tommy Tucker, are still together with George Sommers' band here. . . . Local band booker Bill Honney closed a deal to represent Lester Lanin's music in the Philadelphia area. Elmer Snowden brings his unit back to town, this time at the Colonial Hotel's Swing Room. Leonard McLean, who is the Mel-ody Mac at the organ featured in the Mirror Lounge of the Broadwood Hotel, has cut a long-play-ing platter for the Valdory label,

coupling 11 Christmas carols:

Hollywood

Red Doff moved his publicity offices to Hollywood ... Colum-bia's "The Rough, Tough West," with Charles Starrett and Smiley

Guests at the Rancho tribute were Wade Ray, Hank Penny, Sons of the Pioneers Roy Rogers. Max Steiner will pen

Dootsie Williams, Blues Records prexy, has launched a new label, Dootone, with first sides released last week. Initial Dootone wax is "Danny Boy" and "It's You in My Heart," by the Johnny Creach Trio, and Pete Johnson's "Antici-pating Blues" and "Hard Luck Women and Strife." Label plans eight sides a month. In the Dootone stable are the Creach Three-some, Johnson, Cleo Brown, Bobby Nunn, Cleo Pierce and Big Duke. Williams will emphasize pop as well as rhythm and blues fare, hoping to realize sales in both fields.

"Snow White" Tied to Film

NEW YORK, Dec. 1 .- As a result of Walt Disney's decision to re-release "Snow White and the Seven Dwarfs," RCA Victor is tieing in by setting promotions on the label's "Snow White" album. Disney is launching the re-release in over 40 cities in New England, beginning February 13. Full na-tional re-issue of the full-length cartoon is set for next April.

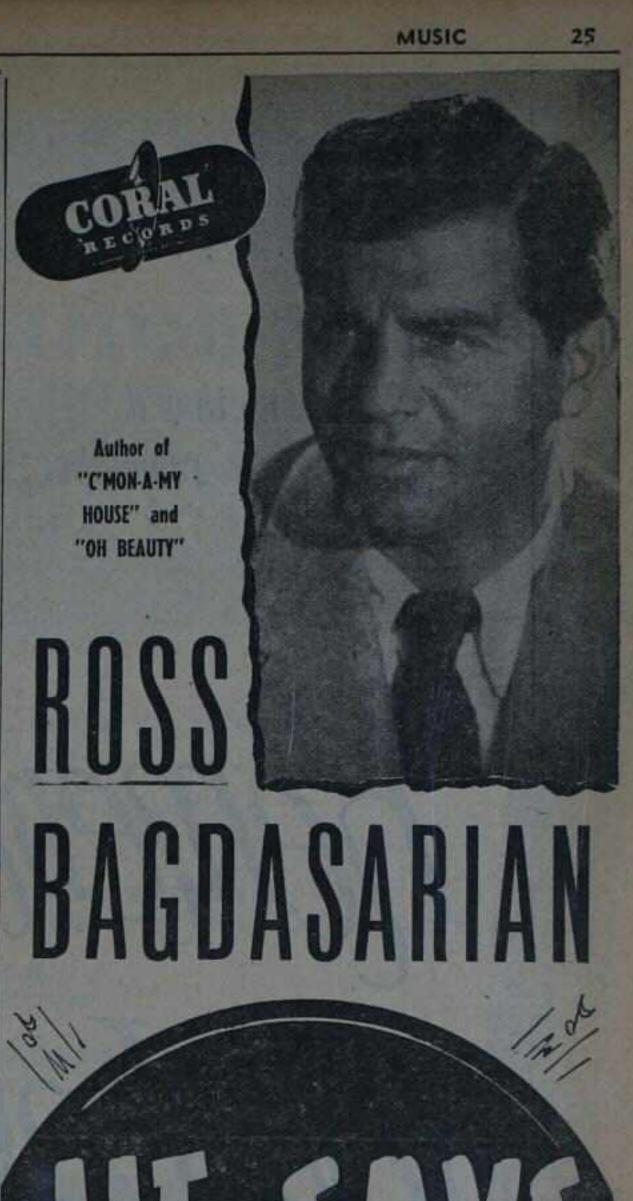
Part of the Disney promotion on the film includes a traveling troupe consisting of Adriana
Casalotti, the original "Snow
White"; Clarence Nash, the Donald Duck voice; two of the Disney artists, and seven midgets
dressed as the drawfs. The troupe will start a series of radio, TV, store, school and club appearances.

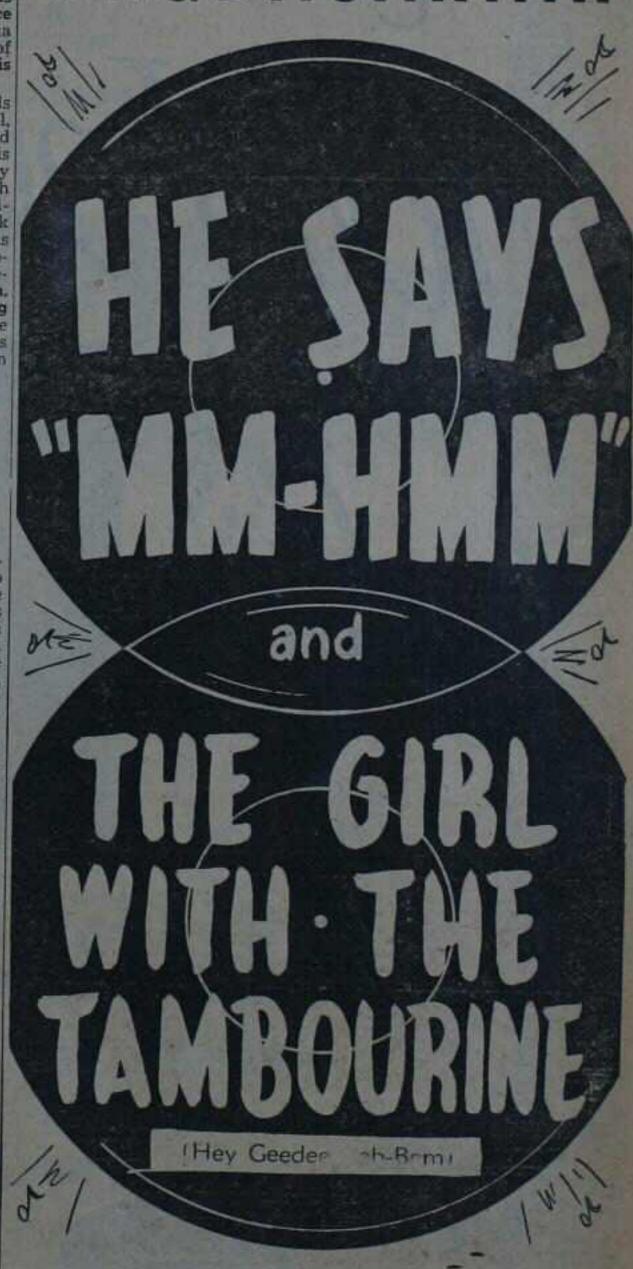
AFM Study of **Funds Project**

HOLLYWOOD, Dec. 1.—American Federation of Musicians Local 47 Prexy John te Groen appointed a four-man committee to meet with Sam Rowland and make a recommendation to the Board regarding Rowland's proposal for a revenue-raising project. Rowland, trial board chairman, asked that the local sponsor a series of jazz concerts and an all-American amateur school, hand contest, proceeds to go to a local project.

Group and Rowland are to determine the needs of the local prior to any outline of such a

Rando and Don Morris.

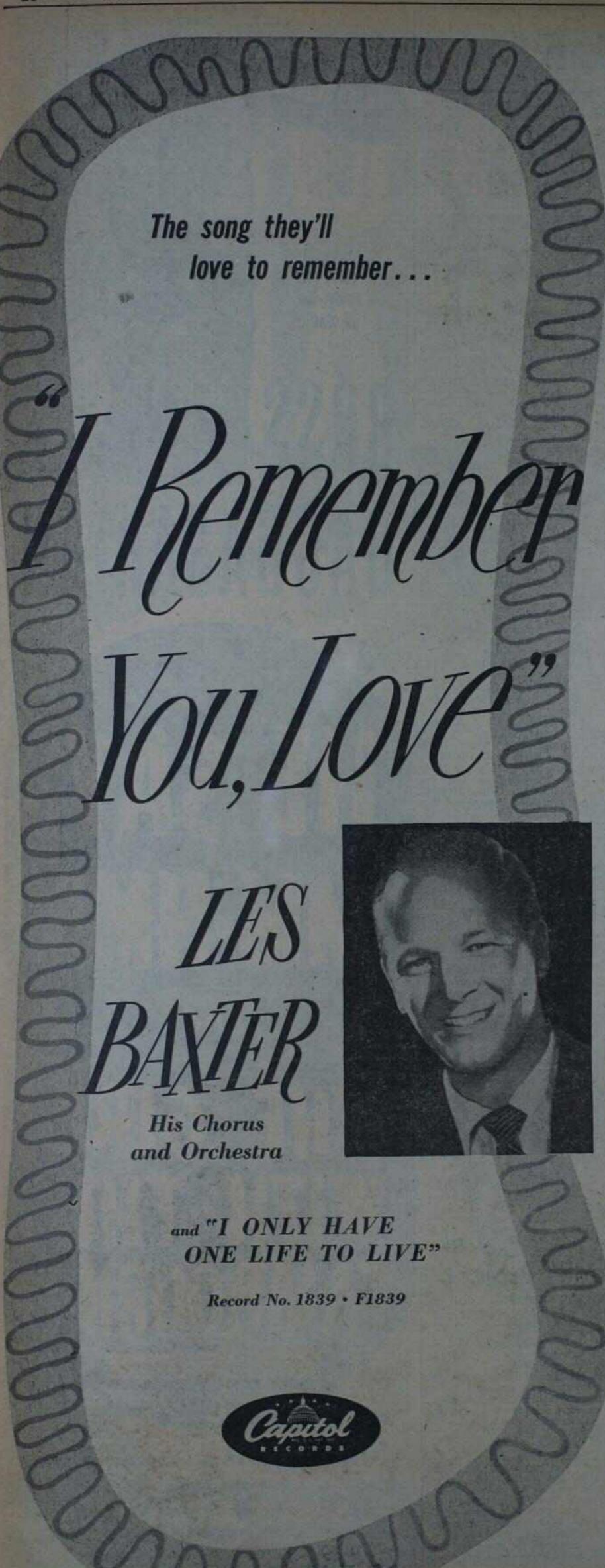




Coral 60597 (78 RPM) and 9-60597 (45 RPM)

CORAL RECORDS America's Fastest Growing Record Company

IN CANADA Rogers Mojestic Radio Corporation Ltd. Toronto-Montreal



LOMBARDO GETS 2D GOLD DISK

NEW YORK, Dec. 1.—Guy Lombardo will receive to-night (1) a gold record of his Decca waxing of "Winter Wonderland," in honor of the record's sales hitting the mil-lion mark. The presentation is being made by Milton Rackmil president of Decca Rackmil, president of Decca, on the orchestra leader's radio show "Lombardoland" over the Mutual Network.

This is the second time that Lombardo has received a gold record. The first was for his "Humoresque."

Canada Board Hears Dispute On Radio Music

settlement before the end of the jacks and 33 can receive FM. year of the hassle between the Composers, Authors and Publish-ers' Association of Canada, Ltd., checked fall into two patterns and the Canadian Association of either they equip their line with Broadcasters is in view. This set- phonographs or phono jacks, or tlement will be forced by the only make it available on one or

procedure to be taken in the hear- jacks, while RCA Victor has a ings, the board was officially advised of the cancellation of the licenses by the radio stations of their contracts with CAPAC. It was decided to hear the arguments of both sides during ments of both sides during a "Melody" Trial period when most courts and of ficial boards close down. The dates set were December 20-22 Versus Berlin

The board is not expected to rule on any of the aspects of the license fees other than radio. Objections are also expected to be in his action against Irving Berlin presented on behalf of the hotel over rights to the song, "Simple keepers and restaurants affected Melody." Berlin, meanwhile, has by paying license fees to CAPAC.

The attitude of the board was that there should be at least a minds whether they will pay or not. The board opposes the radio stations' refusing payment in ad-vance when the tariff hasn't even radio stations had a right to ex- der around 1912. ercise their rights in canceling any agreement, but it felt that it Label to Focus was an unwise act by the stations to take such action.

La Scala Asks Philly for 50G

PHILADELPHIA, Dec. 1.-The Philadelphia La Scala Opera company this week asked the City Council to give it \$50,000 pressed on both 78 and 45 r.p.m., next year—partly so it can pay with a retail listing of \$1.31. back amusement taxes owed to the city, variously estimated at \$9,000 to \$11,000. While Humbert A. Pelosi, general manager of La Scala, was asking for the 50G. Receiver of Taxes W. Frank Marshall was threatening to revoke the opera company's amusement permit unless it pays up. In fact. Assistant City Solicitor Abraham the life of songwriter Gus Kahn, Assistant City Solicitor Abraham Wernick used the word "embez-zlement" in discussing the com-pany's failure to pay its amuse-ment tax bill based on 10 per cent of all admission ticket sales.

Owes 11G

Marshall insisted La Scala owes \$11,000-not including interest or penalties-on tickets sold in 1948, '49 and '50. Pelosi said the de-linquency amounted to only \$9,000 including penalties, and occurred before '49. Wernick said the taxes represented a "trust fund for which the opera company acted solely as agents for

"They actually collected this money from the public and then used the money for other pur-poses," he said. "I recently wrote a letter to the directors of the company, telling them that this amounts to embezzlement."

Pelosi plended for the \$50,000 grant. The opera company has asked for a similar subsidy for the past three years but has never received it.

Only 37% of TV Sets Have Phonos, Jacks

BB Spot-Checks 549 Receivers by 48 Manufacturers

NEW YORK, Dec. 1-A spot survey taken this week by The Billboard showed that out of 549 television sets produced by 48 manufacturers, about 13 per cent of the sets were equipped with phonographs, and only 24 per cent were equipped with phono jacks to which a player could be at-tached. Just 15 per cent of the TV sets were able to receive FM radio programs.

On Radio Music

Toronto, Dec. 1.—A forced

The combination of phono-equipped or jack-equipped video sets totaled only 37 per cent of all sets being marketed at the present time. The specific figures are: of 549 sets, 73 are phono-equipped or jacks and 83 can receive EM

Two Patterns

Copyright Appeal Board before two sets. Of those TV manufacturers who also produce records, and players. CBS-Columbia have only one of their sets equipped with a phonograph and none with

NEW YORK, Dec. 1 .- Ted Snymoved for an examination of Snyder before trial.

In his suit in New York Federal tariff set for next year. Then the Court, Snyder claims that Berlin radio stations can make up their contributed lyrics to the song while in his employ. He charges that Berlin, by publishing the song under his own name, has violated the trust placed in him been set. The board agreed the when he was employed by Sny-

On Band Music

DETROIT, Dec. 1.—Bandland, Inc., music publishing firm, is making its debut in the record field as the first label to specialize in the concert band field. First contract was signed with the Leonard Smith band to cut four sides. Smith, long rated as one of the country's top cornetists, will cut a solo on each side, with band marches on the reverse.

The Bandland disks are to be

Columbia Readies Gus Kahn Album

NEW YORK, Dec. I.-Columbia 'I'll See You In My Dreams."

The movie's co-stars, Doris Day and Danny Thomas, are featured in the package. Thomas' chores in the package are confined to a pair of duets with Miss Day; while Doris fills the remainder of the album with a half-dozen solo efforts.

ANYONE KNOWS WHAT'S AN ELA

HAMBURG, Dec. 1 .- The German affiliate of the Holland-based Philips electronics firm, large-scale manufactur-ers of radio, video, phono and electrical products, has launched a new electrical musical instrument dubbed the Ela. The Ela bears some resemblance to the American Solo-vox but is even more similar to the French Ondio-

(Editors' note: We, too, are



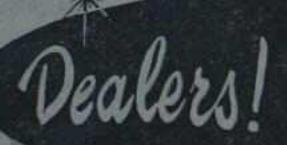
CAPITOL BUYER'S GUIDE

HOT SELLERS BASED ON ACTUAL SALES REPORTS



JINGLE BELLS — SILENT NIGHT LES PAUL & MARY FORD
I WAS SANTA CLAUS AT THE SCHOOL HOUSE— THE CHRISTMAS PARTY YOGI YORGESSON
I TANT WAIT TILL QUITHMUTH — CHRISTMAS CHOPSTICKS MEL BLANC
CHRISTMAS DINNER — A ROOTIN' TOOTIN' SANTA CLAUS TENNESSEE ERNIE
WHITE CHRISTMAS — WINTER WONDERLAND THE VOICES OF WALTER SCHUMANN

S — I YUST GO NUTS AT CHRISTMAS DRGESSON	
BLE — MY FIRST AND MY LAST LOVE (ING" COLE	
HILL — NO! NO! NO! NOT THAT! RBER & THE DINNING SISTERS	
MAINE UR KNIGHTS1875	
VHITE CLOUD THAT CRIED — BLUE DECEMBER NNING	



PEAK-0'-THE-SEASON BEST SELLERS

"Good Friends" That Keep On Selling! Check This List And Order NOW! Don't Run Out Before Christmas!

78	45
BIBLE STORIES FOR CHILDREN - Claude Rains	CBSF-3035
BIBLE STORIES FOR CHILDREN — Claude Rains	CBF-3009
BOZO AND HIS ROCKET SHIP - Pinto Colvig	CBXF-3037
BOZO AND THE BIRDS - Pinto Colvig	CBXF-3033
80Z0 AT THE CIRCUS Pinto Colvig	CBXF-3030
BOZO ON THE FARM Pinto Colvig	CBXF-3076
BUZU SINGS — PINIO COIVIG	CBSF-3002
BOZO'S JUNGLE JINGLES - Pinto Colvig	CASF-3014
BOZO UNDER THE SEA - Pinto Colvig	CBXF-3031
BUGS BUNNY — Mel Blanc	CCF-3004
BUGS BUNNY AND THE TORTOISE - Mel Blanc	CBXF-3036
BUGS BUNNY IN STORYLAND - Mel Blanc	CBXF-3022
BUGS BUNNY MEETS HIAWATHA - Mel Blanc CAS-3072	CASF-3072
BUGS BUNNY SINGS — Mel Blanc	CBSF-3077
DAFFY DUCK MEETS YOSEMITE SAM - Mel Blanc	CASF-3073
ELMER ELEPHANT - Don Wilson	CASF-3099
FERDINAND THE BULL Don Wilson	CASF-3095
FLYING MOUSE, THE - Don Wilson	CASF-3092
FRANCIS (THE TALKING MULE) CHIII WIIIS	CASF-3071
THE TUBBY THE TUBA SONG — Jerry Marlowe	CASF-3079
HENERY HAWK - Mel Blanc	CASF-3098

HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP — William Boyd. CBX-3075 CBXF-307 I'M A LITTLE TEAPOT — THE TEDDY BEARS' PICNIC — Frank Devol CAS-3083 CASF-308 KING COLE FOR KIDS — King Cole Trio. DC-89 CCF-307 LITTLE TOOT — Don Wilson and The Starlighters DAS-80 CASF-300 NOISE SONG, THE — BLUETAIL THE RED FOX — Tex Ritter CAS-3100 CASF-310 PANCHITO THE LITTLE BURRO WHO COULD NOT BRAY DAT-3087 CATF-308 THE SORCERER'S APPRENTICE — Franz André Cond. INR Sym. Orch., Brussels DBS-3094 CBSF-309 TEENA, THE LAUGHING HYENA — Pinto Colvig DAT-3086 CATF-308 THREE ORPHAN KITTENS — Don Wilson CAS-3096 CASF-309 TWEETY PIE — Mel Blanc CAS-3074 CASF-307 TWEETY'S PUDDY TAT TWOUBLE — Mel Blanc DBS-3091 CBSF-309 CASPER, THE CURIOUS KITTEN — Stanley Myers DAT-3093 CATF-309. GOSSAMER WUMP — Frank Morgan EAS-3012 KASF-3011 VOICE OF THE XTABAY — Yma Sumac CD-244 CDF-244 H-244 THE NEW SOUND, VOLUME II — Les Paul CCN-226 CCF-225 H-226 THE NEW SOUND, VOLUME II — Les Paul GCN-226 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul GCN-226 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford CCN-226 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford CCN-226 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford CCN-226 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford CCN-226 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford CCN-226 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford CCN-226 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford CCN-226 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford CCN-226 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford CCN-226 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford CCN-226 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford CCN-226 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford CCN-226 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford CCN-226 CCF-226 H-226 THE NEW SOUND THE THE TERD TO THE TOR THE			
HOPALONG CASSIDY AND THE SQUARE DANCE HOLDUP — William Boyd. CBX-3075 CBXF-307 I'M A LITTLE TEAPOT — THE TEDDY BEARS' PICNIC — Frank Devol CAS-3083 CASF-308 KING COLE FOR KIDS — King Cole Trio. DC-89 CCF-307 LITTLE TOOT — Don Wilson and The Starlighters DAS-80 CASF-300 NOISE SONG, THE — BLUETAIL THE RED FOX — Tex Ritter, CAS-3100 CASF-310 PANCHITO THE LITTLE BURRO WHO COULD NOT BRAY DAT-3087 CATF-308 THE SORCERER'S APPRENTICE — Franz André Cond. INR Sym. Orch., Brussels D8S-3094 CBSF-309 TEENA, THE LAUGHING HYENA — Pinto Colvig DAT-3086 CATF-308 THREE ORPHAN KITTENS — Don Wilson. CAS-3096 CASF-309 TWEETY PIE — Mel Blanc CAS-3074 CASF-307 TWEETY'S PUDDY TAT TWOUBLE — Mel Blanc D8S-3091 CBSF-309 CASPER, THE CURIOUS KITTEN — Stanley Myers DAT-3093 CATF-309. GOSSAMER WUMP — Frank Morgan. EAS-3012 KASF-3011 VOICE OF THE XTABAY — Yma Sumac CD-244 CDF-244 H-244 THE NEW SOUND, VOLUME II — Les Paul CCN-226 CCF-225 H-226 THE NEW SOUND, VOLUME II — Les Paul Mury Ford CCN-286 CCF-226 H-286 THE NEW SOUND, VOLUME II — Les Paul and Mury Ford CCN-286 CCF-226 H-286 THE NEW SOUND, VOLUME II — Les Paul and Mury Ford CCN-286 CCF-226 H-286 THE NEW SOUND, VOLUME II — Les Paul and Mury Ford CCN-286 CCF-226 H-286			45
KING COLE FOR KIDS — King Cole Trio	HOPALONG CASSIDY AND THE		CBXF-3058
KING COLE FOR KIDS — King Cole Trio	SQUARE DANCE HOLDUP — William Boyd	.CBX-3075	CBXF-3075
LITTLE TOOT — Don Wilson and The Starlighters. NOISE SONG, THE — BLUETAIL THE RED FOX — Tex Ritter. PANCHITO THE LITTLE BURRO WHO COULD NOT BRAY THE SORCERER'S APPRENTICE — Franz André Cond. INR Sym. Orch., Brussels. DBS-3094 CBSF-309 TEEMA, THE LAUGHING HYENA — Pinto Colvig. DAT-3086 CASF-3096 CASF-3096 TWEETY PIE — Mel Blanc. CAS-3074 CASF-3074 CASF-3077 TWEETY'S PUDDY TAT TWOUBLE — Mel Blanc. CAS-3074 CASF-3076 CASF-3077 CASF-3077 CASF-3078 CASF-3079 CASF	I'M A LITTLE TEAPOT - THE TEDDY BEARS' PICNIC - Frank Devol	.CAS-3083	CASF-3083
LITTLE TOOT — Don Wilson and The Starlighters. NOISE SONG, THE — BLUETAIL THE RED FOX — Tex Ritter. PANCHITO THE LITTLE BURRO WHO COULD NOT BRAY THE SORCERER'S APPRENTICE — Franz André Cond. INR Sym. Orch., Brussels. DBS-3094 CBSF-309 TEENA, THE LAUGHING HYENA — Pinto Colvig. DAT-3086 CASF-3096 CASF-3096 TWEETY PIE — Mel Blanc. CAS-3074 CASF-3074 CASF-3077 TWEETY'S PUDDY TAT TWOUBLE — Mel Blanc. CAS-3074 CASF-3076 CBSF-3079 CASF-3079 CASF	KING COLE FOR KIDS - King Cole Trio	DC-89	CCF-3070
NOISE SONG, THE — BLUETAIL THE RED FOX — Tex Ritter	LITTLE TOOT - Don Wilson and The Starlighters.	DAS-80	CASF-3001
THE SORCERER'S APPRENTICE — Franz André Cond. INR Sym. Orch., Brusseis. — Brusseis. — DBS-3094 CBSF-309 TEENA, THE LAUGHING HYENA — Pinto Colvig. — CAS-3096 THREE ORPHAN KITTENS — Don Wilson. — CAS-3096 TWEETY PIE — Mel Blanc. — CAS-3074 CASF-307 TWEETY'S PUDDY TAT TWOUBLE — Mel Blanc. — DBX-3102 CBSF-309 CASF-309 CASPER, THE CURIOUS KITTEN — Stanley Myers. — DAT-3093 CATF-309 GOSSAMER WUMP — Frank Morgan. — EAS-3012 KASF-301: VOICE OF THE XTABAY — Yma Sumac. — CD-244 CDF-244 H-244 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford. — CON-286 — CCN-286 — CCN-2	NOISE SONG, THE - BLUETAIL THE RED FOX - Tex Ritter	CAS-3100	CASF-3100
THE SORCERER'S APPRENTICE — Franz André Cond. INR Sym. Orch., Brussels. DBS-3094 CBSF-309 TEENA, THE LAUGHING HYENA — Pinto Colvig. DAT-3086 CASF-308 THREE ORPHAN KITTENS — Don Wilson. CAS-3096 CASF-309 TWEETY PIE — Mel Blanc. CAS-3074 CASF-307 TWEETY'S PUDDY TAT TWOUBLE — Mel Blanc. DBS-3102 CBSF-310 WOODY WOODPECKER'S PICNIC — Mel Blanc. DBS-3091 CBSF-309 CASPER, THE CURIOUS KITTEN — Stanley Myers. DAT-3093 CATF-309 GOSSAMER WUMP — Frank Morgan. EAS-3012 KASF-3011 VOICE OF THE XTABAY — Yma Sumac. THE NEW SOUND, VOLUME I — Les Paul and Mary Ford. CCN-246 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford. CCN-246 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford. CCN-246 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford. CCN-246 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford. CCN-246 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford. CCN-246 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford. CCN-246 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford. CCN-246 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford. CCN-246 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford. CCN-246 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford. CCN-246 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford. CCN-246 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford. CCN-246 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford. CCN-246 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford. CCN-246 CCF-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford. CCN-246 CCF-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford. CCN-246 CCF-246 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford. CCN-246 CCF-246 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford.	PANCHITO THE LITTLE BURRO WHO COULD NOT BRAY	. DAT-3087	CATF-3087
TEENA, THE LAUGHING HYENA — Pinto Colvig	THE SORCERER'S APPRENTICE		- Tongam
THEENA, THE LAUGHING HYENA — Pinto Colvig	- Franz Andre Cond. INR Sym. Orch., Brussels	DBS-3094	CBSF-3094
THREE ORPHAN KITTENS — Don Wilson	TEENA, THE LAUGHING HYENA - Pinto Colvig.	.DAT-3086	CATF-3086
TWEETY PIE — Mel Blanc CAS-3074 CASF-307 TWEETY'S PUDDY TAT TWOUBLE — Mel Blanc DBX-3102 CBXF-310 WOODY WOODPECKER'S PICNIG — Mel Blanc DBS-3091 CBSF-309 CASPER, THE CURIOUS KITTEN — Stanley Myers DAT-3093 CATF-309 GOSSAMER WUMP — Frank Morgan EAS-3012 KASF-301 VOICE OF THE XTABAY — Yma Sumac CD-244 CDF-244 H-244 THE NEW SOUND, VOLUME I — Les Paul and Mary Ford CCN-226 CCF-226 H-226 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford CCN-286 CCF-286 H-286	THREE ORPHAN KITTENS - Don Wilson.	CAS-3096	CASF-3096
TWEETY'S PUDDY TAT TWOUBLE — Mel Blanc	TWEETY PIE — Mel Blanc	CAS-3074	
WOODY WOODPECKER'S PICNIC — Mel Blanc	TWEETY'S PUDDY TAT TWOUBLE Mel Blanc.	DBX-3102	
CASPER, THE CURIOUS KITTEN — Stanley Myers	WOODY WOODPECKER'S PICNIC - Mel Blanc	DBC:3001	
### SOUND, VOLUME II — Les Paul and Mary Ford CON-286 FOR 286 H 286 ###################################	CASPER, THE CURIOUS KITTEN - Stanley Myers	DAT 2002	1000
VOICE OF THE XTABAY — Yma Sumac	GOSSAMER WUMP - Frank Moreran	- UAT-3093	Service Constitution
THE NEW SOUND, VOLUME I — Les Paul and Mary Ford CCN-286 CCF-286 H-286 THE NEW SOUND, VOLUME II — Les Paul and Mary Ford CCN-286 CCF-286 H-286		EAS-3012	
THE NEW SOUND, VOLUME I — Les Paul	VOICE OF THE XTABAY Yma Sumac	244 CDF-	331/5 244 H.244
THE NEW SOUND, VOLUME II - Les Paul and Mary Ford. CON-286 EDE-286 H-286	THE NEW SOUND, VOLUME I - Les Paul CON.	226 000	
CHRISTMAS IN THE AIR - Voices of Walter Schumann CDN SOLE COR COLD IN COLD	THE NEW SOUND, VOLUME II - Les Paul and Mary Ford CON-	286 DEE-	
	CHRISTMAS IN THE AIR - Voices of Walter Schumano CDN-9	DIS COES	



-Two Bozo Phonographs...

The Year's Fastest-Selling Kiddie Players

Capitol

BOZO'S OWN CHILDREN'S PHONOGRAPHS

This new Capital BOZO (The Capital Clown) phonograph is all electronic, has a fine tone and is sturdily built in a two-tone red and blue leatherette case. You'd never guess ... but while the record plays, BOZO'S (The Capital Clown) face lights up 1 MODEL C-25 — 78 rpm



A popular-priced Capitol BOZO (The Capitol Clown) acoustical phonograph of high-quality design, good tone and construction. Attractive red and blue, washable leatherette covered case and electronically operated turntable. BOZO'S (The Capitol Clown) laughing face appears on the top of player. MODEL C-78 — 78 rpm

Secretary and in contract of Charles and Physics and

MUSIC

You've never heard anything as

as this great record featuring

with Nelson Riddle's orchestra.

Now she's

and they're teamed up for a smash record!

or any night...it's sure-fire on...



ELLA MAE MORSE

"SENSATIONAL" and

"TENNESSEE SATURDAY NIGHT"

with Nelson Riddle's orchestra Pecold No. 1903 - F1903 The DINNING SISTERS



sure to break into a high hit

JAN GARBER

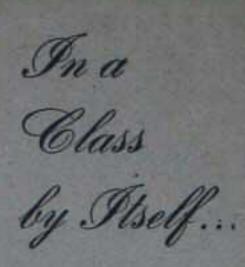
and his orchestra

backed by

"NO! NO! NO! NOT THAT!"

Record No. 1858 * F1858







TONY BENNETT (Columbia 39555)



TOMMY EDWARDS (MGM 11077)



TOMMY DORSEY (Decca 27843)



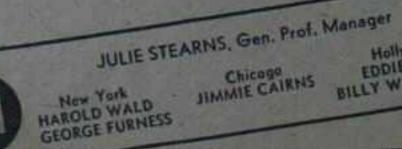
DEAN MARTIN (Capital 1811)



BERNIE MANN (King 15134)







JIMMIE CAIRNS BILLY WALTERS

THE BILLBOARD MUSIC Popularity Charts

For Reviews and Ratings of Radio and TV Shows See The Billboard Rodio - TV Shose Charts (Radio

HONOR ROLL OF

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by sorwey features of The Billboard's Popularity Chart. Based on reports received November 28, 29 and 30,

Last Week

1. (It's No) Sin

. . . By George Hoven and Chester Shull-Published by Algonquin (BM1) RECORDS AVAILABLE: S. Churchill, V 20-4230; B. Colt, Decator 1001; L. Davis, Prestige 911; Four Ates, Victoria 101; Four Budden, Savey 817; Four Knights, Cap 1606; C. Hawkies, Dec 27853; E. Howard, Marcury 5711; S. Kare, Col 19567; A. Morgan, Dec 27794; B. Featack, King 4505; A. Frysch, Dec 27799; T. Smith, United 107; B. Williams Quartet, MGM 11066.

ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hodson, Lang-Worth; Glenn Outer Drk, Associated

2. Because of You

. . . By Arthur Hammerstein and Dudley Williamon-Published by Breadcast

RECORDS AVAILABLE: L. Armstrong, Dec 27816; R. Burber, Mercury 5643; L. Buster, Cap 1493; E. Becker-E. Light Ork, Remington R-25005; T. Bennett-P. Faith Drk, Col 39362; E. Butterfield, Coral 60561; Cowboy Copas, King 3244; Bob Crooky, Corol 60440; G. Destaven-G. Lumbards, Dec 27666; J. Desmand, MGM 10947; J. Pezros, V 10-3426; T. Smith, United 164.

ELECTRICAL TRANSCRIPTION LIBRARIES: Mindy Carnett, Associated; Cocumunt Gener Ork, Standard; Chuck Fester, Lang-Worth; Vincent Lopes, Thesaurus; Skilly Mills, Standard

3. Cold. Cold Heart 3.

. . By Hank Williams - Published by Aculf-Rose ISMD

RECORDS AVAILABLE: L. Armstrong, Dec 27816; T. Bennett-P. Fulth Dry, Col 34449; Fantane Sisters, V 20-4274; T. Fontane, Mercury 6593; H. Henderson, Des 48255; E. Johnson, Chess 1488; D. Washington, Mertury 5728; H. Williams, MGM 10904; E. Wilton, Dec 27761.

ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth.

4. Down Yonder 4.

. . By L. Walf Gilbert-Published by LaSalle (ASCAP)

RECORDS AVAILABLE: C. Butler, Col 39533; H. Carmack, Dec 46362; A. (Fingers) Carr. Cap 1777; L. (Fiano Smill) Cook, Abory 15853; S. Cooley, Oct 46355; Honky Torks, V 20-4284; F. Martin, V 20-4267; F. Petty Trio, MCM 11057; E. Smith, King 986; G. Stone, Cap 7-40161; C. Watts and A. Trace, Mercury 5695; G. Willis, V 21-0420; N. Wolfe, Rich P.-Tone 1022; D. Wood, Ten-

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

5. Undecided

By Sid Robin and Chartle Shavers-Published by Leeds (ASCAP)

RECORDS AVAILABLE: M. Abernathy, King 4400; Ames Brothers-L. Brown, Ceral 60566; R. Anthony, Cup 1824; D. Brubeck Trie, Four Star 500; E. Fitzgerald-C. Webb, Decra 25434; E. Garrer, Regent 1004; G. Lombbette-K. Gardner, Dec 27835; J. Paeston Sextette, Modern 1011; M. Small, King 15128.

ELECTRICAL TRANSCRIPTION LIBRARIES: All Star Sextette, Standard; George Barnes Octot, Standard, Henry Jerume Ork, Lang-Worth; Art Van Damme Quintet,

6. Slow Poke

. . . By Pee Wee King and Shelton Price-Published by Ridgeway (BMI)

RECORDS AVAILABLE: R. Flanagam, V 20-4373; J. Gordy Seateste-J. Shook, Bullet 1099; H. Hankims, King 648; Thry Hill, Mercury 5740; Per Wee King, V 21-0489; R. Lee, Get 27792; A. Mooney, MGM 12115; H. D'Connell, Cap 1837; J. Watson, Righ-R-Tone 1025

ELECTRICAL TRANSCRIPTION LIBRARIES: Spade Cooley, Standard; Per Wes King, Standard.

7. Domino

. . By Louis Ferrari and Don Rays-Published by Pickwick (ASCAP)

RECORDS AVAILABLE: Bing Crosby, Det 27830; Dorle Day, Cot 39596; Harmonicate, Mercury 5747; C. Kuru, London 1147; T. Martin, V 20-4363; M. Mayo, Cap 3849; M. Small, King 15129.

ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Forter, Lang-Worth, Denny

8. I Get Ideas

. . By Sanders and Dorcas Cochran Published by Hill & Rampe (BMD) RECORDS AVAILABLE: L. Armitrong, Dec 27720; P. Les, Cap 1973; E. Light Ore, Remington 8-25003 T. Martin, V 20-4141.

ELECTRICAL TRANSCRIPTION LIBRARIES: Goy Mitchell, Associated.

9. And So to Sleep Again

By Joe Marsala and Surmy Skylar-Published by Paston Music (ASCAP) RECORDS AVAILABLE: D. Belmant, Transisc 1008; C. Hawkley, Der 27851; D. Haymen, Dec 27731) B. Marry Kley 15134; P. Page, Marrary 5706; A. Streem, V 20-4283 P. Westen, Col 39549; M. Whiting, Cap. 1784.

ELECTRICAL TRANSCRIPTION LIBRARIES: Honry Jorome, Lang-Worth, Denny Vaustian Ovk. Associated

9. Jalousie (Jealousy)

By Vers Bloom and Jacol Cade-Published by Harms (ASCAP)

RECORDS AVAILABLE: D. Brantra-L. Banter, Can 1873; S. Essilve, MGM. 13111; F. Laine, Cal 39585; S. Morrow, Martury 5723; B. Practice, King 4505; S. Tarch, Coral 60395; F. Zabach, Detca 27569.

ELECTRICAL TRANSCRIPTION LIBRARIES: The Bastelons, Standard; Salten Felice Quartet, Marileroce; Allen Soth, Toesaleut; Al Sach Gra, Standard; Salten Counter Pizzers, Toesaleut; Reim Sandre Gev, Standard; Oels Slaten Text,

WARNING - The title "HENOR ROLL OF HITS" IS a registered train-mark and the decision of the hits has been supprepared by The Billboard. Use of either may not be made without The Billioned's connect. Simply write or wise Publisher, The Sillmart. 1854 Britanny, New York,



(Based on actual sales figures for week ending November 30)

POPULAR

SHRIMP BOATS LOVE, MYSTERY AND ADVENTURE JO STAFFORD

39581-4-39581

COLD, COLD HEART WHILE WE'RE YOUNG TONY BENNETT

39449-4-39449

BECAUSE OF YOU I WON'T CRY ANYMORE

> TONY BENNETT 39362-4-39362

JEALOUSY FLAMENCO

FRANKIE LAINE

39585-4-39585

-GAMBELLA HEY, GOOD LOOKIN'

> JO STAFFORD FRANKIE LAINE

> > 39570-4-39570

SOLITAIRE BLUE VELVET

> TONY BENNETT 39555-4-39555

RUDOLPH, THE RED-HOSED REINDEER IF IT DOESN'T SNOW ON CHRISTMAS

GENE AUTRY

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

DOWN YONDER WAY UP IN NORTH CAROLINA

CHAMP BUTLER 39533-4-39533

NEVER

TONI ARDEN

- 39577-4-39577

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

GENE AUTRY 39543-MJV 4-121

DOMINO THAT DOESN'T DO IT

DORIS DAY

39594-4-39594

FROSTY THE SNOWMAN WHEN SANTA CLAUS GETS YOUR LETTER

GENE AUTRY

38907-MJV-75 3-38907-Set MJV 4-75

ANAIGMI SLEEPY TIME GAL

KEN GRIFFIN

39603-4-39603

POPPY THE PUPPY COMING DOWN THE CHIMNEY

GENE AUTRY

39542-MJV 4-122

THERE'S ALWAYS ROOM AT OUR HOUSE CAN'T HELP IT

GUY MITCHELL

39595-4-39595

THESE PRECIOUS THINGS ARE MINE OOOH! LOOK-A THERE, AIN'T SHE PRETTY

CHAMP BUTLER

39604-4-39604

CHRISTMAS CHOPSTICKS THE MERRY CHRISTMAS POLKA

FRANKIE YANKOVIC 39594-4-39594

JEALOUS EYES

SAMMY KAYE

39567-4-39567

ONLY SAW HIM ONCE

ROSEMARY CLOONEY 39591-4-39591

I WISH I WUZ MIXED EMOTIONS

ROSEMARY CLOONEY 39536-4-39536

√ FOLK

HOW LONG WILL IT TAKE GIVE ME MORE, MORE, MORE

LEFTY FRIZZELL 20885-4-20885

ALWAYS LATE

MOM AND DAD'S WALTZ

LEFTY FRIZZELL 20837-4-20837

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

CARL SMITH

20862-4-20862

IF TEARDROPS WERE PENNIES

MR. MOON

CARL SMITH 20825-4-20825

BRAKEMAN'S BLUES

MY OLD PAL

LEFTY FRIZZELL 20841-4-20841

MY ROUGH AND ROWDY WAYS LULLABY YODEL

> LEFTY FRIZZELL 20843-4-20843

BLUE YODEL NO. 6 TRAVELLIN' BLUES

LEFTY FRIZZELL

20842-4-20842

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

CARL SMITH

20796-4-20796

BROKE, DISGUSTED AND SAD IN OLD NEW MEXICO JOHNNY BOND

20876-4-20876

J'COMING UP

GREEN SLEEVES LOVE MAKES THE WORLD GO ROUND

> MITCH MILLER 39617-4-39617

CHARMAINE AT DAWNING

PAUL WESTON

39616-4-39616

IF I LOVED YOU DIZZY FINGERS

> PERCY FAITH 39613-4-39613

ELEANOR

SHAKE HANDS WITH SANTA CLAUS

LOUIS PRIMA

39614-4-39614

SUZY SNOWFLAKE LITTLE RED RIDING HOOD'S CHRISTMAS TREE

ROSEMARY CLOONEY

39612-MJV-123 MJV 4-123



Come on-a the ball! Rosie's got two new hits!

CLOONEY WHY DON'T YOU LOVE ME

78 rpm 39631--45 rpm 4-39631

with PERCY FAITH and his Orchestra

11:31: 00 13 = (40): FOR MUSIC THAT SENDS 'EM-TO YOU!

Trade Marks "Columbia," "Masterworks," OD, @ Reg. U. S. Pot. Off. Marcos Registration

t it's for sure!
or was godfrey never!

GODFINES CHORDETTES

and THE in a rousing, rollicking walt

DANCE ME LOOSE

coupled with

SLOW POKE

Orchestra under the direction of

Archie Bleyer

78 rpm 39632 45 rpm 4-39632



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

Trade Marks "Calumbia," "Masterworks," @E. @ Reg. U. S. Fat. Off. Marcas Registrates

SKYROCKETING TO THE HEAD OF THE CHRISTMAS PARADE!

ROSEMENCIONES

SNOWFLAKE

RIDING HOOD'S
CHRISTMAS
TREE

Orchestra under the direction of Tony Mottola

COLUMBIA OD RECORDS

for music that sends them ... to you!

Trade Marks "Columbia," "Masterworks," QC), & Reg. U. S. Pat. Off. Marcos Registradas

78 rpm Set MJV-123-45 rpm Set MJV 4-123
Also available on 78 rpm record 39612

34

THE BILLBOARD Music Popularity Charts

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

Records Most Played by Disk Jockeys

. . Based on reports received November 28, 29 and 30

Records listed here in numerical under are played over the preatest number of record shows. List is based an replies from weekly survey among dick jockeys throats the country. Unless shown in this chart, other available records or times listed here will be found in the Hunny Roll of Hits, Music Popularity Chart, Part 1. (F) Indicates time is from a file; (M) Indicates time is from a legit munical.

Weeks	Last Wrek	This		
			SIN	E. Howard
21	2	2.	BECAUSE OF YOU	T. Bennett-P. Faith
10	4	3.	UNDECIDED	Ames Brothers-L. Brown
18	3	4.	COLD, COLD HEART	T. Bennett-P. Faith
12	16	5.	SIN	Four Aces-A. Alberts
4	6.	6.	SHRIMP BOATS	J. Stafford-P. Weston
4	8	7.	JALOUSIE (Jealousy)	F. Laine Col(78139585; (45)4-39585—ASCAP
7	5	8.	JUST ONE MORE CHANCE	L. Paul & M. Ford
5	15	9.	DOMINO	T. Martin
3	24	10.	CHARMAINE	Mantovani
3	12	11.	CRY	J. Ray
				R. Anthony
				P. Page
1	-	14.	SLOW POKE	R. Flanagen
2	11	15.	LITTLE WHITE CLOUD THAT	
		14-		J. Ray
				H. O'Connell
				S. Churchill
				E. Barlon
6	22	19.	BLUE VELVET	.T. BennettCol(78)39555; (45)4-39555—BM1
				Pee Wee King
15	17	21.	DOWN YONDER	. Del Wood
				Col(78)39533; (45)4-39533ASCAP
				.G. Jenkins
4	-	24.	DOMINO	Bing Crosby Des(78)27830; (4519-27830—ASCAP
4	25	25.	OUT IN THE COLD AGAIN	R. Hayes
17	9	26.	BECAUSE OF YOU	L. Baxter
6	23	26.	UNFORGETTABLE	.Nat (King) Cole
6	14	26.	HEY, GOOD LOOKIN'	.J. Stafford-F. Laine
6	19	29.	SIN	Four Knights Cap(78)1806; (45)F-1806—BM1
				. I. Martin

England's Top Twenty

Wreks	Last	This		English	American
7			LONGING FOR YOU		
	-				
10	- 2		BECAUSE OF YOU		
17	3.		TOO YOUNG		
15	3	1	TULIPS AND HEATHER	John Fields	.Shapiro-Bernstein
7	4		I LOVE THE SUNSHINE OF YOUR	World	
24	6	6	LOVLIEST NIGHT OF THE YEAR .	Francis Day	- Robbies
7	7	7.	BELLE, BELLE, MY LIBERTY BELLE	Deih	. Octorst
4.	9	8.	ROSALINE		
17	. 3	9.	A BEGGAR IN LOVE	Gmenhimic	. Santin-Jon
24	10	10.	SWEET VIOLETS		
10	11	11.	SHANGHAI	Harmi Connelly, Lid	- Advanced
30	13	12.	MY TRULY, TRULY FAIR	Dath	Santiy-207
21	15	13.	TOO LATE NOW		
35	14	14.	BE MY LOVE		
1	100		ALLENTOWN JAIL		
3	12		1F YOU GO		
	36		VANITY		
7	-	18.	1 WISH 1 WUZ	Southern	Prog Jonesmallon
11	18	192	CHRISTOPHER COLUMBUS	TOWN THE TAX TO SEE T	

..... V178)20-4141; (45)47-4141-- BM1

spublisher not gralinble as The fillboard goes to press.

VOX JOX

By JUNE BUNDY-

Ad Lib Cuttings

Donn Tibbetts, WKXL, Concord, N. H., became father of a boy, November 11-weight, seven pounds. . . Sid Dickler and Pat Haley, both staffers at WMCK, McKeesport, Pa., and radio editor Si Steinhauser are readying another annual broadcast for their "Old Newsboy Fund," with the airer again scheduled to run as an all-night affair, featuring special guest stints by name performers. Ruder & Finn of New York is conducting a new Perry Como contest, with Jack Pinto, WBUD, Morrisville, Pa, to push the baritone's new disk

'It's Beginning To Look Like Christmas." . . . Ed Walpert, WFPG, Atlantic City, N. J., did a "blood-by-blood" description of his own contribution to the Red Cross blood bank over the air recently to plug the drive for fresh life - ink. . . Lou Golson, WANN, Annapolis, Md. spices up his rhythm and blues disk show once a week with a special "flipped wig session." "Simply take the most frantic sides you can find," says Lou, "and let the good times roll. Watch those requests come in!" . . Don Thurston, WTWN, St. Johnsbury, Vt., and another local jock, Ken Greene, were tabbed "The Pied Pipers" of 1951 by American Red Cross blood mobile, because of their terrific job for the local campaign. . . . Dave Lehmann, WPUV, Pulaski, Va., is back

from a honeymoon trek to Chicago. . . . Gil Henry, KING, Seattle Wash., pulled a record 1,559 pledges for "pint" contributions on one broadcast, during a blood donor drive in his area. The largest single pledge came from Naval R.O.T.C. at the University of Washington. . . . Another KING staffer Burr Barthel has been voted "the disk jockey I'd most want to spend the evening with" by local high school fems. . . . Byron Taylor. KFXD, Nampa, Ida., scored public-service-wise Halloween, via a unique contest twist for young listeners. In co-operation with local merchants, he gave prizes to the kids who

went home and stayed out of

Gripes

trouble."

"What's happened to MGM, Decca, Mercury and Capitol? Don't they need any additional promotion or are they doing boom' business?" — John Utley. WFMY, Greensboro, N. C. . . "In our fair city we are blessed with four fine radio stations (of which KITO is the largest) and not one of the four receives any decent service from Decca. Yours truly has begged, pleaded, taunted, threatened and even motored into Hollywood personally to stomp all over them. After my 'p.a.' they sent us 'one,' yes one, platter by Satchmo, which is in itself fine but by no means considered any kind of service. With the Christmas season in view, a check on the record library shows that we don't of White Christmas by the Groaner, which no matter who you are plugging for is a must during the Yule season." --Cy Harley, KITO San Bernardino, Calif. . . "We don't get any service from Mercury at all. I've tried for a year. My brother records for them, but nothing helps. What is it with them?"-Joe Vincent (Fontane). WHOS, Decatur, Ala... "Saleswise in this town it's Columbia two to one, because you can't play what you don't have, and people here listen to their local station. How about convincing record companies that small radio pays and pays and pays. Thank God for Columbia. Without them we'd be lost. We haven't received one Decca pop in six months."-Bob Leonard. WBIS, Bristol, Conn.

More Gripes

"We are receiving RCA, King and Dot records gratis, but none of the other com-(Continued on page 82)

Best Selling Sheet Music

. . . Based on reports received November 28, 29 and 30

Tunes listed are the catheral best sheet music sellers. List is based on reports received each week from all the nation's sheet minic jobbers. Some are listed actording to greatest number of tales; (F) Indicates tune is a film; (M) Indicates tune is in healt munical; (R) Indicates tune is available

Weeks | Last | This to date Week Week DOWN YONDER (R) WHITE CHRISTMAS (R) Berlin SANTA CLAUS IS COMING TO TOWN (R)Feist 11. UNDECIDED (R)Leeds 12. I GET IDEAS (R) Hill & Range 13. WINTER WONDERLAND (R) Bregman-Vocco-Conn

Songs With Greatest Radio Audiences. (ACI)

Tures listed have the greatest sudjences on programs haved on network stations in New York, Chicago and Los Angeles. List is based upon Juhn G. Peutinan's Audience Coverage Index. The Index is projected upon radio logs made available to Pentran's ACI by the Accurate Reporting Service in New York, Budio Checking Service In Chicago, Rudio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tones alphabetically. This music checked is preponderantly

'(F) Indicates tune from a film; (fa) locicates tone it from a legitimate mutical; (fil locicates tune is available on records. In each leatures the liceroing agency controlling performance eights on the tune is indicated.

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 51, N. Y. No reference may be made to any of this multerial except in trade papers; no other me is permitted; on radio broadcost utilizing this information may be aired. Infriregement will be pr And So to Sleep Again (R) ASCAP Cold, Cold Heart (H)......Acuff-Rese-EMI Down Yonder (R)LaSaile ASCAP Got Her Off My Hands (R)......ASCAP Here Comes the Fattest Man in Town......Life-8141 If You Catch a Little Calif (R)......ASCAP My Dogam Christmas.....Life-BM1 Solitaire (R1...... Breedcast Monks—BM) Up and Doxe Wamps Life-Buil

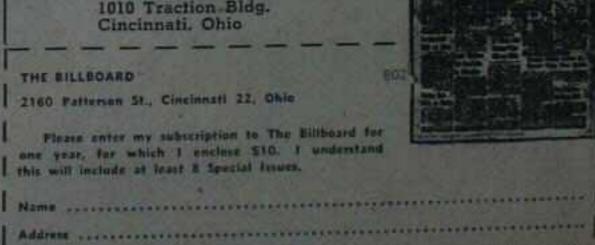
Subscribe Now! 52 BIG ISSUES, \$10

Including 8 Special Issues

How much more profitable the Operators business would be if all operators would take advantage of the many services offered them by The Billboard.

> Automatic Phonograph Owners Association Charles Kanter, President 1010 Traction Bldg.

THE BILLBOARD 2160 Patterson St., Cincinnati 22, Ohio



DOT RECORD'S Parade of Hits

featuring

AMERICA'S NEWEST SENSATION

JOHN MADDOX at the Piano



A GREAT NEW RHYTHM AND BLUES HIT

BROTHERS with vocal by Tommy Brown CRYING" · "SHUFFLE BUG" DOT 1070 & 45-1070

BIGGER AND BIGGER ALL OVER THE NATION

MAC WISEMAN'S

"TIS SWEET TO BE REMEMBERED" "ARE YOU COMING BACK TO ME"

DOT 1062 & 45-1062

DOT

FOLK & WESTERN

MAC WISEMAN

LITTLE WHITE CHURCH

I'M A STRANGER

DOT 1075 (45-1075)

DINK EMBRY

DOLL BABY LAY YOUR HEAD UPON MY SHOULDER **DOT 1074**

GABE TUCKER

IT'D SURPRISE YOU CRACKER BARREL FARMER

DOT 201 (45-201)

RHYTHM & BLUES

MARGIE DAY

PRETTY BABY STUBBORN AS A MULE

DOT 1070 (45-1070)

CLIFF BUTLER

I LOVE YOU SO MUCH IT HURTS LUCKY ME

SPIRITUAL

THE FAIRFIELD FOUR

POOR PILGRIM OF SORROW DON'T DRIVE HER AWAY

DOT 1073

GALLATIN, TENNESSEE RECORDS

PHONE: 880-881

Copyrighted r

THE BILLBOARD Music Popularity Charts

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

Best Selling Pop Singles

. . . Based on reports received November 28, 29 and 30

Records listed are those selling best in the nation's top solume retail record stores. List is based on The Billboard's weekly runney among the 1,400 Jargest dealers, representing every important market area. Survey returns are weighted according to size of market area. Records listed numerically according to greaters sales. The "B" side of each record is also listed.

accundi	ng to	greatet	t tales. The all that of contribution	
Weeks to date		This		
20	1	1.	COLD, COLD HEART	T. Bennett-P. Faith
12	3	2.	SIN	E. Howard
25	2	3.	BECAUSE OF YOU	T. Bennett-P. Faith
5	4	4.	JALOUSIE (Jealousy)	F. Laine Col(78)39585; (45)4-39585 ASCAP
13	5	5.	SIN	Four Aces-A. Alberts Victoria 101-BMI
10	6	6.	UNDECIDEDSentimental Journey	Ames Brothers-L. Brown
15	8	7.	DOWN YONDER	Del Wood
3	11	8.	LITTLE WHITE CLOUD THAT CRIED	J. Ray 0kint7816840; (45)45-6840 8M1
28	7	9.	I GET IDEAS	T. Martin V(78)21-4141; (45)47-4141—8M1
4	12	10.	SHRIMP BOATS	.J. Stafford-P. Weston
6	10	11.	DOMINO	T. Martin
4	17	11.	Just for a While	. Mantovani
10	9	13.	I Don't Believe in Tomorrow	.S. Churchill
6	14	14.	Whitper Waltz	Pee Wee King
7	16	15.	Jazz Me Biues	
6	21	15.	My First and My Last Love	
		17.	Little White Cloud That Cried	Okrh(78)6840; (45)4-6840—BMI
10	13	18.	TURN BACK THE HANDS OF	. E. Fisher V(78)20-4257; (45)47-4257—ASCAP
8	23	19.		(Fingers) Carr (45)F-1777—ASCAP
12	15	20.	Write Me One Sweet Latter	. P. Page
9	20	21.	Solitaire	
13	21	22.	A-Kits to Build a Dream on	L. Armstrong Dec(78)22720; (45)9-27720—8M1
10	-	22.	Way Up in North Carolina	. C. Butler
8	24	24.	All Over Again	. T. Edwards
4	1	25.	Take Her to Jamaica	F. Martin v(78)20-4267; (45)47-4267ASCAP Four Knights
3	28	26.	Glory of Love	Four Ares-A Alberts
	75	27.	Garden in the Rain	1 Rayter
19		28.	Unless	Cab(10)1443, (43)5-1443 Ami
1	-	- 28	Never Before	E. Fisher-H. Winterhalter

Best Selling Classical Titles

Dec(78)27832; (45)9-27832-ASCAP

More, More, More

Week	This.	Best Selling 331/3 R.P.M.
1	1.	Verdi: La Traviata (Complete Opera), L. Albaness, G. Cehanovsky, P. Dennit, J. Garris, R. Merrill, J. Moreland, J. Peerce, M. Stellman, NBC Symptomy Ork & Chorus; A. Toscanini, conductor, Wilhousky, director
3		Mario Lanza Sings Christmas Songs, M. Lanza, RCA Victor Ork; C. Callinicas, conductor VI333LM-1127
2	3	The Great Caruna, M. Larga, RCA Victor Ork; C. Callinicos, conductor VC33/LM-133
2	1	The Great Caruso, M. Lanza, RCA Victor Ork; C. Callinices, conductorV(33)LN(-123)
2	4	Offenbuch, Gaile Parisienne, Boston Pops Ork; A. Findler, conductor
=	5	Grestwin Porty & Bess, L. Winters, C. Williams, I. Matthews, A. Long, W. Colleman Ork & Chorus

2	1	Marle	Large	Sings	Christmas	Somes,	M	Lanza,	RCA	Victor	Drkp	C. Callinkos, VI453WDM-164	
			ductor							*****		" - AT-ESTAFORT-TO-	

- 2. The Great Caruso, M. Lanna, RCA Victor Ork, C. Callinicon, conductor V/45)WDM-1506
- 3. Tehnikoway: Nutoracker Suite, E. Ormanity, conductor, Philadelphia Ork, V(45)WDM-1020

DEALER DOINGS

Trade Talk

C. Barnhart of Retail Record Sales, Deposit, N. Y., says that his sales are mainly by artists, not by titles, and that the older standards do well at all times.

... From Dave's Radio Shop,

Chicago, comes this note: "The new trend for music lovers seems to be the so-called hillbilly number converted into a pop hit. This is true of 'Down Yonder 'Cold, Cold Heart,' Tennessee Waltz, etc." . . . Al Meyer of Town and Country Shop in Westwood, N. J., says: "Have noticed a slight

upturn in sales of 78 r.p.m. albums. Evidently the people with only 78 r.p.m. speed have had their interest revived. Also, many people with three-speed phonos actually prefer their singles on 78's."

Chatter

Bob O'Brien of Haynes-Griffin, New York, became the father of twin boys last Sunday (18). This makes five youngsters in the O'Brien home. . . . Private Eddie Fisher accounted for the crowds bulging the walls of the Lit's Record Centre in the Lit Brothers Department Store, Philadelphia, at a Saturday morning "in person" last week. He obliged the throng of teenagers by singing his newest record songs.

NBOA Wakes

in his coverage of this phase of the industry, read a report made by Tom Archer, Midwest ballroom operator, to the National Ballroom Operators Association meeting last month (The Billboard, November 17) in which meetings with American Society of Composers, Authors and Publishers were covered, then advised the parkmen that his committee was working in conjunction with the NBOA to resolve the problem.

Malec revealed that the groups were starting a survey among orchestra leaders playing their locations to determine how many ASCAP and other licensed tunes were played by the bands on their various dates. This survey will start immediately, covering those ballrooms which run thru the winter, and will continue into the spring when the majority of the ballrooms resume.

This survey supplements a previous program wherein ballroom operators charted programs them-

Malee also said that a survey conducted by the NBOA over a six-month period had shown that 54 per cent of the top tunes in that period were ASCAP, 40 per cent were Broadcast Music, Inc., and the balance 6 per cent, were independently licensed.

Hill & Range

turn out an animated cartoon able to "sell" a typical ballad.

Others Sold

Several firms, not in the music publishing business, have come up with TV films in various forms which use record songs and artists. Johnny Marks' St. Nicholas Music firm has also turned out a "Rudolph the Rednosed Reindeer" film for TV. In both cases, however, the films were offered for sale to either video stations or sponsors. The Hill and Range films are the first examples of a music firm giving away video program material of this type purely for exploitation purposes.

Many firms in other industries have, of course, long used films, both for TV and other uses, as exploitation or public relations devices. Typical are films turned out by industry associations and 4. Paccion: Highlights From Madama Bitterfly, L. Albanese, J. Melton, L. Browning, get heavy usage from social or recognit, early the matter of, the only competition of this storm.

8CA Victor Ork.

5. Rimsky-Kersaken: Schenerzade, San Francisco Symphony Ork, P. Monteux, conmunicationing process.

900 Melton, L. Browning, prifermance of the register and this feeling for the matter recognit, early the matter of, the only competition is processed on the state of the stat large manufacturing firms which

Best Selling Children's Records

. . . Based an reports received November 28, 29 and 30

Records listed are those records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to prestest sales.

Weeks | Last | This to date Wrek Wrek

19 1 1. ALICE IN WONDERLAND (Que Record)

95 3 3 CINDERELLA (Tap Records) TWEETY PIE (One Record)

6 6 HENRY HAWK (One Record)

Dec1781K-15; (45)1-123

7. FROSTY THE SHOWMAN & WHEN SANTA CLAUS GETS YOUR LETTER (One Record) 7 10. LITTLE RED CABOOSE (One Record)

SNOW WHITE AND THE SEVEN DWARFS (Two Records) B 12 WOODY WOODPECKER'S PICNIC (Two Records)

TRAIN TO THE ZOO (One Record) N. Rese. Children's Gold(78)1001; (45)1001-45

- 14. RUDOLPH THE RED NOSED REINDEER (One Record)

Best Selling Pop Albums

. . . Based an reports received November 28, 29 and 30

Because all labels are not issued on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The fillboard's pop chart questionnaires to a comparison may be drawn between their 33 pop album sales and their 45 pap album sales. Therefore, The Billboard is no lunger attempting to show comparative sales values between 45 and 33 pop albums.

D . C H . - 221/ D D M

Week	Week	Best Selling 33 /3 K.P.M.
1	1.	SHOW BOAT Original Cast-K. Grayson-A. Gardner-H. KeelMGM(78)MGM-54; (33)E-559
3	2.	MARID LANZA SINGS CHRISTMAS SONGS M. Lanza V(78)DM-1649; 133)LM-155
2		AN AMERICAN IN PARTS G. Kelly-G. Guetary-J. Green
8		GLENN MILLER CONCERT G. Miller
	4511	NEW SOUND VOL -II L Paul-M. Ford. Cam781CEN-286; (331H-286)
4		MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" M. Lanza-RCA Victor Ork
7		VOICE OF THE XTABAY Yma Somme
10		SOUTH PACIFIC Mary Martin-Erle Pluza
		NEW SOUND, VOL. 1 Les Paul
	10.	KING AND I

-		Mary Martin-Erle Pluza
-	6.	NEW SOUND, VOL. 1 Let Paul
_	10.	KING AND I
		Best Selling 45 R.P.M.
1	1.	SHOW BOAT (Four Records) Original Cast-K. Grayson-A. Gardner-H. Kerl
2	2.	AN AMERICAN IN PARIS (Four Records) G. Kelly-G. Guesary-J. Green
3	3.	MARIO LANZA SINGS CHRISTMAS SONGS (Four Records) M. Lanza VI78)DM-1649; (45)WDM-1649
4		NEW SOUND VOL. II (Three Records) L. Paul-M. Ford Cap(78)CCN-286; (45)CCF-286
6	5.	MARIO LANZA SINGS SELECTIONS FROM "THE GREAT CARUSO" (Four Records) M. Lanza-RCA Victor Ork
5	6.	GLENN MILLER (Four Records) Glenn Miller (45)WF-148
7	7.	NEW SOUND VOL. I (Three Records) L. Paul
B	5.	SOUTH PACIFIC (Seven Records) M. Martin-E Phys
-	8.	MERRY CHRISTMAS (Four Resords) Bling Crosby-Andrews Sinters
9	10.	ON MOONLIGHT BAY (Four Records) On Control Co

Classical Reviews

90-100 TOPS 80-89 EXCELLENT 10-79 GOOD 40-69 SATISFACTORY 0-39 POOR

STRAVINSKY: RITE OF SPRING (Le 78 ASTRID VARNAY OPERATIC RECITAL 75
Sacre Ou Pientemps)—Buston Symptomy ALBUM (1-12")
Ork-Pierre Monteux, Cond. 11-12")
Victor (33) LM-1149
Taking into consideration such parely commercial

have chosen better than to have the conductor should be a mig seller for the lanel. Munically, who first introduced the ballet-piece to record it Harmon Weigerts' hatoning of the American Symmetric and his or- phony ork is first eate and Miss Varnay's interpretachestra capture all the fire and heauty of the tips of most of the selections are full-bless and selection in this performance. The engineers have in keeping with tradition. The she may be just a also done superfine work is attain top-flight reproduction.

MOUSSORGSKY: RAVEL PICTURES AT 76 AN EXHIBITION—Chicago Symphony Ork-Raigni Konelly, cond. (1-12") Mercury (33) MG-50000

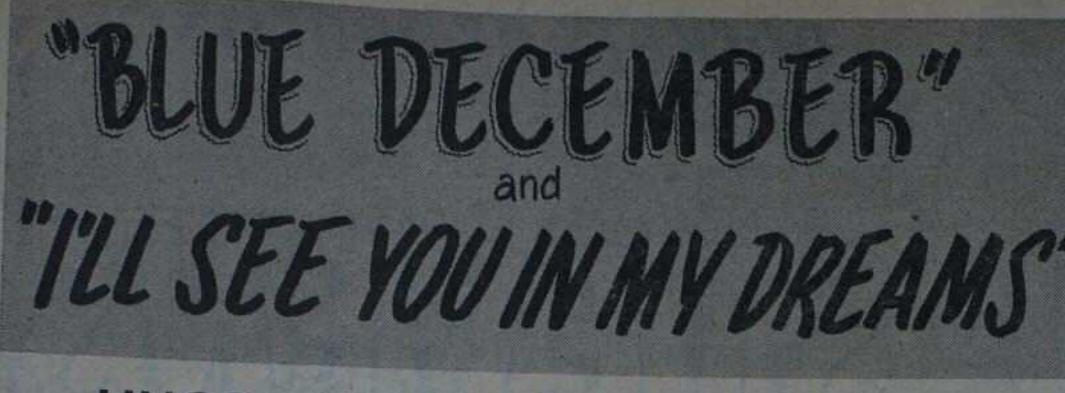
The popular Revel orchestration of the Moustorphy piano talte is handed a truly striking recorded performunce on this first Mersary recording of the Chicago Symptony, under its new permanent con-ductor, the talented and firry Patael Kobelle. The the extestra's individual elements may not the the orthestra's individual elements may not come from the tap Graver, the equivable achieves body and quality. Particularly effective are the breases. Rubells has managed a finite shaded and breases. Rubells has managed a finite shaded and conductor and recording techniques have all made conductor and recording to the proof of the recording, a continuous for done in Chicago's the work and Probaska's accompanioned is ordinard proformance in the representation. By a realistic and proposed artist a change is demonstrate and recording to the supposed artist a change is demonstrate.

In recording this temperatures Stravinsky work, the dispects as Miss Varnay's current popularity heraics elderly Pierre Monteux, who is retiring from active of her work at the Sayresth Festical, the \$2.19 battoning, is certain to be leaving behind him a price of the record and the amazing representation sample of his best on was. REA Victor could not for a low-priced EP, this package of operatic arises result is a fine disk. Selections are from "Alca", "Simone Sections at "Ill Trootion"; "Than"; "La Jame"; "Oir Walkers," and "Fidelia."

> CHOPIN: CONCERTO NO. 2 IN E MINGR. OP. 11. FOR PIAND AND ORCHESTRA ALBUM-Einard Kilenyi-Austrian Symphony Ork-Felix Probasks, Cond. (1-127)

Remirestan (53) RLP-199-44 Some years, and plants Kilenyi Table is mutical director for Remington) recorded this same work an

• THE BILLBOARD PICKS • THE BILLBOARD PICKS • THE BILLBOARD PICKS •



HUGO WINTERHALTER'S Orch. and Chorus

RCA VICTOR 20-4412- (47-4412) *

• THE BILLBOARD PICKS • THE BILLBOARD PICKS • THE BILLBOARD PICKS •

This week's

BILLBOARD PICKS

Release 51-49

Ships Coast to Coast, Week of December 9

POPULAR

VAUGHN MONROE and His Orch. Tenderly

I Like It, I Like It 20-4403-(47-4403)=

FRANKIE CARLE and His Orch.

Gone Five Minutes Please 20-4411-(47-4411)*

HUGO WINTERHALTER'S ORCH. AND CHORUS

Blue December

I'll See You in My Dreams 20-4412-(47-4412)=

WHITTEMORE AND LOWE

Begin the Beguine Third Street Rhumba

20-1404-(47-1404)

LUIS ARCARAZ

Jalousie

Don't Be That Way

20-4407-(47-4407)=

MICOLA PAONE

Eleanor Got No Money

20-4396--(47-4396)=

THE HONKY-TONKS

Piana Anna

The Boom-Zing Song

20-4408-(47-4408)=

COUNTRY-WESTERN

EDDY ARNOLD

Call Her Your Sweetheart Bundle of Southern Sunshine 20-4413-(47-4413)*

HANK PENHY

(Won't You Ride In) My Little Red

That Mink on Her Back (Brought the

Wolf to My Door) 20.4414-(47.4414)

RHYTHM-BLUES

JIMMY MOHAIL

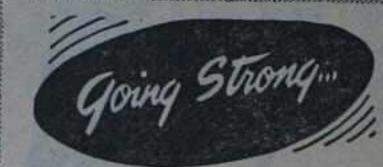
Artificial Leaf That's How Much I Love You

20-4400-(47-4100)

GENE PARRISH

Scraps for a Beggar You Cut the Biggest Hog, Baby 20-4415-(47-4415)=

*45 r.p.m. cat non.



indicates records which according to actual soles, are recognized hits. The trude 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.

Any Time/Never Before

Slow Poke

...21-0489-(48-0489)# It's Beginning to Look Like Christmas/There Is No

Christmas Like a Home Christmas

......20-4314-(47-4314)=

Turn Back the Hands of Time

Eddie Fisher with Hugo Winterhalter's Orch. . . . 20-4257-(47-4257) = I Get Ideas

Loveliest Night of the Year

Oh, Holy Night

Music Makin' Mama From Memphis/The Highest Bidder20-4346--(47-4346)**

Shrimp Boats/I Remember You, Love

Charmaine/Once

Rudolph, the Red-Nosed Reindeer/Two Front Teeth

Slow Poke/Charmaine

Rugged But Right

(It's No) Sin

Domino/It's All Over But the Memories

Coming Up...

..20-4343--(47-4343) 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.

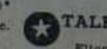
BLUE DECEMBER

NEVER

Hugo Winterhalter Orchestra and Chorus 20-4412-(47-4412)* The Billboard, Picks, December 1st issue.

Dennia Day20-4285--(47-4285) *

The Retailers Pick, Billboard, December 1st lasue.



TALE A SAILOR TOLD

Elton Britt 20-4234-(47-4234)*

Country and Western Disk Jockeys Pick Billboard, December lat issue.

PUT ME IN YOUR POCKET THE TRICKS OF THE TRADE APRIL STEVENS 20-4381

47-4381



EXTRA SALESMEN

This week there are two super salesmen going to work for you, the combined circulation of which would stagger one's imagination.

In the current issue of Life Magazine there is a 4-color, 2page ad featuring some of the most popular albums in RCA Victor's catalog. There are suggestions for Christmas and for all times of the year. They are packages of musical enjoyment that inspired the saying which is so closely associated with RCA Victor records -"Give the Gift That Keeps On Giving." This 2-page spread will have suggestions that will touch every type of readeryoung or old, the swing fan or the person more desirous of Bible readings. It depicts the oreatest collection of records ever to be put on two pages of print.

The second salesman is the new RCA Victor television show on NBC-TV on Friday evenings. Exio Pinza and his guest, Mindy Carson, talk about Victor records and some of their current merchandise, and plug Victor records to an extent where anyone listening is practically forced to buy them. As a matter of fact, one whole scene shows Pinza and Mindy Carson in a record shop talking about records and then singing. To our way of thinking, this kind of merchandising and promotion of records is the kind of help that dealers need -a television show that shows a record shop and people talk-ing about and actually buying records, plus 2-page color ads in the country's leading publi-cation, Life Magazine. We feel sure you agree with us.

> RCA Victor Records Salute KFI, Los Angeles on Going "45"

The stars who make the hits

are on

RCA VICTOR Reco

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY.



POCKETS OF PROFITS!

with HENRI RENE and his Orch. 20-4387 (78 rpm) 47-4387 (45 rpm) the BIG New HITS are on ...







From Coast to Coast It's

RCA Victor Christmas Records

Records

WILL SANTA COME TO SHANTY TOWN

RCA Vidor No. 21-0124 (48-0127)

Affiliated

HILL & RANGE SONGS, Inc.

Beverly Hills, Calif.

and

SANTA CLAUS

RCA Victor No. 21-0390 (48-0390)

Exclusive Management THOMAS A. PARKER Box 417 . Madison, Tenn.

For Reviews and Ratings of Radio and TV Shows See The Billbourd Radio - TV Show Charts (Radio

Country & Western Records Most Played by Folk Disk Jockeys

. . . Based on reports received November 28, 29 and 30

Records listed here in numerical proper are those played most by the sution's leading Country and Western disk juckeys. List is based an replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western times.

Weeks | Last | This

POSITION

St I Last | Thi

to date	ANDER	Many		
13	1	1.	SLOW POKE	Pee Wee King
7	2	2.	HER WAY	
19	4	3.	ALWAYS LATE	Lefty Frizzell
22	5	4.	HEY, GOOD LOOKIN'	Hank Williams
17	3	5.	MOM AND DAD'S WALTZ	Lefty Frizzell
6	6	6.	SOMEBODY'S BEEN BEATING MY	E. Arnold
1	-			Red Foley
6	7			. Hank Williams
24	8			
9	9	9.	DOWN YONDER	. Del Wood

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category

1.	MUSIC MAKIN' MAMA FROM MEMPHIS Hank Snow
2.	HUMMING BIRD Johnnie & Jack

• Best Selling Retail Folk (Country & Western) Records

. . . Tased on reports received November 28, 29 and 30

Records finted as Country and Western 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 customers purchase Country and Western records

to date				
	1	1.	SLOW POKE	Pee Wee King
15	3	2.	THOSE AND DADIE WALTE	Lefty Frizzell
3	5	3.	HAVE HER WAY	Carl Smith
18	2	4.	Me and My Broken Heart ALWAYS LATE More and Dad's Waltz	Lefty Frizzell
36	4	4.	COLD, COLD HEART	Hank Williams
19	-	6.	HEY, GOOD LOOKIN'	Hank Williams
6	6	1.	BELLER OF LUCE DECK DEATING	E. Arnold v(78)20-4273; (45)47-4273—BMI
7	7	8.	HEART STRINGS Somebody's Been Beating My Time	E. Arnold V(78)20-4273; (45)47-4273—BMI
6	7	9.	CRAZY HEART	. Hank Williams
9	10	9.	TRAVELIN' BLUES	Lefty Frizzell Col(78)20842; (45)4-20842—BM1

Coming Up

1.	ALABAMA JUBILEE	Red Foley
2.	MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow (45)47-4346—8MI
3.	SLOW POKE	H. Hawkins King(78)998; (45)45-998—8MI

Advance Folk (Country & Western) Record Releases

Scall-Buckeye Rambiers (Rider) Bramble 11 Brown-Skin Gal-Bob Wills (Send Me) MGM 11119 Christman Time's A-Coming-Bill Mource (First) Decca 46386

Cry of the Lamb George Morgan (Mumion)

Drumara's Blues-Rod Murris (1 Feet) Cap 1882 Every Time I Wanna Little Kies-Stunny and the Buccaneers (Girl in) Decca 46384 Fifteen Miles From Dallas-Jimmle Davis (Bayou)

Decca 46381 First Whippocrwill-Bill Monroe (Christmas) Decca

G. 1. Bomin-Oon Whitney (I'm Rot) 4 Star 1581 Girl in the Gilded Picture Frame-Stutby and

the Buccaneers (Every) Decca 46:384 Give Me More, More, More-Lefty Frizzell (How Long! Cel 20885

Confidence Kringle Kenny Reports (He'll Be) (Confidence on page 43)

Are You Traveling This Old World Alone-Walter | Griffin' Like a 'Pessum-Boots Faye-Idaho Call (Stranded) Cap 9150

Heartache Blacs-Eimereldy (1 Never) MGM 11110 Heartless Women-Jim Eanet (Missing) Blue Ridge Hesitation Boogle-Hardenck Gunter (Don't) Decta

46383 High Coct of Living-Rusty Cabbard (I Can't) MGM 11110 Highest Bidder-Hank Snow (Music Makin') Victor

20-4346 Hillfully Express-Hank Garland (E-String) Dec

How Long Will It Take-Lefty Friezell (Give Me) I Don't Want to Be Alone for Christman-Bill Haley & Saddlemen (Year) Holiday 111

Dreamed You Were Here Last Kight-Frank Miller (Year) Gilt-Edge 5052 I Feel Like a Wreck-Rod Morris (Drunkard's) Cap

FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Artists' Activities

Norm Riley and Hank Snow. as rumored last week, have amicably parted company. Riley will continue to handle Snow's hustness until February 15. Riley has taken over the new music pubbery, which will be known as Riley Music. In addition to Roy King and Rusty Gabbard, Riley is handling Lonzo and Oscar and the Jordonaires. He will continue to promote dates, having worked out a deal with Tommy Sutton. WING, Dayton, O., d.j., whereby they will promote about twice per month in Dayton, starting in January, when he has Moon Mullican and Carl Smith set for the local auditorium. Riley, A. V. Bamford and Dewey Musson, manager of Little Jimmy Dickens, and Dickens represented WSM, Nashville, at the outdoor convention at the Hotel Sherman, Chicago. Dickens missed his first personal in 13 years in country music Sunday (25), when he and Carl Smith were unable to leave Nashville for Baltimore because of the weather. Ray Davis, WBMD, Baltimore, d.j., promoted the date. Dickens and Cowboy Copas, who have been neighbors in Nashville on Hayesboro Avenue, are moving to another section of town, where they'll again be next-door neigh-

Murray Nash, Acuff-Rose Music, reports that Ted Brooks (Decca) is working regularly at Birmingham's Shades Mountain Country Club, in addition to his daily shows over WAPI with Happy Wilson. Brooks operates his own guitar school in Birmingham. . . . Buster and Bonnie Lou Moore, who once cut for Mercury and last in Memphis, are working at New York's Village Barn. . . . Roy King (Mercury) has been added to the cast for the Decem- LUKE THE DRIFTER ber 7 shooting of "The Old American Barn Dance" open-end TV film series, cut by Kling Studios here. Merle Travis, Pee Wee King and Johnny and Jack also are set for the series. King probably will join the cast of "The Brush STEWART FAMILY Creek Follies," KMBC, Kansas City, Mo., after the Chicago date.

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 shythm and files records received this week.

TOO OLD TO CUT THE MUSTARD Ernest Tubb-Red Foley Decca 46387 WEARY BLUES

I MADE A MISTAKE AND I'M SORRY Ray Price.....Columbia 20883

Don Pierce, sales manager of 4 Star Records, reports that Bill Freeman, of Houston, and Slim Willett, KBRC, Abilene, Tex., have inked recording pacts. Jerry Irby previously with Mercury and MGM, has also gone with 4 Star. He is still working in the Houston area. Fred and Frank, a ragtime piano team out of Nashville, are new 4 Star additions also. . . Billy Jack Wills (4 Star) is visiting in Oklahoma City, while Tiny Moore takes over the band at Wills Point, Sacramento, Moore is also doing a daily d.j. show at KXOA, Sacramento. . . . Bill McCall, prexy of 4 Star, recently purchased Wallace Fowler Publications, h.b. and sacred music pubbery, from the WSM, Nashville, harmony team leader. McCall has set up Ed Crowe in Nashville to represent the pubbery and 4 Star, with of-fices at 421 Broad Street. . . . Bill Long's Ranch Girls, previously with London, have cut their first sides for Capitol. The trio is working in Hamilton, Ont.

Disk Jockey Doings

Sam Lillibridge is working Western and h.b. d.j. shows at KCLW, Hamilton, Tex. . . . Curt Barrett, KSPO, Spokane, is doing two and a half hours daily on the station . . . Leon Sanders reports that Mr. and Mrs. Buddy Durham, who have been working New Orleans, will work his station thru December. . . . Tom Perryman, KSIJ, Gladewater, Tex., has returned to the mike after a twoweek vacation in the Southwest.

Country & Western (Folk) Record Reviews

ARTIST LABEL AND NO.

TUNES COMMENT



86--86--85

LEFTY FRIZZELL

Give Me More, More, More COLUMNIA COURS—A fire performance by Lefty, and a good musical background, make this bouncy revelly ture stack up as a witner.

Tuck Me To Sleep in My Old Tucky Home

Allen does equally well with the familiar oldie.

85--85--86--85 How Long Will It Take? A waitz compared by Frizzell is given an excellent reading by the tand, and a top worst by the composer.

HANK WILLIAMS 85--85--85 I'd Still Want You MGM 13100-Williams turns to a possetul reading of a great new wenger Item from his own sen-54--84--84--84 Baby, We're Really in Love Once again Williams entires up with a strong disk item. Both his chanting and the material he wrete on this light bouncer are strong enough

REX ALLEN (The Nashville Dixielanders) 85--85--84--85 Ragtime Melody DECCA 27876-This is fast and strong coverage of the new Del Wood instrumental item. Allen's chanting and the two-beat combo's orking should go big in the country market and pick up comiderable action in the pop field, too. 82--83--81--82

RAY PRICE 83--84--82--83 COLUMBIA 20883-Price's best chanting job thus far is an impressive one. Blues item written by Hank Williams gives Price a chance to demonstrate his capabilities. Fine wax 82--82--82--82

I Made a Mistake and I'm Sorry More good was from Price. This one's a country weeper with a good lyric and retentler melody. JIMMY WAKELY 82--82--82--82 Keep a Light in Your Window Tonight

CAPITOL 3880-A slick rendition of a weepy halled, with a good Instrumental background Could see action. 82--83--80--83 Won't You Ride in My Little Red Wagon? A cuts novelty sets a solid reading from Wakely. Good plans solo adds to BILL MONROE

81--82--80--81 Christmas Time's A-Coming DECCA 46386-A seasonal ditty with a strong folk quisic flavor could be one of Morroc's better disks because of a retentive melody, simple lyric and strong duet chant. 76--78--74--76 First Whippoorwill, The Routine country dilty is hunded a strong backwoods chant by the

80--83--78--80 Ramblin' Man MGM 11120-Links does a persuantee jub on this number amount a manwho lives the open road. Soud instrumental background. • 72--72--70--73 Pictures From Life's Other Side A moralizing sermon is talked by Luke the Drifter. Story becomes rather lowsbrot.

78--80--76--79 Lonesome Dollar Bill GILT-EDGE 5053-This catchy newstry, with cuts fyrics and a good preformance by fem lead could see some action. 65--67--65--63 Just Out of Reach Canary and thorus come up with a smooth reading of routine country

MADDOX BROS. & ROSE 78--80--76--78 I Wish I Was a Single Girl Again 4 STAR 1500-A test, streamlined eaching of the oldie, with Hose petting all a lively vocal, and much action from the band. Could get 68--68--68--68 I Want to Live and Love Did-style close harmony from the brothers, with the performance better

GEORGE MORGAN 77--80--76--75 Mansion Over the Hilltop COLUMBIA 20684-Morgan and a male uscal group come up with an excellent semi-succed item as a string group- and argun supply the background. 77--80--75 Cry of the Lamb More of the same type of material and chanting here.

JOHNNY HORTON 76--76--73--74 Talk Gobbler Talk ABBOTT 105-Horton gets off a bright and cute stythm morelty that aught to net attention in the rural areas. 74--74--72--72 Shadows on the Old Bayou An effective performance of a semi-blues tune, with a slick mutical arrangement.

75--75--76 BOB WILLS Brown Skin Gal MGM 11119-A florly instrumental arrangement with fiddle, plane and guitter solos, and some summents interspersed by the teader. 71--71-72-71 Send Me a Red Rose A good vocal by Joe Ferguson and good performance by the band on this

75--77--74--74 ESMERELDY " I Never Let You Cross My Mind MGM 11315-A standout chart of a methodic bollad, with a fine arrangement by the instrument tric. 71--72--70--70 Heartache Blues Nothing impression about the material, but the thrush does a good

74--75--73--75 HARDROCK GUNTER Hesitation Boogie DECCA 46383-A fine past lifts this barger item above the ordinary. The Gunter Spric is skay, but it's the dram stap sound which makes this a

Don't You Agree . The c.Am chinter switches to a like hallod. The result is an ekzy disk. FLOYD COMPTON 74--76--73--74 FORTUNE 184-A first rate country bulled is banded a effective chapt. 70--72--68--70 My Heart's Tonight in Tennessee

73--74--72--73 WEBB PIERCE I'm Gonna See My Baby
DECGA 48305-A good country bouncer gets a tasty reading from Plance. 71--72--70--71

You Know I'm Still in Love With You Pierce makes a good impression with his initial by an the label. Disty YORK EROTHERS 72--74--70--73

KING 903-A fine blues guitar hackground does much to self this blices-derived light nevelty. The dust do well with the lyric. Could craw color Standard country blurs here. The beys hand it a good chang.

69--70--67--69

THE BILLBOARD Music Popularity Charts

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

Most Played Juke Box Folk (Country & Western) Records

. . . Based on reports reseived November 28, 29 and 30

Records Noted are Country and Western records most played in John boxes according to The Billhoord's special metaly turney among a selected group of juke hex operators whose facations require Country and Western records.

POSITION Weeks | Last | This

		R Week		2000
11	1	1.	SLOW POKE Pee Wee King	
7	3	2.	SOMEBODY'S BEEN BEATING MY TIME E. Arnold ALABAMA BIRDEF Ded Edward	145346-D489—ASCAP
3	6	-3.	The second secon	and the second second
5	7	4.	LET OLD MOTHER NATURE HAVE HER WAY Carl Smith	4519-27810—ASCAP
18	2	5.	ALWAYS LATE Lefty Frizzell	14514-20862—BMT
8	5	6.	CRAZY HEART Hank Williams	14514-208318801
15	4	7.	MOM AND DAD'S WALTZ Lefty Frizzell	151K-11054-ASCAP
11	9	8.	DOWN YONDED D Wand	14574-20837—BM1
2	9	9.	HEART STRINGS E. Arnold	(45)45-775—ASCAP
1	-	10.	SLOW POKE	(45)47-4273—BM1
1		10.	I DON'T WANT TO BE FREE J. Wakely M. Whitin	Q

Coming Up

1. DRIFTWOOD ON THE RIVER E. Tubb Decca(78)46377; (45)9-46377

Advance Folk (Country & Western) Record Releases

Confinued trein page 9

I Never Let You Cross My Mind-Esmeroldy | Sunset of Time - Shannon Grayton (Someday) (Heartache) MGM 11118

I'll Be Your Sweetheart-Hank Thomason (Tear- Sweet Mama Hurry Home Or I'll Be Gons-Tommy drows Cag 1870

I'm Not Going to Shed Any Tears Over You-

Dun Whitney (G. I. Boogie) 4 Star 1581 In Annapolis Valley-Lone Pine (Prince Edward) Victor 20-4365

ts He Satisfied-Ray Smith (These Things) Coral It Is No Secret-Stuart Hamblen-Darol Rice

Dry (Thirte) Cal 20848 It's You-Tommy Scott (Santa) Federal 10030

Rose (I Wish) 4 Star 1586

4 Rose (f Want) 4 Star 1586 Just Let Me Love You-Don Guisse (Red Lips) There's a Moon to Love By-Jerry Irby (I've) MGM

Victor 20-4364 Just Let Me Love You-Stuart Hambles (You're) Thirts-Two Feet Eight Little Tails-Dale Evant-C01 20580

Just Suppose-Floyd Compton (My Heart's) For- Three Little Dwarfs-Ray Rogers (Duddy's Little)

Keep a Light in Your Window Tonight-Jimmy Wately (World Cap 1880) Linesante Dollar Bill-Stenart Family (Just) Gill- Tipory Torin' Woman-Druce Spriggens (Whitkey)

Lorer's Walte Walter Scall-Suckeye Ramblers Tis Sweet to Be Remembered-Jimmie Skilmer

(Pink) Bramble-10 Marsins Over the Hilliop-George Morgan (Cryl Too Young, No. 75 (Too Old)-Castus Pryor-Jim

Blue Ridge 501 My Heart's Toxions in Temperate Flays Comptan Truck Orivers Night Rim Blues - Joe Cannontaits

No One to Low Me-Chart Bros. (You're) Blue Oh, Lard, Please Tell Me, Do-Lone Pine (Waltz)

of) Victor 20-4366 Pictures From Life's Other Side-Luke the Deirter (Ramble') MSW 11170

Pink Vetert Rines-Walter Scalf-Busheye Ramblers (Lawer's) Beautile 10 Pretty Rang-Bill & Loretto-Saddemen (I'm Cry- When We Grow Dig-Slim Willet (My Story's) Regl Horiday 110

Pine) Victor 20-4365 Hautime Melody-Res Allers-Mathellle Dixiefanders White Shotpurs-Hank Penny (I Want) Victor 20-

(Tack Me) Decca 27876 Rambilin' Mass-Luke the Drifter (Pictures) MGM With All Your Heart-Fred and Frank (Redwing) Bed Lips, White Law and Glor Hours-Dan Gibson With a Rive in My Pocket-Jack Holden (Wun't

(Just) Victor 20-4364 Rider of Destr-Walter Scall-Burkeye Ramblers Won't You Come Into My Heart-Jack Holden Are Your Branche 13

Santa Claus Shaffle-Towney Scott (It's You) Won't You Ride in My Little Red Wagon-Jimmy Federal 1993G Cap 1880

Shadaws on the Old Engoy-Johnny Horton (Talk) You Know I'm Still in Low With You-Webb

¥ 20-4304

Duncan (1'm Suing) Intro 5027 I'm Crying-Bill & Loretta-Sandlemon (Pretty) Sweetheart of Mine-Wayne Stitt-Reiser Deweerdt Teto (So Long) Central J-1-51

I'm Ganna See My Baby-Webb Pierce (You Know) Talk Gobbler Talk-Johnny Horton (Shadows) Abbutt 105

Take Your Tears-Jack Swanson (New Year) Abbey 15057 That Last Love Letter-Jimmie Dolan (Until) Cm 1832

Textrops on the Tcs Leaves-Hank Thompson IPH 8el Cap 1870 Termesuce Central-Citifie Stone (China) Cap 1661

Texarkana Baby-Eddy Arnold (Bouquet) Victor 20-2306

Want to Live and Love Maidde Bres. & These Things Shall Para-Stuart Hambles-Darol Rice Ork (II Is) Ent 20848 I Want My Rib-Hank Penny (White) Victor These Things Shall Pais-Ray Smith (In Hel'

Coral 64113 I Wish I Was a Single Girl Again-Maddox Bros They Waltzed Him Around and Around-Cliff Steward (On the) Coral 60593

Ray Rogers Riders (Fazzyl V(45)47-4308

Just Out of Reach-Stewart Family (Lunesome) This Lunely World-Porter Johns (Just a) Decca 46379

VI45147-4301 Thy Surdem Are Greater Than Mine-Roy Acuff-Smoky Mountain Boys (Just a) Col 20877

(Penny) Cap 1889 Nameny (On Top) 4 Star 1580

Missing in Action-Jim Canes (Heartless Warmen) Travella' Blues-Bill Monroe illrane) Decca 46380 Tremblin'-York Brus. (Chicken) King 983

Lewis (Whatever Hast MGM 11071 Tuck Me to Sleep in My Old Tucky Hame-Res Alten-Nashville Disielanders (Ragtime) Decca

folio of Free America-Jimmie Osberne (10's) King 988 Waltz of the Bride-Lone Pins (O Lord) Victor

Weary Ditter - Ray Price II Made) Cor 20883

Star Talent, 780 Pelace Edward Island In Messen to Me-ILane | Whiskey-Dedge Springers (Tippey) Cap 1833

4 Star 1587

You) V (45) 47-4310 DWIRN AT V (45) 47-4510

Send Me a Red Rose-Bob Wills (Grown) MGM You Just Had-Frank Miller II Dreamed) Gift-

Pierce (I'm) Decra 46335 Steamfed Boots Faye-Idahe Call (Grimin') Cap Years Ago This Christman-Gill Haley & Saddle-

mrs (I Don't) Holiday 111 -Red Southe (Don't Worry) MGM You're Always Brand New-Stuart Hamples (Just

Somey Side of the Mountain-Hawkshaw Hawkins You're Still the flore of My Heart-Church Bros. (No One) Blue Ridge 609

Latch onto this blazing new entry by Columbia's great recording artist...





"I MADE A MISTAKE

Both with String Band Acc.

78 rpm 20883-45 rpm 4-20833

Columbia o Records

FOR MUSIC THAT SENDS THEM . . . TO YOU!

Trade Marks "Columbia," "Masterworks," @Tt @ Reg. U. S. Pat. Off. Marcon Registrades

RUTH BROWN

948

IOE TURNER

949

TOPS ACROSS THE NATION

JOE MORRIS

950

THE CARDINALS

BIGGER EVERY WEEK

JOE TURNER CHAIMS

LIL GREEN

951

WILLIS JACKSON

946

THE BILLBOARD Music Popularity Charts

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

Best Selling Retail Rhythm & Blues Records

. . . Based on reports received November 28, 29 and 30

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customer's purchase rhythm and blives records.

Weeks | Last | This to state Week Week

1. BECAUSE OF YOU Tab Smith ----- Gatantie 944 WEEPING AND CRYING Griffen Brothers...... SEVEN LONG DAYS Charles Brown Don's Fool Around With My Heart ... Aladdin(78)3092; (45)45-3092-BMISpecialty 414-BMT Short, Sweet and Snappy 7. FLAMINGO ... E. Bostic ... King(78)4475; (45)45-4475-ASCP

I Can't Escape From You - 10. HOW MANY MORE YEARS ... Howling WolfChess 1479 Mounin' At Midnight

 Most Played Juke Box Rhythm & Blues Records

After My Laughter Came Tears

3 10. I GOT LOADED

It's You, Yes, It's You

. . . Based on reports received Navember 28, 29 and 30

Peppermint Harris

.... Aladdin(78)3097; (45)45-3097-BMI

Records listed are rhythm and blues records must played in Juke boxes according to The Billboard's al weekly survey among a selected group of juke box operators whose locations require rhythm and fillies records

POSITION Weeks | Last | This to date Week Week 2 1. I'M IN THE MOOD L. Hooker Alandin(78)3097; (45)45-3097--- BM1 3. FOOL FOOL FOOLClovers -----Atlantic 944

BEST WISHES R. Millon Specialty 414-51M1 "T" 99 BLUES J. Nelson RPM 325-BM1 BAR ROOM BLUES Roy Brown CHAINS OF LOVEJ. Turner

10. I'M GONNA DIG MYSELF A HOLE, Big Boy Crudup

Rhythm & Blues Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.

TUNES COMMENT

86--86--86--86

85--85--85--85

WYNONIE HARRIS (Todd Rhodes Ork)

Lovin' Machine KING 4485-This could easily develop into a sequel to "60 Minute. Man." It's a clever idea with a double-entender pass and is both amusing and intentely rhythmic. Wynonie chouts if with guts and the the Rhodes' orking drives hard and cleanly. Should be a big winner; emild touch the pap market the, tho, in some cases, air play may run

into restrictions." Luscious Woman This is something of a modern blues masterplece. The lyric is an exceptionally good one and the Starris performance of them represents bloom chanting at its resident day senith. Makes the coupling are of the big bigs of the year in the r.&b. field.

JIMMY MCCRACKLIN Rockin' Man

83--84--83--83 SWING TIME 270-McCracklin talk-shouts a himorous off-best medium alues that develops into a brief travelop. Ork backing is crisp and swinging. A good dissing which should make a mark.

79--79--78--80 I Am Tired McCracklin washies a reutine allow blues to an amount orking which makes one of concerted spices as well as brief emergia socal passages. The odd sound sould capture the action;

FLOYD DIXON 82--83--82--82 ALADOM 3064-Disputs Charles Brown ish blues style reakes on effective dent will this stem tiles offering, which spins a years and has a from strain catch. Was the impredients for making inct. 74--74--73--75 Don't Cry Now, Baby District of a passable, but not particularly

(Continued on page 40) striking, show blues,

Rhythm & Blues Record Releases

Some) Okeh 6847

mother Day-Catt and the Fiddle (I Miss) Victor

Scw-Wewl-Amos Millioria (Let's) Aladdia 3037 Darmaine - Marwell Davis (Hey) Aladdin 3114 Cross Fire-Paul Quinichette Quintet (Presue)

Mer 8256 Darlin'-Lownie Johanos (Sesen) King 4503 Daybreak-PeeWee Crayton (When) Aladdin 3112

Dun't Take Everybody to be Your Friend-Titus Torner (Same) Okeh 6644

Don't Cry New Baby-Floyd Dixon (I'm Sel)

Day Your Duty - Billie Holiday (Blues) Decca 48259 Eleven Till Two-Lynn Hope Ork (She's) Aladdin

Empty Stocking Blues-Floyd Dissor-Johany Moore's Three Blazers (San) Aladdin 3074 Every Hour-Little Richard (Taxi) Victor (45)

6843 Fish-Tail-Calvin Bose (I'm) Aladdin 3110 Give Me Central 209-Lightinin' Hopkins (New York) Sittin' In With 621

Hands Across the Table-The Ray-o-Vacs (Char-

Sittin' In With 624 fer, Good Lookin'-Maxwell Davis (Charmains)

Ataddin 3114 Hey," Good Lookin'-The Ravent-Dinah Washington

(Out in) Mer 8257 Honey-Ace Harris (Don't) Coral 65072

All Alone and Lonely-Paul Gayten Ork (Line-) How I Hate to See Christmas Come Around-J Witherspoon (Skidrow) Swing Time 244

How'd Ya Want Your Rollin Done-Joe Turner (Christmas) Swing Time 259 I Can's Stay Hern—Jesse Thomas-Light Glenn Combo (Christmas) Swing Time 240

Bon't Want to be Alone for Christmas-Al Russell-Do-Re-Me Trio (I Love) Dich 6645

Like It-Bemie Davis-Pleadilly Figers (One) Love Each Move You Make-Al Russell-Do-Re-Me

Trie (1 Don't) Cheb 6545

Don't Cry, Little Girl-Ace Harris (Hoosy) Coral 1 Am Tired-Jimmy McCrackiin (Rockin') Swing -Time 270

Let's Make Christmas Merry, Baby-Amos Milburn (Buss) Ataninin 3037

Lonely Christmas-Cedric Wallace Ork (Lonely) Lowesome Christman, Paris 1 & 2-Lowell Fulson

Swing Time 242 Lonesome for My Baby-Paul Cayles Ork (All) Okeh 6847

Old MacDonald-Fire Keys (It's) Aladdie 3113 Everything But You-The Razens (That Old) Okch | One Little Raindres-Bannie David-Picadilly Puters () Like) Coral 65074

Ont in the Cold Again. The Rayers-Diesh Wath-Inglan (Hey) Mer 8257

Prevue-Paul Quinichette Quintet (Cross) Mer 8256 Same Old Feeling-Titus Turner (Don't) Oten 4644 San Francisco Blues-Floyd Dixon-Johnny Moore's Three Blazers (Empty) Aladdin 3074

Taxi Blues-Little Richard (Every) Victor (45)

That Old Gang of Mine-The Ravens (Everything) Okeh 6843

When It Rains It Poors-PerWee Crayton (Daybreak) Atadem 3112

Your idea . . .

Your Product-

Your market . . .

RCA's facilities . .

dependability . . .

experience . . .

A complete service

in the manufacture

(and speed) of record

... SHIPPING & HANDLING

of every type

... RECORDING

... PROCESSING

... PRESSING

The integrity and experience of

plus THE WORLD'S TOP ENGINEERS

BEHIND YOUR LABEL!



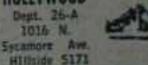
HEW YORK 630 5th Ave.

Dept. 24-A JUdson 2-5011 WHitehall 4-3215

Dept. 25-A 445 N. Lake Share Dr.

HOLLYWOOD 1016 N. Sycamore Ave.

6840, 4-6840*



YOUR BEST BETS ARE ON

THE LITTLE WHITE CLOUD THAT CRIED

JOHNNIE RAY WHISKEY AND GIN JOHNNIE RAY 6809, 4-68094 CRY TELL THE LADY I SAID GOODBYE

IT'S TOO LATE, BABY CHUCK WILLIS 6841, 4-6841 LET'S JUMP TONIGHT THE MASQUERADE IS OVER 6818, 4-6818*

CHRIS POWELL TALKIN' THAT OLD GANG OF MINE

EVERYTHING BUT YOUTHE RAVENS 5843, 4-6843" 6810, 4-68100 CHUCK WILLIS I TRIED I RULE MY HOUSE

A PRODUCT OF COLUMBIA RECORDS, INC.

Franks Monta "Cohestin," "Montaworks," SC. & Eng. U. S. Fot. Cd. Marion Engineering

ATTENTION, DEALERS AND OPERATORS ONLY SOLVE YOUR RECORD BUYING PROBLEMS BY USING OUR ONE-STOP SERVICE

Ordering and Getting Records Is a Difficult and Trying Problem. Let Us Be Your Errand Boys! Let Us Do All the Hustling and Running Around to the Various Houses.

GET ALL THE LATE HITS WHEN YOU WANT THEM WE CAN SUPPLY ALL SPEEDS

We Ship in 24 Hours-No Substitutes-No Back Orders, All for the Small Nominal Fee of 5c Over the Wholesale Price Per Record. You Will Get Faster Service Than Anyone Else Can Offer

TRY OUR SERVICE AND YOU WON'T USE ANY OTHER UPTOWN MUSIC ONE-STOP RECORD SERVICE (Phone: Forest 2602)

ALADDIN 3114-Daris contributes a worthy teror sax sale coverage on the strong revival. He does it in an insignating boleco that develops into

a swinging few trat. Should grab some of the r.&b. action on the song.

Davis offers an instrumental treatment of the Hank Williams' novelty

now mailing a mark at a pap. The instrumental idea has a striking

KING 4503-The veteran blues warbler provides an excellent coverage un

the fine Jessle Mar Rubinson blues which has been made a hit by war of

Johnson walls a rather pedestrian ballad in his strong ballad style.

DERBY 785-A smooth, quite, slaw-tampo residing by Holmes on the tenar are with the Wallace comba. The ballad is presty.

Holmes tries a mood performance of the Berlin tune, a fa Coleman

CORAL 65072-Supported by a male group and rhythm section, Charle

Shythm and blues coverage on the pop item, the fact, falls to come

off because of the hestic tempo, the thin arking and Miss Danis'

ALADOIN 3113-Crayton offers a rather coutine blues with a good

catch title. Performance is clean and convincing and should catch

Crayton delivers one of his care spiritless warbles on a Southern

quality the this is primarily a lyrical ditty.

THE BILLBOARD Music Popularity Charts

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

MAXWELL DAVIS Charmaine

LONNIE JOHNSON

Darlin'

Seven Long Days

a Charles Brown stching.

Hawkins, which draps in temps

BONNIE DAVIS (The Picadilly Pipers)

gal chants effectively on a ballad oldie.

mer-cute interpretation of the sevyish lyric.

style titues of more than possing substance.

CEDRIC WALLACE ORK Lonely Christmas

White Christmas

One Little Raindrop

PEE WEE CRAYTON

When It Rains It Pours

some Southern min.

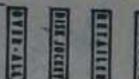
Hey. Good Lookin'

Rhythm & Blues Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed

ARTIST LABEL AND NO.

TUNES COMMENT



67--70--65--65

• Continued from page 42	0 0 0
AMOS MILBURN Let's Make Christmas Merry, B. ALADDIA 3037—The hot Mr. Milburr offering, one that's fairly routine in a contionally well by the sieger-planes Christmas business.	comes up with his seasonal places 8484801
The unually hard-driving Millions co	69-70-67
THE RAVENS	manufactural piece.

that Old Gang of Mine OKEH 6843-A typical Ravers reading here of the oldie with bass lead 81--82--80--82 again sparking the performance. Everything But You An above sterage blues hallad gives Ricky a chance is sell both the tyrics and his pipes in a strong sale reading. The group and ork back

FLOYD DIXON (Johnny Moore's Three Blazers) Empty Stocking Blues ALADDIN 2074-Dixen's Charles Brown ish blues style does well by 80--80--80--80 a Christman blues with an obviously maining quality. This kind of thingdone as well as this, usually is a profitable venture.

San Francisco Blues This is a territorial bioes, primarily for the California market. Dixon 75--78--72--75 THE FIVE KEYS ques thru Oakland and other towns on route to Frisco from L. A. CARMEN TAYLOR

MERCURY 8252-The fem chanter makes a fine impression on her first 79--80--77--80 making. Disk is first-rate courrage on the Tommy Edwards ballad. Gal's effective piping could draw coin. Taylor gal comes up with some may r.Ab. market coverage on the active 71--72--70--71 werper Item. Might get same of the action with this version. IOE TURNER

Howd' Ya Want Your Rollin' Done? SWING TIME 269-Shouter Turner comes up with a spackling and 78--NS--77--79 amusing double-entender blues which could capture a good amount of juke bee action; not likely to get much air play.

Superb swing brking backs Turner's fine shouts on a sub-par seasonal

WANTED!

RECORD MANAGER

FOR BIRMINGHAM, ALA.

RECORD SALESMAN

FOR GEORGIA TERRITORY

CONTACT AT ONCE

Mr. Finfer, Interstate Phonograph

Record Corp., 540 Second Ave., North

Birmingham, Alabama, Distributors

for Coral, Gotham, Sittin' In, Variety

and many other LP, Pop. Race and

Gel On The Santa Claus Blues Train

With SONNY BOY WILLIAMSON "You ain't never heard such a

"SONNY BOY'S CHRISTMAS

BLUES"

TRUMPET =125

Backed by

"PONTIAC BLUES"

(A real hit)

RECORDS

Jackson, Miss.

WANTED:

Hillbilly labels.

309 N. Farish

Modern Plant

Old MacDonald 70--72--68--69 ALADDIN 3113-The familiar fore ditty is handed a rocking reading from the group with a few lyric modernizations adding spice to the proceedings. It's Christmas Time A pleasant new seasonal balfad is given a warmly blended reading by 70--72--68--69 the group in Stillwater. . . . Lou Chudd.

Imperial Records prexy, back next week from a tour of the South. . . . "Midnight Matinee." a r.&b. Saturday night show, was moved from the Olympic Audi-torium to the Orpheum Theater. . . Aladdin's Eddie Mesner is

in Mexico on a combined business-pleasure junket. Brother Leo has arrived in France.

A flock of rhythm and blues talent, previously a weekly fea-ture at Olympic Auditorium, appeared Saturday (1) at the Or-pheum Theater. It marked the first time the Orpheum stage has been lit since the house halted flesh acts last May. Revue was produced by Mel Roberts, who artist, cut eight sides for the diskrented the theater from the Metery with his own ork. He formerropolitan Theater chain. Show, tagged "Rhythm and Blues Jubi-Fulson's band. Label recently lee, was co-emseed by disk jocketched sides with Fulson and Lloyd eys Hunter Hancock and Ray Glenn for early 1952 release. . . Robinson. On the bill were Big recorded for Modern Records. . . Jay McNeeley's ork, Three Dots and a Dash, Jacqueline, Freddie Largest ovation of Norman Granz' Simons, Maurice Simons, Duke "Jazz at the Philharmonic," here Henderson, Madeline Perkins, last week at the Shrine Audi- Jimmy Huff and Smilin' Smokey torium, went to Ella Fitzgerald, Linn. House was scaled at a flat

who toplined a cast including Flip Phillips, Illinois Jacquet, Bill Harris, Roy Eldridge, Hank Jones, Ray Brown, Gene Krupa, Oscar Peterson and Lester Young.

RHYTHM AND

BLUES NOTES

- By HAL WEBMAN-

ly played tenor sax with Lowell

Glenn for early 1952 release. . . .

Hollywood

R&B Records to Watch In the opinion of The Billboard's music staff the following record has the best sales and performances potagitial among the country and Western records received this

RECORD PRESSING NOW AVAILABLE IN THE MIDDLE WEST Quality Workmanship 9 Shellos or Non-Breakable GALGANO RECORD MFG. CO. Dent. Plant: 2154 S. Western Ave. Office: 4142 Armitage Ave. Chicago 39, III.

IT'S SELLING TRUMPET ment to the hot sax of Johnny

#147

EVERYBODY'S FISHIN'

DIAMOND RECORDS

Pianist Jimmy Thomas forms a foursome for Philadelphia's new-ly opened Blue Note with Shep Shepard, arranger with Gotham Records, on drums; Percy Joell, formerly of the Original Harlemaires, on bass, and Billy Butler for guitar pickings. . . Lynn Hope takes over where Charlie Parker leaves off at the Showboat, Philadelphia, . . . James (Coates-ville) Harris, drummer with Louis Armstrong's last big band, back at Powelton Cafe, Philadelphia, for an indefinite stand . . . Nat (King) Cole into Philly's Club Harlem December 3; Johnny Hodges set for December 17; Charlie Barnet for Christmas week Ella Fitzgerald for the January 21 week, with return weeks set early in the new year for Duke Elling-ton and Lionel Hampton. New management of Philly's Club 421 has added girlie entertain-

Lionel Hampton played Kansas State Teachers' College dance in Emporia, Kan., and is slated for another college dance Friday (7) at the Lincoln (Neb.) Military Ball, Orkster played to 4,100

Sparrow and His Bow and Arrows.

Rozsa Shapes Vadis" Suite

NEW YORK, Dec. 1 .- Miklos Rozsa has put together a suite, which runs about 20 successive minutes of the background themes CRYING BLUES

CRYING BLUES

Little Either and Mel......Federal 12055 written for the movie "Quo Vadis." The suite bears the title of the flicker and will be submitted to leading symphony orks for per-

> The work will be published by Robbins Music, and symphony orchestrations currently are in preparation at the pubbery. Excerpts from Rozsa's background score will also be made available on wax via soundtrack recordings on the MGM label.

TOP MONEYMAKER! PERCY MAYFIELD =416 recially records

76--78--74--76

80--80--80--80

68--68--68

69--68--68

69--68--66--72

71--71--70--72

71--71--70--72



XMAS SPECIALS Up to 75 % Off List VICTOR & CAPITOL 45 RPM 50 Plus 5% Off

POPULAR 45 RPM ALBUMS Write for Complete List All Speeds.

674 10th Ave., New York 19, N. Y. PLaza 7-0656 Complete Inventories Bought

ACROSS THE NATION! SAVOY #821

DUNDEI

LCCL FIVE AGAIN"

MEL WALKER with J. Otis orch.

RECORD CO., INC. 58 Market St., Newark 1, N. J.

8 SMASH SIDES

THE FIVE KEYS

"It's Christmas Time"

"Old MacDonald"

AL 3113

PEE WEE CRAYTON

"Doybreak"

"When It Rains It Pours"

AL 3112

MAXWELL DAVIS

"Hey, Good Lookin"

"Charmaine"

AL 3114

MAXWELL DAVIS

"I'm Waiting Just for You"

"I'll Always Be in Love With You"

AL 3115





ORDER EARLY FROM YOUR GOTHAM DISTRIBUTOR Thanksgiving Day in Houston, and close to 8,000 November 27 at an Oklahoma A & M dance at an Oklahoma A & M dance







christmas omistmas omner"

> 78 rpm 1830 45 rpm F-1830

APPEGING THUNDERBIRD HOTEL HOTEL HAS VIGAS SEASON HAL BRAUT



CENTRAL SONGS, INC. 4527 Sunset Blvd. Hollywood 27, Calif.

THE BILLBOARD Music Popularity Charts

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

Most Played Juke Box Records

. . . Based on reports received November 28, 29 and 30

Records listed are those receiving the greatest play in the nation's Juke boxes. List is based on the Billboard's weekly survey arrong 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tones listed here will be found in the Hunor Roll of Hits Music Popularity Chart. Part 1.

POSITION Veeks | Last | This

Wee to d	Sta L	ast -	This	
				COLD, COLD HEARTT. Bennett-P. Faith
1		3	2.	SIN E. Howard
2	4	1	3.	BECAUSE OF YOUT. Bennett-P. Faith
11	0	4	4.	UNDECIDED Ames Brothers-L. Brown
1.	5	5	5.	DOWN YONDER Del Wood
	4	6	6.	JALOUSIE (Jealousy)F. LaineCHITRIDASSES 14514-39585—ASCAP
	5	7	7.	SLOW POKE Pee Wee King
1	2	8	- 8.	SIN Four Aces-A. Alberts
	8	9	9.	SIN
	7	12	10.	JUST ONE MORE CHANCE L. Paul-M. Ford
2	23	10	11.	I GET IDEAS
	6	16	12.	OUT IN THE COLD AGAIN R. Hayes
T	6.	11	13.	DOMINO
100	11	13	14.	AND SO TO SLEEP AGAINP. Page Mercury (78) 5706; (45) 5706 X45 ASCAP
				CRY J. Ray
				(A. Holmes, King 15145; C. Taylor, Mercury 8262; E. Barton, Coral 80592; Little Donna Mightower, Decca 48254; P. Chapman, Decca 27657; B. Farrell, MGM 11113; Four Knights, Capital 1875; J. Valli, Victor 25-4368; R. Carey, Cartillat 103; B. McLaurin, Derby 783; Georgia Gibbs, Mercury 2749)
	11	13	16.	TURN BACK THE HANDS OF TIME E. Fisher
1				V(78)20-4257; (45)47-4257-ASCAP (5id Feller, Capital 1866; J. Gray, Decca 27839)
	1	-	.17.	CRIED J. Ray Okeh(78)6640; (45)4-6640—BM1
	8	17	18.	HEY, GOOD LOOKIN' J. Stafford-F. Laine
	1	-	18,	ANYTIME E. Fisher-H. Winterhalter
				rD. Haymes, Decra 27865; H. O'Connell, Capital 1876; Les and His Trie, Intra e006)
1				BECAUSE OF YOUTab Smith
				DOWN YONDER J. (Fingers) Carr Cap(78)1777; (45)F-1777-ASCAP
				. SLOW POKE R. Lee Dec/78/27792; (A5)9-27792—8M1
1	3	20	23	J. Turzy Dec(78)27851; (45)9-27851—ASCAP (Jerry Lewis, Capital 3740)
	2	23	23	. DOMINO
	16	15	25	SUNRISE L. Paul M. Ford
	10	18	25	(P. Botkin, Decca 27730; J. Davis, Mello Roll 3005) DOWN YONDER
	2		- 25	
	1		- 25	CRY
				The state of the s

12 - 29. BECAUSE OF YOU

THE BILLBOARD MUSIC Popularity Charts

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

• Best Selling Pops by Territories

. . . Based on reports from key dealers in each of these cities. secured via Western Union messenger service.

Each week. The Billboard in co-operation with Western Union, secures last minute sales reports from too dealers in the nation's largest record markets. Aiths 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

- Four Aces-A. Alberts-Victoria
- 2. CHARMAINE Mantovani London
- 3. COLD, COLD HEART T. Bennett-Columbia
- T. Martin-Victor 5. BECAUSE OF YOU
- T. Bennett-Columbia 6. JALOUSTE (Jeningry)
- F. Laine-Columbia
- 7. SILENT NIGHT In Paul & M. Ford-Capital. B. SHRIMP BUATS

D. Gray-Decca CHICAGO

- E. Howard-Mercury
- 2 DOWN YONDER D. Wood-Tennesses
- 3. JALOUSIE (Jealeusy)
- F. Laine-Columbia
- 4. LITTLE WHITE CLOUD THAT CRIED J. Ray Dach
- 5. COLD, COLD HEART T. Bennett-Columbia
- 6. CHARMAINE Mantovani-London
- 7. SHRIMP BOATS
- J. Staffard P., Westen-Dolumbla A I GET IDEAS
- T. Martin-Victor
- 9, TURN BACK THE HANDS OF TIME E Figher-Victor

LOS ANGELES

- 2. BECAUSE OF YOU
- T. Bennett-Columbia 3. COLD, COLD HEART
- T. Bemett-Columbia 4. I SET IDEAS
- T. Martin-Victor 5. SHRIMP BOATS
- J. Stafford-P. Westen-Columbia
- Arnes Brothers-L. Brown-Corat
 7. JALOUSIE (Jealousy)
- F. Laine Columbia B. CHARMAINE
- Mantesoni-Landon

PHILADELPHIA

- I. COLD, COLD HEART
- T. Bermett-Commona
- J. Roy-Dach
- Four Acra-A, Alberts-Victoria 4. TURN BACK THE HANDS OF TIME
- E. Fisher-H. Winterhalter-Victor S. LITTLE WHITE CLOUD THAT CRIED
- J. Ray-Cash
- 6. BECAUSE OF YOU T. Bennett-Columbia
- 7. JALOUSIE (Jealouse)
- F. Laine-Calumbia E ANY TIME
- E. Fisher-H. Winterhalter-Victor

DETROIT

- J. Ray-Cath 2 COLD COLD HEART
- I. Bennett-Columbia J. LITTLE WHITE CLOUD THAT CRIED
- A. Ray-Oken A JALOUSIE (Jealouty)
- F. Larine-Colombia
- MECAUSE OF YOU
- T. Bennett-Columbia
- E. Moward-Mercury G I GET IDEAS
- T. Martin-Victor
- 9. ANY TIME
- E. Filter-H. Winterhalter-Victor

ST. LOUIS

- L JACOUSTE (Jestoury) F. Laine -- Columbia 2. UNFORGETTABLE
- Nat. (King) Cale-Capital UNDECIDED
- Arms Brothers-Creal DUMINO
- T. Martin-Victor
- 5. CHARMAINE
- Mantavani--- Landon

WASHINGTON, D. C.

- 1 RECAUSE OF YOU
- E. Haward Marcury

 J. JALOUSTE (Jentony)
- F. Laine—Columbia
- O. Woul-Tannessee
- 5. AND 50 TO SLEEP AGAIN P. Pays-Mercury

BOSTON

- Four Aces-A. Alberts-Victoria 2 LITTLE WHITE CLOUD THAT CRIED
- J. Ray-Oken 3. JALOUSIE (Jealousy)
- F. Laine-Columbia
- 4 CHARMAINE Mantovani-London
- 5. COLD, COLD HEART T. Bennett-Columbia
- 6. I TALK TO THE TREES
- T. Banyar-Victor 7. BECAUSE OF YOU
- T. Bennett-Columbia
- 8. I GET IDEAS T. Martin-Victor
- 9. SLOW POKE
- P. W. King-Victor 10. KISS TO BUILD A DREAM ON L. Armstrong-Decca

PITTSBURGH

- Four Aces-A. Alberts-Victoria
- 2 COLD, COLD HEART T. Bennett-Columbia
- 3 TELL ME WHY
- Four Acrs-A. Alberts-Decca 4. CHARMAINE
- G. Jenkins-Decca 5. JALOUSIE (Jenfousy)
- F. Laine-Columbia .
- J. Ray-Oken
- 7. UNFORGETTABLE Not (King) Cole-Capital
- B. SLOW POKE H. O'Connell-Capitol

DENVER

- E Howard-Mercury
- 2. DOWN YONDER J. (Fingers) Carr-Capitol:
- 3. COLD, COLD HEART T. Bennett-Columbia
- 4. I GET IDEAS L. Armstrong-Decca
- 5. JALOUSIE (Jealouty) F. Laine Columbia
- 6. SHRIMP BOATS
 - J. Stafford-P. Waston-Colombia SEATTLE
- 1. JUST ONE MORE CHANCE
- L. Paul & M. Ford-Capitel 2. UNDECIDED
- Ames Britiners-L. Brown-Coral
- Four Aces A Alberts-Victoria 4. SHRIMP BOATS J. Stafforg.P. Westin-Columbia
- Four Knights-Capital
- 6. BECAUSE OF YOU
- T. Benortt-Columbia 7. COLD, COLD HEART
- T. Bennett-Columbia
- 8 LITTLE WHITE CLOUD THAT CHIED J. Ray-Okeh

ATLANTA

- 1 BECAUSE OF YOU
- T. Bennett-Colombia
- 5 Churchilli-Victor
- 3. COLO, COLD HEART T. Bennett-Calambia
- 4. UNDECIDED
- Arnes Bruthers-L. Brown-Coral 5. SHRIMP BOATS
- J. Stuffard-P. Westen-Columbia 6. I LIKE IT
- L Turzy-Decca
- 7. CHARMAINE
- P. Westen-Callimbia

NEW ORLEANS

- S. Churchill-Victor
- 2. IT'S ALL IN THE GAME T. Edwards-MGM
- 3. SHRIMP BOATS J. Stafford-F. Weston-Columbia
- 4. BECAUSE OF YOU
- T. Hennett-Columbia 5. COLD, COLD HEART
- T. Bennett-Culumbia 6. JALDUSTE (Jearoury)
- F. Laint-Columbia

7. I GET IDEAS

T. Markle-Victor 8 UNFORGETTABLE

Nat (King) Cals-Capital

DALLAS-FORT WORTH 1. COLD, COLD HEART

- T. Demett-Columbia
- E. Howard-Mercury
- Ames Brothers-L. Brown-Caral 4. DOWN YONDER
- D. Wand-Tennemee 5. BECAUSE OF YOU T. Bonnett-Culumbia 6. JALOUSIE (Jeslauvy)
- F. Laine-Columbia

STRONG AS SAMSON ...

AND STILL GROWING!



and his Hamp-Tones

78 RPM-MGM 11108 * 45 RPM-MGM K11108

LATCH ON TO THESE M-G-M BEST SELLERS!

BILLY ECKSTINE JEALOUSY STRANGE INTERLUDE MGM 111111 BILLY ECKSTINE-GEORGE SHEARING

TAKING A CHANCE ON LOVE - YOU'RE DRIVING ME CRAZY MGM 11101* SHRIMP BOATS

CRY MGM 11113*

SLOW POKE KEEP ON THE SUNNYSIDE MGM 11115*

MY CONCERTO

FIND ME SPEAK LOW

MGM 11114*

LONESOME WHISTLE

SOLITAIRE MGM 11077* IT'S ALL OVER BUT THE MEMORIES NEVER BEFORE MGM 11095*

BLUE BARRON HANK WILLIAMS

I'M SENDING YOU ROSES MGM 11094* BABY, WE'RE REALLY IN LOVE I'D STILL WANT YOU MGM 11100*

MARION MORGAN I GET A WARM FEELING BUDDY DE FRANCO

CHARLIE CHANGED HIS MIND MGM 11105* THE CLOSER YOU ARE

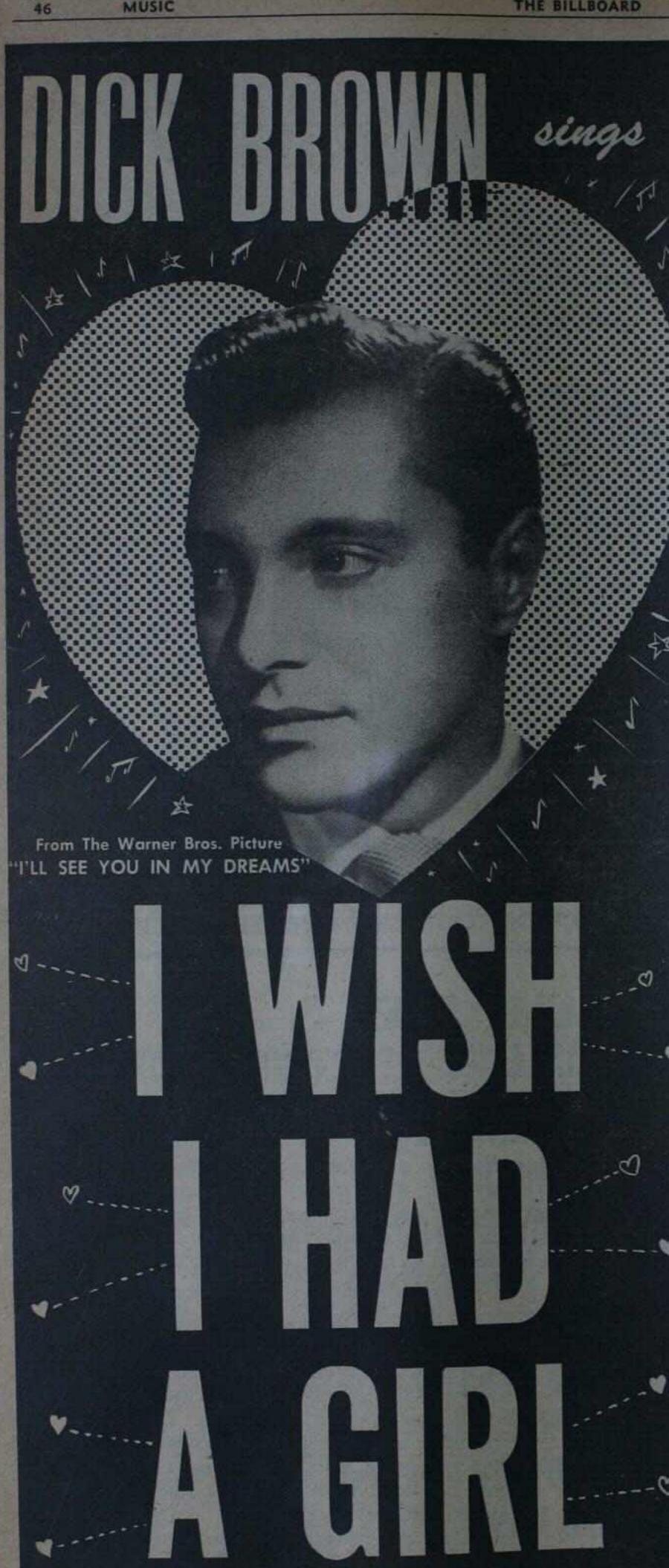
TOO MANY DREAMS MGM 11107*

BILL HAYES CHARMAINE FOR ALL WE KNOW MGM 11112"

RED RIVER DAVE NEW YEAR BELLS
YOU MADE A MONKEY OUT OF ME MGM 11070" also available on 45 rpm

> M-G-M RECORDS THE GREATEST NAME (IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.



Orchestra and Chorus conducted by Elliot Lawrence



RECORDS, INC.

THE BILLBOARD MUSIC Popularity Charts

Record Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY

How Ralings Are Determined Mexords are tated four ways: (1) over-all; (2) as to their value for disk jockeys; (3) for retailers, and (4) for energiers. Each rating it on the batts of nine key categories. Each category is assigned a maximum number of points within which new releases are cated. N. S. indicates record to not suitable for a specific chape

How Ratings Are Determined Proceeds are rated foot ways: (1) over-all; (2) as to their value for disk jockeys; (3) for setallers, and (4) for operators. Each rating is on the basts of nine key chronoies. Each category is actioned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

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



88--89--88--88

POPULAR

FOUR ACES (Al Alberta)

Tell Me Why
DECCA 27866-The first release by the Four Aces on the Gents label 89--59--89--89 has all the ingredients that made their "Sio" a seach hit, solid heat and orest arrangements of this pretty balled. Sounds like a winner.

Garden in the Rain 88--89--88--88 This levely clide is dressed up in sparkling style, with a new arrangement and sock singing by the quartet. The heat's on this group, and this one

HUGO WINTERHALTER ORK & CHORUS VICTOR 20-4412-Coening with a flathy, attracting intre, flogo molds a

forthright danceable etching of a beautiful, simple new ballad. Song's retentive qualities and the winning rendition should help make this an important etching. Release & timely, too. I'll See You in My Dreams 82--85--82--80

The picture of the same title impired the relaxue of this slicing as a timple side from Hugo's fine Icham Jones' album. It's a simple, the luth, fine mood reading featuring a chocal your.

GEORGIA GIBBS (Glenn Osser Ork) 88--88--87--88 MERCURY 5744-Mins Ginho' reading of this highly tectes balled his character and style and should be among the top winners on the 1979, 78--80--76--77

Southel reading of a super standard by Her Nibs makes a sturdy coupling for the new and strong bottod entry.

THE MODERNAIRES 86--86--86--86 Stompin' at the Savoy CORAL 60609-After many a fesharple effect, the great group comes to life with an overgetic, sharply phrased, beautifully harmonized reading

of the great bailed standard. Bound to draw a talch of attention in terry rectiff circle, and could be a hip one. 73--78--72--70 October 32d, 1992 The group, displaying real chargness, runs down a material blues with toine humorous lines. Best that san be expected is deeply action, the.

NAT (KING) COLE-BILLY MAY ORK 86--88--85--84 I'm Hurtin' CAPITOL 1863-Nat teams with the sharp "new sound" of the May dance crew for a wanderfully light, swing treatment of a bluser country. disty. Each new hearing adds to the infectiousness of the maxing Certainly the declays will play it. It could emerge a strong entry.

78--80--76--78 Another fine job by the singer-ork team on a ditty which is harnly more than a standard blues.

ROBERT MERRILL (Hugo Winterhalter Ork) 86--87--85--85 My Beloved VICTOR 20-4383-Merrill projects strongly in warning a ballad from the scere of a movie of which be is stor, "Aaron Slick From Pumpkin Creek." Sone is a fine, high-grade ballad. Wintertalter provides a big lish backing. If the pic moles a dest and the song and dight are roundly promoted, this sould be an important waxing.

76--78--76--73 Still Water Merrill, richly supported by the Winterhalter ork-chorus forces, robs slown an attempt at a class falk song from his flicker, "Aaron Slick,"

HELEN O'CONNELL 85--85--85--85 Crazy Heart CAPITOL 1896-Miss O'Conmit, see on a seg-country ditty lag, affers first rate pop treatment of the latest Hank Williams plug entry. Strong reading of a good song which has been showing promite and should

80--80--80--80 More pop-country coverage on the sons blaked off in the per field by Eddie Fisher. Helen's not quite as effective in her handling of this one, but if the song catches, bur version is bound to corner a share.

DICK BROWN (Elliot Lawrence Ork) 84--85--83--85 1 Wish I Had a Girl MING 15151 Brown is contured at his best on this Till Pan Alley side being pic-resired. He many the Euthly Clack miyle with strong results as orkster Elliot Lowrence comes up with a time sheral group and rhythm background. This could be a pleaser with lots race than pute appeal. 80--82--80--81

Excellent coverage on the highly likely new item. Brown and charal oroug hand it a musting reading. DICK HAYMES (The Troubadours) 83--84--83--83 DECCA 27885-The Eagle Fisher recording of this pre-time Enty Armold

hit has bewritt the sone very much back into the scene and this several-year-old Haymes a cappella elicing still has enough un the ball to provide operanding competition. 78--78--78--78 Bouquet of Roses Meissie of Haymes' his disting of the country-derives balled was rised originally a cappella during the last recording two. Song a being revived currently and this still stacks up to a five sliding.

AL MORGAN 81--82--80--82 Too Good to Be True DECCA 27867-From the pan of the writer of his "Jeahout Hoses" has comes this country-tinged baited which Margan delivers in his best eclimality style. Simple, tasty backing and a good dance test round out a disk which easily easter a particularly heavy Midwestern corn-

Bell response. 81--82--80--82 Hamailan-Havared builted, a haunting sort of song, is handed a strong and straight reading by Morgan. Makes this storing double-lated con-

EILEEN WILSON-CAMARATA

de a profitable tuen.

84--56--84--82 Wyoming DECLA 27851-Mile Wilson court off second-best to a big. stirring Comparate training in recoiling down this tenety standard. Thron does well by her cherr, the An cor-attracting by which stands note than This law "Charpining," was brought out of the mathematic by

81--84--81--79 His sweepling orking by Comprete provides along account for this target. Miles Wilson along it well. The receipt of the range head could provide

(Continued on page 49)

POPULAR-HILLBILLY-RACE

GALGANO DISTRIBUTING CO., INC.

4142 W. Armitage Ave. Chicago 39, III.

MASTERS . . . MOTHERS . . . STAMPERS

THE BILLBOARD Music Popularity Charts

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

Advance Record Releases

Records listed are generally approximately two weeks in odeance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers.

POPULAR

Alabama Jubilee Footane Sisters-Mitchell Ayres | Here's to My Lady-Nat (King) Cole-Les Baxter Any Time-Dick Haymes-Troundours (Bouques) I Love the Sunthine of Your Smile-Sir Hubert

Any Time-Helen O'Connell (Crazy) Cap 1895 At Dawning - Bob Sands-Sid Feller Ork (My) Cap

Baby Won't You Please Come Home Kay Stare-

Blue December -- Hugo Winterhalter Ork-Chorus

(1'II) Victor 20-4412 Blue Simple-Al Morgan (Too Good) Decca 27887

Sines in Burlesque, Parts I & 2-Stan Kenton Love Makes the World Go Round-Gisele Mac-

Crary Heart - Helen O'Connell (Any Time) Cap 1896 | Miss Me - Nat (King) Cale-Les Baster Ork (Hore's)

Cry-Georgia Gibbs-Glenn Osser Ork (My Old) Mer 5749 Fine and Dandy-Erroll Garner (Sophisticated) Col-

Grund Central Station-Fontane Sisters-Mitchell

Ayres Ock (Alahama) V 20-4387 Handful of Stars-The Continental-Eddie Barter (It) Cap 1877

A QUARTER OF A MILLION

BRAND NEW RECORDS

FOR THE HOLIDAYS

.09¢ in lots of 100

Place stock or sample order NOW

XMAS SPECIAL

"SPELLBOUND ALBUM" In

Shellac or L P

50% discount.

with order, balance C.O.D.

1538 W. Pico Blvd., Los Angeles 6, Calif.

Phone: VAndick 6021

No Lists Available

1. Western-Hillbilly

4. Sacred-Spiritual

2. Race

3. Popular

5. Juzz-Blues

6. Asserted

Ork (Miss) Cap 1893

Pimm-Eilen Sotton (1 Wanna) Kem 2710 I Wanna Say Hello-Sir Hubert Pimm-Ellen Sutton

(1 Lave) Kem 2710 I'll See You In My Dreams-George Strave Ork

(Song) Mer 5746 Crystalette All Stars (Laughing) Crystalette I'll See You In My Dreams-Hogo Winterhalter

Ork-Chorus (Blue) V 20-4412 Begin the Beguine-Whittemore and Lowe (Third) It Can't Be Wrong-The Continental-Eddie Baxter

(Handful) Cap 1877

Jimtown Blues-Pee Wee Hunt (Snog) Cap 1879 Laughing on the Outside-Kay Starr-Crystalette-All Stars (Baby) Crystaleste CR-647

Kentrie-Billy May Ork (Please) Cap 1878 Sources of Roses-Dick Haymes-Troubadours (Any Merry Christmas Exerywhere-Frankie Lanie-Harry Geller Ork (What) Mer 5553

My Beloved-Bob Sands-Sid Feller Ork (At) Cap

My Old Flame-Georgia Gibbs-Glenn Osner Ork (Cry) Mer 5749 -Never Before - Dean Martin-Dick Stabile Ork

(Sailor a) Cap 1901 October 32d, 1992-The Modernaires (Stampin') Corat 50609

Orenits in the Moonlight-Lee Monti Tutones (Should 1) Sharp S-40 Piana Anna-Lola Ameche (Rag) Mer 5750

POPULAR ALBUMS

According Album-Charles Magnante (2-10") Col (33) CL-6194 Toccata in D. Minor; Flight of the Bumble Bee; Malagorna; Wattz Allegen; Tea for Two; Tantalizing; Mozart's Been Around; Minutes with Magnante.

An Evening at the Pump Room Album (1-10"). Dinid - Le Winter Ork-Col. (33) 6195; Love for Sale: All the Things You Are; durt One of Those Things: You're the Cream in My Coffee;

Page-Jack Rael Ork-Mer. (78) A-102; Jingle Beile: Silent Night; Santa Claus Is Coming to Duster Polita-Six Fat Dutchmen (Make Me) Town the Christmas Song; the First Noel; Christmas Choir.

Sammy Kaye Christmas Screnade Album (1-10") Victor 53-4530 Town of Bethlehem; White Christmas, Winter Wonderland: Frosty the Snowman; Santa Claus Reindeer; Jingle Bells, Joy to the World; Hark, the Herald Angels Sing; O Come All Ye Faithful,

Song, of Stephen Foster Album-Kate Smith-Jack Miller Ork (1-10") MGM (33) E-106; 1 Dream of Jeanie with the Light Brown Hair; Beautiful Dreamer; My Old Kentucky Home; Nellie Was a Ludy; Massa's in De Cold, Cold, Ground; Old Brack Joe, Old Folks at Home; Oh.

HOT JAZZ

John Kirby and His Ork Album (Golden Era Serles) (1-12")-Charles Snavers-Butter Bailey-Russell Procope-Billy Kyle-John Kirby-O'Neil Spencer, Col (33) GL-502

Pack Up Your Troubles un Your Old Kit Bag-Robbins' Nest-Erroll Garner (It's the) Col 39580

Smith (Can't Do) Aladdin 165

AMI Formed To Pull, Pool Musical Talent

HOLLYWOOD, Dec. 1. - Designed to attract and to pool musical talent thruout the country, Associated Musicians, Inc., has been formed and will operate as a publishing house. Firm will publish new works, edit existing material and eventually branch out to include musical production for all available outlets. AMI's library and services of its editorial board is available to non-musicians as well as professional wind-

AMI prexy is James J. Boyle, and chairman of the executive board is John Bruecker. On the national advisory board are Ru-dolph Ganz, Jascha Heifetz, Lotte Lehmann, Hugo Leichtentritt, Darius Milhaud, Dimitri Mitropoulos, Gregor Piatigorsky and Deems Taylor. Editorial board is comprised of Emil Hilb, George Antheil, Emanuel Bay, Lucien Cailliet, Mario Castelnuovo-Tedesco, Leslie P. Clausen, Ingolf Dahl, Ernst Krenek, Frank Perkins, Miklos Rozsa, Clifford Vaughan, John Vincent, Adoph Weiss, Meredith Willson and

Maurice Zam. By its set-up, AMI intends to counteract some of the difficulties in developing musicians' talents. Outfit will also serve as business consultant and public relations advisor to musicians.

Angels Tell Mother-Pilgrim Travelers (I'M Trust)

Christmas More'-Rev. Charles Watkins (I Must) Savoy 4029

Every Day and Every Hour-Choir No. 2 Saptist Church, Warren, O .- Rev. L. Se. Clark (Walk in) Dome 1030

Morn') Savoy 4029 I'll Fir Away-Marie Knight-Erie Gladney-Vivlan

I'll Trust His Hand-Pilgrim Travelers (Anngels

Vivian Cooper (1'll Fly) Decca 48253 Walk in the Light-Choir No. 2, Baptist Church,

Dome 1030 Please Gisele MacKenzie-Billy May Ork (Love)

Ray Time Melody—Lola Amech (Plana) Mer 5750 - Aladdie 2028 Sallor's Polka—Dean Martin-Dick Stabile Ork Prince of Peace—Clara Ward (I Heard) Savoy

Decca 27881 Should I-Lee Monti Tutones (Orchids) Sharp

Song is Ended-George Siravo Ork (1'11 See) Mnr 5746

39615 Stomple' at the Savoy-The Modernaires (October)

Tennessee Saturday Night-Ella Mae Morse (Sonsational) Cap 1903

Too Good to be True-Al Morgan (Blue) Decca

Decca 27881

INTERNATIONAL

(0 Dul Viennola V-4011 Christmas Pulka-Paul Scott (Mama) Crystalette CR-599

Cuban Mambo; Un Besito; Pa Tu Cathetico; Die Fledermaus Radio Vienna Symphony Ork

(Morning) Viennata V:4007 Christmas With Patti Page Album (3-10) Patti Duchess Waltz-Schultz's Elm City Dutchmen (Pars thel Radiant 656

Victor (45) 47-4374

Col. (33) CL-6196; Silent Night; O Little Fill Em Up, Fill Em Up, Fill Em Up Georgie's Tavern Band-Lee Sweetland (My Little) Dec

Is Coming to Town, Rudolph, the Red-Noved LaRaspa Bamba-Carlos Prouche Ememble (Rumna) Viennota 4004

Make Me Go Round and Around-Six Fat Dutchmen (Duster) Victor (45) 47-4374 Mama Dancing Polita with Santa Claus-Paul

7833 1869 Merning Journals-Radio Vienna Symphony Ore

(Die Fledermaus) Viennota V-4007 My Little Green Parrot-Georgie's Band-Lee Sweettand (My Little) Dec 45156

Mature Bother-Mithey Ketz Ork (Mazeltov) Cap 7833 1869 Bechiedii-March-Radio Vienna Symphony Ora

Sharkey & Rings of Disteland (Kindin') Cap 1860 Pan the Beer Polks-Schultz's City Outchmen (Duchess) Radiant 656

These Foolish Things-Cal Tjader (Charley's) Rumha Rico-Carlos Proughe Ensemble (LaRaspe) Viennota 4004

West Coast Blues - Lightnin' Hopkins-Thunder Santa Claus Palka-Eddie Habat Ork-Bon & Millie

nota 4001

Stepping High Polka-Watter Solek Ork (Dynamite)

Ting-a-Ling-a-Jingle Waltz-Endle Habat Ork-Bob & Millir Holt (Santa Claux) Dec 45158

Waltz From Csandas Princess-Radio Vienna Symphony Ork.-Max Schoenherr (Waltz From) Vien-

Waltz From Woman Hater-Radio Vinna Symphony Ork (Waltz From) Vienno(a 4002

RELIGIOUS

Every Day, Every Hour-Branch Gospel Singers (Jerus) Score 1767

I Heard the Voice of Jense-Clara Ward (Prince) Savoy 4030 lesus at Real to Me-Branch Gospel (Every)

Score 1767 My Life is in His Hands-Soul Stierers (Silent)

Sensational-Ella Mae Morse (Tennessee) Cap Silent Night-Soul Stirrers (My Life) Aladdin

Low rates, complete processing, daily air express shipments. We serve many of the leading record companies in the business. You too can have the advantage of our expert craftsmanship. high fidelity reproduction. mirror-like appearance to your plates. Write inday for our rate card.

THE CHARLES ECKART COMPANY 4880 Sants Monics Blvd.
Los Angeles 27, Calif. OLympia 2001 GIVE TO THE

RUNYON CANCER FUND

DO AS SO MANY DEALERS—OPERATORS—EXPORTERS

Are Doing . . . COMPARE AND PROVE TO YOURSELF THAT FOR REAL SAVINGS IN TIME AND MONEY-RAYMAR IS THE PLACE TO SHOP FOR ALL YOUR RECORD NEEDS. ALL THE RECORDS YOU HEED, ON ANY SPEED, IN ANY QUANTITY, WHEN YOU NEED IT . . . AT 50 ABOVE WHOLESALE COST. ALL LP'S-45 & 78 ALBUMS-33 1/3 DISCOUNT

SLOWPOKE (21-0489) Pee Wee King-Available in any quantity-60c ea. HOWDY DOODY'S CHRISTMAS PARTY-45 & 78 only.

FOLLOWING XMAS MERCHANDISE AVAILABLE FOR IMMEDIATE NEEDS ON ALL SPEEDS, ORDERS SHIPPED SAME DAY RECEIVED. ALBUMS-MARIO LANZA, BING CROSBY, PERRY COMO, PATTI PAGE, WALTER SCHUMANN, ETC.

SINGLES-RUDOLPH, FROSTY, 32 FEET, CHRISTMAS CHOP-STICKS, XMAS TREE IN HEAVEN, JINGLE BELLS, WHITE CHRIST-MAS, SILENT NIGHT, 2 FRONT TEETH, XMAS SONG, ETC.

RECORD PLAYERS

With 45 RPM ATTACHMENTS 451 RCA \$10.45 45 RPM WITH AMPLIFIER 45EY1 RCA..... 17.95 20.95 45 RPM WITH AMPLIFIER (portable) 45 RCA or DECCA 22.45 25.95 45 RPM PHONO-COMB. TABLE MODEL P906 38.95

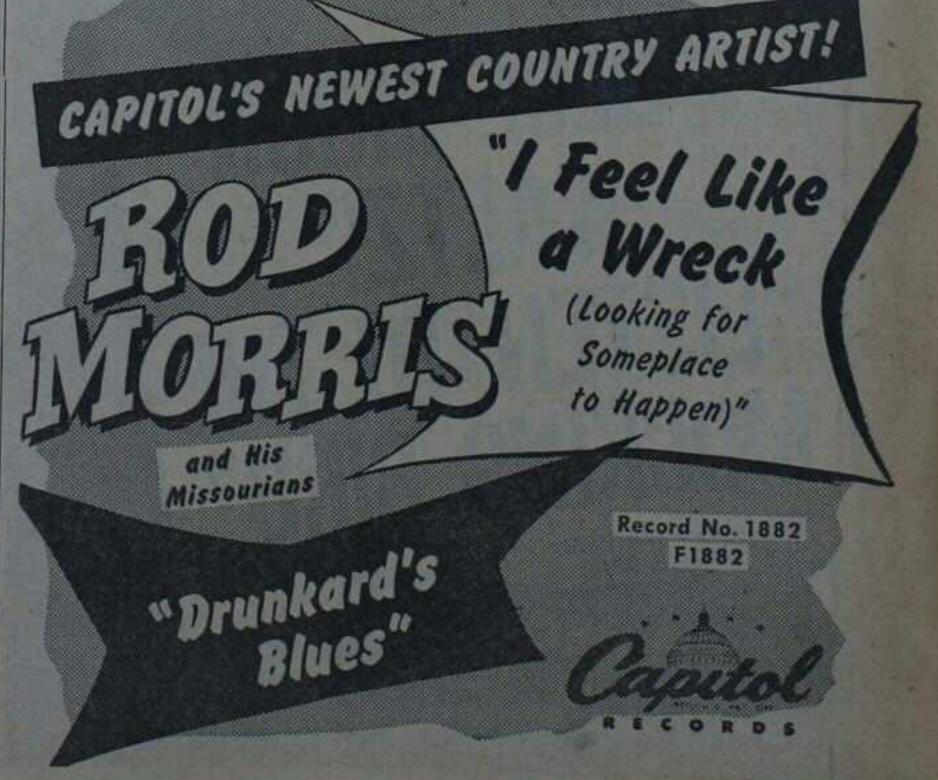
DECCA KIDDIE PLAYER (LIST PRICE, \$13.95) 3 SPEED-45, 33 1/3, 78-SINGLE NEEDLE-(LIST PRICE, \$26.75)

NEEDLE SPECIALS

RUBYPOINT NEEDLES. 40; EACH; \$7.00 PER DOZEN (List Price, \$3.50 Ex.)
RECOTON NEEDLES. 55.00 FOR 50 PKGS. 9 25c (List Price, 512.50)
SUPER MERITONE NEEDLES. 54.50 FOR 50 PKGS. 9 25c (List Price, 512.50)
FIDELITONE DE LUXE—\$1.00 LIST CARD. CARD OF 24
FIDELITONE NYLON—\$1.25 LIST PRICE—12 TO CARTON 5.40
FIDELITONE MASTER—\$1.50 LIST PRICE—12 TO CARTON 6.75
FIDELITONE CLASSIC—\$5.00 LIST PRICE—12 TO CARTON 8.10

Orders and inquiries invited from exporters—any catalog sent un request. When specified, orders will be shipped parcel post, special delivery—otherwise they go railroad express-new accounts, please send token deposit with orders.

84-32 164th St., Jamaica, N. Y. OLympia 8-4012 — OLympia 8-4013



DRIPO A Jumping Twosome BROTHER BONES with the Joe Darensbourg Quintet ME AND MY SHADOW LOU-EASY-AN-I-A on THEME 75 RPM P45-166 P166 RECORD CO. OF AMERICA 8510 Senset Blvd., Hollywood 46, California

"The finest sound on record"

WE BUY USED RECORDS

as they come-45's or 70's Our standing order granted year round. Jalen Amusement Co. 1200 Bolton St Baltimure 17, Md. LAfayette 6360

RELIABILITY - QUALITY RECORD PRESSING Originators of the NON-SLIP FLEX Pat Pendingt Research Craft Co. 1037 NO. SYCAMORE ST. LOS ANGELES 38. CALIF.

Test Pressings Free Small or Large Quantity, their Processing Masters SONGCRAFT, INC. I Must Tell Jews Rev. Charles Watkins (Christmas Cooper (On the) Decca 48253

Tell) Specialty B12 On the Sattlefield-Marie Knight-Erie Gladeny-

Warern, D.-Rev. L. Se. Clark (Every Day)

Cap 1878 (Never) Cap 1901

Sensational—Ellenn Wilson-Camorata (Wyoming)

S-40 Snag It-Pee Wee Hunt (Jimtown) Cap 1879

Suphisticated Lady-Erroll Garner (Fine) Cut

Coral 50609

Third Street Rhumba-Whittemore and Love (Begin) Victor 20-4404

What Am I Gonna Do This Cheistman-Frankle Laine-Harry Geller Ork (Meery) Mer 5553 Wyoming-Eifeen Wilson-Camarata (Sensational)

Christmas Metodies-Vienna Forest Choir Boys

Die Bossisken Kommen-Radio Vienna Symphony

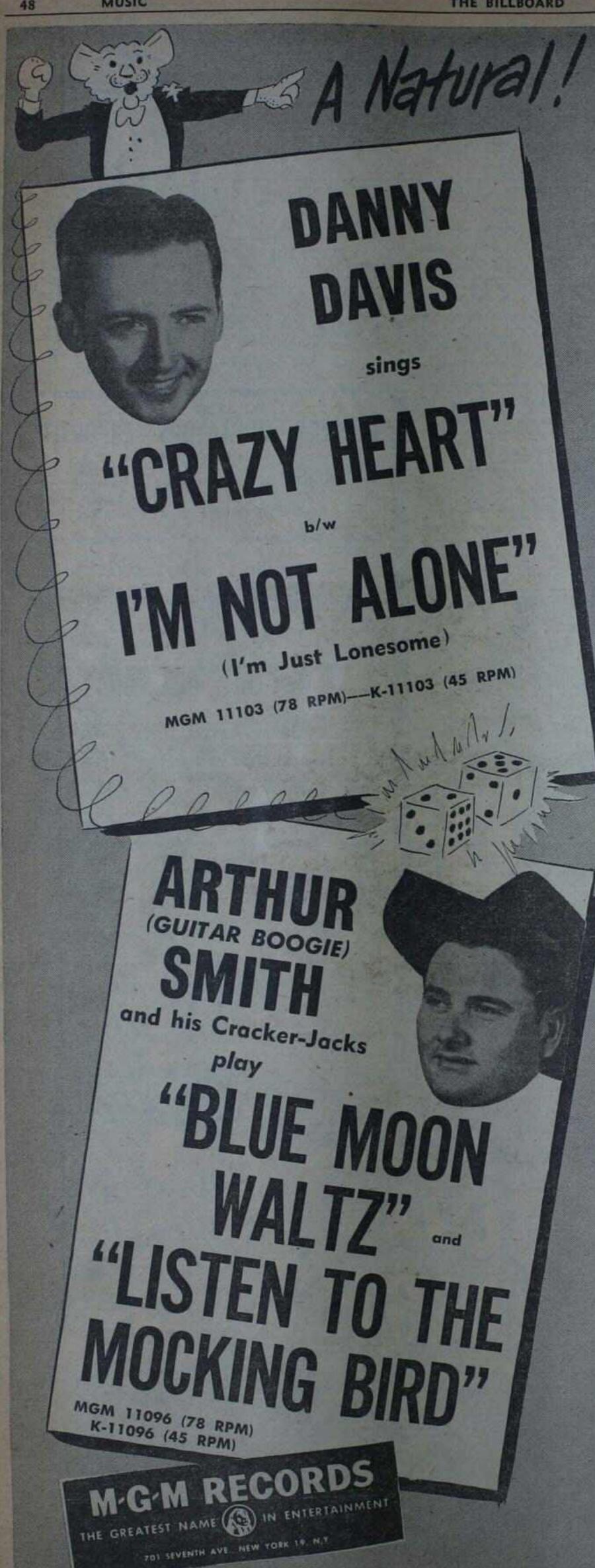
Dynamita Polka-Walter Salek Ork (Stepping)

Scott (Christmas) Crystalette CR-599 Mareltov Dances-Mickey Katz Ork (Nature) Cap

(Die) Viemoth V-4005 O De Freehliche-Vienna Forest Choir Boys (Christman) Viennola V-4011

Semenody Loves Mr.- Dave Brubeck Quartet (Critzy), 106 March-Grand Brass Band (Seyffertitz) Vien-

Halt (Ting-a-Ling) Dec 45158



THE BILLBOARD MUSIC Popularity Charts

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

• The Billboard Picks

In the uplnion of The Birlboard music staff, records listed below are most likely to achieve popularity at determined by entry into best selling, most played or most heard features of the Chart.

botter nowelty limms in a long time. Backed by the Chardettes and a slick Archie Blayer are, Godfrey gets off a solid personality performance on a ditty based on the Shebaygan Dutch dialect.

SNOWFLAKES Guy Lombardo Ork-Evelyn Knight

A good new winter waitz, penned by a nine-year-old Brooklyn lass and "Miccovered" on the "Songs for Sale" video show, is given a warm interpretation by both Lombardo and Miss Knight. The beautiful simplicity of the tyric should have wide and arrong appeal.

TENNESSEE SATURDAY NIGHT Ella Mae Morse

Capitol 1903 Mits Morse socks this one across in the same style as in her old "Cow, Dow Boogle" days. A big beat, and infectious melody and her projecting add up to a

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period ace not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's

10	ANYTIME			 Eddle Fi	sher-Huge	Winterhalter	014
						Vic	
2	TELL ME	WHY	*********	 FOUT ALE			Decsa 27860
13.	CHARMAIN	E		 Raigh Fla	magan Crk	Vic	tor 20-4373
4.	BLUE TAN	GO	**********	 Leroy An	derson Ork		Decca 27875
5.	CRY			 The Four	Knights		Capitol 1875

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 an what tune the record establers think

1	JINGLE BELL'S Les Paul Capitel 1881
2	ONCE Jan Pearce
	CHARMAINE
	MOTHER AT YOUR FEET IS KNEELING Booky Warns London 968
5.	CHARMAINE Decta 27859

• The Operators Pick

FIGHS that have appeared for three consecution works or three times within a six-week period are not receased below. Based out a weekly survey among them on what the juke how operators think

	CHARMAINE Gordon Jenkins Ork Decca 27659
2	SHRIMP BOATS
-	RAGTIME MELODY
18	CHARMAINE
4.	CHARMAINE Marrier 5724
5,	OUT IN THE COLD AGAIN Richard Hayes Mercury 5724

• The Country and Western Disk Jockeys Pick

FIGNS that have appeared for three consecutive weeks or three times within a the week period are not especial below. Based on a weekly survey among them on what the Country & Western Dick

DOCETY'S LITTLE COLORS FROM A STATE OF THE S	
1. GIVE ME MORE, MORE, MORE Left	y Fritzell
2. MUSIC-MAKIN' MAMA FROM MEMPHIS	ShowVictor 20-056
3. HOW LONG WILL IT TAKELeft	y Fritzell
A MICHT TORIN TO MEMBERS	COICA HOUSELT TEE MACCO STATES
E DI UE MONN WALTZ	IN DUILING TO SECURE OF THE PARTY OF THE PAR

Record Salesmen who want to make more money

To sell Billboard Subscriptions and TODAY'S
TOP TUNES to the trade. "for the asking."

WRITE

Circulation Department, The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

I would like to sell Billboard Subscriptions and TODAY'S TOP TUNES. Please send more information.

Address City Zone ... State

Distributor

Territory

THE BILLBOARD Music Popularity Charts

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

· Album and LP Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

rate catalog item. Tunes are all well known, tho

HONKY TONK PIANO ALBUM-Frankle 75

In a Little Spanish Town; Charybone Rog; Frankle

Carle Ray, Frankle and Uchnolog The Prisoner's

Since rantime plano waxings are currently in some

sort of apque, there should be a fairly good market.

for this collection by the well-known Mr. Carle.

Yet the fact that he tackies four of the six items

in the traditional barroom tempo makes this

package just a little too different from the type

of noked-up plano disks which are selling. Carte

more than makes up for it with a hilarinusty funny

in the style of a broken-down plane player. Second

best side is "Crarybone Rag." Coupling the two

sound make a fine single platter. The 88-er is

AN EVERING AT THE PUMP ROOM- 71

Love for Sale; All the Things You Are; Just One

of Those Things; You're the Cream in My Coffee;

Cuban Mambo; Un Besito: Pa Tu Cachetica; Mi

David Le Winter and his probestra, who have

played the plant Pump Room in Chicago's Hotel

Ambassador East for the past six years, have

wasted foor standards and four Latin-American

rhythms, in a program representing the music at

the society hangout. The standards by Kern,

Porter and Henderson, are played cleanly, with a

imaginative arrangements and exciting rhythms.

Le Winter's class piano stylings run thru the latter.

JAMES MODDY WITH STRINGS-Andre

set will have a lot of fun with it.

Hodeir Ork (1-10")

Blue Note (33) LP-5005

The kids won't go for this one, but the over-40

Autumn Leaves; Shade of Blond; September Sere-

and in ideas over his later day work in the States.

At any rate, his tasty, creative bop tenor works

in perfect harmony with a string and woodwind

probestra on the eight pretty and mainly rare

pops and also include several originals. The re-

KEYBOARD KINGS-Walter Greet (1-10") 70

Years; More Than You Know; Yea for Two; With-

out a Song; I Know That You Know; Sometimes

Walter Gross has long been known to be a tasteful

pranish and a fine tunesmith ("Tenderly"). This

LP collection of eight Viocent Youmans melodies

of keyboard music who are not familiar with

Gross's E8-ing. Nothing startling happens as Gross

timber his may thru the tunes with the assistance

of a reserved chythm section. The final result is a

package of good plano music for erudite disk

buyers and good music to read by for the fest

SONGS OF STEPHEN FOSTER-Kate 70

Denam of John With the Light Brown Hales

Beautiful Desamer; My Old Kentucky Home: Neille

Was a Lady; Massa's in De Cold, Cold Ground;

Old Black Jos; Old Folks at Home; Oh! Susana,

The Miss Smith hasn't been a top pop record seller

In years, this type of disk package makes profitable

catalog for the thrush. Certainly her TV work

has won for her a targe, and perhaps, new audience,

That she is singing netter than the has in some

time is also exident from her work on this package

of Stephen Fatter meladies. She approaches each

selection with warmth and feeling for the lyrics.

Occhestral background by Jack Miller, her long-

time arranger-conductor, are perfect examples of

JOHN KIRBY AND HIS ORK ALBUM

(Golden Era Series)-Charles Shavnro,

Butter Sailey, Sutsett Procope, Sitly

Kyle, John Kirby, O'Neil Spencer (1-12")

The third release in Columbia's series of LP er-

liques of chaisic jazz figures finest recorded work

spotlights the intricate and humarous wearings.

of one of the forement of all chamber jazz groups,

the John Kirty hand. The Kirty group made its

mark for its tasty miniature originals and for lightly

and numerously swinging the classics. These

12 samples were put to was between 1939 and

1941 and cover a cross-section of the pand's subtle.

soft style. Trampeter Chartle Shavers and planist

work in this collection. The selections stand up

with amazing strength and treshoms there doesn

collectors and with those whose tester include dell-

scriptings for a singer.

Col (33) GL-502

scholarly customers. Recording is used.

Smith-Jack Miller Ork (1-10")

Orchids in the Moonlight; Through the

I'm Happy; Time on My Hands.

MGM E-114

sides are good jnck and juke material.

David Le Winter Ork (1-10")

Columbia (33) 6195

Prieta: Mambo Negro.

tatirical rendition of "In a Little Spanish Town"

POPULAR

not over-done.

V (45) WP-327

Song Rag; Plans Roll Blues.

CHRISTMAS WITH PATTI PAGE ALBUM 87 | not be a sudden runh to buy this one, it's a first-Mercury (78) A-102

Junto Belle, Silent Hight, Santa Claus to Coming to Town, The Christmas Song, The First Moet,

The Power of the Patti Page name, plus the wellown carols and pops included in this album. and make it a standout for the Christmas trade. The singer turns in a great job, with the outstanding sides "The Christmas Song," "Jingle Beth - song in a selld jazz tempo, and "Silent Might' -delivered rescrently and sincerely. "Christmes Cheir" uses the "four voices" of the canary in a striking effect as a choral background. It's a tick job, put up in an attractive package. Should do well extryohere.

TREASURY OF IMMORTAL PERFORM- 84 ANCES (new 12-album release). BUMBAS-Xavier Cugat (4-7")

8 TO THE BAR-Pets Johnson-Albert Ammons

¥ (45) WPT-14 GETTING SENTIMENTAL -- Tommy Dorsey (4-7") ¥ (45) WPT-15

TANEOS-Xavier Cugat (4-7") ¥ 1451 WFT-16

UPSWING Dorsey Miller-Goodman-Shaw (4-7") V 1451 WPT-17

SMOKE RINGS-Darray-Ellington-S. Kaye-F. Martin-Miller-Shaw-L. Clinton-Goodman (4-7") TOMMY DORSEY ALL TIME HITS-Shintra, Staf-

Sord, Pled Pipers (4-7") V (45)WPT-20

JIMMIE RODGERS MEMORIAL ALBUM, VOL 1-13-7"1 V (45) WPT-21

Eline Vodel No. 1; Frankle at Johnny, The Brake- few southes of color, in the usual bistro tempo. man's Blues; Daddy and Home Away Out on the The Latin tunes make the stronger side, with Mauntain; Never No Mo' Blues. JIMMIE RODGERS MEMORIAL ALBUM NO. 2. VOL. 2 (3-7")

V (45) WPT-22 Walking for a Tealing Blue Vodel No. 4; My Old Pair Desert Blues; I'm Sorry We Met; Blue Yodel

HAMIE HODGERS MEMORIAL ALBUM, VOL 3

V (45) WFT-23 My Carolina Santhine Girl; Sleep, Buby, Sleep; noth; So very Pretty; Jackle, My Little Cat; Be-Blue Youlet No. 2; Tuck Away My Loriesome Shies; delia: Loving You the Way I Do; Singing for You. or Old South South by the Seat Blue Yourd No. 6. Moody is the former Dizzy Gillespie band senor

THEME MUSIC FROM GREAT MOTION PICTURES soloist who left this country to live in Paris. The -Al Goodman Ork (4-7") (from "Gone With the move must have been a good one for the cool Wind," "Flesta," "Spellbound," "Lost Week- Lenorist, for in this Paris-made album he demonand," "Undercurrent," "Duet in the Sun," "Love ttrates a marked improvement both in technique

V (45) WFT-24 GLENN MILLER CONCERT (Vol. 1) (4-7")

on a Cities down; Gaing Home, St. Louis Blies; Selections that comprise this package. The tunes, Tiger Rag; Jeresy Bounce; Everybody Loves My in the main, are from the recent crop of French by; Georgia On My Mind; My Blue Heaven.

The dozen albums listed above represent the latest suitant music is a released, pleasant modern jazz per issue to BCA Victor's "Treasury of Immortal of the sort which made the Charlie Parker With Performances" series. All but the Gienn Miller Stringt idea to successful a commercial entity. package were called from the cream of the Victor This highly listerable album thould do a handsome catalog, are all sure-fire merchandise and should business, if only by word of mouth. Andre Hodeir he in any well-rounded stack. Perhaps the three serves as the orchestra's conductor and does very Jimmie Rodgers packages will not have much well by the job. Well recorded. uplor in gity areas, but this mighty country writerrbler, currently much celebrated in the work of contemporary country performers, should make a strong attraction in the country markets, the the recordings date back to 1928. The "Eight to the Bar" package, a toogle-woogie Jaca item with standard merit, has not the general values of the remaining eight packages and should be ordered accordingly. Standout item in the release is the Glenn Miller album, the only package which does suffection of eight off-the-air performances of the should give many a Gress fan a happy half hour not come under the heading of reissue. It is a late Miller's crack craw of tunes never before of listening and, also, introline those collectors available on was by the band. Since Miller's same still packs a powerful wallen in the was mart, it figures that this album should be the wet to the enlease to draw the strongest immediate eraction and possibly prose a best-selling item. it certainly will get a mess of disk jockey play. The two T. Dorney and the two Gunat packages From the a great standard catalog, so does the colection of motion picture theme melodies. The "Up Salve" and "Smoke Rings" enflections likewise are popular potpourel of tap standard etchby top orkstors. The refeate should prove a bighty producable one for the Victor company at well an for dealers.

SAULY KAVE CHRISTMAS SERENADE QQ

Silent Nights O Little Town of Bethlehem; White Christman Winter Wonderland; Fronts the Srowmen, Santa Claus in Comier To Town; Ruidolph, the Red-Bused Reindenr, Jingle Bells, Joy to the World Hark! the Herald Angels Sing: O Come All

a a seasonal item, this collection of familiar Valetine muses, both pop and religious carely, based garner a good cale annually. The package has been produced in a state similar to the Maye radio programs. The the talk is mission, the berenade begins and ends with a medity of carnit. In televers are six well-known Christman sept. Selections see-uses by the Kayders, the male above and by soldists Don Hopers and Barbara Berecon. For the Kayo famt, this is a must, for athers, it's an excellent collection of Christman marie. Jicks could make good use of the material.

MODILICAT MUSIC ALBUM-Russ Mor- 78 San-Ora (3-1077) Desta (33) DL-5365

less Macry, Pace Butterfly, Bushts of Splettor, You and the Hight and the Minie, Just One of Stilly Kyly, in addition to hatsist Kirby, the key

This collection of thee walters and five fox-tests, years later. Of course, third values will be with all done is the best Morgan impromental manuals, as screet for dancing and just plain ectuard listenthe melony and the recet string, muted brass any in larg. Titles include "Anitra's Gasce," any in larg. Titles include "Anitra's Gasce," "Milembe," "Sermande," "Double "Mile toyers on all levels. While there may Talk," "Opus 5," "Imprompts," etc.

Record Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.

TUNES COMMENT

81--83--80--81

· Continued from page 46

POPULAR

FRAN WARREN (Ralph Burns Ork)

MGM 11114-The beautiful new hallad serves as a fine vehicle for Miss Warren to sell her social warmth. If the tupe makes it, this could be the big one.

77--80--74--76 The heautiful Well ballad from the "One Touch of Vermi" flick gets a tendor reading from Miss Warren, the appeal seems to be limited to the buyers of airty tunes and renditions

backed by a rhythm tection. In any case all time ROBERT Q. LEWIS (LeRoy Holmes Ork) 81--82--80--82 I'd Like to Baby You MGM 11116-Hokey citty from the flick "Aaron Slick From Pumpkin Crick" gets a rousing interpretation from deeply Lewis and a fem group. This one bears watching as a nevelty wax follow-up to Lewis' "Where's-A

> Your House," 75--78--73--74 Grand Central Station Despite a good dance orking and Lewis' efforts; this shapes as little more than a countine rhythm afforms.

LOLA AMECHE 81--81--80--82 Rag Time Melody
MERCURY 5750-The Der Wood-made ditty is handed a really live coverage effort here with Miss Ameche turning out the lyris aptritedly and the accompaniment projecting strengly the driving percussive planistics that distinguished Miss Wood's instrumental version.

Sands, the Fred Waring tenor, turns in a pleasant reading of an evergeeen.

68--68--66--70 Another hunky-tonk type novelty provides an adequate illier for the nunerior tomide:

BOB SANDS (Sid Feller Ork) 81--84--81--78 My Beloved CAPITOL 1897-Sandy turm in a first-case schmattz enor warble of a high-grade balled from the "Aaron Slick" score. The Lanza style single could have come on a little atronger, but generally this should make a good slicing for him 68--70--68--66

BILLY WILLIAMS QUARTET (LeRoy Holmes Ork) 80--82--79--80 MGM 11117-Group's waxing of a light novelty item they've done on TV should find a market with their TV fam and, perhaps, stir up 2 little action on its own. Busy signal gimmick and Williams stylland chant spark

76--78--74--76 I'll Never Fail You An above-average ballat gets a typical Williams group rhythm chant. Should please the quarter's face.

THE FONTANE SISTERS (Mitchell Ayres Ork) 74--77--72--74 Grand Central Station VICTOR 20-4387-The Funtanes, as always, get a handsome blend in harmonizing on a likebile shythm nosefty entry. It's an amusing triffe which should capture spins. 80--83--78--78 Alabama Jubilee Excellent out-and-out pop poverage on a dittly which has been stirring

via a Red Foley sticing. Girls do well to a crisp backing which featores a snappy bones sold a to the Folley slitting. Should capture some of the second-run butiness. DANNY SCHOLL (Allan Small Ork) 78--81--76--78 I Remember You, Love VICTOR 20-4405-Baritone School sungs the new bailed entry in a warm

of this dick. Vocal group and ork back him well. 77--80--75--77 Strong male socal cossesse here on the Creale-derived click disty. School, the legit musical worbler, projects the lyrics with feeling while

semi-verticale style. The chanter shows much promise on the strength

a vocal group and ork supply a spirited hackground. Are You Game to Play the Game With Me? 77--75--75--82 RAINBOW 147-Todd sounds at his best on a waitz ballad with that old-time community sing flavor. If this yess started it could be one

When the One You Love Loves You 75--74--74--77 More of the same kind of material and performance here, the the melony is not quite as strong as the top side. GEORGE SIRAVO ORK

77--79--74--79 I'll See You in My Dreams MERCURY 5746-Street user a modern form of the T.D. "Marie" style to come up with his entry in the pic-implied recival of this levely evergreen. Trusti Richards does a forceful lab as the sale shoust simp nig to ensemble-shout lyvical punctuature. Band work is criss and the heat is swinging. Good record which should get declay and juke plays.

67--72--65--65 Song Is Ended, The Swing instrumental reading of the Berlin side is noteworths for good heat and delaing emembles. Shoots be good for some derior action

76--77--75--77 Don't Rob Another Man's Castle CAPITOL 1867-Singer turns in a paignant reading of this teary excountry oldie. Should eatch some coin. Why Am I Crying? 72--72--73--72 A pinazant cerformance by Doherty of "Top Banara" cost on a quiet

nation Orchestration is first rate. You're a Heavenly Thing 76--80--75--74 CAPITOL 1664-May, backed by a rhythm group, occupanies himself on the plane, displaying on ever-present flair for the modern in so doing. He gets better than must projection' against the righten support and

makes a most pleasurable slicing of the fire oldie. A good deeps ber. 68--70--67--67 Foolish Little Rumors I creme does very well by a filmus little ditty. TOMMY TUCKER ORK (Peter Hanley-Sally Sweetland)

Whisp'ring Shadows MGM 12128-The attractive waits item, which started to tile up some action in the Midwest, is handed a highly listenable reading by the Tucker. ark with a mangolin, Feter Hanley and soprana Sally Sweetland sparking. the stick. If the tune breaks thro, this one should gut some of the action,

73--74--72--73 The new bounce ballad is served up putatably by Tucker's group with bary Harring Teating the chant. LOUIS PRIMA ORK

74--75--73--75 COLUMBIA 39614-Louis makes his bow on Columbia with a typical rancoun Prima reading of a novelty item replete with Italian phrases. hould do fine in the big cities. Shake Hands With Santa Claus

72--73--71--72 The Frime pipes and trumpet run thru a rhythm ditty with a sami-

76--77--75--76



POPULAR

* MARY SMALL I LIKE IT, I LIKE IT DOMINO

15129 and 45-15129 IF I CAN LOVE YOU IN THE UNDECIDED 15128 and 45-15128

* MURRAY ARNOLD I TALK TO THE TREES

1'M ON MY WAY 15131 and 45-15131 LET ME CALL YOU SWEET-15139 and 45-15139

15142 and 45-15142

* DICK BROWN I WISH I HAD A GIRL SHRIMP BOATS 15151 and 45-15151

FOLK-WESTERN

* HAWKSHAW HAWKINS SLOW POKE TWO ROADS

998 and 45-998 BLUE SKIES IN YOUR EYES SUNNY SIDE OF THE MOUN-

997 and 45-997

* MOON MULLICAN HEARTLESS LOVER ANOTHER NIGHT IS COMING

* COWBOY COPAS TIS SWEET TO BE REMEMBERED BECAUSE OF YOU 1000 and 45-1000

* EDDIE SMITH & THE CHIEF

SWEET BUNCH OF DAISIES OVER THE WAVES, MED-986 and 45-986 SAN ANTONIO ROSE

WOW-WOS 1002 and 45-1002

SEPIA-BLUES

* EARL BOSTIC FLAMINGO I'M GETTING SENTIMENTAL OVER YOU 4475 and 45-4475

SEPTEMBER SONG 4444 and 45-4444

* WYNONIE HARRIS LOVIN' MACHINE LUSCIOUS WOMAN 4485 and 45-4485

BLOODSHOT EYES CONFESSIN' THE BLUES 4461 and 45-4461

* MOOSE JACKSON I'LL BE HOME FOR CHRIST-I NEVER LOVED ANYONE BUT YOU 4493 and 45-4493

* THE DOMINOS CAN'T ESCAPE FROM YOU 12022 and 45-12022

UOY HTIW MA I WEEPING WILLOW BLUES

DELUXE

* ROY BROWN BAR ROOM BLUES GOOD ROCKIN' MAN 3319 and 45-3319

THAIN TIME BLUES 3318 and 45-3318



LINDY DOHERTY (Sid Feller Ork)



NIGHT CLUBS-VAUDE

-The Portable Electronic Organ that plays from any Piano Keyboard

EASY TO CARRY

Light in weightquickly installed

or removed. Easily carried to stages, brondcasting stations, or on tour. Easy for any pianist to play without special training. Get information, today.

The pianist of a leading quintette says, "I used to break my fingers playing a show trying to get the volume to build up an act-But NOW, with the Lowrey ORGANO, I can take it easy and do a better job. The ORGANO supplies the volume for the introduction, the buildup-to bring the act on or send it off-Its amazing range helps us do a better job all the way."

It will pay you to know about the Lowrey ORGANO-the amazing elec-

LOWREY

LOWREY ORGAN DIVISION Gentral Commercial Industries, Inc. 332 S. Michigan Ave., Chicago 4, Ill. Please send me full details and literature on the ne-

BOB HOPE . SONJA HENIE C. W. VAN LOPIK . NAT (KING) COLE WALTER A. BROWN . NORMAN GRANZ H. W. J. BARNET . CHARLES A. McELRAVY ARTHUR MICHAUD . NATHAN PODOLOFF ED FURNI . C. A. RITTER WILLIAM MAAS . WILLIAM COKER EDWARD J. QUIGLEY . JUSTUS EDWARDS AXEL H. REED . DAPHNE (DEE) POLI

These TOP NAMES of the Business . . .

tell you where you fit into the picture in an interesting and valuable collection of feature articles written especially for

The Billboard Auditorium-Arena Number dated December 22

More information on

PAGE 57 . . .



SELL YOUR ACT!

GET PHOTOS THAT'LL SELL YOUR ACT ON ADVANCED PROMOTIONS . . . SELL YOU WHEN FEATURED OUT FRONT. CALL FOR APPOINTMENT.

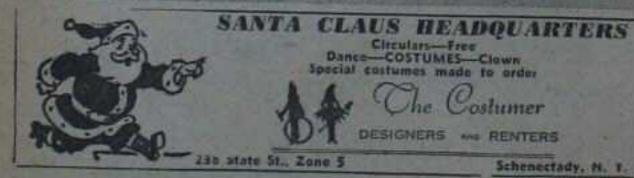
Glossy 8x10's and 1 large 11x14 photograph. 3 finished poses from a selection of 6 to 8 taken.

PRINT copy

PRICE NOW

BONOMO Professional Theatrical STUDIOS

CI-7-3883



Hocus-Pocus

-By BILL SACHS-

her seventh engagement there, flew back to New York last Wednesday (28) for a string of dates around the Big Town. She played New York's Jamaica Thea-

ter before hopping to Florida. talist new to the night club field, is currently displaying his wares in Las Vegas, Nev., while searching for a pilot to steer his course. He has been lecturing and demonstrating at universities. Nardini and Nadyne wind up a

two-weeker at Hotel Last Frontier, Las Vegas, Nev., Thursday (6) and make a mad hop to Denver, where they open the next day at the Park Lane Hotel for a fortnight's stay, From Denver they will motor to Detroit to spend Christmas with Nadyne's parents, and from the Motor City jump to Worcester, Mass., Nardini's home town, for New Year's. Nardini and Nadyne resume their road trek at Birmingham January 7 with a 10-week tour for International Harvester. They follow that with an extended Southern swing. tronic piano-organ, Send coupon, today. S. David Walker, back in Miami Beach, Fla., spots with his magic-mental turn, writes that he

recently bumped into Frank Garcia, the Great Michael, Jimmy Grippo, Bobby Baxter and Myrus there, with the season expected to bring a host of other mystery workers. Garcia, it is reported. is expected to head back to New York soon. . . . Stephen G. Brenner, still working his comedy magic under the name of Bozo ment also is interested in learning

at the Olympia Theater, Miami, store in Baltimore. He has appeared with a number of the leadpeared with a number of the leading circuses and side shows in the past . . . The Baileys, man-and-wife magic team, are touring for S. E. Patton's Carolina School Assemblies. Working the same circuit are Helen and Nevin Hoeffert, who have shelved their magic to present a bird turn billed as the Valentines.

TENKAI AND OKINU, Japthemselves a holdover at the Sho-Bar, popular New Orleans nitery... Thomas the Magician (Thomas

Bookers Accused

cial investigation by government

Areas where kick-backs are the Bernardino and San Francisco. In some instances AFM locals were working in connection with agencles and in turn face stiff action by James C. Petrillo. AGVA found that the agencies in question failed to file booking reports.

Kick-backs were managed when the camps offered dates only if they received money back from the agent. So if an agent booked a band at \$500, he might have paid the ork \$300 and returned part of the remaining \$200 to someone at the camp. Cases of double contracts also were found. Governthe Clown, has begun his sixth just who got kick-backs and what

anese trixsters, have won A. Henricks) is set in New Or-

worst are San Luis Obispo, San

season as the magical Santa Claus was done with the money.

Burlesque Bits

ler, has been engaged to play a Henry Caspar, a furniture buyer, featured part in a new pic, ten-tatively tagged "The Maniac," Janie Brown launched their new

scene of a gala testimonial dinner party in his New York studio, and entertainment taken part in December 15. . . . Joe Madden. by 550 friends who came to honor last with "Diamond Lil," is again lames J. Lade, former burly enacting the role of Uncle Mistlebar and grill and local prize fight Fields' store in Chicago. . . . referee, on his 72nd birthday. Among show folk attending were Union City, N. J. for the week Herman Sirota, treasurer of the of December 23 will be Renee Circuit; Irving Wolf, local nitery switched clubs in Hollywood, operator; Oscar Markovich, con- moving from the Toddle House cessionaire, and Bernie Ferber, to the York. Gayety theater manager. Most of the others participating were made up of politicians and pugilists. Sally Rand headed a long list of entertainers. . . Bob Ridley has changed from singing juvenile to an eccentric comedian. Co-comic in the same unit is Charlie Robinson. . . . Georgia Lane has closed at the State Theater, Canton, O., after a three-month tour of the Kane Circuit. She will spend a month in Detroit with her children and returns to the circuit

December 28. Evelyn Taylor became transformed from a featured strip to

Danish Guild

pay dues before they were per-

mitted to work. They were similarly treated in New York.

The D.A.F. has contacted various other groups of variety artists in Europe in re reprisals, and several officials of such orgs have agreed to attend the annual meeting of the D.A.F., to be held here December 14, at which it will be proposed that all European artists' federations agree to join in enacting retaliatory measures against AGVA. The D. A. F., which passes on all applications of alien artists for working permits in Denmark, proposes to enact a regulation obliging American vaude and circus artists working in Denmark to pay the same amount of dues to the D.A.F. as Danish artists are obliged to pay to AGVA.

Lili Dawn, thru Samuel Kess- a housewife when she wedded to be produced by the Panther Production Company, of New York and released early in 1952. Hazleton, Pa., December 6, thru Cass Cansandra Mayo's Matty Rosen. . . Stinky Fields. iatest song, "Dear Lord," topped with the retirement of Shorty the programed list of a repertoire McAllister because of a heart atof 32 that comprised a recital by tack, has a new "Shorty" team-Elmo Russ at Carnegie Hall, New mate in Harry Seymour. . . Fred-York, on November 26. . . The die Fulton is to honor Leigh Shoreham Hotel, Washington, Whipper, veteran stage, screen D. C., on November 19, was the and TV star with a plaque at a straight man, now owner of a toe with Santa Claus at Marshall

Headliners at the Hudson, Empire, Newark; Jay J. Hornick Andre, Billy Ainslee, Bert Carr and Joe Hirst, execs of the Hirst and LaVodis. . . . Mickey Williams

Extra Added

sold out her interest in the Black Cat to her partner, Manny Jenkins, and departed for Miami Beach. Except for pianist Jack Oberman, the Black Cat has an all-gal show running with Gigi and Aida, the Three Orchids and the Kay Karlton line.

Philadelphia, Pa. CLINTON HOTEL 10th below Spruce NEW TILE BATHS Air conditioned Cocktail Lounge and Restaurant. Special weekly rates. Housekeep-ing Apartments.



All Large Outside Rooms from \$2.00

Break your jump East or West. Can offer many night club, theater, convention and banquet bookings. Write, wire, come in!

RAY S. KNEELAND 751/2 W. Chippewa St., Buffalo Z.N.Y. ALL LES PROPERTIES

Dye Drops, Flat Sets, Cyclorama, Draw Curtains, Operating Equipment.

Schell Scenie Studio 591 St High

Columbus, O.

For All Branches of Theatricals

OF DAGS

WITH THE LAND SKIPPINGS.

BELACKOUT BOOKS, DA. BOOK SES OF A BLACKOUT BOOKS, DA. BOOK SES OF THE CEREMONIES

OF DAGS

WORTH OUTT A THOULAND COLUMN.

No C. O. D. L.

DATE: A COLUMN.

200 W. 54th St., N. Y. C. 19, Dept. BB

FOR THAT XMAS GIFT

GIVE HIM SOMETHING USEFUL!

A complete set of 25 issues of

Fun-Master Gag Files

Or/ 4 Vals. BOOK OF BLACKOUTS Or/ THE GIANT CLASSIFIED ENCYCLOPEDIA OF GAGS or/ all of the above items!!!!! THIS IS A XMAS GIFT THAT'S NOVEL

For PRICES see our AD abovel PAULA SMITH

200 W. 54th St., N. Y. C. 19, Dept. BB



· Toupess.

World's Largest Creators of Hair Styled Pieces FREE CATALOG

SELAN'S

Our Hair Goods are all expertly made of the finest first quality HUMAN HAIR. Write for our FREECATALOG and WHOLE SALE PRICE LIST on latest atyle Hair Piezza

• Chighnes • Page-SELAN'S HAIR GOODS CO. 32 N. State St. Switches Transformations . Wins

Ion-Transferable FITS THROUGH THE WESTERN BADGE & NOVELTY CO. \$402 N. EXCHANGE ST . ST. PAUL Z. MINN.



News items, advertisements from U.S. newspapers and magazines. BURRELLE'S PRESS CLIPPING BUREAU Telephone: BA 7-5371 165 Church St., New York 7

When in BOSTON It's the HOTEL AVERY

Avery & Washington Sts.

The Home of Showfolk **********************

Jack Montgomery

Exotic Dancers, Strips, Chorus Girts. Booking Night Clubs.

MILTON SCHUSTER Sooklet Listing

Sooklet Listing Theatrical Agencies Through the USA and the World) at Ea. \$16 Os THEATRICAL GUIDE

Learn to apply this tremendous POWER.
Win Love, Develop magnetic personality,
control. Increase your income, ANYONE
can master this great mystic power in
short lime. DON'T DELAY. Write for
free information NOW-TODAY!
"Proven guaranteed results since 1821"
[NSTITUTE OF APPLIED HYPEYOLOGY

120 Central Park So., N. X. 13, Dept. 43

GIVE TO THE RUNYON CANCER FUND LEGITIMATE

Broadway Openings

I AM A CAMERA

(Opened Wednesday, November 26)

Empire Theater

Sally Bowles Julie Harris Natalia Landauer Marian Winters Clive Mortimer Edward Andrews Mrs. Waisen-Caurtneidge Catherine Willard

to pack up his mental candid put them on paper. Of course, there are other contributory elements-his finely strung Jewish gal pupil who is bedeviled by the Nazis: a German friend who pretends to be Aryan, but isn't; a sentimental landlady who is brash American playboy with a delightful. wad of cash but no conscience, and the gal's Toryish British mother who belatedly gets into may not add up to a well-tailored play, but it does make a montage that is steadily and increasingly arresting.

Julie Harris Superb

However, any arguments which may arise as to "Camera's" merits as a play cannot exclude the fact that it proves Julie Har-director Raymond Rouleau to ris' unqualified right to a topbracket niche among the best of ing flavor. These assets should our current younger actresses, be more than sufficient to keep After her last superb job as the even such inconsequential foolery teen-age tomboy of "Member of for a successful stay at the Fulton. the Wedding," Miss Harris shows that she can move up a decade cerns a li-year-old young hoyden at the drop of a hat. She turns the what could easily be a be- in the footsteps of mother, aunt over \$45,000 worth of tickets to Mary Chase's "Mrs. Thing" in the draggled featherbrain into a vi- and grandmother who have esbrant, always likable and often chewed matrimony in favor of poignant changling. Miss Harris is completely grown-up craftwise.

William Prince adds an excellent portrait of the vacillating young author, and there is solid support from Olga Fabian, Martin Brooks and Marian Winters. Edward Andrews gets in a fine bit as the giddy tourist who has nothing on his mind but fun, and Catherine Willard is suitably stodgy as the standardbearer of British upper middle class propriety.

Van Druten has staged his own play admirably, bringing out exactly the values he has stated are his target. Boris Aronson has designed a drab Berlin roominghouse set which is more than

In sum, "Camera" will get its pros and cons. But from either theater, and Julie Harris' per-formance alone ought to sell it at a young lady who is definitely Curious Savage" in the ballroom the Empire for months to come.

Foreign Review

THE MOMENT OF TRUTH

Opened Wednesday, November 21)

Adelphi Theater, London

A play by Peter Uniting Staged by John
Fernald, Sets by Panny Taylor. Costumes
by M. Berman, General manager, Philip
Algar, Stage director, John Muccey Prese
representative, Bill Beviz, Presented by
Bannit and Dunfer in arrangement with
Jack Rytton.
The Owners!

Anthony Marlow
The Pernigh Minister

Charles Goidner
The Marshal's Daughter Josephine Griffin
The Marshal's Daughter Josephine Griffin
The Wirse

Rytton

Rich Pertman
The Photographer

Rytan Winde
The Photographer

Rytan Winde
The Plance

Harry Gwyn-Daylis

Is it better futilely to fight on

Truth."

ertine he is supposed to be, he
endows the role with sufficient
charm to fit the airy nonsense of
the overall.

Scriptwise, "Gigi" has moments
when it could be a lot better, but
it is so delightfully presented
and played that the average pewbuyer isn't going to worry about
them.

Bob Francis.

Truth."

Is it better fatilely to fight on Truth. to the last soldier, to delay the invader to secure some stability for often in a stronger position poyour bewildered people? That is the prime minister states his terms to prime minister of an unnamed country the enemy general—leave half seaton in the Sun (Carr) Detroit. -clearly France-in Peter Usti-

GIGI

(Opened Saturday, November 24)

Fulton Theater

A comedy by Anita Loos, based on the Colette novel. Staged by Raymond Roulean, Settings by Haymond Sovey. General manager, Morton Gottlien, Stage manager, Richard Bender, Press representatives. Bishard Manager, and Frank Goodman. Presented by Gilbert Miller. Alicia de St. Ephlam, Gigt's aunt Cathleen Meshitt

Loos has achieved no comedy good start, people might go to masterpiece with her adaptation see "My L.A." for comparison of Colette's novel, "Gigi." While purposes. close-ups and go back home to its basis of a complete inversion

> sets by Raymond Sovey which is spritely incidental music to fur- a concession from Equity. ther the mood. Besides hand-picking a splendidly competent cast, give "Gigi" authentic Gallic stag-

Colette's rattish conceit conmore or less lucrative temporary liaisons. They hope that Gigi will turn out a credit to their example. cals of the Shubert office had When they find that Paris' top agreed to sell her that amount playboy of the moment is inter- of tickets for the Show-of-theested in the youngster, they set Month Club and then had refused sons back. "Mrs. Thing" was about ensnaring him as her "protector." The shock to family sensibilites may be imagined, when that according to the statute of Gigi-having a mind of her own, fraud a contract for the sale of puts wedding bells above a merchandise worth more than \$50 gilded villa, and gets them via must be in writing and subscribed the tired young plutocrat is reali- to by both parties. zation that her youth and freshness are just what he needs permanently around the house.

Vital Audrey

import, named Audrey Hepburn, brings exactly the vital youth and buoyancy which the comedy has to have from it pivotal character. Young Miss Hepburn makes one of the most auspicious Stem degoing places theaterwise. Cath- of the Valley Forge Hotel, staged leen Nesbitt and Josephine Brown by the Dramateurs of Norristown, are practically perfect, the one little theater group, offering the as a handsomely-fading, retired only stage fare available to the courtesan, the other as a wonder- town folk. ful old harridan out of the same | Walt Wagenhurst, television school. Doris Patston contributes director at WFIL-TV in near-by a vastly amusing portrait of a Philadelphia, will direct the mother who has always been too group's first offering. dumb to make sin pay off prop-erly. Bertha Belmore gets a world of fun out of a gabby, independent old servant, and Francis Compton adds a knowing butler in his own inimitable style. As the Parisian elegant, Michael Evans gets less than the best of it from the play. However, while hardly suggesting the young lib-ertine he is supposed to be, he endows the role with sufficient charm to fit the airy nonsense of child of the Morning (Locust St.) Phila-

The prime minister surrenders. evitable, or bargain with the in- But the loser in modern war is

See Holtz Show Click as Hypo

HOLLYWOOD, Dec. 1. - Sucess of Lou Holtz's revue at the Belmont Theater could possibly result in added ticket sales for Mme. Alvarex, her grandmother Hepburn the again-delayed musical, "My Andree her mother Doris Pateton ber 7 opening at the Forum TheaGaston Lachaille Michael Evans
Victor Prancis Compton by Marco Wolff of the theatrical by Marco Wolff of the theatrical team of Fanchon and Marco. Sidente Bertha Belmore Wolff said that inasmuch as It must be reported that Anita Holtz's stage fare got off to a

As both shows are housed in of normal moral values is an nabe film buildings, there is a enormously funny idea, Miss Loos has evolved little more than an amusing bit of feather-weight nonsense. However, discounting Round" is American Guild of Vathe fact that America's literary riety Artists. Whereas it was pre- funny as any) is followed by two expert on gold-diggers is this viously thought the two shows dull stanzas that quite often time not up to her sustained witty would be in competition, it now reach the point of boredom. standard, "Gigi" has assets which appears that seeing one may dazzled by party propaganda; a range it from engaging to hypo customers' curiosity enough

Disclosure of the December 7 the picture. The combination Parisian atmosphere. There are opening beyond the Equity fivealso wonderfully atmospheric, week rehearsal period, necessibetween-scene curtains for which, tating some of the cast to get full a reporter has been advised, Lila salary instead of \$40-a-week rede Nobili is responsible. Top- hearsal pay. The announced drawer, period costumes are the opening was Wednesday (28), If work of Karinska, Helene Pons producers desire to open after and Dorthea Silvernail, and there December 12 they must ask for

Yes, She Has No

NEW YORK, Dec. 1 .- Sylvia ANTA'S "Mrs. Thing" . . . who is being brought up to follow Siegler's suit against the Shuberts Helen Hayes will appear in Morris Eder this week.

to fulfill the order. Justice Eder dismissed the suit on the ground

Lliss Siegler has expressed intention of starting an anti-trust Replace Vye in "Number" . . . action against the Shuberts.

To the title role an Irish-Dutch Norristown to Get New Arena Theater

NORRISTOWN, Pa., Dec. 1. -Local drama lovers get their first view of the theater-in-the round

Dramatic & Musical Routes

Guys & Dolle (Lyceum) Minnespolis, Minn. Greco, Jose, Spanish Ballet (Opera House) Gentlemen Prefer Blonder (Palace) Chi-

Happy Time (Blacktone) Chicago. Eins Me. Kale (Nixon) Pittaburgh. Legend of Lovers (Parsons) Hartford. Lo & Rebold (Gayety) Washington, Mr. Hoberts (Strund) Vancouver, B. C.

Can . 5-6. Member of the Wedding (Biltmore) Los

Out-of-Town Reviews

FANCY MEETING YOU AGAIN Shubert Theater, New Haven, Conn.

Opened Wednesday, November 281 comedy by George S. Kaufman and Leucen MacGrath. Staged by George S.

Leven MacGrath. Staged by George S.

Kaufman. Scenery and lighting by Albert Johnson. Continues by Kathleen Ankers. Production associate. Ann Noyes. General manager, Paul Groll. Prens representative. Nat Dorfman. Stage manager. Joseph Olney. Presented by Chandler Cowies and Sen Segal.

Judge Paterson. Reynolds Evans Martin Vellabrook. Glenn Langan Amands Phipps. Leucen MacGrath Lucy Esscomb. Margaret Hamilton Milhe Vers. Fuller Mellish A Visitor Richard Purdy Sinciair Heybore. Walter Matthau Mrs. Cornellus Ruth McDevitt First Nubian Eilsworth Wright Second Nubian Earl Jones From this first look, "Fancy

From this first look, "Fancy

George S. Kaufman, who has established himself as a playgoes into the realm of fantasy. The result is a play that sparkles when it touches on current matters, but withers away when its characters slip back into the dark ages or to ancient Rome.

The new production team of Chandler Cowles and Ben Segal polish and luster, and the ex- keep himself inviolate from a

LO AND BEHOLD!

(Opened Monday, November 26) Gayety Theater, Washington

A comedy by John Patrick, Staged by Burgens Meredith Presented by the Theater Guild, Settings, lighting and contumer by Stewart Channy.

Mile Alcett Lee G. Carrell Mr. Wingate George England
Daisy Durdle Lee Grant
Dr. Robert Dorsey Jeffrey Lynn
Minnetonka Smallflower Doro Mirande
Kenneth Moore Boy Irving
Honey Walnwright Cloris Leachman
Jack McDonesi Jack McDougal Paul Crabirce

John Patrick has undauntedly dipped into the netherworld for a crew of ghosts as principals in his new comedy, "Lo and Behold!" It can be reported that Patrick's wraiths, which comprise half the cast, are diverting enough and capable of getting some particularly hearty laughs on occasion. If they don't hold a candle to Noel Coward's "Blithe Spirit" (and they don't), they nevertheless can lay claim to being as entertaining as were their ectoplasmic fellows in "Gramercy Ghost," whatever that doubtful Gilbert Miller has given it an impeccable production with two Round" \$2.

to catch the other. "My L. A." wright of note, when he writes of contemporary matters, is apparing to catch the other. "My L. A." wright of note, when he writes of in terms of surviving on Broad-contemporary matters, is apparing the result of the contemporary matters, is apparent to the contemporary matters, and the contemporary matters are contemporary matters. rub for Patrick's ghosts. Their pre-Broadway unlimbering served as a reminder to at least one pewsitter that stages have been haunted by altogether too many of them of late.

The play revolves around an elderly Nobel prize author, Milo has given the production fine Alcott, obsessed with a wish to

Sides and Asides

Helen Hayes to Do

Award for his debut stint in "The Member of the Wedding" two seaknown as "Mr. Thing" when it was presented by the Barter Theater this summer, where it made a big hit with the kids. Miss Chase, it will be recalled, won a Pulitzer Prize for her "Harvey."

Anthony Ross Will

Anthony Ross will replace Murvyn Vye in the cast of "The Number" December 10. Vye will take a role in Herman Wouk's "Modern Primitive," which was formerly known as "The Koenig Master-pieces." "Primitive" opens at the Playhouse January 17. Script changes have been and will continue to be made in "The Number," and the show is doing okay at the b. o. . . "Ten Blocks on the Camino Real" and "Twenty-

Shuberts Win **Pre-Trial Tilt**

NEW YORK, Dec. 1 .- In the antitrust suit of the Shubert theater interests against several of New York's daily papers, the defendants this week were denied a motion to compel the Shuberts to file a separate claim against each of them. Federal Judge Sidney Sugarman, in denying the motion, said that the Shuberts' Darkness at Noon (Erlanger) Chicago.

Death of a Salesman (Paramount) Waterloo, In., 6: (ERNT) Des Moines 7-6
ambiguous.

The Shuberts have charged the newspapers with conspiring to deny theater operators the adver-tising rate scale which becomes lower as the volume increases. Newspaper practice has been to consider theater owners and ops as real estate interests and therefore not eligible for amusement

Judge Sugarman said he considered only the complaint and not Lee Shubert's affadavit in freaching this determination.

seven Wagons Full of Cotton," two short plays by Tennessee Williams, will go into rehearsal January 7 with Elia Kazan directing. "Top Banana" was dismissed by subscription series of the Amer- The double bill will preem late New York Supreme Court Justice ican National Theater and Aca- in February. Gene Kelly will be Miss Siegler had claimed offi- be nine-year-old Brandon De cause of Hollywood ties; Red Wilde, who received a Donaldson Buttons may get the role. . .

BROADWAY SHOWLOG

Performances Thru December 1, 1951 DRAMAS

Affairs of State 9-25, 50	499
(Mysic Box) Don Juan in Heil11-29, '51	4
(Century)	
Faithfully Yours10-18, '51 (Coronet)	52
Gigi11-24, 'S1	9
(Fulton) Glad Tidings	50
(Lyceum)	5
(Am a Camera	3
Remains to Be Sees10- 3, '51 (Morotco)	70
Saint Joan	69
(Cort) Stalog 17 5- 8, '51	240
(48th Street)	240
The Four Poster	45
(Barrymore) The Moon is Blue 3- 8, '51	308

MUSICALS A Tree Grows in Brooklyn 4. 8, 51 Bagels and Yes 9-21, '51 (Heliday) Borschi Capades 7-17, '51 Call Me Madam 10-12, 50 (lemperial) Goys and Dells...... 12-24, 50 (46th Street) Paint Your Wagon 11-12, '51 South Pacific 4- 7, 49 (Majertic) The King and 1 3-19, 51 (Winter Carston) Two on the Aisle 7-18, '51 (Mark Heilinger)

Henry Miller's)

CLOSED Love and Let Live. 10-19, 51 Neutr Say Neutr 11-20, '51

> COMING UP (Week of December 2)

The Coustant Wife 12- 8, 51

Stockton Leads Racing League in N. California

SALINAS, Calif., Dec. I. - teus Roller Association. Del Monte Stockton Skating Club continues Skating Club, Monterey, recently to lead in the Northern California rejoined the USARSA. Inter-Club Racing Championships by virtue of the 570 points it amassed in contests held November 25 in Salinas Rollerland. Del Monte Skating Club, Monterey, was a close second and the Salinas club finished third. The contests, scheduled to resume December 16 at Stockton Rollatorium, are sanctioned by the United States Ama-

Iceland Reopens In San Antonio

SAN ANTONIO, Dec. 1.-San Pedro Park Iceland has opened for the winter, the only local ice rink. There are daily sessions from 2 to 5.20 and 6 for the winter, the only local ice (Senior ladies) E. Rickman, Stockton; J. Musch, A. Houston, San from 3 to 5:30 and from 8 to 10:30 Francisco; (Junior men) J. Woods, Salinas; F. Ritter, Stockton; F. Sunday mornings from 10 to 12 noon are offered.

Vern Abbott and wife, Dorothy, will instruct.

The skating surface for wood and masonite floors. The ultimate in clean-liness and fraction.

PERRY B. CILES, Pres. Curvecrest Inc. Muskegon, Michigan We invite you to bring your skaters to Curvecrest and see for yourself.

Your Imprint Here.

2160 Patterson St., Cincinnati 22, O.

Del Monte was a close second in the contests with 400 points, followed by Salinas Skating Club, 290; San Francisco Skating Club, 170; Watsonville Skating Club, 60, and Irvington Skating Club, 0. Finishing first, second and third, respectively, in the relay division were Stockton, Salinas and San Francisco.

At the close championship totals were as follows: Stockton, 1,000 points; San Francisco, 420; Del Monte, 400; Salinas, 240; Watsonville, 220, and Irvington, 0.

November 25 results: (Senior Layton, Monterey; (Intermediate men) Leon Moore, Salinas; J. Lucas, R. Beauchamp, Monterey; (Novice boys) D. Bilby, Watsonville; J. Holman, Stockton; Russell Bates, Monterey; (Novice girls) Barbara Allman, DeAna George, Stockton; Roberta Adams, Salinas; (Juvenile boys) D. Daughtery, D. Cheisser, R. Batson, Monterey; (Juvenile girls) Penny Thorns, Shirley Sasselli, Erline Peirano, Stockton; (girls under 8) D. Choisser, S. Kirkpatric, Monterey; R. Conklin, Stockton.

GRAVITY GIVES RINK LIFT IN COURT ACTION

TRENTON, N. J. Dec. 1 .-A philosophical court Friday (23) refused to grant damages to a man who fell and injured himself in a roller rink. Turning down a damage suit by John T. Gaffney, Haledon, N. J., the appellate division of New Jersey State Superior court ruled:

"Does not the pleasure of skating inhere in one's ability gracefully to defy the law of gravitation? Gravity so challenged often-times triumphs, even over the most skillful performers and amid the most unobjectionable accommoda-

Gotham RSROA Debuts League Race Contests

NEW YORK, Dec. 1. - The local RSROA chapter inaugurated the second season of its Metropolitan Inter-Rink Roller Racing League this week, with high hopes of surpassing last year's successes. Then, the project provided ex-cellent opportunities for speedsters to prep for State, regional and American meets, while giving spectators something to shout about and hypoing box office for ops on generally dull evenings.

Once again, there are Eastern and Western divisions, with a "world series" planned between pennant winners. The Eastern embraces Eastern Parkway (Brooklyn), Fordham (Bronx), Hillside (Long Island), Park Circle (Brooklyn), Queens (Queens) and The Western takes in Bay Ridge (Brooklyn), Gay Blades (Manhattan), New Dreamland (Newark, N. J.), Shore (Asbury Park, N. J.) and Staten Island (Staten Island, On the other hand, advance of the control of the control

Fordham, coached by former speed star Jim Ferris, humbling Wal-Cliffe by a 52-9 count. From now until spring there will be competition at one of the 11 rinks

Mineola Bomb

In fact, so tight is the schedule that plans for RSROA inter-rink dance competition to run con-currently have temporarily been

Inter-rink speed activities are in charge of a three-man amateur anonymous phone call to Inez Van Horn of Mineola Roller Rink committee from the New Dreamland club. Bill Gilhart, a mem- at 8:45 on a recent Friday night, ber of the RSROA national racing committee, is chairman. Frank Bartik supervises the Western planted in the rink, proved to be section and Bill Dunne the a false alarm but caused con-siderable confusion and deprived

New Year Shows

Tubb, Grandpa Jones, Lester Flatt and Earl Scruggs.

In most of these dates, some of the name talent will bring in their bands and normally a local favor-ite radio band will work as house band, Talent, most of which was set thru Jim Denny of the WSM (Nashville) Talent Service, will run between \$16,000 and \$22,000 for the combined six dates. Most of the dates will start at 8 p.m., ending at 1 a.m., with the evening's program combining shows with dancing to make for continuous entertainment.

Ducats will be scaled from a straight \$1.80 admission in Charleston to a high of \$3.60 per in Washington. Gay originally stated a seventh date for Canton. O., but the supply of name talent in the oatune field wasn't ade-

Gay, a veteran folk music figure in the capital, has just inked a new five-year d.j. pact with WARL, and, starting December 16, will return to TV with his own hour-long show weekly over WMAL, Washington. He will head his fourth troupe of h.b. entertainers on a four-week swing of European military bases, leaving April 1.

ARENAS AND AUDITORIUMS

"Too Much" Entertainment In Houston; Box Office Hit

By DAPHNE (DEE) POLI

HOUSTON, Dec. 1.-Houstonians are being weighted down with "too much entertainment" this season, causing box office men to weep of bad business.

"Die Fledermaus" played a three-performance run at Music Hall, a part of the Sam Houston Coliseum, last week to half houses. It introduced Irra Petina. Broadway and Metropolitan star, with a company of 65, but the name made no difference.

"Harvey" was presented at the same place last week by an all-Negro company. Dooley Wilson, who appeared in "Cabin in the Sky" and "Casablanca," had the lead and there were other seasoned Broadway performers. But "Harvey" played to less than half

Jascha Heifetz, world renowned violinist, returned to the City Auditorium this week, but the three local newspapers scolded the public for not patronizing the concert. It drew about 500 persons in the 2,200-seat house.

Symphony, Ballet Off

The Houston Symphony Orchestra opened its season with Dorothy Dow as guest artist, but it attracted less than 1,000 persons. The Spanish Ballet, headed mand and the success of a stagby Ana Maria and presented as gered holiday party schedule in the second event of the Civic Mu-

sic Series, also failed to draw.

"Miss America," Colleen Kay
Hutchins, appeared here under auspices of the Nash Corporation and Braniff Airlines. Her tour of the split schedule is designed to entice patrons who live close Houston included a fashion show enough to attend two parties in

in 1947 as Houston's first perma- Thanksgiving night, with many nent theater in the round, will skaters showing up on both suspend operations because of nights. poor business. It has presented Prizes in all rinks were large many plays and productions with baskets of fruit. Inasmuch as national theatrical figures. But schools were closed Friday (23), Wal-Cliffe (Long Island) clubs. Robert Altfeld, theater president, matines

Warning a Dud

skaters of an hour's skating.

premises were searched.

Some 30 patrolmen and de-tectives responded to the rink's call and sent more than 500 skaters

outside into a cold rain while the

Police traced the phone calls as

well as another from the same

persons that was received after

the first. Detectives, accompanied by operator Earl Van Horn, hur-

ried to the origination point of the calls and observed two per-sons, which the rink management

knows and branded as "young punks," loitering in the area.

They are now under police sur-

MINEOLA, N. Y., Dec. 1. - An

2, won an advance of \$40,000 under the police coupon sale and for its regular box office advance was about \$2,000 ahead of last

The Shrine Circus played to capacity business, with each per-formance grossing a record take. However, Spike Jones opened November 27 at the city and after an advance sale dud.

Advance sale already has started for the Ballet Russe de Monte Carlo, which doesn't start its nine-day run until December 22. Tickets for "Gentlemen Pre-fer Blondes," starring Carol Channing, now are on sale, althothe show doesn't open here until January 3.

AOW Staggers Party Sked to Snag Extra SS

ELAZABETH, N. J., Dec. 1 .-Taking its cue from popular de-

which attracted fewer than 250 the chain's rinks. Thus some of the parties were held Wednesday The Alley Theater, organized (21) and the remainder on

N. Y.).

Western play began with Staten Island taking Gay Blades and Shore walloping Dreamland. The Eastern end bowed in with Fordham, coached by former speed star Jim Ferris burghting.

JOHNNY JONES JR. Agents for Chicago Roller Skates PITTSBURGH, PA.

SKATING PRO

Man For new Roller in Philadelphia-Camden area. Write, giving all details in first letter. All replies treated con-fidentially. BOX =D-109, c/a The Bill-beard, Cincinnati 22, O.

WANTED Portable Skating Rink

COOL CREST GOLF COURSE

1402 Frederickshurg Road San Antonio I, Texas

For Rent Or Lease

Toulio, all facilities. Address inquiries to Veterans of Foreign Wars Building Corp.



ORDER FROM YOUR DISTRIBUTOR PRO-TEK-TOE SKATE STOP CO., BOX 346, WENTZVILLE, MO.

-Action Counts-1952 CALENDARS NOW ON THE PRESS No second run ORDER YOURS

NOW with your name

50 Calendars - \$15.00 - 28.00 250

You can't afford to be without this beautiful 6color Year 'Round Plugger for you.

You will get action with

ROLLER SKATE CO.

4427 W. LAKE

BOB HOPE . SONJA HENIE C. W. VAN LOPIK . NAT (KING) COLE WALTER A. BROWN . NORMAN GRANZ H. W. J. BARNET . CHARLES A. McELRAVY ARTHUR MICHAUD . NATHAN PODOLOFF ED FURNI . C. A. RITTER WILLIAM MAAS . WILLIAM COKER EDWARD J. QUIGLEY : JUSTUS EDWARDS AXEL H. REED . DAPHNE (DEE) POLI

These TOP NAMES of the Business

tell you where you fit into the picture in an interesting and valuable collection of feature articles written especially for

The Billboard Auditorium-Arena Number dated December 22

More information on

PAGE 57 . . .

Roadshow Rep

AMES (GAYLORD) KEN- to tie-up with. We plan to return nedy, veteran roadshowman, plans to leave his home in De-treit January 1 for Florida and our music, but we plan to Cuba. He'll divide his time between roadshowing films thru the South and filming new subjects in Tampa and Cuba. . . . Commenting on the Gerry Family Players recent coast - to - coast imket, R. L. Gerry comes up with the following: "We left Saco, Me. in November, 1950 for the West Coast after doing flesh bills in New England. In Boston, Everett Gay advised us to take on a 16mm outfit and it proved good advice. Our first show was near what was believed to be the only 25, with an unusual juggling turn. London road in Montville, against Altoona, Pa., where we did a copy of the book titled, "Moncity. We next jumped to Hunting- gren letters from Blue Island, Ill., lies, and will open the new show \$5,000 with interest and reasonton, W. Va., where we took on a that he also has a copy of the at the Bombino, December 20. . . . able attorneys' fees are due. Note played about a week in surroundplayed about a week in surrounding towns. We also helped proing towns. We also helped proitems that rank with any of marionette... Fanely Revoil, one Drive-In Theater, Inc., November mote a local fair with our flesh them," Lofgren concludes. show and pix. We made one date in Georgia where the pickings were light; two school stands near Scottsboro, Ala., and then went into Mississippi, where we played halls north of Vicksburg on our own bookings. Moving into Ar-kansas we didn't get anything until we were west of Little Rock. There we caught on with a promoter who was putting on merchant fairs and we played three towns for him on a cut of the proceeds basis. We spent two weeks in Oklahoma to poor re- rea are Oscar Pettiford, bass, who sults. Then we hit some poor walked off with the first Allweather and did a few school American Jazz Award; Howard dates and played several small McGhee, trumpeter; J. J. Johnhonky tonks which paid all they son, trombone player, formerly could, but which wasn't much. with Benny Carter; Rudy Wil-In Kansas we met Sid Tyson, who liams, saxophonist; Clifton Best, gave us a layout for towns in guitar player, and Charley Rice. Wyoming and we made about drummer. The unit is playing three weeks of them doing va- under the name of the Swing rious dates and put our pictures Jamboree and is scheduled to into a few small towns under play for 10 weeks for the U.N. sponsors. We then moved into Forces in the Far East. Idaho, which was the best State | Joe Louis, former heavyweight we hit on the tour. Oregon was champion of the world, is spendokay and towns there are easy ing six weeks in Japan touring

London Dispatch

By LEIGH VANCE .

"Apples in Eden," a racy but harmless enough romp which showed, among other things, a week on Friday and Saturday for girl skipping about in negligee, a few hours a day. The Broadthe silhouette of a woman taking casting Corporation has decided a bath and a dialog reference to to loan television receiving sets a "mistress" who taught other to primary schools in Tokyo for things than school. Viewers who popularizing the medium. Japatuned in for the repeat were de- nese television manufacturers exnied all these things. The man pect to begin producing sets in who made the cuts, Controller of the latter part of 1952 for com-Programs Cecil McGivern.

Stage Notes: Powell Loses Coin; Old Vic, Wolfit . . .

Movie director Michael ("Red on his stage production of to give the girls their back pay has taken on another task by ac"Heloise" at the Duke of York's, killed after mixed notices and a 10-day run. This was his first West End production. Next he plans to put on "The Hanging

There have been so many res-Old Vic Theater Company in the pours tea; the other type sings, ignations and ructions in the past few months, ex-members are ribaldly talking of forming an old-boys brigade. The latest to go is 49-year-old Shakespearean actor Donald Wolfit.

CE CAMERA SUPPLY

SHOW BUSINESS

outhern Visual Films

GIVE TO THE RUNYON CANCER FUND via the Northern route. We rely add a religious film to our regu-

it was reported that Robert at the Bombino.... Erskine Kerr, minstrel fan and

Tokyo Mushi Mushi

-By RALPH KRZYZAK-

Continued from pone 3

U.S. Army hospitals with exhibition bouts for the soldiers. It's under the sponsorship of the Tokyo Oasis Shriners.

Japan to Adopt U.S. 525-Line Video . . .

Shinichi Hasegawa, general director of the Japanese Radio Company, announced Japan will adopt the American standard of 525 lines in television broadcasts. The first regular telecasts in Jagious or semi-instructive Sunday pan were begun by the Broadmercial sales.

Geisha Girls Strike

Japan came to a quick end last tion of Frederic Shiller's "Mary week when the restaurant and Stuart" will play these after-cafe owners in Ohmiya decided noons. . . Jean-Louis Barrault amounting to two million yen cepting the title role in "Oedi-(\$5,500) and a closed shop policy. pus," since Jean Vilar will not be It was a complete victory for the able to perform in the Barrault kimono-clad girls, who had the troupe production of the Greek backing of the Japanese govern- tragedy.

There are two classes of gelshas. One type sings, dances and dances and stays around long after the tea is cold. To tell them completed negotiations here in apart, one is issued a license to Paris to begin a TV link-up besing, dance and pour tea. The tween the two countries, tentaother gets a license that permits tively set for July... The hook-her to sing, dance, pour tea and linger for a while. It all depends from Lille to London. The French what the license says. They have say they plan to inaugurate the a strong union, which strongly new scheme with a week-long

backed the strike. One of the demands was that they continue to live in the communal boarding house. Restaurant owners, however, wanted the girls to register at handy points for quick dispatch upon urgent calls from tired businessmen who are out for a little Jap-anese fun and maybe a little sin. The girls balked, they would be The girls balked, they would be treated like geishas — and lady geishas at that—or else. One government official, who wishes to remain anonymous stated that "Geisha girls are entitled to claim brought to the air in a radio show collective bargaining."

the month.

Paris

By ANNE MICHAELS

received the Legion of Honor.

Holiday Season Sparks Pic, Legit Activity . . .

Film producer Michel de Brey has hired Primo Carnera to play the part of the giant Pantagreul in his new film based on a story of Rabelais ... Two films of the life of Christ are being prepared. Abel Gance and Colonel Remey are the producers. . . . Marcel Pagnol has started legal proceedings against his American distributor, Siritzky, who, he says, has "emitted to pay him \$300,000."

Italian actress Emma Gram-

matica is in Paris to do four plays at the Theater Grammont. They are authored by James Barrie, Somerset Maugham, Pirandello and D'Annunzio... For the 120th performance of Sartre's "The Devil and the Good God," Simone Berruau, director of the Theater Yves Vincent and Yvernal by Raymond Felligrin and Antoine Balpetre. The only female part goes to Nicole Maurey, now starring at the Theater Boueffes-Parisian in Manouche. . . A new production of the "Three Musketers, starring Serge Reggiani, opens at the Theater Port-Saint-Michel, December 22, ... Daphne DuMaurier's "Autumn Tide," adapted by Helene Frederic-Lars, will be presented at the Theater Gramont later in the season. The Jean Dercante production marks the debut of Pierre Dudan, comic and musical star in his first straight part, opposite Michele Verley Claude Dauphin will go to New York to be Marlene Dietrich's leading man in "To-night at Samaracande."... The Theater de l'Humour will inaugurate a series of Monday and Saturday matinees of plays that are not the same as their usual evening program. Beginning next The first Geisha girl strike in week, Charles Charras' adapta-

> BBC, French TV Set Tele Hook-Up Plans . . .

The British Broadcasting Company and French Television have from Paris which would be televised simultaneously in both countries. Plays, operas and sporting events are under consideration.... French video inaugurated a program called "Dead Pages" with a decor of the Bois de Boulougne as background. The del and Lini Cellie, ex-daughterin-law of King Carol of Rumania. .. One of France's strangest and least known poets has been called "The Sadness of Corbiere." As of last night all geishas had Corbiere's poems are spoken by been booked well into the end of Roger Blin as if he were the poet himself doing the talking.

Drivin' 'Round the Drive-Ins

TOHN S. FOX. vet repster, is ing the bill, reopened under a city. Plaintiff claims the defend-New London, Conn., for foreclos- ager. . . Sicki, a 16-year-old German ure of a \$15,000 mortgage note on collecter, had in his possession boy, opens at the ABC, January premises along the Norwich-New ... The Peters Sisters are due to the London - Norwich Drive - In small club date coming into the archs of Minstrelsy." Henry Lof- close on December 2 at the Fol- Theater, Inc. Plaintiff alleges of the queens of French operettas, 9, 1949, the conveyance being subject to the plaintiff's mortgage.

> ROBERT C. BOUCHER has been named manager of Osage Drive-In, Corpus Christi, Tex., which was recently purchased will give you free use of our transfrom Osage Corporation by Corpus Christi Theaters, Inc. . . J. T. Davidson, well-known theater designer and builder in the Southwest, is retiring from the con- no choice. struction business and will open the Twin Peaks Drive-In at Alpine, Tex. . . . George Santikos. collaboration. The prime minister of the Fiesta Drive-In, San resurrects a national hero—an 88-Antonio, has returned from an year-old marshall, modeled on extensive trip to Europe. . . . France's Vichy leader, Petain. The The Lockwood & Gordon Thea- old man is senile, conducting an ter Circuit has started minor renovations at Danbury Drive-In, Danbury, Conn., with completion slated for early spring, 1952. Remodeling is being supervised by Jack O'Sullivan, manager.

WELDON B. WINN and W. D. ing, gave a sumptuous dinner party. Everyone was there ex-

Richards Case

· Continued from page 3

being asked to clarify this state- man. ment, asserted that there was no policy for biased programing in effect at the three stations on ter to take the picture of the mar-June 23, and there would not be shal's grim, determined face which "in the future."

ing a concurring opinion.

DECISION has been reserved by expected to be completed and Judge Miles F. McNiff, of opened this month. . . . Jack Waterbury, Conn., Common Pleas Dahmer reported that car hea-Court, in the \$1,200 civil action ters have been installed at the of John Quintaglie. Waterbury, South Park Drive-In, Beaumont, against Airdrome Amusement Tex. . . . W. O. Bearden and dines, where Quenten Foster and Corporation, operator of the J. B. Besson have opened the Red Roster and Fay Taylor are lead- Lake Drive-In Theater in that Raider Drive-In at Lubbock, Tex. doing his chores at Murphy's new management. . . At the ant owes him \$935.90 on a bill Plans call for a drive-in with a Blue Room and Dude Ranch, Marietta, O., where A. C. Baker, former theater guild director, is manager. . . . In a recent column caters ballet.". . Juliette Greco is it was reported that Palest and the property of the proper . Drive-ins in the Wilmington, Del., area have closed for the season. Shuttering dates were: Brandywine, October 27; Kerry, October 28; Elkton (Md.), November 4, and Pleasant Hill, November 10. Robert P. MacLary. church date, several small clubs and a local fair engagement.

After a week in that section we hustled to Henderson, N. C. and have many old box. The local fair engagement at the hustled to Henderson, N. C. and have many old box. The local fair engagement at the hustled to Henderson, N. C. and have many old box. The local fair engagement at the secured by a mortgage on the land have many old box. The local fair engagement at the secured by a mortgage on the land have many old box. The local fair engagement at the secured by a mortgage on the land have many old box. The local fair engagement at the secured by a mortgage on the land have many old box. The local fair engagement at the secured by a mortgage on the land have many old box. The local fair engagement at the secured by a mortgage on the land have many old box. The local fair engagement at the secured by a mortgage on the land have many old box. The local fair engagement at the secured by a mortgage on the land have many old box. The local fair engagement at the secured by a mortgage on the land have many old box. The local fair engagement at the secured by a mortgage on the land have many old box. The local fair engagement at th have many old bills and photos a 41-year-old Italian contortion- where the theater is located. Loew Hundred Lions Club. Employes of

Moment of Truth

our country unoccupied and we port system. Refuse our demand and we will tie up half your army holding down a resentful people bent on sabotage. The general has

The country needs a figurehead to weld it together in the cause of endless campaign with his toy soldiers, barking out brittle commands to a ghost army in which his nurse plays most of the parts.

Final Revelation

For four years he is the figurehead in a fantastic farce. But the his fortress-prison, until a final revelation shows him the trick that has been played on him.

> Here could be the theme for heart-twisting tragedy, but the tragedy remains remote and intelshe proposed to "continue present lectual. The dialog is sometimes program policies and schedules sparkling, sometimes trite and without substantial change." The often dull. Whatever fire crosses memorandum opinion went on to the footlights is ignited by Eric point out that Mrs. Richards, after Portman's interpretation of the old

> Thru it all weaves a photographer, hired by the prime minisunified the nation, a sort of com-The Commission took note of mentator, or voice of conscience. an argument advanced by Plum- To get his picture he threatens to mer and Cottone that station deny the marshal his favorite food. policies established by Richards Immediately comes the expression constituted the basis of the pro- of dogged resistance typical of the ceeding, no matter what later mood the prime minister wants to promises are made by the new create. That is one of the brightownership. But in upholding est investitures in a play disjoint-Cunningham's initial decision edly produced and gloomily lit by the Commission rejected the John Fernald against a somber Plummer-Cottone argument. The and depressing set by Fanny Taymemorandum opinion and order lor. Eric Portman is superb as was signed by all of the com- the marshal, Charles Goldner permissioners except Walker, with suasive as the prime minister, Chairman Wayne Coy and Com- The others do what they can with missioner Frieda B. Hennock writ- parts ranging from puppet to preposterous. Leigh Vance.

Subscribe Now! 52 BIG ISSUES, \$10

Including 8 Special Issues

How much more profitable the Operators business would be if all operators would take advantage of the many services offered them by The Billboard.

Automatic Phonograph Owners Association Charles Kanter, President 1010 Traction Bldg. Cincinnati, Ohio

THE BILLBOARD



and reneral stage continued 22, Onto	The Part of the Part
Please enter my subscription to The Bil one year, for which I enclose \$10. I this will include at least 8 Special Issues.	Ibeard for anderstand
Name	
Address	
City	
Occupation	

The Final Curtain

BARRON-Mrs. W. L., who with her husband spent 20 years in show business, October 5 in Little Rock,

BENNETT, Rose, 62 Detroit planist, November 26, apparently of a heart attack.

BOGART-William, conductor of the orchestra in the old Isla Theater, Cedar Rapids, Ia., years ago and identified at different times with older theaters there, November 22 in Fort Dodge, Is. In recent years he had operated bowling alleys in Fort Dodge. Survived by his widow, Mary, and two sisters, Mrs. C. H. Johnson and Gladys Bogart, all of Fort Dodge.

BOYDEN-Mrs. Bertha Anne. 60, wife of Charile Boyden, former headliner with the Dumont Minstrels in Philadelphia and the Steel Pier Minstrels in Atlantic City, November 22 at her home in Philadelphia. In addition to her hushand, and is survived by a daughter, Spivia, Services November 26 in Phila-delphia and burial in that city.

CEDER-Raiph C., 54, film director, November 29 in Los Angeles. He had been associated with Universal, Paramount and Mack Sennett Most recent pic was "The Groom Wore Spura," as assistant megger. Survived by his widow, Nan, and two daughters.

CONROW-Mrs. Emma Hutchinson, 29, dramatic monologuist for 40 years, November 22 at her home in Red Bank N. J. She toured America and Canada, playing each part from several productions. She appeared at the Gilbert Mil-ler Theater, New York, at one time.

DAY-Harvey Benjamin. 75, movie sales exec. November 24 at his home in New York. He began his career as a theatrical advance agent and manager and entered the movie field in 1912 with George Kleine, opening Kleine film exchanges. He opened Pox film ex-changes in Pittsburgh and Cleveland in 1914, and from 1915 to 1917 served as home office and east district sales manager for Pox. He was associated with Stanley Manthaum in Philadelphia in 1917 and opened the first Select movie exchanges and system. From 1918 to 1920 he operated an independent film exchange. He was sales manager for International Newsreel from 1920 to 1923, when he became Kinngrams sales manager. Later he was appointed general field representative for Educational Films In 1972 he became general sales manager and vice-president of Terry-Toons, cartoon shorts. He was named Eastern production representative for Constance Bennett Productions in 1945 and for Jules Levey in 1946. His widow, a son and sister survive.

EDWARDS-Thomas. 27, chief announcer at KOSA, Odessa, denty in the studios Movember Survivors include his mother, Mrs. Maude C. Edwards, and a brother and sister, all of Los Angeles.

FRIEDLAND-Murray. 47, concessionaire, November 25 at his home in New York. (Details in the

GODOFSKY-Elisa I., 39, president and general manager of Station WHLI, Hempstead, N. Y., November 27 while driving in Lynbrook N. Y. Born and educated in New York, he worked as a reporter with a news association and papers in Gotham. He Brooklyn paper, and from there went into radio in 1940 as general manager of Sistion WLIB. He remained as president and general manager until 1944. He founded WHLI in 1947, and the station won national recognition and a number of awards, particularly for its editorial work. His widow, two daughters and his parents survive.

HEUMAN-Mrs. Charlotte, 17, in Methodist Hospital, Gary, Ind., recently following a lengthy illness. She and her husband, William, and the late Frank Heuman, comprised the bicycle act known as The Heuman Trio, which

What's Your Answer

for Sunday afternoon program-

Format was unoriginal. Four Chicago school kids from seventh and eighth grades made up a panel to answer questions put to them by Mal Bellairs, radio disk jockey. There were two departures from the norm. The youngsters, two boys and two girls, were not extroverts and apparently had no illusions that they were geniuses. This provided relief from the precociousness usually found in children in their position. It also could have made for an unusually dull show. This was avoided by use of lively questions and dexterity tests provided by educators at Chicago area schools and universities,

Questions included identifying objects such as a dental mirror, a soldering iron, trowel and stethescope, doing a form of jigsaw puzzle, answering some multiple choice questions, piling up blocks and unscrambling words and phrases. Most of the questions were visual and there was enough movement to keep the show from

dragging. Bellairs kept the show moving without injecting himself into it excessively. Commercials were in keeping with the low-pressure feeling of the quiz. Background signs provided plenty of sponsor identification. The kids were given a box of cookies for each correct answer. The straight pitches by announcer Ed Cooper were simple and short.

Jack Mabley.

played the Keith and Proctor, Orpheum and Pantages circuits and appeared with Prank A. Robbins, original Cole Bros., and Hagenbeck-Wallace circuses. In addition to her husband, two brothers and two sisters survive. Burial in Ridge Lawn Cemetery, Gary, Ind.

HOGAN-Mrs. Elizabeth, 78, mother of Frank J. (Tweet) Hogan, Chicago theatrical agent, November 19

LASSEN-Erik

57, well-known Danish theatrical direcfor and revue producer, November 26 in Anthus, Denmark.

MATTHEWS-Forrest (Duke),

43. Western film and television actor, November 2 in Dailas, Worked in Editie Dean and Jimmy Wakely pix at Monogram and PRC. In the Seebees during the war, Matthews worked with Dick Haynes at KLAC-TV. He also toured with various tep shows. His widow, Anits; a son, Owen; his parents and two brothers survive. Burial in Dallas.

MePARTLIN-Raymond F .. 52. Boston Globe television columnist, recently. He edited the paper's column for the past four years. His parents and three daughters survive.

71, in Norwalk, Conn., November 20, He was the father of Leo Miller, former dramatic critic and now managing editor of The Bridgeport (Conn.) Sunday Herald Also survived by another son, three staters and a brother. Burial in Inde-pendent Hebrew Society Cemetery, West Norwalk, Conn., November 21.

PARKER-Mrs. Katherine Chaplin, alster of National Broadcasting Company commentator W. W. Chaplin, November 29 at her home in Rumson, N. J.

PAYNE-John E., former Diesel electrician with Hennies Gold Medal, Lawrence Greater and Lee United Shows, of injuries sustained in an auto accident near Chattanooga No-vember 28. Born in Houston, Payne spent most of his life in outdoor show business. His body was held in Chattanooga for cremation and the remains sent to Mouston. His former wife, Anna Belle Payne, of Port Huron, Mich.; a brother, Lt. J. C. Payne, now in Korea, and two children survive.

RIESTER-Mrs. Esther H. pital, Danville, Pa. She was the mother proached to replace Miss Booth. of Edwin Riester, film department head of Republic Pictures. Other survivors services in Hackenstek W. a daughter. Play by Nobel in Hackensack Cemetery.

ROWLAND-James G., retired actor, November 27 in Philadelphia. He performed on the old Keith and Orpheum circuits and also appeared in musicals, movies and was heard over radio. On Broadway be was seen in "One-Third of a Nation," with George M. Cohan in "Porty-Pive Minutes From Broadway" and as a member of the New York Newsboys Quartet. Survived by his widow, who acted with her husband under the name of Ethel Ellet; a son and a daughter.

of carnival Girl Shows, November 29 in her Newark, N. J., home. Survivors also include two sons, Charles and John, and another daughter, Nora.

KUCE-Lou. 65, cartoonist and president of the Toronto branch of the American Guild of Variety Artists, recently in that city. Born in Ottawa, he started his career drawing cartoons for a small paper, later shifting to larger Toronto publications. He was known in the theatrical world for his Cartoonagraph, a machine which projected his drawings onto a head. He appeared with the Cartoona-graph in theaters througt the world and became active with the Guild after going to New York to be a playwright and actor. He was art editor for a Toronto paper for the past 14 years, and his best-known works were the murals decorating the Toronto Men's Press Club. His widow, three daughters, a son and

a brother survive. SMITH-Michael W., killed November 16 in an automobile accident. Survived by his widow, Maudie, and a son, Prederick W.

SPANGLER-Mrs. R. M.,
58, wife of Roman M. Spangler, owner-manager of Rolling Green Park, Hummel's Wharf, Pa., of a heart attack in her home there. November 25, (Details in General Outdoor, this issue.)

Marriages

Franchesca Cabot from Bruce Cabot, film actor, November 27 in Santa Monica,

CHRISTENSEN-SULLIVAN-

Julian Christensen, American Guild of Variety Artists rep in the casual department, and Marge Sullivan, November 23 in Las Vegas, Nev.

Johnny Fielder, band leader, and Dorothy

Johnson, November 22 in San Antonio. KINGERLEY-LACKNER-

William Joseph Kingerley, Canadian ra-dio announcer, and Joan Prieda Lackner, December 1 in Leaside, Ont. Under the name Joah King Kingerley is heard on "Chum Alley" and "The Johnny Lombardi Show," both originating over Station CHUM, Toronto.

Dorothy Jean Lee from James K. Lee recently.

NEWMAN-RETZOLD-

Robert Newman, of the Johnny J. Tinsley Shows, and Marjoric Betzold October 22

SMITH-SPURN-Marton Smith, band leader, and Marilyn Spurn, November 18 in Houston. THORP-Harry William

46, former carnival worker, November 17 in Dallas. A son, three daughters and his mother survive.

TURNER-William J. (Tiny)

JJ, radio announcer and entertainer of Reidsville, N. C., in Annie Penn Memoriai Hoapital there November IJ. Turner trouped with a company of variety performers and appeared in home talent shows and other forms of public entertainment during his radio career. In 1944 and '45 he was with WBM's 'Grand Ole Opry," Nashville, He was one of the first performers to appear on tele programs on WFMY-TV, Greensboro, N. C.

WASSON-Lonnie K.,
widow of Frank Wasson, for many years
city editor and dramatic reviewer for
the Cedar Rapids (Ia.) Gazette, November 25 at Lake Worth, Fiz. Before her
marriage she was an actress: She had
lived in Cedar Rapids 35 years. Surviving
are two sons, Earl, owner of the Trimble
Hotel, Tulsa, Okla, and Lionel, a theater manager in Sheldon, Ia. Services
in Tulsa.

WESTCOTT, Edward.

64, November 23 in Grand Rapids, Mich. from a heart attack. A film salesman for 20th Century-Fox in Detroit for 25 years until retirement a year ago, he was formerly in the motion picture business in Chicago and Minneapolis, and at one time headed his own film distributing company. Survived by his widow, Catherine, Interment in Grand Rapids.

WOLF-Mrs. Dara Shubert,

sister of Lee and J. J. Shubert, legit producers, November 24 at her home in New York. Her husband, two brothers and daughter survive.

Sides and Asides

· Continued from page of

If a replacement can be found for Shirley Booth in "A Tree Grows in Brooklyn" soon enough, the show will be moved to the Broadway Theater for a few weeks before taking to the road. It is now wife of George J. Riester, manager of at the Alvin, which it must va-Buckley Amusement Enterprises Inc. movie company in Shamokin, Pa. No- cate for "Point of No Return." vember 15 at Geisinger Memorial Hos- Gypsy Rose Lee has been ap-

Winner Is Presented

"Bonds of Interest" by Jacinto Benavente started a two-month run at the Circle in the Square Theater, downtown New York, Friday (30). Benavente, who received the Nobel Prize in 1922. wrote over 250 plays. "Bonds" was first done in New York in 1919, and was performed by Walter Hampden in 1927. . . Jose YALLS-Annie, 73, mother of Kay (Weiss) Olis, operator Stretch on the River," a dramatization by Noel Houston of Richard Bissell's novel about life on a Mississippi steamboat. Ferrer plans to start rehearsals in January and open early in February. Ferrer's production of "Moulin Rouge" has been delayed at least two months to give author Pierre basing the play on his own novel screen. His trademark was a goose with about the French painter, Toulouse-Lautrec.

Hocus-Pocus

leans until after the first of the year on a string of banquet, party and school dates. . . The Haskells, Bob and Madeline, are current at the Henry Grady Hotel, Atlanta. . . . True and Ade Duvall both contribute excellent caricawere held an extra week with the Josephine Baker show at His Majesty's Theater, Montreal, ending last Sunday (2). . . Slated for a return to the Gesu Theater, Montreal, December 6 is the Kaufman, is hardly up to his Great Morton, who has been turn- usual standard. The pacing is ing 'em upside down with his bad, and timing was considerably hypnotism in Quebec Province the last several months. He played the double duty of author and director four weeks at \$2.50 top tor has been, perhaps, a little too before moving to Quebec City for much. Albert Johnson has made a like stand. Other trixsters who use of a flexible setting to tell the have played to Montreal audi- story, and his backgrounds leave ences the last two weeks were nothing to be desired. Costumes, Joe Kara at Palm Cabaret, Roy especially those worn by Miss Benson at the Esquire Show Bar, MacGrath, are exceptionally well

and Chop-Chop at the Chez Parce. turned out by Kathleen Ankers.
. . . Paul Hubbard, school house In sum, "Fancy" is in doubt. a new assistant, Chester Wray, born to Mrs. Hubbard at Booth he'll be back in the States for Christmas, . . . Dick Piser, in the back room at Tannen's magic emporium, New York, has come up with a new dying-silk routine which is slated to hit the market home in Newark Saturday (1) there is a surprising pickup after soon under the Miracle Magic la- after a week as cruise magician on that. In fact there is a little too bel . . . George Schindler, feeling the Queen of Bermuda. He infos much breathless haste in the final that he's working on a kid show scene's efforts to resolve every-under the weather, was slated that may break on Station WATV thing to a happy conslusion. to open Saturday (1) at Franklin soon.

Ogden Police Chagrined

the Wednesday night "Big Story" | never listen again." took a terrific lacing.

per reporter 'solved' the murder for which Eliseo Mares was con-

"Script of The Big Story,' a nationally sponsored program, gave credit to an Ogden newspaper correspondent for cracking the gram, had police stumped.

"One of the real heroes of the Mares case, Iner J. Wistisen, Ogden bike dealer, who is credited with aiding police, shut off his supposed to be factual. It's a radio in the middle of the pro- farce."

life,' he said. 'I thought this pro- der a two-column head with a gram gave authentic cases. I'll kicker.

Captain Clifford Keeter, Ogden According to The News, in a police officer who worked on story datelined out of Ogden, the case, said, "Who is this Sherlock Holmes? I'm wondering Thursday didn't know whether to why they keep us around when laugh or hang up their badges in newsmen can do all the work?" disgust after hearing a story over a nationwide broadcast Wednesday night.

The story told how a newspa
Ogden police said this was the

fourth case where newsmen were given credit for solving mysteries instead of police over "The Big

Sheriff George Fisher of Summit County, where the murder occurred, said he had never heard case which, according to the pro- of the newsman who allegedly solved the case.

One officer said, "You might expect this sort of thing in a fiction program, but not one that's

The news story was carried on "I was never so disgusted in my page one of the second section un-

McConnell Hits Out

bad taste where the American! "Any borderline material not family audience is concerned has questioned from here on in, and in one way or another got by on subsequently the target for public

for a show as it goes out to the your company's management for public is with the producer. However, quite a few people make up the team working with him. Pro- performers appearing on NBCgram planners map out a show, script writers get it into shape, continuity acceptance personnel read a script, production staff and should not be on their shows. members work with the thing in He again emphasized that it was the studio, etc. Obviously with bad judgment, rather than deso many fingers in the pie, there liberate intent, which permitted are various points at which ma- such material to slip by. terial in dubious taste can be flagged. I don't care one bit who flags it, just so somebody does. Let's stop buck-passing among ourselves. Stop worrying about whether the toes of some special interest are going to be stepped worshipping public. Hoping for on. If something you think you privacy, even in after-life, he in-

Fancy Meeting

tremely capable cast does excellently by the chores assigned it. Leusen Done Wrong

as co-author, is particularly fetching and personable in the role of a sculptress who chases her man thru the ages. However, her vi-La Mure time to complete the brancy and personality are never script in good order. La Mure is properly showcased. She has apparently been "done wrong" by the author-who is, of all people, her husband-plus perhaps a scripting assist from herself.

> Walter Matthau, as the pursued male, brings a great deal of realism to a role that is in sharp contrast to the broad readings of some of the rest of the cast. He does a top-drawer job with a role that could easily get away from a less capable performer. Margaret Hamilton and Ruth McDevitt tures and play their roles with a great deal of gusto and high

Production Okay

The direction, handled by

In sum, "Fancy" is in doubt. magician now in Kentucky terri- If the second and third acts can tory, is celebrating the arrival of be bracd up for a parity with the opener, a good comedy may emerge. Since George Kaufman Hospital, Covington, Ky., November 22. . . . Joe Cassuoto, now so-capable play doctor, it will be a journing in Holland, infos that case of "Physician, heal thyself." Sid Golly.

censure, will be the cause of con-"Basically, final responsibility siderably more than censure from

McConnell also sent letters to

Lo and Behold!

wouldn't want in your home or sists on including a stricture in the homes of your relatives is his will preserving his house going on before your eyes in stu- as his spirit's dwelling - place dio rehearsal or in script, raise a through eternity. In a newly emquestion wherever you think it ployed cook, he finds a delightfully pretty but unwitting accomplice in his plot to enter into the blissful ghostly privacy amid his books. At his bidding, the cook prepares him a feast which, to her surprise, sends him pronto to paradise. It isn't long before his paradise is shattered by three hilarious ghostly intruders - the spirits of a poker-faced Indian Miss MacGrath, who is listed maiden named Minnetenka Smallflower, a garrulous southern belle, Honey Wainwright, and a frustrated composer, Kenneth Moore. How the ghost of author Alcott eventually gets rid of his intruders and how he manages to help the pretty chef win a handsome young doctor provide the major capers for the balance of the story.

Paradoxically, the play doesn't come to life until the ghosts make their appearance after a tedious, over-lengthy opening. Leo G. Carroll in the role of author Alcott, spends most of the first scene in a dull colloquy, first with his lawyer and then with his doctor, preparing his will. The cast is good, but the play is cumbersome. The transition of the newly dead Milo Alcott to the spirit world is awkwardly staged. Attempts at humor are rather heavy-handed until Doro Mirande comes on stage as the spirit of Minnetonka Smallflower, a Ramapo Indian spinster. From the moment she emerges out of a fireplace to her final shuffling exit, Miss Mirande's deadpan gestures and wisecracks hold the show to-

Lee Grant makes the best of he role of Daisy Durdle, the cook who overcomes a temptation to inherit author Alcott's possessions and instead conquers young Doctor Robert Dorsey, pleasantly played by Jeffrey Lynn, Paul Crabtree turns in a good performance as a bookmaker who tries to lead the lass astray. Cloris Leachman as the magpie ghost of Honey Wainwright bears a sharp resemblance to Noel Coward's Elvira, but her witticisms have none of Elvira's luster.

Burgess Meredith's direction

OUTDOOR

RIDE MAKERS HAVE MATERIALS FOR '52

Russell Jones Named AREA President; Roodhouse Succeeds Uzzell as Secretary

By TOM PARKINSON

CHICAGO, Dec. 1 .- Ride manufacturers speaking at the annual banquet of the American Recreabanquet of the American Recrea-tional Equipment Association here Sunday (25) declared manufac-Pa., revealed that his company

The general theme was of some- by other lines. what more optimism this year than last, with makers now more Philadelphia, advised that his familiar with what government company had been able to get centrol plans will work.

Election of officers put Russell the open market. Jones of the William B. Berry New York

Bridge Company, Jacksonville, amounts of metal now limiting III. was elected secretary to suc- this phase of the system may be ceed R. S. Uzzell, who had asked increased. of Concession Supply Company, Toledo, was named vice-president William Rabkin, of International Mutoscope Corporation, Long Island, N. Y., advised AREA and Fred L. Markey, of the members that once they went to Dodgem Corporation, Exeter, the CMB for an allotment of ma-Rabin, of the International Muto- rials thereafter, Scope Corporation, Long Island, Uzzell, secretary of AREA since N. Y., were named to the executive committee.

Materials Flow Okay

Roodhouse complained of "creeping government control" but he stated that by the fourth quarter of 1951 his firm had most of its 1952 steel supply on hand. A slowdown this year because of tional Office Management Assoless severe shortages than antici- ciation, Worcester, Mass., adpated means Eli will have more dressed the meeting on office efto sell this year, he said. Flow of ficiency and distributed sample materials, he stated, has been business forms designed to make reasonably satisfactory.

production of rides requiring that the AREA banquet be schedmuch aluminum and would concentrate on other riding devices. It means a juggling of the production schedule, Goller explained. Herschell said he has defense con-

tracts and is seeking more.

J. C. Allen, manager of the Philadelphia Toboggan Company, Philadelphia, said that new Na- kin and John Allen. Membership: tional Production Authority rul- Ben. O. Roodhouse, chairman; ings did nothing to change the Arthur W. Sellner and William picture for his company and that de L'horbe Jr. Auditing: Jack NPA limits still prevented build- Eyerly, chairman and John E. ing any major Coasters. His firm Mitchell.

has been receiving all supplies except brass in adequate quantity. Higher Costs Told

turing will continue in 1952 al- will build no amusement rides in the government restrictions on the first quarter of 1952 because metals will limit some lines.

Ray Lusse, of Lusse Bros., Inc., of the outdoor convention. limitations will mean and how materials but had been forced to

Company, Boston, in as president to succeed C. D. Trubenback, of the Perey Turnstiles Company, now are permitted to make their own certifications automatically Ben O. Roodhouse, of the Eli for the material and that the

N. H., was re-elected treasurer, terial they remained under CMB Trubenback, Uzzell and William control for that and other mate-

forced to remain at home because of illness. AREA voted him a life membership and directed that he be sent a letter of appreciation for his long service.

Office Expert Talks

Mrs. Vera Green, of the Nasmall offices more economical.

schell Company, North Tona- tee chairman, reported on last new devices. wanda, N. Y., reported that cur- year's effort toward having hours tailment of aluminum supplies of the 1951 trade show amended. meant his firm would cut out A recommendation by Roodhouse uled for a Monday rather than Sunday in 1952 was referred to the executive committee.

AREA committees for 1952 include: Nominating: John Goller, chairman; R. E. Chambers and Fred L. Markey, Program: W. St. C. Jones, chairman; William Rab-

IAFE, NAAPPB JOLTS AGVA AT CHI MEETINGS

Vote Opposition After Hamid Presentation of Objections

· Continued from page 1

ment from all in attendance with convention, covering the dan-floor expressions of support, expressed exception only of union gerous subject matter of the Sam J. Levy, presiden representatives, and it was by far AGVA activities and objections,

Indicative of the impact of subject." Hamid's convention presentation The NAAPPB in its resolution was the resolution by the IAFE, objection to the AGVA plan pay higher prices for some on "That we wholeheartedly extend echoed the same praise, saying the open market. our sincere thanks to George A. "We thank George A. Hamid for William de L'horbe, of National Hamid, president and general his firm stand."

Amusement Devices, Dayton, O., manager of the New Jersey State Hamid, whose activities extend

of objections drew what was tan- Fair, for his presentation in his into many fields in the outdoor tamount to unanimous endorse- talk Tuesday afternoon to the field, was given on-and-off the the most outstanding development and that we further commend him for his flawless handling of this

Sam J. Levy, president of Barnes-Carruthers Theatrical Enterprises, Chicago, whose organizations books more outdoor talent than any other office in the Midwest, speaking briefly at the IAFE convention, said that Hamid had covered all the objections, adding that he wouldn't talk AGVA insurance now because the bulk of his contracts for the next season already had been worked out. He said he would be glad to talk to the AGVA, as to any group, later if they wished. "It's not for us to pay that insurance," he

Connors told the convention meeting that AGVA is aiming its code of fair practice, including the controversial \$3.50 per week payment per outdoor act, at the booker, who, he maintained, "sometimes makes 50 per cent profit on an outdoor show." He CHICAGO, Dec. 1 .- Reflecting | the models on hand were disposed | promised that AGVA would guarthe holdings of a just concluded of. Unit is attractive with tub-like antee fullfillment of all contracts bountiful season, amusement op- cars traveling in circular fashion made with its members in the outdoor field, in return for the

Insurance Coverage

Connors pointed out that the AGVA outdoor drive, which "was begun for the first time several months ago," would give outdoor performers the first opportunity to get insurance coverage. He promised that AGVA's penetration into the fair field would mean a new Monkey Race displayed by organization of only the profes-Phil Gordon Importing Company sional performers and that the of Atlanta. Unit-originated in Ire- actors' union would maintain a teur talent, such as drill teams, amateur shows, etc.

> Hamid stated that he didn't back the AGVA insurance plan because (1) it does not provide coverage for "the most dangerous time in a performer's career, when he is practicing and rehearsing his act, and (2) a committee, made up of representatives of the fair and carnival industry, performers and AGVA should have drawn up the code of fair

> > Hamid Answer

Hamid, in answer to Connors' report on the flurry of outdoor performer accidents and one death which occurred three weeks ago, said that he couldn't remember a serious accident on the fair circuit in his 31 years in the busihome Sunday (25). Burial was in ness. Countering Connors' statement that the performer's only financial benefit when he is injured is passing the hat by his fellow workers. Hamid stated that fair managers had paid bills for such injuries. Fair delegates accorded Hamid a salvo of applause when he pointed out that the booking offices had gambled for years with fairmen in putting on successful shows,

> Hamid pointed out that his signing of an agreement to okay AGVA insurance during the Boston engagement of the Hamid-Morton Circus had had "national ramifications." If AGVA is able to secure insurance, he added, "what's to halt the American Federation of Musicians, the electri-

CHICAGO, Dec. 1 -R. H. Mc-Intosh, manager of Alabama State Fair, Birmingham, was re-elected president of the International Motor Contest Association here this

Other officers named were: C

Brisk Buying Marks Chicago Trade Show

Purchases by Carnivals Top '50; Kiddie Rides Again Head Sales

erators bought eagerly of the mul- in an easy, non-violent manner. tiple products on display at the annual Trade Show sponsored by 12 units at the show, four more the National Association of than anticipated. A Whirlo unit Amusement Parks, Pools and was bought by Orville Crafts, AGVA outdoor described to the control of the con here Sunday thru Wednesday Pretzels are slated for delivery at tors indicated that total sales ran and Denver. well ahead of last year, conversations with prospective buyers indicated that the volume would have been even greater except John Goller, of the Allan Her- Brockway, exhibitors commit- for the almost complete lack of

was a year ago, with the result that examinations and decisions took a leisurely pace with buying interest accelerated during the closing hours of the final Wednesday afternoon session. Unpredictably, brisk interest and buying marked the opening Sunday session. This was followed by an instance bull that led to an early pessimistic outlook on the part of some exhibitors.

In the riding device field, in-terest was once again largely centered in kiddle units with park and carnival operators equally anxious to expand their catering to the lucrative juvenile trade. Exhibitors reported that buying this year was more evenly distributed among park and carnival operators in contrast to last year's show when the operators of mobile units were not able to accent their interest because of a spotty season. Park operators mostly enjoyed a good season in 1950 and this was reflected in their interest in the show. This year was also good for the funspots, but many operators were hard pressed to find new or unusual items to tempt them.

Supply Outlook Good

A year ago the Korean War and imminent increased defense production with its resultant shortages of needed materials spurred buying from the start as operators sought to hedge against being caught with antiquated equipment. This year, despite the continuance of defense production and its demand on raw materials, manufacturers mostly predicted that there was no fear of shortages in the immediate future. There are problems and likely delays in securing some items, but by now almost everyone has gotten used to the problems involved, they

Paul H. Huedepohl, NAAPPB executive secretary and show di-

Beaches at the Hotel Sherman West Coast carnival operator. (25-28). While a canvas of exhibi- funspots in Columbus, O.; Houston

New Group Game

Rating considerable interest was land and got a test run last sea- hands off policy regarding ama-The units offered were in good son at Asbury Park, N. J. Game is supply and the threat of shortages flexible, allowing for innumerable was not a prodding factor as it additions of units framed around

HUMMEL'S WHARF, Pa., Dec. 1.-Funeral services were held here November 29 for Mrs. Sallie M. Fetrow Spangler, 56, who succumbed to a heart attack at her the mausoleum in Red Lion, Pa., Cemetery. Wife of Roman M. Spangler Sr., owner-manager of Rolling Green Park here, she had been associated with her husband in his park operations for 32 years. At the time of her death she had been recuperating from an operation she underwert several weeks ago in Williamsport, Pa., hospital.

Her husband and son and daughter-in-law, Mr. and Mrs. Roman M. Spangler Jr., who were in attendance at the outdoor meetings in Chicago, returned here im-mediately. Born April 1, 1895, in Fairview Township, she made her home here for 16 years. Prior to that she and her husband resided in Red Lion, Pa., where they operated Fairmount Park for 16 years. She attended Millersville State Teachers College and during her early life taught school in McIntosh Renamed York and Cumberland counties while making her home in New Cumberland, Pa.

Mrs. Spangler was a member of St. Paul's Evangelical and Re-formed Church, Selinsgrove, Pa., and the Ladies Bible Class and Women's Guild of that church, She also was a member of the Order of the Eastern Star, Chapter 169, York; Messiah Shrine, No. 44.

row, of York; two daughters, Mrs. Topeka, directors. will be made at next week's meeting.

Traditional big feature of the annual meeting was the installation of new officers, all of whom

Paul Olson, Charles Owens, Buddy operation here was the Whirlo, a flat kiddie ride priced at \$2,950, which Leon Cassidy, head of the provent of the annual meeting was the installation of new officers, all of whom

Paul Olson, Charles Owens, Buddy operation here was the Whirlo, a flat kiddie ride priced at \$2,950, which Leon Cassidy, head of the provent of the annual meeting was the installation of new officers, all of whom

Paul Olson, Charles Owens, Buddy operation here was the Whirlo, a flat kiddie ride priced at \$2,950, which Leon Cassidy, head of the provent of the provent of the control of the page of the control of the page of the control of the page of the control o Final vote on the proposed change Paul Olson, Charles Owens, Buddy Only new unit on display and in John H. Doll, of Manchester, and

Jessop Inducted As SLA President

Club Expected to Move Into New Quarters Soon Following Action at Annual Meeting

men's League of America will Sam J. Levy, past-president, was move into new clubrooms in the the inducting officer. Brevoort Hotel, 120 West Madison Street here, within two weeks barring unforeseen developments, it was decided at the annual meeting of the SLA here Thursday night (30) in the Sherman Hotel.

board of governors concurred in Streibich, secretary. approving an offer by the Brevoort Hotel and voted to execute a lease if terms offered by the hotel are carried out. Quarters in the hotel that were previously used by the Elks Club will require

also was marked by the introduction of an amendment to the constitution that would change the stitution that would change the method of handling absentee baland Thomas D. Hickey.

(Irish) Gaughn, Joe Change, Max executive secretary and show the rector, reported that the show contained 136 exhibits, nine under last year. The lack was not noticeable, however, since the distance of the production of the contained production of the constitution that would change the stitution that would change the method of handling absentee baland. lots. Under the amendment, re- and Thomas D. Hickey. quests for absentee ballots would Ben Hyman, George W. John-continued displays included those have to be made in writing and son, William Kaplan, Edward Lev-framed in the lobby in previous the ballots would have to be inson, Rube Liebman, Dave Mal- years. The attendance was about mailed out by registered mail. colm, Bernie Mendelson. William on a par with last year, Huede-with return receipts required. B. Moore, Maurice (Lefty) Ohren, pohl said.

CHICAGO, Dec. 1.-The Show- | were elected without opposition.

Inducted Into Office

New officers are S. T. Jessop, president; J. P. (Jimmie) Sullivan, first vice-president; C. J. Sedlmayr Jr., second vice-president; Al Wagner, third vice-president; The board of trustees and the Walter Driver, treasurer, and Joe

Edward Murphy is the new member of the board of trustees elected to a five-year term. Members of the board of governors are Alvin C. Beck, Max Brantman, Fitzie Brown, Elmer Byrnes, Temporary Office
Temporary office of the club will be maintained in the Sherman until new quarters are oc- Flint, John W. Gallaghan, Jack cupied. Club's annual meeting Gallagher, K. H. Garman, Harry also was marked by the introduc- (Irish) Gaughn, Joe (Murphy)

IMCA President

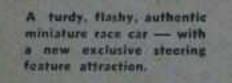
G. Baker, Oklahoma City, vice-Sunbury, Pa.; Women's Club of Selinsgrove and Snyder County Historical Society.

In addition to her husband and Doug Baldwin, St. Paul: W. R. son, her mother, Mrs. Alda Fet- Hirsch, and Maurice W. Jeneks,

The MIDGE-O-RACER

KIDDIE-KONTROLLED

The BIG STORY in Kiddie Ride news is the high grassing performance of Everly's Sensational Midge-O-Racet—the only captive Kiddie Auto Ride featuring Kiddie-Kontrolled strating — an exclusive Everly development—that is rapidly winning the top spot in Kiddie appeal and earnings.



Phone, wire or write for additional details about this sensational money winning ride.





Originators and manufacturers of the Octopus, Rollaplane, Flyoplane, Rackoplane, Midge-o-Racer and Bulgy

The TILT-A-WHIRL Ride



* Attractable * Popular * Profitable * Enduring

Prominently

* Modern * Practicable SELLNER MFG. CO.

Faribault, Minnesota

RIDEM RAD

CLOSE-UPS: JOHN F. (IRISH) HORAN

Thrill Op Maintains Dignity, Gets Results

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

By TOM O'CONNELL

BOUT John F. (Irish) Horan there is a certain meticulous quality of speech and action that suggests a stockbroker more than his actual vocation—operator of an auto thrill show tabbed Lucky Hell Drivers. And a cauliflowered right ear is the only hint that the now-bespectacled Irish was once rated a good featherweight boxer.

Another unexpected facet is his interest in Abraham Lincoln lore. In casual conversation he can wax enthusiastic over Lincoln, the philosopher, or Lincoln, the shrewd debater and teller of droll tales.

As indicated, such knowledge was acquired on his own. Born May 17, 1900, in Peoria, Ill., his formal education ended in the primary grades. His family had no show business background, but at 14 Irish entered the realm with Andrew Downey, moving with the circus' bill car and selling programs. He remained with Downey. staying on advance, when the showman switched to the Walter L. Main Circus. Eventually Irish became contracting press agent. As a kid he was an amateur boxer and later turned pro. He



J. F. (IRISH) HORAN

sandwiched his show business duties with boxing until 1925, when he stowed away his gloves. Branching out in several directions, he continued with the circus but also hooked on as press agent for Tom Mix, a connection which was to last 17 years and take Irish all over America and abroad. During winters he also handled publicity for and managed New York

He labored in such fashion un-til the late '20's, when he went with the old Charles Sparks show as press agent. The job lasted thru 1935, and between times Irish handled publicity for Frank Buck, Joan Blondell, Janet Gaynor and Arthur and Florence Lake on personal appearance tours. His last year with Mix was in 1936. While playing the Canadian National Exhibition, Toronto, with Mix, Irish met the late Lucky Teter, a pioneer in the auto thrill show field, who signed Irish as production manager.

says that Teter's show was mild. As production manager he stimulated proceedings with the dramatic announcing he claims has been copied thruout the country and he also provided laughs via clown numbers. Irish says that he has encountered numerous instances in which announcers of auto events emulate his manner to the last nuance, when they would do much better to develop an individual style.

That his methods succeeded is borne out by the fact that business for Teter doubled during 1936, and the pace held for the following season, Irish says. In 1938 he joined the late Jimmie Lynch. taking out an auto thrill unit which toured the East in opposition to Teter. Irish stayed with Lynch until 1942, when an order of the Office of Defense Transportation put a halt to thrill show activities for the duration of the

Worked With USO

During the war he traveled with United Service Organizations as a supervisor and specialist in in America and abroad to North Africa, England, France, Germany and South America. Irish also put icting as comic for the govern-

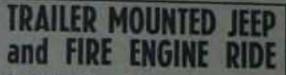
These chores ended in 1947, and Irish determined to abandon thrill show operations, go West and setle into a comfortable business. During the war be met his wife. Lorraine. She was a singer and toured with the government unit handled by Irish, Irish had moved thru 48 States in 10 months, and the grueling pace left him with a

PORTABLE KIDDIE RIDES

Sensational 16 Pass. Ferris Wheels ready to operate or travel at once. Write for info about 7 other money-making rades including 18 Pass. Streamliner Portable Train, also 24, 46, 60, 160 Pass Models. Low prices, beautiful finishes, fully guaranteed. Fire Truck Ride, Airplane, Bosts, Merry Go-Rounds, KEMMORE KIDDIE RIDES Aften,—Jack E. Dune Bux 12, Hertal Station. Burrato, M. Y.

ALLAN HERSCHELL Park and Carnival Amusement Devices * BUILT BETTER ... * TO LAST LONGER ... * WITH LESS MAINTENANCE Write for Catalog

ALLAN HERSCHELL COMPANY, Inc. N. Tongwanda, N. Y. World's largest manufacturer of amusement rides





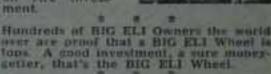
Hauls behind your car Ready for operation in 30 minutes All steel trailer—platform lifts form-ing sides, equipment securely carried

. Top and Sidewalls optional



ASK THE MAN WHO OWNS ONE

the fivest



Orders now being secepted for 1852 delivery. Assure yourself of a good shipping date. Consider a 1952 Model NOW. Ash for price list A-67 containing complete specifications and terms of

ELI BRIDGE COMPANY Builders of Dependable Products 305 Case Avenue Jacksonville Illinois

NEW LOCATION CLARK MFG. CO.

VAUGHN & MAIN STS. SPRINGVILLE, NEW YORK

Manufacturers of

- * TOM THUMB STREAMLINERS
- * KIDDIE FERRIS WHEELS
- * KIDDIE BOAT RIDES

NEW KIDDIE RIDES!

. PONY & CART RIDE . FIRE ENGINE RIDE · AIRPLANE RIDE

- · ROCKET RIDE
- . ELEPHANT RIDE . SPEED BOAT RIDE
- · AUTO RIDE MINIATURE TRAINS

KING AMUSEMENT CO. MT. CLEMENS. MICH

FOR SALE

New Three-Abreast Merry-Go-Round (last one available); M.T. Train (like new); Kiddie Roller Coaster and complete line of NEW KIDDIE RIDES. H. E. EWART CO.

707 E. GREENLEAF STREET

Phone: NEmark 1-0505-Nevada 6-1976

CHICAGO, November 28. - Shown receiving the George Wilson plaque for the Most Meritorious Exhibit at the recent NAAPPB Exhibition are Frank Mencuri, Sales Manager, Exhibit Supply Co. (2nd from left), and Clare Meyer, Factory Representative, Exhibit routing and transportation. The Supply Co. (right). Making the presentation is Paul Huedepohl, Secretary of the NAAPPB work took him from coast to coast (2nd from right). Standing by is Joanne Jones, Patricia Stevens model, and hostess at the Exhibit Supply booth. Drawing top attention were Exhibit's mechanical saddle horses, jet gun, six shooter and the silent salesman card venders. Shown for the first time was in three years touring military the western atmosphere display designed for use with the bucking bronce and pony riders hospitals, emseeing a show and the western atmosphere display designed for use with the bucking bronco and pony riders or in combination with Exhibit's other western items. Mencuri reported that sales made at this year's show far exceeded those of the past few years. He attributes this to the de-



mand for arcade type merchandise by operators who recognize the new location opening

Also Builders of Adult and Kiddle Chairptanes, Ferris Wheels, Kiddle Hyped Teter Show Speaking frankly now, Irish

HIGH LIGHTS

of

THE BILLBOARD AUDITORIUM-ARENA NUMBER

DECEMBER 22 ISSUE

Endorsed by and Published in Co-Operation with International Association of Auditorium Managers

EXTRA DISTRIBUTION

Over 3,000 additional copies of the AUDI-TORIUM-ARENA SPECIAL will be distributed among the following important groups:

- 850 AUDITORIUM AND ARENA MAN-AGERS
- 1,600 EXECUTIVES, PROMOTERS AND ORGANIZATIONS that booked attractions for any of the nation's auditoriums and arenas in 1951
 - 200 TV STATION EXECUTIVES
 - 400 PACKAGERS OF ACTS, ATTRAC-TIONS AND SPORTS EVENTS FOR ARENAS AND AUDITORIUMS

FEATURE ARTICLES BY

Bob Hope • Arthur Michaud • Nat
"King" Cole • Sonja Henie • Norman
Granz • C. W. Van Lopik • Walter A.
Brown • Ed Furni • H. W. J. Barnet
• Nathan Podoloff • William Maas •
William Coker • Ed J. Quigley • C. A.
Ritter • Axel H. Reed

Plus a

Comprehensive List of Auditoriums and Arenas With Statistics on Capacities, Facilities, etc.

PROMOTION

Valuable extra promotion will back up The Billboard's AUDITORIUM-ARENA SPECIAL —assuring peak reader demand and genuine interest:

- 20,000 PRE-DISTRIBUTION DIRECT.
 MAIL PROMOTION.
- 900,000 READER IMPRESSIONS VIA A-5-WEEK HOUSE-AD CAMPAIGN IN THE BILLBOARD.

ISSUANCE AND CLOSING DATES:

Date of Issue

December 22, 1951

Distributed

December 18, 1951

All Forms Close

December 12, 1951

For advertising rates and additional information write, phone or wire

Billboard

Commission of the Commission o

188 W. Randolph St. Chicago 1, Illinois CEntral 6-8761 2160 Patterson St. Gincinnati 22, O. DUnbar 6450 New York, 19, N. Y. PLaza 7-2800 Fox Theatre Bldg. Detroit, Michigan WOodward 2-1100

6000 Sunset Blvd. Hellywood 28, Calif. HOllywood 9-5831 390 Arcade Bldg. St. Louis 1, Mo. CHestnut 0443 GENERAL OUTDOOR

AND RESIDENCE OF THE PARTY. RIDE OPERATORS SHOWMEN CONCESSIONAIRES

INSURANCE

FOR YOUR REQUIREMENTS

3-6 or 12 MONTHS

FAIR RATES-NATION-WIDE CLAIM SERVICE

Autos-Trucks-Trailers-Rides

Write to

M. J. "MIKE" LAW

135 S. LaSalle St. Chicago, III. Phone: Financial 6-1210

A SHALL HAVE BEEN AND A SHALL BEEN AND ASSESSMENT OF THE PARTY OF THE

Formerly With

HAUSS-STANDARD CHEVROLET CO., NOW PRESIDENT AND GENERAL MANAGER YOUNG-MALLETT MOTORS, INC. CHRYSLER-PLYMOUTH AGENCY

Several Models and Makes of NEW AND USED TRUCKS

"SPECIAL FINANCE PLAN FOR SHOWMEN"

YOUNG-MALLETT MOTORS, INC. 806 St. Louis Ave. East St. Louis, III. (Phone: Bridge 5313)

TENTS

ALL SIZES-ALL TYPES Materials on hand to make for PROMPT DELIVERY

Either dyed in colors or "CHEX FLAME," Underwriters approved flame, water and mildew-treated ducks.

WRITE TODAY

S. T. JESSOP

GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO. 2315-21 W. Huran CHICAGO 12 Chicago's Dig Tent House Since 1870

CENTRAL

516-518 EAST 18th ST. Kansas City 6, Missouri Phone Harrison 3034 HARRY SOMMERVILLE

ROLLOR

HUDDLE HUBBUB

News Notes About Chi Confab-Goers

CHICAGO, Dec. 1.—J. P. (Jim-mie) Sullivan, owner of Wallace Bros.' Shows of Canada and newly elected first vice-president of the Showmen's League of America, was forced to forego attending the convention and remain in Miami upon the urgings of his physicians. Jimmie underwent a minor operation, but will be able to leave Miami in a week or two.

George A. Hamid's stirring presentation of his objections to the AGVA's plans and proposals was by far the most discussed topic of the confab. Hamid was hailed wherever he went for his forceful, able presentation, and persons who had not seen eye-to-eye with him in the past stepped forward to congratulate him.

Joe Fontana, general agent of the L. J. Heth Shows, made the convention with his charming wife, and the two managed to squeeze in attend-ance at several of Chicago's legit shows. Joe reported that his new home in Tarpon Springs, Fla., has been finished and that the Heth route for '52 is virtually completed.

Joe Monsour, right-hand man for years to Bill Hirsch at Louisianna State Fair, Shreveport, created quite a stir, for Joe arrived in company with his wife and two daughters, who capti-vated the people they met.

Billy John Thomas, Dover, O. brother of J. C. (Tommy) Thomas, of the Royal American Shows, was in for his reunion with show business friends. Tommy was on hand as one of the Royal American's good-will ambassadors.

Doug Baldwin, secretary of Minnesota State Fair, St. Paul, entered the convention with the added reputation of a Dr. Fixit, the result of having put into working order the long-unused fireplace of an attraction booker. As a result, one wit quipped, "There's no end to what an attraction buyer has to do these days."

Two men long with major fairs who stepped out of managerial roles this year were on hand renewing friendships. Ray Lee, for many years the No. 1 man at St. Paul, and Charlie Yule, whose resignation as manager of Calgary Exhibition and Stampede was effective November 1, comprised the duo. Yule shuttled back and forth between the International Amphitheater where he served as cattle judge.

Rube Liebman, who in his many years has signed many unusual contracts, inked one of his most unusual in recent years during the convention. He signed with Bob Finke, secretary of the Minot (N. D.) Fair, to serve as "ballyhooer" during the '52 event. After closing the deal, Liebman pointed out that he first made the Minot Fair in 1917 and that he has been making it every year since with the exception of Brockton (Mass.) Fair; Al Martin, three years.

Sagar Swanson, Superior, Wis., won the \$50 War Bond offered by the Pretzel Manufacturing Company for suggesting the name Whirlo for the firm's new kiddle ride unit. Leon Cassidy, Pretzel prexy, reported that the firm's by Carl Tyner, manager of the unit sales totaled 12, some four Indiana State Fair, as Commismore than anticipated.

Bob Edwards, operator of multiple show units, reported that he signed to present a Torture unit with Cetlin & Wilson Shows next season. Bob normally is more closely identified with the presentation of girl and posing show units. C&W were also plugging their planned presentation of Peter Garey in connection with the Raynell units next season.

Evers and Dolores, wire performers, displayed their new tight wire apparatus at the SLA President's Party.

DAY & NIGHT SERVICE

The all-chrome unit is 15-feet long and telescopes to 71/2feet. It eliminates guy wires or holes in the stage floor, rolls on casters and can be set for action in 15 seconds. Unit took six months to develop and is patented, Frank Evers said. Act recently concluded an engagement in Reno and next goes into the Palmer House, Chicago.

Glen Childers, electrician on

sentative of the World of Mirth Shows, left Chicago for a tour of Eastern Canada, After his return to New York headquarters, Snellens said he would take off for Mexico. Frank Bergen, World of Mirth owner, and Bernard (Bucky) Allen, concession manager, both passed up the Chicago meetings. Allen was in Boston undergoing a physical check-up.

Marge and Ed Tuthill, formerly with the Royal American Shows, and prewar opera-tors of the Girl Show on the World of Mirth Shows, currently residing in the Chicago area, dropped in on the Sherman sessions to renew acquaintances, many for the first time in a decade. Their son, Edward, is 12. The happy family indicated no desire to get back into the carnival

Cocktail parties were numerous, as always, with a big crowd on hand for the session staged by Clem Schmitz, New York insurance broker, prior to the Showmen's League banquet. Other sizable gatherings were noted at the parties staged by Patty and Frank Conklin and Len Luxemberg and Lou Du Four.

Ken Smith, of WLW Promotions, Inc., on hand to contact the fair men present, also renewed acquaintance with two former WLW staffers, Ed Mason and Frazier Thomas, Mason, now boss man of a radio station at Colby, Kan., was in Chi for the National Livestock Show and to contact some of the fair reps in his area. Thomas inaugurated a new five-day-a-week TV program over WBBK, Chicago, Monday (26).

Thrill show operator Joie Chitwood spoke of the necessity of considering another unit if he were to accept all of the proffered contracts. Auto race promoter Sam Nunis arrived a couple of days later than usual because of date in Tampa. Event was highly successful and several more are slated for winter running, Sam reported.

Holding on to the bitter end were Frank Kingman of the head of the Boston talent agency bearing his name, and personnel of the Cetlin & Wilson Shows.

Lieutenant-Governor John A. Watkins of Indiana, was an interested spectator at an IAFE session and was introduced around sioner of Agriculture.

Among the circus contingent present were members of the circus committee of Antioch Temple of the Shrine, Dayton, O., in town to scout acts and talk production plans with Orrin Daven-port for their Shrine Circus slated for Fairgrounds Coliseum, Dayton, March 20-29. Committee members Gene Haerlin, Earl Creager, Ed Babb and Dale Miller were much in evidence around the convention floor and in the Sherman lobby, and Davenport played host to the group at a gala dinner and party at his home. Judge Merritt Schlaffman, general chairman of the committee, was the unlucky gentleman. Other commitments made it impossible for him to make the trip.

James Siewart, manager of the State Fair of Texas, scored another first for the Dallas expo when he accepted, on behalf of the fair, (27) when word was received that the three-foot Breeders Ga- R. S. Uzzell, veteran manufac-

zelle trophy, awarded the State fair that registers the largest attendance within a 24-hour period. The award. made by Sam Guard, publisher of the livestock magazine, went to Dallas for its 276,585 gate on the fair's second Sunday.

Virginia Kline was excited about her coming European trip. She will sail in February for England where she will visit her nephew, Major James R. Patterson, son of the former owner of Patterson Shows, now with U. S. Air Force public relations in London Mrs. Kline will make side securing prospective agents for

W. R. Cannady and Berney the George A. Hamid & Son ma- Smuckler, of the Mississippi Fair jor revue, was in Chicago to han- & Dairy Show, Meridian, gave dle the lighting on the legit of- four of their youth winners a big fering, "Gentlemen Prefer treat by bringing them to Chicago for the outdoor meetings, the International Livestock Show, and the Hotel Sherman during the convention.

Gerald Snellens, general repreup to the Mississippi Forest Queen; Mae Jean Taylor, Ralph Skipper and Hank Lee.

> Mrs. J. P. (Jimmy) Sullivan, wife of the Canadian show owner, was the big winner in the SLA defense bond giveaway, holding the lucky ticket on the \$1,000 prize.

H. H. McElroy, manager of the Central Canada Exhibition, Ottawa, missed the Wednesday (28) sessions of the IAFE when he was confined to his room with a cold.

A delegation from England gave the park sessions an international flavor. Included in it were William E. Butlin, who was accompanied by his wife on their first trip to the States since 1938; Philip Shefars, Harry Barlow, Max Myers, and Charles Silk. All are members of the Amusement Caterers Association in Great Britain and recently were in a group of 30 Britons who visited a German showmen's meeting.

Harry Storin of Riverview Park, Agawam, Miss., and Mrs. Storin went to South Bend, Ind., following the convention for their first visit with their grandson, Carter Patrick Storin, born two weeks ago to Mr. and Mrs. Harry Storin Jr. NAAPPB President Ed Carroll journeyed to Miami from Chicago. . . . Harry Illions flew to Tucson, Ariz., immediately after the conven-

R. M. Spangler of Sunbury, Pa. arrived in Chicago Sunday (25) for the conventions but left that day when he received word of the death of his wife. She had been in ill health but Spangler had believed that she was recovering.

On display at the park sessions room was a photograph of the people who attended the 1929 summer meeting of NAAPPB. By the end of the sessions, names of only a few of those shown had been filled in. . . . Vernon Platt was enthusiastic this year about the turnout for sessions of the beach and pool section of the parks convention.

Missed at all sessions of the NAAPPB and AERA conventions was R. S. Uzzell, who had attended all of the previous 33 conventions. He filled his usual role of pre-paring resolutions for both groups and these were read by Fred L. Markey. . . . Bill de L'horbe had in his booth at the Trade Show a color sketch of a new Kiddieland. but he said that location and builder of the spot were still on the top secret lists.

Joseph Malec substituted for Henry Bowen in report-ing on NAAPPB legislative action. . . . Among Chicago Kiddieland operators at the convention were Art Fritz. Mike Doolan and Jess Buhler.

Aurel Vaszin, head of National Amusement Device Company, Dayton, O., left the conclave Wednesday night for a bee-line flight to Miami Beach, Fla., for a week's vacation. Vaszin and his good right bower, Bill de L'horbe, were an active pair both in the park sessions and on the exhibit floor, where their display pulled much favorable reaction and a fair share of the business being written on the floor.

A note of sadness was cast over the parkmen's sessions Tuesday Excel Mfg. Corporation

turer of amusement equipment, had suffered a cerebral bemor rhage that morning and was in critical condition. It was the first convention Uzzell had missed in 33 years. Long a respected and popular figure in the outdoor entertainment field, Uzzell has for many years been the guiding light of the American Recreational Association. As we go to press Uzzell has we go to press Uzzell has the sociation of the American Recreational Association. sociation. As we go to press, Uz-zell's condition is reported as still critical, with little hope held for

don. Mrs. Kline will make side trips to Paris and other cities and will plane back sometime in March.

W. R. Cannady and Berney bare television in the meeting scouting prospective agents for their producing firm. A number of rep, tab and outdoor showfolks are now associated with the United firm, which produces home-talent shows under auspices in virtually all parts of the country.

Jessop Installed

Thomas, Ned Torti, M. M. (Neil) Webb, Ben Weiss, O. J. Weiss and Charles Zemater.

Committee Named

Named to the nominating committee were Lou Keller and Morris Lipsky, past-presidents; Al Sweeney, Lefty Ohren, Mel Harris and Ed Levinson, from the board of directors; Sam Arenz, Sollie Wasserman and Petey Pivor, with Jack Kaplan, Charles Watson, Cecil Meyers, alternates, representing the membership at large.

Morris Haft and Arthur Morris were named co-counsels. Elected to membership were John Phillips, James T. Hetzer, C. B. Rawlings, Stephen E. Vaughn, Charles F. Buckwalter, John F. Flanagan, Paul S. Ward, Al Charles, Stanley M. Shaw, Barron Paul, E. A. Fairbrother, Nathan Nisky, Noble Case, Harold L. Barrow, Laweren E. Clyde, Phil T. Tyrell, Patrick McClaren, J. C. Wrigley, Dr. John C. Havlick, SLA physician at Alexian Hospital, and Ora A.

It was reported that Herb Shive had been readmitted to Veterans riospital, Columbia, S. C., and that Buck Saunders was a patient at the Veterans Hospital, Dayton, O.

3000 BINGO

No. 1 Cards, heavy white, black back, \$142x742. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$2.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 & \$5 per 100. Fibre Calling Numbers, 75c; Wood Calling Numbers, \$1; Printed Talty Card, 15t; Colored Heavy Cards, \$2, some weight as \$1, in Green, Red, Yellow & \$6 per 100. DOU-BLE CARDS, No. 1 Sure, \$14x1412, 10c ea.

3000 KENO

J. M. SIMMONS & CO.

With Excel's Electric CORN POPPER 1 101(Oth

SPECIALLY PRINTED CASH WITH ORDER PRICES --- 10M, \$10.50 --- ADDITIONAL TOM'S AT SAME ORDER, \$2.50

Advertising in the Billboard Since 1904



It May Be Too Late!

FOR COMPLETE, RELIABLE

INSURANCE

FOR ALL

OUTDOOR SHOW BUSINESS ...

Contact the

McGOWAN AGENCY

For 15 years specialists in outdoor show business insurance problems A-1338, 175 W. Jackson Blvd. CHICAGO, ILLINOIS

Phone: WAbash 2-3033-4-5-6

America's Pioneer Manufacturer of Corn-Popping Machines

CHICAGO 16 402 W. Cermak Road

Announcing The Appointment of

To Our Sales Staff

To Serve the **OUTDOOR SHOW** WORLD

CHEVROLET TRUCKS AND CARS

Special Finance Plan, for Showmon HAUSS-STANDARD CHEVROLET CO. 1325 State St., East St. Louis III

Original Waffle Molds



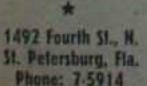
Hound, his Sided and Scanoped molds of cast aluminum. 4" commercial size. Here's a deal you can add to your present operation with very low investment his profits. they'll pay for themselves in the first hour of operation. Each mold sold complete with wooden handle and formulae. Also a complete time of Flore Machines, Popcorn Equipment, Corn, Boxes, Olls and Supplies. KIDDIE RIDES

CONCESSION SUPPLY COMPANY

SERVING SHOWMEN IS MY BUSINESS . . .

FOR OVER 29 YEARS SHOWMEN HAVE CONSULTED ME FOR THEIR INSURANCE

The Showmen's Insurance Man





Thrill Op Maintains Dignity, Gets Results

tinued from page 56

desire for a touch of the sedentary

show operator, had other ideas, ing the same dates in 1950 as in Chitwood induced Irish to join 1949, his attendance increased, him in 1947. When a new operat- and the same held true for the ing concern bought out Chitwood, season just passed, he says. A Irish canceled his deal and, in good number of these stands have 1948, he landed with auto thrill been signed for 1952. operator Jack Kochman. It was the following year that Irish took out his own show.

He began with a unit that was about the same size as the one he pilots today. His basic principle always has been to give the custravels in Europe he found no thrill shows and claims that this by war. He feels that to sell in Europe a show must have pol-ished perfection and that Europeans have not been given any such offering in the thrill line.

Preemed Cannon Act

the aid of contacts he had made audiences spoke only French. Deduring years of working with spite this, he claims that the paother thrill show operators. His trons preferred him to announce biggest innovation since striking the show rather than local talent out on his own came last year Tho hardly understanding his when he preemed an act which words, they derived a bigger kick has a car shot out of a cannon, from his livelier manner. Irish Irish says he first discussed the also has done considerable work idea with Teter on the theory as a free-lance sports announcer. that whatever business ideas he He is a member of the Showhad belonged to his employer, men's League of America and Na-However, the plan for the cannon tional Showmen's Association. act was set aside. The Teter show The only driving he has done in was doing all right, and manage- connection with thrill shows has ment wanted to save something come in testing stunts before they big for future seasons.

Irish holds that the cannon has been largely responsible for the However, Joie Chitwood, thrill takes his show has enjoyed. Play-

THE BILLBOARD

Announces at Indianapolis

In addition to thrill show operation, Irish has gained attention thru his work as announcer for the 500-mile big car race held each Decoration Day at Indiantomer a class offering. During his apolis. Early in his career he acquired announcing experience at dirt tracks in the Midwest and was caused by more than the fact He was given the announcer's job at Indianapolis in 1939. He returned to the post in 1940, and after the lapse occasioned by the war took up the job again in 1947. He has held it since then.

Irish started playing Canadian dates with his show in 1950 and Irish built his fair route with found that a large portion of his

were offered to audiences.

IAFE, NAAPPB Jolts AGVA

Continued from page 55

cians and the stage hands from vention here assembled that their making further demands." He proposals and plans, as outlined said that AGVA had only six in this convention, will be of no paid-up performers on the curcus material benefit to the members during the Boston engagement of IAFE, but to the contrary, are and, while the agreement gave more likely to prove of serious them the right to organize the and irreparable damage. remainder of the 66 performers, a check of show personnel at the tend our sincere thanks to George end of the stand revealed that no A. Hamid, president and general new AGVA members were signed. manager of the New Jersey State

Cites Correspondence

show that AGVA had been trying to organize outdoor personnel since 1939. He read a letter from an AGVA rep, sent to fair secreletter from Joe Weber, prexy of the American Federation of Labor, giving the AFL's blessing to the first AGVA outdoor organizational move. He produced a letter dated May 7, 1940, from Paul Sander, now a Chicago agent and then director of the outdoor division of AGVA, in which Sander warned outdoor men not to deal with Mike Barnes of Barnes-Car-

In 1941, a similar letter, pro- coney tstand; (Fair) Fort Walton, Fla duced by Hamid, was sent to Dion Ted Breaux Bridge, La. Barnes-Carruthers, putting Hamid on the unfair list. Hamid also on the unfair list. Hamid also Page Bros. Meridian, Miss produced bulletins, which were Playland Youngsville, La. circulated daily by AGVA, at the Tassell, Barney Auburndale, Pla.; Venice outdoor convention of 1940. Hamid Terry's Am. Co.: Sanford, Pla. discussed a May 8, 1950, letter sent by an AGVA rep to Charley Nash, Eastern States Exposition, Springfield, Mass., where Nash was asked to send a certified check for \$58,000 to AGVA as bond for his entire grandstand talent budget.

Hamid said that he felt outdoor performers were well paid for the risks they take, citing Gould, Jay Glasgow, Mo. 4 Warrensburg the case of Edmundo Zacchini, who started as a rigger with the Hamid circus at \$40 per week, but whose last salary with Hamid called for \$2,150 when he was doing his shot-out-of-a-cannon act.

Dr. J. S. Dorton, IAFE president and manager of North Carolina State Fair, Raleigh, presided at the IAFE session. Included among fairmen who joined in voicing objections to the AGVA plans was Clarence H. Harnden, IAFE past president and secretary of Saginaw (Mich.) Fair,

The resolution on the IAFE stand was introduced by Bligh A. Dodds, IAFE past president, former director of New York State Fair and a long-time fair executive.

The full resolution follows: Whereas, we have had a very thoro discussion of the activities of the American Guild of Variety N. C., 12. Artists, be it resolved, that it is the sentiment and measured judgment of the IAFE in conjudgment of the IAFE in con-

"That we wholeheartedly ex-Fair, for his magnificent presen-Hamid cited correspondence of tation in his talk Tuesday aftervarious bookers and fairmen to noon to this convention, covering the difficult, delicate and dangerous subject matter of the AGVA activities and objectives, and that we further commend taries in 1939, which contained a him for his flawless handling of this subject."

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22. O.

Routes are for energent week when no ruthers, who had been put on the dates are given in some instances possibly mailing points are listed.)

> General American Hallettsville, Tex-Orange State: Daytons Beach, Pla-

Circus Routes

Send to 2160 Patterson St. Cincinnati 22. O.

5; Elden 8; DeSete 7; Chester, Ill., 8; Granite City 16; Carlinville 11; Cuba, Mo., 12; Potoni 13; Farmington 14; Ful-

Polack Bros. Western: Auditoriums Charleston, W. Va., 3-5

Misc. Routes

Send to 2160 Patterson St Cincinnati 22 O

Henie, Sonja, Ice Revue (State Pair Park) Dallas, Tex. 6-22 Hollywood Ice Revue (Collecum) Indianapolis, Ind., 3-9.

Ice Capader of 1952 (Reynolds Collicum)
Raleigh, N. C., 4-11.

Ice Polities of 1952 (Sports Arena) Hershey.

Pa. 4-13. Miller's, Irvin C., Brown-Skin Models (Liberty) Columbus, Ga., 5-6; (Jefferson School) Louisville 7; (Capitol) Columbus, S. C., 9: (Rits) Spartantury 10: (Liberty)

PEANUTS . POPCORN . SUPPLIES

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

Snowflake Snow Cones — All Circus Bags — Candy Floss Makes Ice Shavers—Star Pop- Supplies. SEND FOR FREE corn Machines—Cotton Candy CATALOGUE!

Five Sizes Boxes - Complete | Cones - Candy Apple Equip-Line of Supplies - Midway | ment & Supplies - Fresh Marvel Candy Floss Machine | Roasted Peanuts - Attractive

CHUNK-E-NUT PRODUCTS CO.

VIC ZINDA 231 M. Second St. Philadelphia 6, Pa. 2908-14 Smallman St. Pittsburgh 1, Pa.

ED BERG 1261-63 E. Sixth St. Los Angeles 21, Calif.

Multiplex Faucet Co. Serving the Trade 46 Years

a 31¢ Profit on a 5 Cent Sale!

The Multiplex 8 GAL. 17 CAL. 45 GAL. 60 GAL.

Advertises Ice Cold Root Beer to attract a large wolume of sales at an Exceptionally large Profit Capture volume business and profits with the

Draws any size drink con-Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of toam when handle is turned to one side and a creamy Other DISPENSERS for COCA-COLA, GRAPE.

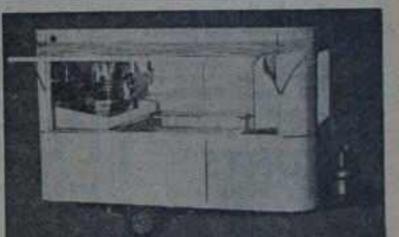
ORANGE, HIRES, DR. PEPPER, ETC.



Manufacturers: MULTIPLEX FAUCET CO. 4325-8 Duncan Ave.

TRAILERS FOR ALL PURPOSES

Fully equipped. Priced to suit your pocket book. WRITE FULL INFORMATION



CALUMET COACH CO.



Here's a "must" ifem for floss machine operators land seneral concession use) at a new low price! Compact unit; 1800W cap.; 110V; 10% & 20% increase. Front panel has voltmeter, pilot light, off and normal switch inc need to disconnect). Write or call

POPPERS SUPPLY CO., Inc., of Phila.

DISTRIBUTORS FOR GOLD MEDAL PRODUCTS: EQUIPMENT AND SUPPLIES ON HAND AT ALL TIMES PHILADELPHIA 32 PA 1211 NORTH IND STREET GArtiett 6-1616

Display

A Great American Custom

WRITE OR WIRE FOR CATALOGS

Emblem Orders Welcomed Prompt Shipment-Prepaid over 1500.00 SIGNAL FIREWORKS & SPECIALTY CO., INC.

8404 S. E. Powell Blvd. Portland 66, Oregon TAbor 1132 "No Order Too Big or Too Small"

Popcorn-Cotton Candy-Candy Apples-Snow Cones

The most modern, up-to-date line of equipment and supplies for you at money saving prices; the most complete line in the business. Send a postal card for our 73 page Concession Supply Catalogue and tell us what you need.

GOLD MEDAL PRODUCTS CO. CINCINNATI 2, OHIO. 318 E. THIRD ST



824 S. WEST STREET INDIANAPOLIS 2, INDIANA



BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE We also handle Snow Supplies

P. O. Box 7803, Fair Park, Dallas, Tex

MAKE \$100.00 A DAY On Candy Floss



Our new Super Delyxenew style head, bowl. spindle. Smooth running Heater theostal and FREE parts Wooderful opportunity to start your own business big money Welle for litera-ture TODAY Old cus-

ELECTRIC CANDY FLOSS MACHINE CO. 726 Benton Avenue Nashville 4, Tenn

ASTRO FORECASTS

All Rendings Complete for 1952

Crystal Balls imported

On hand in these sizes: 2%: 3 inch 2 0/16;
4 inch; 4 3/16 Write for prices.
Single Sheet. Buni4, 100, 75c; Per M. 54.00

Gold Fish Pamphlet. 4 Page. Buni1, 12

Signs. Any Quantity, Each

"WHAT IS WRITTEN IN THE STARS."

Felding Bunklet. 12-P. 215x5. Contains all 12 Analyses. Very well written, \$5.00 per 100 Samule.

FORECAST AND ANALYSIS, 10-P.

Famey Covers, Blax11 Each.

Samples of each of the above titems for 256 No. 1 45-Pages Assorted Color Covers 506

NEW DREAM BOOK

Policy, 126 Dreams Bound in Heavy Gold Paper Covers: Good Quality Paper, sample
HOW TO WIN AT ANY KIND OF SPECULATION, 24 p. Well bound, 315 XII
PACK OF 25 EGYPTIAN F. T. CARDS
Anysers All Questions, Lucky Num-

Sign Cards, Illustrated, Park of 36 184
Graph Charts, 2x17, Sample 54, Per M 57.55
MENTAL TELEPATHY Booklet of 21 p. 254
Shipments Made to Your Customers Under
Your Labet, No checks accepted C O.D. 25%
Deposit Our name or an do not appear
in any merchandise. Samples nostpaid
prices. Orders are P.P. Estra

SIMMONDS & CO.
Sas S. Dearborn St. Chicago S. Illinois
Send for Wholesale Prices

Communications to 188 W. Randolph St., Chicago 1, III.

Huedepohl Ruckus Brings Call For Special Directors' Session

NAAPPB Secretary's Resignation Withdrawn; New Voting Required

CHICAGO, Dec. 1. - Whether | "greater participation in the pro- | the budget was interpreted as an will be decided at a special meet- term. ing of the board of directors being called by Edward J. Carroll, NAAPPB president.

of the full NAAPPB board here Tuesday (27), but at a post-convention of the executive commit-tee Thursday (29) he withdrew it. He said he had resigned because

the finance committee's budget, which included no change in his financial set-up, was approved by the board despite his demands for

SKEE-BALL

Reg. U. S. Pat. Office

America's Favorite Skill Game

Parks, Resorts or Location.

Capacity 80 Games Per Hour. 5c or 10c coin slots optional,

FOR DARK RIDES AND

WALK-THRU

Write for Information

PHILADELPHIA TOBOGGAN CO.

130 E. Duval St., Phila. 44, Pa.

FOR SALE—

ALL RIDES

No Reasonable Offer Refused.

Rides may be seen at Eastwood Park.

Detroit.

CONTACT

A. C. Rosenzweig

Phone: UNiversity 4-3597

FOR SALE

Ferris Wheel, No. 5 Size, per-

fect condition; complete with

15-H.P. Electric Motor, V Belt

A. KARST, FOREST PARK

Hanover, Pa. Phone 3-5286

Detroit 21, Mich.

18492 Northlawn

Drive, \$2,500.

Originally, the board's vote on on the resignation.

resignation at a stormy meeting Carroll Traces Year's Activity; Reports Given

CHICAGO, Dec. 1.—President Edward J. Carroll's annual report to the National Association of Amusement Parks, Pools and Beaches here Monday (26) traced NAAPPB in 1951. He commeded

Paul H. Huedepohl will continue ceeds" of NAAPPB. A secondary acceptance of Huedepohl's resignator January 1 as secretary of the reason, he said, was the board's nation. However, at the execunational Association of Amuse-refusal to adopt his proposal that ment Parks, Pools and Beaches each president be limited to one day, it was pointed out that bylaws would require a separate vote

> In the meantime, Huedepohl said, several NAAPPB members and directors had urged him to withdraw his resignation, the step he took at the Thursday meeting.

The executive committee decided to table the matter until it could be brought before the full board meeting. Carroll said he would call the meeting at once. would call the meeting at once, with notices going out this weekend. The session will be in New York and the date will be set so as to allow the proper 10 days' notice, he said.

Old Battle Flares

Members of the executive committee who were present included Dr. L. H. Firestone, of Flint, Mich.; the month-by-month activities of J. R. Singhiser, of Louisville, and Parks, Pools and Beaches, was

(Continued on page 74)

Park Men Hear Plan For Video Package

TV Firm Offers Small Theater Idea; Would Aid Dealers in Participation

here this week.

Under the proposal, Westinghouse would install small television theaters seating from 30 to 40 persons and using a 24-inch TV screen. Idea was presented by Fred S. McCarthy, sales promotion manager from Sunbury, Pa. He pointed out that larger parks could utilize several of the teletheaters.

He said his company would sell the package to parks and that the parks then could amortize the investment with consessions in the TV theater or by renting it to local Westinghouse dealers. Mc-Carthy said the company would underwrite its dealers in such plans and that the deal would be made attractive enough to assure dealer participation.

General reception of the idea

CHICAGO, Dec. 1.- A television on the part of parkmen in the attpromotion package for parks was dience was enthusiastic, and sevinveiled by the Westinghouse eral told of the need for such a Electric Company at the National plan. Some park managers said Association of Amusement Parks, that similar tie-ins with TV Pools and Beaches convention makers or dealers had fallen thru for lack of interest or lack of promotions was not given this that hiding "gold coins" thruout

> Carthy would include the build- chairman, John L. Coleman, viceing, seats, a new model television chairman; Don Dazey, Mrs. Minset each year, aerial, maintenance ette Dixon, Lawrence Stone and (Continued on page 74) R. M. Spangler.

pany, for his talk on television.

Cincinnati, won the A. R. Hodge Award for a program appearance dealing with pools and beaches. Honorable mention went to H. M. season. Jenkinson and John Cross.

year. Members of the awards com-

KIDSPOTS HIKE NAAPPB TOTALS

CHICAGO, Dec. 1 .- Kiddielands were largely responsible for an increase in membership figures of the National Association of Amusement Parks, Pools and Beaches this year according to a report by the membership committee. Total membership stands at 432, compared with 409 last

The figure includes 168 active members, 192 concessionaires, 52 manufacturers, 13 associate members, 3 or-ganizations, 1 individual and 3 honorary members.

Annual Awards Service, Talks

CHICAGO, Dec. 1.—William B. Schmidt, program chairman for Schmidt, program chairman for the 1951 convention of the National Association of Amusement presented with the Andrew S. McSwiggan Award for outstanding service to the industry.

Winner of the D. S. Humphrey Award for the best program appearance on a park subject was H. M. Christiansen, Chicago advertising executive, who discussed his agency's advertising program for Riverview Park, Chicago. An honorable mention was awarded to Fred S. McCarthy, of the Westinghouse Electric Com- convention program, overcame a

Charles R. Flatt, Coney Island,

Picnic Buyers Want Facilities Most--- Panel Industrial Reps Advise Park Men

On Outing Sales CHICAGO, Dec. 1.—A four-man panel from the National Industrial Recreation Association told park men in convention here this week that industry looks first for facilities when shopping for a picnic site. Transportation and price are other

The speakers, all in charge of their company outings, were Robert Mabee of General Motors' Electro-Motive division, William H. Sehlke of United Air Lines, M. M. McClure of Inland Steel and Raiph Isacksen of J. B. Seeburg Corporation. All are of Chicago.

Moderator of the panel was Don

Outline Six 51 Promotions

CHICAGO, Dec. 1.-Robert A. Guenther of Olympic Park, Irvington, N. J., and chairman of the promotions panel on the NAAPPB lack of formal papers from others on park promotions by rallying speakers from the floor. They came up with thumb-nail descriptions and comments on a halfdozen promotion plans used this

James Stewart, of the State Fair The Harry J. Batt Award for of Texas summer midway, told the area in a manner similar to The package outlined by Mc- mittee were Dr. L. H. Firestone, that used for Easter egg hunts had

Banquet Highlights Social Activities Of Parkmen in Chi

CHICAGO, Dec. 1.-A sizeable crowd that taxed the capacity of the Grand Ballroom of the Hotel Sherman, except for a center floor area reserved for dancing, attended the annual banquet of the National Association of Amusement Parks, Pools and Beaches Tuesday night (27).

The major fun frolic of the wam, Mass., was elected to a sec- three offices were filled by action park group was noted, as in the past, for its absence of dais and National Association of Amuse-ment Parks, Pools and Beaches of the park men's convention were ward J. Carroll, Riverside Park, Agawam, Mass., welcomed the as-William B. Schmidt, of River- semblage briefly. George A. view Park, Chicago; Elmer Foehl, Hamid, operator of Steel Pier, of Willow Grove Park, Willow Atlantic City, and White City Grove, Pa.; George A. Hamid, of Park, Worcester, Mass., acknow-George A. Hamid & Son, New ledged the presence of distin-

CARROLL ELECTED FOR SECOND TERM

Singhiser, Firestone, Spangler Named; **Board Drops Washington Representative**

CHICAGO, Dec. I. - Edward J., ing Green Park, Sunbury, Pa., Carroll, of Riverside Park, Aga- will be third vice-president. The ond term as president of the of the board of directors. here Tuesday (27).

J. R. Singhiser, of Fontaine Ferry Park, Louisville, was named first vice-president and ex of-ficio banquet chairman. Dr. L. H. Firestone, of Flint Park, Flint, Mich., was elected second vicepresident and ex officio program chairman. R. M. Spangler, of Roll-

EXPERTS SAY

the following directors:

York; John Collins, of Lincoln guished guests.
Park, North Dartmouth, Mass.; Program of acts included Pryde Henry Bowen, of Whalom Park, and Day, juggling unicycle turn; Fitchburg, Mass., and O. B. Jen- Zolnky and Pless, acro dancing;

ATTENTION — WANTED — ATTENTION FOR 1951-1952 WINTER SEASON RIDES - FREE ACTS

For New Coney Island Amusement Park, Havana, Cuba Motordrome-Side Show-Freaks-Monkey Drome, any other top Attraction.

This is the finest amusement park in Latin-America. Full sixe Philadelphia Toboggan Coaster already completed.

> **OPENING DECEMBER 21** CONTACT AT ONCE-(SEND PICTURES)

P. O. Box 2205

Phone: 48-6801

Miami 13, Florida

High Quality KIDDIE RIDES

ROTO WHIP-SPEED BOATS-PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

WONDERFUL BUSINESS OPPORTUNITY IN LARGE EASTERN AMUSEMENT PARK

Owner will sell cutrisht all or half interest to operator who will take care of two amusement rides in water-front park. Lusse Water Scooter-19 motor boots and buildings Lusse Scotter Ride-25 cars and building. Doing a good business, but due to deals of an efficer other owner cannot give proper altention to these rides, having other interests. Will sell for eash or terms and rides can continue operation at same location. Address:

BOX D-100, c/o THE BILLBOARD, CINCINNATI 22, O.

"Transport" Safety Mark

CHICAGO, Dec. 1.—Statistic-ians of the National Safety Council went into a huddle and came up with the report that Roller Exhibit Supply Company of Chi-Coasters in amusement parks cago, and John T. Gibbs Fascinahave the lowest mileage death rate of any form of "transporta-tion" according to Paul Jones, Council public relations chief, who spoke at the park convention in Chicago this week.

Sparking his talk with humor, Jones said that parkmen owe it to order to acknowledge more of their business to conduct a "nag- the outstanding exhibits at the anging, ceaseless check-up for safe- nual trade show, which is staged he advised, end results will be Amusement Parks, Pools and better for public relations if the Beaches convention. the incident.

Coasters Win AREA Awards Go to Pretzel, M-T, Exhibit, Fascination

Recreational Equipment Associa- vice Company, Dayton, O. tion went this year to the Miniature Train Company of Renssaeler, Ind.; Pretzel Amusement Ride tion, Seaside, Ore-

were honorable mentions in all of Chambers Company, Inc., Beaver the classifications. Harry A. Il- Falls, Pa. lions, chairman of the awards Fascinal committee, pointed out that the additional awards were made in And if there is an accident, by the National Association of

park co-operates with newspaper | Miniature Train Company won reporters who seek information of the John R. Davies Award for the most meritorious exhibit in the

CHICAGO, Dec. 1. - Annual show. Honorable mention went awards made by the American to the National Amusement De-

Pretzel Amusement Ride Company was awarded the Edward J. Carroll Award for the most meritorious new device exhibited. The firm showed a new ride. Honorable mentions went to the King Amusement Company of Mount Added this year to the awards Clemens, Mich., and the R. E.

Fascination took the John J. (Continued on page 74)

MINIATURE GOLF

designed and built by us will mean stepped-up profits for any alert park owner during the big season shead. Attractive, scientific, exclusive in your area. Great for resort hotels, motels. Write for literature.

HOLMES COOK CO. Peurl St. New London, Conn. 25 Peurt St.

CIRCUSES

4 BIG DAYS MARK END OF KING TREK

Equipment Stored in Macon Quarters: Cristianis Prepare for European Trip

Bros.' Circus, finishing the season 11,495. Officials said the season six, was in quarters at Central gles. Show was out 33 weeks, City Park with bright, summery never missed a day, having more weather prevailing.

held crowds down in Alabama and South Georgia, but a sudden switch to warm, clear weather, with temperature in the 70's, brought out record - breaking crowds the last four days.

Co-Owner Floyd King said that after a bad day in Waycross on Monday (19) the warm weather hit and there was a turnaway next day at Vidalia. Swainsboro was fair, and Statesboro on Thanksgiving Day was a sell-out for both performances. At Dublin there was a capacity at night, and closing day at Sandersville was one of the biggest of the sea-

Scores from Macon visited the show at Dublin. Heading one party was A. Mack Dodd, alderman and head of the park commission which controls winter quarters here. Mrs. Vicki King and daughter, Sharon, who have been in Macon for several weeks, visited Floyd King at Dublin. Others from the Macon Shrine show who went to Dublin included George and Pauline Penney, Slivers Johnson, Norma Rogers McGee and Joan Benjamin Moore, latter playing here with Hedy Jo Starr's show. Paul M. Conaway and a group of Shriners also caught the night show in Dublin.

PHUNEMEN

WANTED

Red Duke, answer. 20 per cent commission paid daily. Sponsor Father Flanagan of Boystown, Council Knights of Columbus. Strong appeal. Jacebeseb Hayda deal. Contact

CYRIL PHEBY

K. of C. Hall, 3301 Harney Omaha, Neb.

WALLACE & CLARK CIRCUS WANTS

Agents capable of contracting strong Auspices: available to start contracting Jan. 15th. Also Promoters with own Phone Crews.

Also want to buy Elephants and Wild Animals of all kinds. Contact

NORMAN E. ANDERSON

Hot Springs, Ark. R.F.D. 1

CIRCUS SANTA SPECIALS!

From circus wenderland of old pix and printed places—

4 da10 Norris Rowe Scenes. 09. \$5.50
25 5x7 Christy Scenes. 22-27. 11.75
20 5x7 Earnom Tabs. Dens, early 9.50
15 2x7 Pawnee Bill Lot, Parade. 7.00
12 Buffalo Bill Lot, Train. 5.50
30 Gollmar Parade, Train, Lot. 24.50
12 World R.R. Show Parade, Lot,

Packet 25 Ornate Old Tickets, Passes 10.00
3,000 Old Heraids close at \$1.00 ea.

Send dollar for lists and samples.
P. M. McCLINTOCK COLLECTION
Box EVI, Franklin, Pa.

Program and tickets. County Council; American Legion spontarship. Plenty of live taps. Pay every day; 23 per cent commission.

INVESTIGATION OF THE PARTY OF THE DISTRICT

Virginia Hotel

Columbus, O.

Phone Men. Advance Men. Promotional Men Start work immediately, UPC Banners. No drunks, no limbsters, and we do not advance any money. Wire immediately.

JOE KING Clovis, N. Mex.

DHONEMEN E HASSELIEN

FOR LA FAYETTE, IND., GROTTO B. Copps. Ed Lange, G. Larsen, call.

Phone 7232

MACON, Ga., Dec. 1. - King | Mileage for the season totaled with four big days out of the last was remarkable from many anthan 200 playing days, and not a Sub-freezing temperatures had single performance was late. There were 51 extra performances to take care of overflow crowds. Shortest jump of season was the seven miles from Johnson City, Tenn., to Elizabethton, just a mile shorter than the jump from Meriden, Conn., to Middletown. Long-

> Co-Owner Lucio Cristiani and wife, June, left Macon Wednesday (28) to drive to Canton, O., to join Tony Diano, who is to sail with them from New York December 4 for an eight-week tour of Italy, France and other European countries. Oscar Cristiani and his wife will remain at the Hotel Dempsey here this winter. Mugador Cristiani and his wife have taken an apartment here. Others in the Cristiani family will divide time between Macon and Sarasota, Fla. After January 1 show will open a free zoo for the public each Sunday, as in the past.

Many of show's personnel will winter in a special trailer park constructed last year by the city for use of circus troupers.

CHICAGO, Dec. 1.-Hy and Art Sturmak, owners of Biller Bros. Circus, said this week that they plan to troupe the show again next season. They were at the outdoor conventions here and reportedly were looking for staffers. including a concession manager. They conferred with carnival executives on the possibility of putting the show on a midway, but no deal was reported.

Art Sturmak stated that plans call for operating an auspices show next season. He said the show's equipment and stock remains at the fairgrounds in Memphis.

Hy Sturmak said that reorganization of the show is under way and that "much work remains to be done."

The Biller show went into quarters this fall after an unsuccessful tour marked by wildcatting in the final days and by the skipping of several stands.

Rubens Shelves Rogers; Books Indoors, Fairs

CHICAGO, Dec. 1. - Rogers ished the season in the King Bros.' Circus will not go out in Bros. wagon. Shakey Leg Murphy, 1952 and present plans also elimi- adjuster, remained in Chicago unnate an earlier schedule for put- til after the convention and then ting out the winter version, Seers hopped to Dallas.

Henry Filbert, representing Si Shipley, Mickey Blue, F. A. Bou-Rubens, owner of the Rogers and dinot and Harry Bert were among Seers shows, said the animals the Chicagoans on hand most of would be retained, but that Rubens the week. Ira Millette was here. would offer show equipment and Paul M. Lewis, former operator some trucks for sale.

He said that labor shortage was to book his acts at fairs. Red the reason for Rubens' decision to Sonnenberg of the Ringling protake the show off the road. The gram department attended, Eddie circus now is in quarters at Fort Howe, Beatty and Polack press Myers, Fla. Rubens has opened a agent, and his father, Doc, onekiddleland there, and the Rogers time 101 Ranch trouper and now cat act will be used in connection with Fanchon & Marco, were on with the kidspot. Joe Horwath is hand. working the cats,

Several indoor dates have been Bros, spent much time in the booked for the act, Filbert said, hotel lobby. Hank Filbert of and plans call for booking it at Rogers Bros. conferred with fair booking agents. The Aerial Chrisfairs next fall.

CAT KINGDOM

SARASOTA, Fla., Dec. 1. In light of an incident that took place here recently, apparently all roads lead to this community.

Truck driver, Jack Summers, was directed by R. A. McCarthy in Savannah, Ga., to drive a truck load of wild animals to Kissimmee, Fla. The beasts failed to arrive on schedule.

Later the Florida Highway Patrol located truck, driver and animals here. The driver said he assumed all caged wild animals hibernated at local quarters of the Ringling-Barnum circus.

est jump was 275 miles from Newburgh, N. Y., to Annapolis, Md. Average was close to 80 2 Packs Dates Tab Big Gains

NEW ORLEANS, Dec. 1.—Tom one of the points of negotiation. acks' Circus tallied a 20 per cent However, the sale was believed Packs' Circus tallied a 20 per cent increase over 1950 business here to have fallen thru when Wirtz ber 25. Packs' earlier stand at agreement on terms for Mills to Baton Rouge, La. (12-13), scored open the show in the Chicago Staa thumping 75 per cent increase dium next spring. over the first annual stand there

last year. show drew 15,000 the first night and 9,000 for the rainy second night at Memorial Stadium.

(16) with about 6,000 persons and built to full house by Wednesday Mulls Tour sellouts and Saturday and Sunday matinees were turnaways.

watched the Shrine Circus street march in New Orleans (15). All circus personnel and 21 local bands were included.

Tom Packs was in charge of the show, assisted by C. W. Hoeber and Jack Leontini. Jack Lehr directed tarnsportation, Buck Cervone had the band and Bob White announced. Max and Henri Gaudsmith's dogs and Norbert Kreschini's gorilla parody were added here.

hard luck." Karl Wallenda, Dick serious accidents.

MORE THAN A YEAR AGO

Bobby Burns, veteran circus and

minstrel man; Ora Parks, King

Bros' press chief; Earl Lindsay,

formerly of the Ringling show; Edna Curtis, circus producer, and

Mr. and Mrs. Charlie Webb, con-

cession managers last season on

Esma Maley arrived Sunday and was joined Tuesday by her

husband, Arnold, after he fin-

of Lewis Bros.' Circus, attended

Art and Hy Sturmak of Biller

Capell Bros.

Circus People Turn Out

For Chicago Conventions

CHICAGO, Dec. 1.-More cir- | tiansens were among the acts in

cus participation in the outdoor attendance. Jackie Teeter, per-meetings was evidenced here this former, and Bette Leonard, for-

week than a year ago, with a mer performer and now president

large delegation of owners and of the Circus Historical Society, staffers from the big tops on hand. visited friends. Walter Hohenadel. Early arrivals included Floralce | editor of the CFA's publication.

Gault, press agent; Hi Brown was in Chicago for several days.

SARASOTA, FLA., Mills Deal for Cole Fails to Come Off

Slim Chance Remains for Purchase; Negotiations in Chicago Break Off

CHICAGO, Dec. 1. - Negotia- Horstman said that other potenday (29) after reaching a near- the status of those negotiations. sale stage late Wednesday. Jack Mills, in the event he acquired Mills and members of his staff the Cole show, would continue to the Cole organization.

scheduled to reach a final decision ing worked over at the time. via telephone Monday (3), it was conceded by both parties that Cole titles was in the works, and chances of the sale going thru now it was said that Mills had planned

were slim.

Mills would have acquired the other stock. Mills recently sold Cole title, elephants, hippo, lead one elephant to Clyde Bros.' Cirstock, ring horses, wagons and cus. With the Cole herd, he would show paraphernalia. He would not have 20 bulls. buy the train or the winter quarters. Whether the quarters, located at Peru, Ind., were to be included was reported to have been

with a 10-day run ending Novem- and Mills attempted to reach

Horstmann stated late Thursday that while a sale was still possible, Strong advance sale by Shriners it did not appear likely. A few and heavy publicity were big fac- minutes later Fred Stafford, speaktors in Baton Rouge, where the ing for Mills, said the same thing.

tions by Mills Bros.' Circus for tial buyers also were in contact purchase of most of Cole Bros.' with him, but he didn't name Circus all but fell thru here Thurs- them and gave no indication of

conferred several times with Bill move on trucks. Preliminary con-Horstmann of Cole Bros. and once sideration was being given to movwith Arthur M. Wirtz, top man in ing some of the Cole wagons via auto-transport trailers, but this Altho Wirtz and Mills were was only one of several ideas be-

A combination of the Mills and to keep all of the Cole elephants Under terms being discussed, and Liberty horses, as well as

> No indication was given either by Mills or Cole as to the price involved in their talks. Widespread interest marked news and rumors of the negotiations as the reports were circulated in the Hotel Sherman during the outdoor conven-

Part of the talks were carried on with General Agent H. W. Ahrhart Jr., representing Mills. When the plans failed to become final, Mills abandoned plans for a trip to Peru and returned to his C'eveland home early Friday.

ACTS

Am Now Contracting

New Feature Acts

for My 1952

Fairs, Television and Circuses

203 N. Wabash

Chicago, Ill.

Season's Greetings

New Orleans business opened Aussie Unit

HOBART, Tasmania, Dec. 1. -After a lapse of 15 years Wirth s An estimated 20,000 persons Circus, the name show Down Under, is considering making a tour of this island during the Christmas period, H. E. Kelly, advance

Extended stands would be made here and in Launceston, Tasmania's two largest cities. The entire circus and zoo would be shipped from Melbourne, Australia, by sea. The island would be toured in two special rail cars.

Leontini commended Johnny Anderson, Mari Peters, Ralph Manko and his 22-man rigging and Winarski and Terrell Jacobs sufprop crew for their work during fered mishaps, and Manko's crew the show's "unsurpassed run of was credited with avoiding more was

manager, reported this week.

Bill Green, former circus press

agent now at the Toledo Sports

Arena, attended convention ses-

sions. Dwight Pepple, general

agent of Polack Bros., was in

town for part of the week. Omer

Kenyon, Hamid-Morton promo-

tion man, came down from Mil-

waukee for the first and last

In the Mills Bros.' delegation

were Mr. and Mrs. Jack Mills.

Mr. and Mrs. Harry Mills, Fred

Stafford, H. W. Ahrhart Jr., and

Doc Waddell, Nick Carter, for-

merly with American Circus

Corporation shows, came up from

Peru, Ind.

Sincerest Thanks To all the Splendid Circus Troupers who made the

MACON SHRINE CIRCUS the greatest success in history.

Sincerest thanks and best wishes to the many splendid acts who answered our Billboard Ad. We wish we could have booked you

W. J. BAILEY, Chairman Al Sihah Circus, Macon, Ga.

3 Monthly Publications. 1 Veteran's Official Sheet. High commission, weekly bonus good for 32 weeks. PROMOTION MANAGER

American Publishins Co. 912 Sc. Vandeventer St. Lauis, Mo. (Phone: Ofive 1888)

WORK ALL WINTER

Strong Optimist Deal for UPC Boys In Texas, Contact

Bernard-Bennett & Co.

GArfield 2031 441 New Moore Bldg. San Antonio 904 Ruth Houston

PHONEMEN PROMOTERS

For New Haven & other Major Cities Top commission & bonus - offices

WEST 3.9994
W. G. Phillips, phone

PROMOTIONAL DIRECTORS

25 Phone Salesmen for Indoor Circus Starting immediately-37 principal West Coast cities-top Statewide auspices-only fully experienced men who can furnish references. PHONE or WIRE

LEE SOBLE 451 NO. LA CIENCA BLVD. LOS ANGELES 46, CALIF

No Collect Calls or Wires No Alcoholics

CONCESSIONS WANTED
LAST CALL FOR CHARLESTON, S. C.

Can place all types suitable Concessions, Straight Sales, Demonstrators, 20% units.
Food and Drink sold: Bingo sold.
Firemen's Indoor Carnival-Circus—P. O. Sox 344, Charleston, S. C.

A TERRELL & TERRELL PRODUCTION

Acts, Concessions, etc., contracted, report for setting up show midnight, Dec. 11th,
at the location . . . COUNTY HALL.

Communications to 188 W. Randolph St., Chicago 1, III.

WALTER JACKSON- NAMED IAFE PRESIDENT FOR 1952

Leon Harms Elected Vice-President; Spirited Session Highlights Confab

D. Jackson, manager of the West- and profits. ern Fair, London, Ont., was elected president of the Interna-tional Association of Fairs and Conrad Trubenbach, president of tives..."

AGVA activities and objec-Expositions at the organization's the Perey Turnstile Company, three-day conclave here Monday who spoke on "Outside Gate Op- representatives and senators for thru Wednesday (26-28). Leon erations." Other topics under their work in the elimination of Harms, manager of New Mexico this heading included the use of the federal admission tax on out-State Fair, Albuquerque, was detective agencies, operating by side gates at fairs. Legislators named vice-president, and Frank outside groups and admissions. Kingman, manager, Brockton (Mass.) Fair, was named secretary-treasurer for the 13th consecutive year.

Jackson has been an executive of the London annual since 1924, serving on the board of directors, as secretary and finally as man-

New directors who were elected for two years include Arthur B. on major exhibits included Carl voted to reports of committees. Porter, Rutland, Vt., re-elected Tyner, and E. P. (Ned) Green. These included Archie L. Putman, from Zone 1; Carl Tyner, Indian- C. G. (Pete) Baker chairmaned appeals; William H. Kittle, auditapolis, new member from Zone the panel on "Young America" 3; Robert Finke, Minot, N. D., new with a large number of the reps directors; Dodds, government remember from Zone 5, and S. N. discussing children's days, 4-H lations, and Carl Tyner, livestock MacEachern, Saskatoon, Sask, contests and other youth activines member from Zone 7.

Everett Erhart, Stafford, Kan., is

V. Ben Williams headed the held Tuesday night (27), was well

AGVA Session

Sessions, particularly the one relating to the American Guild of Variety Artists, were well at-tended, with Dr. J. S. Dorton, 1951 president, introducing speakers. Most of the program was of Thebald, Lloyd Cunningham, D. the open forum type and included a wide variety of topics discussed by leaders in the industry.

President Jackson opened the Tuesday meeting with an address n music royalties and E. P. (Ned) Green headed a forum on "Grand-

Community Aid Stressed by Annual Execs

CHICAGO, Dec. 1.-The extreme importance of community co-operation at fairs was stressed at an open forum on "Community Co-Operation" at the IAFE convention here Wednesday (28) with fair executives telling of their experiences with local organizations. The panel was presided over by Jack Reynolds, who leaves as manager of Wisconsin State Fair on January 1 to take a similar position with Eastern States Exposition, Springfield

Doug Baldwin, Minnesota State Fair, told of the co-operation of the Minneapolis Chamber of Commerce, which each year entertains 1,200 4-H youngsters at a banquet during fair week, which has proved excellent public relations for both the city and fair.

Virgil Miller, Kansas State Fair, complimented the Chamber of Association of Pairs and Expocerts, governor's breakfast and of directors. 4-H entertainment features han-

eration was described by Paul up from his position as secretaryNicely, of the Heart of Illinois Fair, Peoria. He cointed out that in an attempt to gain support of was named to succeed McClellan tion of Fairs and Expositions. The the townspeople, the annual turned over many activities and jobs to the local Chamber and as a group since its formation a year curing national exhibits as well sion was presided over by Adrian to the local chamber and as a group since its formation a year curing national exhibits as well to be severed along the consisted mostly of open discussion was presided over by Adrian to the local chamber and as a group since its formation a year curing national exhibits as well to be severed along the consistency of the local chamber and as a group since its formation a year curing national exhibits as well to be severed along the consistency of the local chamber and as a group since its formation and the local chamber and as a group since its formation and the local chamber and as a group since its formation and the local chamber and as a group since its formation and the local chamber and as a group since its formation and the local chamber and as a group since its formation and the local chamber and as a group since its formation and the local chamber and the local ch result has saved close to \$18,000 ago, presided at the business sesannually on labor costs. The sions. Singleton is secretary of the Eastern States of the Missouri Association of Fairs our thought that any fair who stressed the importance of the Eastern States over by Annual Signs. Exposition, Springfield, Mass. The Sions of The Missouri Association of Fairs our thought that any fair who stressed the importance of the Eastern States over by Annual Signs. handling of all money, arranges and Agricultural Exhibitions. for publicity, handles the sale of All programs were of the open of 200,000 or more should have a an attraction.

Ted Rosequist, of California State Fair, spoke briefly on the selling of tickets thru Western Union, and V. Ben Williams and Elwood A. Hughes addressed fair executives on "Financing of Buildings."

Discuss Exhibits

Participants in the open forum

evinced in the discussion on "Attractions," with President Dorton handling the gavel, and "Grand-stand Shows," Doug Baldwin acting as moderator. Taking active Banks Named parts in these two subjects were Frank Kingman, Carl Tyner, J. A. Robert Jones, Pete Baker and Jack Reynolds.

Resolutions passed by the organization stirred up more than their usual amount of interest.

"Whereas, we have had a very thro discussion of the activities of the American Guild of Variety Artists, be it resolved, that is is B. C. was named vice-president, the sentiment and measured judg- and Emery Boucher, Quebec City, ment of the International Asso- secretary. Named to the execuin convention here assembled that ton, Alta; A. C. Ross, Sherbrooke, their proposals and plans, as out- Que.: Sam Foster, Toronto, and lined to this convention, will be S. N. McEachern, Saskatoon, of no material benefit to the mem- Sask. bers of IAFE, but to the contrary and irreparable damage."

A second resolution thanked Fair.

retary of the Kansas Fairs Asso-

ciation, was elected president of the Federation of State and Pro-

vincial Associations of Fairs at

the organization's second annual meeting in the Hotel Sherman here Monday (26). Under by-law

changes, Erhart will serve for two

Federation Elects

E. Erhart, Stafford, Kan., and sec- ciation of Fairs.

CHICAGO, Dec. 1. - Everett secretary of the Michigan Asso-

Erhart President

CHICAGO, Dec. 1. — Walter free grandstands, admission prices and profits. One of the few formal addresses gerous subject matter of the

> Thanks was extended to U. S. Daniel A. Reed, Robert Doughton and Kilburn, and Senators Walter George, Clyde R. Hoey and Harry F. Byrd. A vote of thanks was also extended to Bligh A. Dodds, chairman of the IAFE Government Relations Committee, for his work in the elimination of the

Opening day sessions were deing; Frank H. Kingman, board of

By Canadian Association

Outstanding in this respect was Banks, Truro, N. S., was elected convention. the one regarding the American president of the Canadian Asso-Guild of Variety Artists which ciation of Exhibitions at the or- others attending the luncheon inganization's 25th annual conven- cluded Mrs. George A. Hamid, the Androscoggin Agricultural

V. Ben Williams, Vancouver,

W. D. Jackson, London, Ont., are more likely to prove of serious and H. H. McElroy, Ottawa, are delegates to the Royal Winter



WALTER D. JACKSON

Mrs. Schultz Elected IAFE **Auxiliary Prez**

CHICAGO, Dec. 1 .- Mrs Edwin Schultz, wife of the secretarymanager of Nebraska State Fair, Lincoln, was elected president of the Ladies Auxiliary of the International Association of Fairs the new board member repre-senting the Federation of State was assisted by W. E. Preston, met for luncheon the same day Mrs. Schultz succeds Mrs. Bligh and Exposition at the Auxiliary's and Provincial Associations of Pete Baker, James Stewart and with Lloyd Cunningham serving A. Dodds, who has ben president since 1949 when the organization

> Mo., was named first vice-president; Mrs. W. A. Armstrong, Ottawa, second vice-president, and Al Martin and Eleanor Leonard, Mrs. J. A. Theobald, Salt Lake Boston. Electric organ and organ-

their fairmen husbands attended and Display Company, I TORONTO, Dec. 1. - A. B. the various sessions during the Springfield, Mass., and convention

In addition to those named, Company, Boston. tion here in the Royal York Hotel, Anna S. Halpin, Mrs. Clarence Society, Bangor State Fair, Thursday and Friday (22-23). Lester, Mrs. Tom Conrady, Mrs. Cornish Agricultural Association. M. E. Twedell, Mrs. J. Krowe Jr., Mrs. A. J. Teece, Gladys McDuffie, Franklin County Agricultural As-Mrs. Joseph Bartlett, Mrs. Clar-sociation, Hancock Agricultural ence Harnden, Mrs. H. C. Mc-

Elmer P. Lind, Mrs. Irish Horan,
Mrs. Leon Harms, Mrs. Harry B.
Kelley, Mrs. D. Robert Jones,
Mrs. H. S. Foust, Mrs. H. L. Fitton, Mrs. Frank Harris, Mrs. T. O.
Robinson, Mrs. W. Walker, Mrs.
Fred Rehmeir and Mrs. Chet
Thrill Shows,

Shaunavon, Sask., Org

SHAUNAVON, Sask., Dec. 1 .-Shawnee Club, local service org-

Mrs. Charles Green, Moberley,

City, secretary-treasurer.

Clellan, Mrs. Lester Schrader, Knox Agricultural Society, North-Mrs. Charles J. Warner. ern Maine Fair, Oxford County

Nets \$2,100 for Year

years and thru amendments to the International Advocates Increased Rates Commerce at Hutchinson for its sitions, will be the federation's herdsmen's banquet, band con-representative on the IAFE board For Com'l Exhibit Space

H. C. McClellan, secretary of . CHICAGO, Dec. 1. - Fairs are ing more fair-conscious daily, and the Hutchinson fair.

the Nebraska Association of Fair underpricing space sold to commercial exhibitors, Ira Woodhouse, the charges for space. Such Outstanding example of co-op- dent of the organization, moving of May & Woodhouse, this city, charges are, in reality, the small-

with an approximate attendance treating commercial exhibitors as All programs were of the open tickets and has doubled the sale of the sale of \$1 per square foot," he said. "We know of several fairs with attendances of less than 500,000 which charge \$2 per square foot, and up. They seem to have no difficulty in selling space. In our opinion, some fairs are practically giving their space are practically giving their space. In our opinion, some fairs are practically giving their space are practically giving their space. The same discussed by Ri

Baker, Oklahoma State Fair, and Consin Department of Agriculture, Fairs and other media."

V. Ben Williams, Pacific National and "Schools and Short Courses," Woodhouse also said that na-Exhibition, Vancouver.

Short talk on "A New Type of Agricultural Exhibit," which was moderated by Harry B. Kelly, tignal manufacturers are becom-

Program Set For Meeting Of Me. Assn.

AUGUSTA, Me., Dec. 1.—Annual Maine Association of Agricultural Fairs meeting in Augusta House here Wednesday-Thursday (5-6) will be highlighted by talks by Francis Buzzell, representing Fred H. Nutter, State agricultural commissioner, and John Snell, of the State department of education.

Snell will speak on "Future Farmers of America." Another speaker will be Noreen Ray, Somerset County 4-H Club leader, who will talk on "What Fairs Mean to 4-H Clubs." All addresses will be given Thursday afternoon. A get-together dinner will be held Wednesday evening.

Wednesday morning activities will include group meetings for discussions of fair problems. Fol-

discussions of fair problems. Following lunch, Gordon Drew, president of the association, will offer greetings, and reports from the secretary, treasurer, race commission and special committees will be read. The nominating group will report and officers will be elected before adjournment. In addition to Drew, present officers addition to Drew, present officers include Dr. E. E. Russell and Parker Adams, vice - presidents; Roy E. Symons, executive secretary, and Earle R. Hayes, treasurer.

Association's annual dinner will be staged Thursday night. The floor show will be presented thru George A. Hamid, New York, and ist will be furnished by Carl Cof-Planned tours and style shows as well as information on plays, operas and other entertainment was outlined to the ladies while their fairment broken details and District terstate Fireworks Manufacturing badges thru the Hodges Badge

Association members include Cumberland Farmers' Club, Society, Maine State Fair, North Also Mrs. L. E. Watson, Mrs. Agricultural Society, Sagadahoc Elmer P. Lind, Mrs. Irish Horan, Agricultural Society, Skowhegan

Races Grow, Survey Shows

CHICAGO, Dec. 1. - Growth that co-operates with the Shaun- of automobile racing and thrill avon Agricultural Society in pre- shows as fair grandstand attracsenting the annual two-day tions was illustrated to fair repcounty fair, has wiped out its resentatives here for the Interna-Members taking part in the \$900 deficit and shows a \$2,100 tional Association of Fairs and discussions included Win Elde-surplus on the year's operations. Expositions convention in an open ridge, George W. Gleixner, Cliff New president is Dr. Murray forum on grandstand shows conducted by Doug Baldwin, secretary is C. Hardy.

According to a survey of large fairs, 24 out of 42 answering annuals use auto racing, which was recognized as an increase over the past several years. Thrill shows have become popular, the survey indicated, with 26 out of 42 annuals using them during the

Participating in the discussions were C. G. (Pete) Baker, W. E. (Bill) Preston, Jack Reynolds and Lloyd Cunningham: Carl Tyner spoke briefly on the use of more talent; J. A. Theobald, ice shows, and Don Miller, of the U. S. Trotting Association, on harness ruc-

Execs Elected At Morristown

MORRISTOWN, N. J., Dec. 1 .-John J. Kennedy was re-elected president of Morris County Fair Association at the annual meeting of the group held here Tues-

All officers were unanimously re-elected, including Vice-Presi-dent Ernest Hezlitt, Treasurer dent Ernest Hezlitt, Treasurer John R. Brown and Secretary Su-san Condit. All trustees were re-Idaho State Fair and Rodeo Association, Bonneville Hotel, Idaho Falls, Idaho, December 14elected, with the exceptions of 15, Telpher E. Wright, Box 772, Virginia Walker and Sheldon Mc- Caldwell, Idaho. Intosh, who resigned. Karl Wentdorf and Coventry Smith replaced and District Fairs, Claypool Hotel,

At the first meeting of the board of trustees, Alexis L. Clark was appointed manager of the annual.

Weyburn, Sask., Names Fred Zabel As New President

WEYBURN, Sask, Dec. 1.— Fred Zabel was elected president of the Weyburn Agricultural Society at its annual meeting, suc-ceeding Les Holdstock. A. J. Adolphe, E. Kyle and A. Metheral are vice-presidents and Roy Schultz was re-elected secretarymanager. Zabel was first vicethat served for more than 20 Kentucky Association of Fairs Lashley, Department of Agriculyears as secretary-manager of the and Horse Shows, Brown Hotel, ture, Parliament Buildings, Topresident last year and prior to

receipts of \$46,833 for the year Fair, Louisville, secretary, plus a 1950 bank balance of \$2,776. Total expenditures were \$49,348, leaving a bank balance of \$261. Government grants still to be received at the time of the annual State Capital Building, Jefferson meeting were \$3,519.

fairgrounds buildings will be in-creased from \$62,100 to \$86,700. Springfield, January 20-22. Cliff Insurance now carried is equal to 80 per cent of the value o

buildings. grandstand.

Yorkton, Sask., Re-Elects Prexy

William Wilkinson has been re- dale, Mich., secretary. elected for his seventh term as president of the Yorkton Agricultural and Industrial Exhibition January 20-22. C. B. Ralston, Box Association, Ltd. Other officers 482, Staunton, secretary. elected were Norman Roebuck Nebraska Asosciation of Fair and E. E. Lamson, vice-presidents, Managers, Hotel Cornhusker, Linand C. W. McBride, treasurer. coln, January 21-23. H. C. Mc-Miss A. (Toni) Draftenza, secre-tary for 10 years, has resigned. Clellan, Arlington, Neb., secretary. FOAM LAKE, Sask., Dec. 1.— pany at a rate of \$10 an acre for Western Canada Association of H. J. Helgason was elected presi-the first year and \$1 for the fol-

tees, showed the 1951 fair to be among the most successful in the long history of the association. The financial statement showed \$17,451 had been spent on repairs to buildings and grounds, leaving a small balance.

Dan Cameron retired from the directorate after 22 years' service and was replaced by A. N. Ford. All other directors were re-

Army Withdraws Bid For Detroit Bldgs.

DETROIT, Dec. 1. - Proposals by the Army to take over several buildings on the Michigan State Fairgrounds to house and train

Tarares.

Tarares.

Tarares.

Poet Landerdale—Broward Co. Pair. March

4-8. Robert S. Pryor.

Fort Myerre—Southwest Fia. Fair. Feb. 4
9. Jack D. Hughes.

Inverness—Citrus Co. Pair Assn. Jan. 15
19. Quentin Meditn.

19. Quentin Meditn.

Largo—Pinellas Co. Fair. Feb. 19-21. J. H.

La fair manager.

ATTENTION FAIR SECRETARIES!

Contact The

ERNIE YOUNG AGENCY

New Ideas in Grand Stand Shows

203 N. Webash Avenue Chicago, Illinois

Meetings of Fair Associations

Fair Managers' Association of Reading, Ra., secretary.

Iowa, Hotel Fort Des Moines, Des North Dakota Association of Moines, December 10-11. E. W. (Deak) Williams, Manchester, Ia.,

Indiana Association of County Indianapolis, January 1-3. William H. Clark, 360 Walnut, Franklin. Ind., secretary.

Wisconsin Association of Fairs. Fair dates for 1952 are August Hotel Schroeder, Milwaukee, January 3-5, Win Eldridge, Plymouth,

> Wyoming Fair and Rodeo Association, Henning Hotel, Casper, January 7. R. S. Latta, Casper, secretary-treasurer.

Minnesota State Fair and Minnesota Federation of Fairs, Hotel St. Paul, St. Paul, January 7-9. George W. Gleixner, North St. North Broadway, Tyler, Tex., sec- P-I is to be a show window of the Paul, Federation, secretary.

Kansas Fairs' Association, Jay-hawk Hotel, Topeka, January 8-9, Everett E. Erhart, Stafford, Kan., secretary.

Ohio Fair Managers' Associa-tion, Deshler-Wallick Hotel, Columbus, January 9-10. Mrs. Don A. Detrick, Bellefontaine, O.,

Louisville, January 10-11. L. Financial report showed total (Doc) Cassidy, Kentucky State

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 10-11. Rollo E. Singleton, City, secretary,

The amount of insurance on the | Illinois Association of Agricul-

The grounds committee will in- Fairs' Association, Hotel Kimball, vestigate the possibility of having Springfield, January 16-17. A. W. an asphalt floor laid under the Lombard, 21 Jason Street, Arling-

deorgia Association of Agricul-tural Fairs, Piedmont Hotel, Atlanta, January 18, R. T. Ragan,

Eastman, secretary. Michigan Association of Fairs, YORKTON, Sask, Dec. 1.— Fort Shelby Hotel, Detroit, Janu-ary 20-22. Harry B. Kelley, Hills-

Winter Fairs

ARIZONA

Mess Mericops Co. Pair, March 1-9, Mar-cel Delporte, 5111 N. 18th St., Phoenix. CALIFORNIA

Imperial California Mid-Winter Fair, Feb. 23-March 2, D. V. Stewart. Indio-Riverside Co. Fair & National Date Festival. Feb. 19-24, R. M. C. Fullen-

San Bernardine-National Orange Show.
March 8-16. R. Z. Smith.
FLORIDA

Dade City—Pasco Co. Fair Assn. Jan. 24-28 J. P. Higgins. Doytona Beach—Halifax Fair. First week in March Turner Scott. Delray Beach—Gladioli Fair. Feb. 18-21. R. C. Lawson. Eustis—Fis. Sportsmen's Expo-Lake Ca. Fair. March 17-22. Kari Lehmann.

Largo-Pincilas Co. Fair. Feb. 18-23. J. H.

Logan
Colando-Central Fla Expe. Feb. 25-March
1. Crawford T. Blokford
1. Crawford T. Blokford
Palmetto-Manatec Co. Fair. Jan. 29-Feb.
2. Ed. L. Ayers
Fiant City-Piorida Strawberry Pestival.
Feb. 25-March I. G. R. Patten.
Punta Gorda-Chariotte Co. Fair. Jan. 1419. Harry Jack.
Sarasots-Sarasota Cn. Agri. Fair Assp.
Jan. 21-26. George W. Potter.
Jan. 21-26. George W. Potter.
Tampa-Florida State Pair & Gasparilla
Ann. Feb. 5-16. P. T. Strieder.
Winter Haven-Florida Curus Expo. Feb.
12-18. Norman V. Huft.
LOUISIANA
Lafarette-South La. Mid-Winter Fair.
Jan. 18-13. T. J. Arcentair.
Saint Francisville West Policiana Fair
Assn. Feb. 21-21. C. L. Flowers.
TEXAS
Furt World-Southwestern Expo. & Pat

Part Worth Southwestern Expo & Pat Houston Houston Pat Stock Show, Jan. 30-Peb 10 Herman Engel. San Antoino-Livestock Expo. Peb. 16-24. James V. Grote.

Maine Association of Agricul- | Pennsylvania State Association tural Fairs, Augusta, December of County Fairs, Hotel Abraham 5-6. Roy E. Symons, Skowhegan, Lincoln, Reading, January 23-25. Me., secretary. Charles W. Swoyer, 522 Court St.,

Fairs, Dakota Hotel, Grand Forks, January 24-25. G. A. Ottinger, Jamestown, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, January 27-29. Clifford D. Coover, Shelby, Mont., secretary. Oklahoma Association of Fairs,

27-29. Vera McQuilkin, P. O. Box 374, Oklahoma City, secretary. New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 28. William C.

Union Club, Stillwater, January

Lynn, 1 West State Street, Trenton, secretary. Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard Street, Little Rock,

secretary. Expositions, Baker Hotel, Dallas, February 3-5. C. R. Heaton, 301

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 Hotel, Toronto, February 6-8. F. A.

Recess Detroit Investigation

DETROIT, Dec. 1.—The grand jury investigation of the operation Massachusetts Agricultural Chester P. O'Hara, who functions as the "one-man grand jury," said that the volume of work accomplished to date required the recess to correlate testimony and records. Unidentified "scores" of witnesses have been before the jury to testify, according to court

Judge O'Hara resumed regular trial court routine Monday (26), hearing other cases, and indicated he would resume the grand jury sessions when the staff assisting him is ready to do so.

The report to shareholders by Mr. Wilkinson and the financial statement, plus reports of commitstatement, plus reports of commits and plus reports of commitstatement, plus reports of commitstatement, plus reports of commitstatement, plus reports of commits and plus reports of

Portland Expo Renames Holf Gen'l Manager

PORTLAND, Ore., Dec. 1 .-The board of directors of the Pacific International Livestock Exposition this week announced renewal of the contract of General Manager Walter A. Holt. W. E. Williams, president, told

the directors that the 1951 arena West," the less successful financially than anticipated, did focus attention on Portland's centennial observance. "It was a radical departure from the long established horse show and rodeo," he said. The 1952 arena attraction will

be under daily direction of the chairman of the board, T. B. Wilcox. No decision has been reached as to the nature of that show.

Williams reported the 1951 exposition to have been "the finest livestock show in the organiza-Texas Association of Fairs and tion's history," attracting a record number of stock.

"The primary function of the New York State Association of 1951 show certainly served that Agricultural Fair Societies, Hotel purpose."

Keene, N. H., **Elects Ahern**

KEENE, N. H. Dec. 1 .- Cornelius Ahern, this city, was elected president of the executive committee of the Cheshire Fair at the annual meeting of the organ-ization. Burleigh Darling and Clifford Coles were renamed general manager and secretary, respectively.

Other officers of the executive committee include Joseph Kershaw, treasurer, and general managers are Charles Richardson, Ellis Barrett and Louis

Edward Comerford and Muriel Beal were appointed to the judges and clerks' committee and Stacy Cole will be in charge of the midway. A committee to study recommendations for combining the educational and manufacturer's department include Harold J. Adams, Mrs. Dorothy Ellery and Philip Darling.

Dates for next year will be August 21-24.

Start Search for Oil On Reston, Man., Plant

RESTON, Man., Dec. 1.—The fairgrounds of the Pipestone-Albert Agricultural Society has been leased to an oil exploration comwealthiest in Manitoba.



TRISKA TROUPE

World's Greatest Highwire Act

NOW BOOKING for 1952

Address:

P. O. Box 1866, Trunton, N. I.

BUDGETS ARE IMPORTANT-

But . . . Value Comes First!

You can be sure of Quality when you buy a

Barnes-Carruthers Show

BARNES-CARRUTHERS Theatrical Enterprises, Inc. 159 N. Dearborn St. Chicago 1, 111.

NATIONAL HOME SHOWS INC.

America's Outstanding Trade Exposition Organization PRODUCING HOME SHOWS, ATTENDED BY MILLIONS, IN FIFTY LEADING CITIES Spontors, Show Managers, Space Salesmen, Exhibitors, Write:

Grover A. Godfrey, Pres. Home Builders Auditorium 2109 Live Oak St. Dollas, Texas

WANT TO BUY OR LEASE ELEPHANT

For Our 1952 Fairs Write AUT SWENSON THRILLCADE 3040 James Ave., S., Minneapolls 8, Minn.

GIVE TO THE RUNYON CANCER FUND



for Open Time.

... the Perennial Favorite . . . (says The Billboard)

The Singing Troubadour and His Guitar The HIT of the Show at

OREGON STATE FAIR Salem, Ore.

SAN JOAQUIN COUNTY FAIR Stockton, Calif.

FRESNO DISTRICT FAIR Fresno, Calif.

NATIONAL ORANGE SHOW

San Bernardino, Calif.

See Your Local Booker Publicity-Promotion: Beep Roberts & Associates. Hollywood, Calif.

Communications to 188 W. Randolph St., Chicago 1, Ill.

STRATES TO BRING OUT SECOND RAILROAD UNIT

Will Build 20 to 25 Car Show From Jones, Endy Equipment

By JIM McHUGH

shows bearing his name, completed final arrangements here Tuesday

The new unit, slated to go out agent, under the famed Johnny J. Jones Mos title, will move on 20 or 25 cars, most of which were used thru the unit, which has been stored in and 49 from Endy.

SLA Memorial Services Draw Estimated 350

CHICAGO, Dec. 1.-An estimated 350 showfolk turned out to pay tribute to deceased troupers at the Showmen's League of America annual memorial services in the Bal Tabarin of the Hotel Sherman Sunday (25).

Following an organ prelude by Gerald Grossaint and the selection, "One Sweetly Solemn Thought" by the Oxford Quartet, the invocation was read by Rev. Marcel LaVov, Dr. Preston Bradley, noted Chicago pastor, then gave the address of the day and the Oxford Quartet rendered

Following the presentation of colors by the Al Sopenar Show-men's League American Legion wound up with several Post, and taps by Harold Taylor American Legion Post, a period of silence was observed in honor of departed showmen.

The Oxford Quartet then sang "Crossing the Bar" and "Going Home" and Dr. Bradley read the benediction. The quartet followed with a selection and Gerald Grossaint closed the services with an organ solo.

ing the past year included William Calamari, William Cohen, Ernest O. Hall, L. L. Hall, Arval Gladstone Pacts SLA members who died dur-L. Johnson, Jimmy Mark, A. H. Marks, Arthur L. Morrell, Jimmy Lynch, Fred Reed, Eli Rudick, Arzeno E. Selden, Wilbur C. Shaffer, Ernest J. Warner, John A. Young, Fred G. Miller and bouis Fulgona, Arval Hoyt and Jimmy Mark are buried in Showmen's Rest.

The services were under the direction of Bernie Mendelson, assisted by Max Brantman, Fred G. Johnson, Silent O'Brien, Jimmy Stanton, Jack Hawthorne, James Campbell, Hy Neitlich, manche.

David B. Endy, former owner- over a period of several weeks. CHICAGO, Dec. 1 .- James E. units, will manage the shows. R. C. Strates, owner-operator of the McCarter, who severed relations with the Cetlin & Wilson Shows able for the new unit, including night (27) to launch a second rail- two weeks ago after an 11-year 18 stored in Savannah, three others road unit.

purchased comes from the Jones formerly used by the Jones unit 1950 season by the Endy Bros.' Bainbridge, Ga., and which, to-Shows. Bainbridge, Ga., and which, to-gether with the Endy unit, failed formerly used by the Jones unit to start out this year.

> The deal for the Jones equipment was completed after several Ferris Wheel and Rolloplane and meetings between Strates and equipment for all principal sit-Robert K. (Bob) Parker, Buddy down shows. Light plants formerly Paddock and Morris Lipsky. Confirmation on the availability of amounts of cable and other electhe flatcars was previously se-cured from Marshall Kaufman.

> A number of other persons holding paper on the Jones and Endy properties reportedly figured in spot for its fair route in securing the deals which were negotiated

operator of truck and railroad Strates declined to reveal the money involved in any of the several deals.

Twenty-one flatcars are availman and a surplus unit aligned with the Strates show. Rolling stock will also include 60 wagons

> was included in the sale. Major units include a Merry-Go-Round, trical equipment were also acquired.

> > Inks Ronceverte Fair

New show acquired an anchor

Truck Shows Active At Chi Convention

Don Franklin Snares Northern Fairs; 20th Century Bolsters Strong Route

CHICAGO, Dec. 1 .- Truck shows, erations to Texas, signed condominated Midwest carnival book- tracts for fairs at Faribault, Minn.; "Somewhere a Voice Is Calling" ing developments for the second plus the July 4th Celebration at and "Out of the Dusk."

Successive year at the outdoor con-

> One show, new to the territory, wound up with several fairs; a leading truck show further strengthened its already railroad ous changes in key personnel and in bookings by several other motorized organizations.

Book Shows

The Don Franklin Shows, which heretofore had confined their op-

7 Southern Dates

week that Gladstone Shows have of America drew over 1,000 outbeen contracted to provide the door showfolk to the ballroom of midway at the 1952 Strawberry the Hotel Sherman here Wednes-Festival, Humboldt, Tenn.

tracts for the shows to play Barren to dinner and brief addresses, a County Fair, Glasgow, Ky.; Larue floorshow staged by Ernie Young County Fair, Hodgensville, Ky.; was presented. Benton, Ky., Fair; Savannah, Tenn., Fair, Charleston, Miss., Fair Walter F. Driver and E. Courte- and South Delta Fair, Belzoni,

also reported that he had signed The orchestra was under the ACA President

Dies in N. Y. NEW YORK, Dec. 1 .- Murray Friedland, 47, concessionaire for 23 years, died Monday (26) at his home here after being discharged

M. Friedland

from a local hospital recently.

He had been a member of the National Showmen's Association since 1943. Interment in Showmen's Plot, Fernneliffe Cemetery, Hantedala, N. Y. Thomas (27) Hartsdale, N. Y., Tuesday (27).

600 Showmen Attend SLA **Prexy Party**

CHICAGO, Dec. 1 .- An overflow attendance of close to 600 showmen turned out for the annual Showmen's League of America President's Party in the ballroom of the Hotel Sherman Sunday night (25) to bonor the outgoing and past presidents of the organization.

Hightlight of the evening was the presentation to Lou Keller, 1951 president, of a television set by J. W. (Patty) Conklin. The program was under the direction of M. Ohren, chairman, with William Carsky co-chairman.

Following dinner, a three-hour show was presented, emsed by Jimmy McLennon. Jim Ameche, radio and TV announcer, read an address dedicated to all past radio and TV announcer, read an address dedicated to all past presidents. Acts in the show included Bruce Brothers, Silver Frolics' line, Eagan and Parker, Dr. France Bolton, Nitto and Parker, Dr. France Bolton, Nitto and Parker, 20th Control Statement, and Chattanooga and Knoxville, Tenn. J. C. McCaffery, co-owner and general agent, disclosed that Noble C. Fairly, who last year was with the Dr. Franz Polgar, Nita and Peppi; Low, Hite and Stanley; Kenny Pierce, Maxellos, Dick Burns, Skeets Minton, Ross and Ross, Ballabanos duo, Johnny Tio, Evers and Dolores, Bert Lynn, Carroll and Stoner, Magnolia Troupe, Nip Nelson, Dr. Conrad, Miss Illinois, White Guards and

TUPELO FAIR CONTRACTED BY ROYAL AM.

Replaces Jackson; Chi Confab Quiet For Railroad Orgs

CHICAGO, Dec. 1. - Royal American Shows this week at the outdoor convention contracted the Tupelo (Miss.) Fair for '52. To get the RAS, the Tupelo Fair moved up its dates to fit into the shows' route.

For the Royal American, the Tupelo event will be a replacement for the Jackson (Miss.) Fair, which signed the Cavalcade of Amusements just prior to the opening of the convention.

Shows Again Signed

The switch in shows at Tupelo and Jackson were the only major ones effected by Midwest railroad shows during the session here. The Royal American wound up with its U. S. route otherwise unchanged. The Cavalcade again snared Nashville, while the Cetlin & Wilson Shows were re-inked by Ionia, Mich., and Sedalia, Mo.

Amusement Company of America, the former Hennies Show, announced the signing of Beaumont. 20th Century Shows, will be with

(Continued on page 6

CHICAGO, Dec. 1.-All officers of the American Carnivals' Association were designated to serve again in 1952, Max Cohen, general counsel, reported here this week.

Merle Beam, owner-operator of Beam's Attractions, is president; Ralph Decker, first vice-president; Dick Coleman, Coleman Bros. Shows, second vice-president; Sam E. Prell, Prell's Broadway Shows, third vice-president; Al Wagner, Cavalcade of Amusements, associate secretary; Floyd Gooding, Gooding Amusement Company, associate treasurer, and Max Cohen, secretary-treasurer.

Directors are Frank Bergen, World of Mirth Shows; Curtis L. Carnivals Association; Chester I. Bockus, James E. Strates Shows; Levin, Heart of America Show-men's Association; Nat Rodgers, Shows; Jack J. Perry, Ross Manning Shows, and Phil Isser, I. T.

Herman.

show-caliber route; another in the same class held to its strength of last year, and there were numer-Draws Over 1,100

Lou Keller Awarded Gold Life Membership Card; Conklin Emsees

its reputation as the leading social event of the outdoor conven-CARROLLTON, Ky., Dec. 1.— tions, the 39th annual banquet Jack Oliver announced here this and ball of the Showmen's League day night (28) for the biggest Oliver said he also holds con- crowd in recent years. In addition

> J. W. (Patty) Conklin served as toastmaster. With talks custom-arily brief, Lou Keller, '51 presipresented Keller with a life-time

> ternational Association of Fairs and Expositions; M. J. Doolan, Pacific Coast Showmen's Association; Pat Purcell, Show Folks of America: Harry Ross, Michigan

Showmen's Association; George A. Golden, Miami Showmen's As-

Lipsky, former co-operator of the Johnny J. Jones Shows, will operate the front end on the Law-rence Greater Shows in 1952, it was announced here this week by

CHICAGO, Dec. 1 .- Retaining | sociation; Paul Olson, Hot Springs Showmen's Association: Edward J. Carroll, National Association of Amusement Parks, Pools and Beaches; Max Cohen, American Greater Tampa Showmen's Association; Jack Hawthorne, Al Sopenar Post, American Legion; Al Wagner, third vice-president, SLA; C. J. Sedlmayr Jr., second vice-president, SLA; E. W. Hortel, Leonard Simons and Louis

dent, introduced the organization's new president, S. T. Jessop. who addressed the audience and Guests introduced from the speaker's table by Toastmaster Conklin included J. S. Dorton, International Association

Truckies to Get Competition From Strates' New Rail Unit

the announcement that James E. Strates would launch the Johnny J. Jones Shows Exposition in 1952, and the natural assumption that the introduction of another that the introduction of another railroad show would have a marked effect on bookings, there was little action involving East-tirely, centered in the East. ern showmen at the outdoor meetings here this week.

The folding of the Johnny J. CHICAGO, Dec. 1. - Maurice Shows at the end of the 1950 sea-Dave Fineman was named legal last year it was generally believed on to lend a helpful, and potent,

CHICAGO, Dec. 1.-Except for, Having tasted of the rewards at

Booking Aid Set

Execs said that plans for the new season would be limited to laying a foundation for the future because of the late start. Even so, the chances are that a creditable route will be put together because the parent organization was announced here this week by sidered railroad dates. At the end owners Shirley and Sam Levy. of the fair booking season in the

Unit Philly Bazaar Co. NEW YORK, Dec. 1. — Max unit, if any, will be sought prin-Gruberg said here this week that cipally thru fire companies. he will re-enter the bazaar and Gruberg said that he has purcarnival business in 1952 with chased considerable equipment headquarters in Philadelphia. He and plans to buy much more be-

Gruberg to Launch Five

the moppet spots. nal doings.

man, is booking the units Gru- Chicago. berg said that 30 church dates already had been signed for next entering the bazaar business, in

To Play Lots

will maintain his kiddieland in- fore spring. Recently he bought a terests with his wife, Rae, han- Chairplane from Phil Isser, of L dling the active management of T. Shows; a generator from King Gruberg said that his company, Merry-Go-Rounds from Bernie the Atlas Bazaar and Ride Equipment Company, Inc., would operate five units consisting of rides, concessions and free acts. These armored tank ride from Harry junction with church and frater- Nelson, Coney Island manufacturer-operator and one No. 5 Fer-Jimmie Quinn, ex-newspaper- ris Wheel from Ralph Millers,

Gruberg said his reason for rewhich he had previously been associated with John Quinn, who is frame a unit, consisting of rides, concessions and free acts, to play lots in Philadelphia and suburban areas. Spensorship for this concessions from the present assomation and suburban areas. Spensorship for this concessions and free acts, to play lots in Philadelphia and suburban areas. Spensorship for this concessions are activity. Business at his lot related to his present assomation and suburban areas from the potential route, of such strength as to entice almost any content and potential route, of such strength as to entice almost any lots adjuster. He was formerly assomation and free acts, to play lots in Philadelphia and suburban areas. Spensorship for this concessions are activity. Business at his lots in Philadelphia and suburban areas. Spensorship for this concessions are activity. Business at his lots in Philadelphia and suburban areas. Spensorship for this concessions are activity. Business at his lots in Philadelphia and suburban areas. Spensorship for this concessions are activity. Business at his lots in Philadelphia and suburban areas. Spensorship for this consisting of rides, content as the felt the need for adjuster. He was formerly assomation and in the booking.

Continued on page 67)

Midway Confab

Mary and Harry Cain and Gene
Ress were guests at a turkey
dinner tendered them by Esther
Lester in Nashville, Thanksgiving
Day. . . A. V. (Vic) Dunn is in

Was broken in auto accident in Baptist Hospital, Harlingen, Tex., Leesville, La., November 20, Docand would like to read letters tors says that Hammon's condition from friends. . . . Joseph Lehr, resulted from the same accident. spot worker, pens from Phila-dephia that his nephew, David Miller, is operating a trailer camp at Croydon, Pa. His other nephew, Sgt. Robert H. Young, who recently returned home on a 15-day furlough after three years with the Air Force in Japan, has reported to his new base at Robhins Field, Ga. . . . Peggy Ewell has ber Big Snake Show on Orange State Shows in Jacksonville, Fla.

A. S. (Blackie) Holley, well known in carnival and circus fields, is seriously ill in Room 213, Silvercrest Sanatorium, New Albany, Ind., and would like to read letters from friends. . . . Robert (Slim) Curtis, skeleton talker, who went to Honolulu with Harry Golub's Side Show on E. K. Fernandez Shows, has returned to Oakland, Calif., where he will work until after the Christmas holidays. He plans to play Florida fairs after a brief trip in the East.

Mr. and Mrs. Tom Niswander, precial agents for James H. Drew Shows, are wintering in St. Pe ersburg, Fla. They will return to the shows in the same capacity in 1952. . . . Following a successful engagement at the State Fair of Texas, Dallas, and two good weeks at Poppy's Show-land and the Colony Club there, Prof. J. W. Blair went to Chicago for the outdoor meetings. He reports that he has had several good offers to present his Magical Laffeade in Windy City night clubs.

Carie Deer is visiting her sister, Jo Quinn, in St. Petersburg, Fla. ... Anyone knowing the whereabouts of Jesse S. (Butch) Ham-

Peggy Ewell, Albert Buchanan, Raceland, La. Mrs. Hammon, the

Jack and Virginia Barnes closed with Inland Shows in Crowville, La., November 15 and went to Fort Worth where they were called by the death of Fred Miller, high pole free act. They plan to remain in the Texas city indefintely with Miller's widow and the Herman Heltons.

Al P. Hill, owner-operator of Hill Hotel, Mobile, Ala., advises that he has engaged Jimmy Cephus, circus boss canvasman, as night clerk for the winter. Hill is a retired concessionaire and spent 25 years on the road with many old-time circuses and carnivals.

Frankie Shafer, West Coast concessionaire, departed for a Miami business and pleasure trip after playing Arizona State Fair, Phoenix. . . . Mr. and Mrs. Harry Spitzer are spending a few weeks in Hot Springs. . . . Gypsy Pete Schuch and Bill Kennedy are operating the Side Show on Jay Warner's circus which opened November 25 in Bay St. Louis, Miss., to a full-house. Show will play one-night stands in Mississippi, Louisiana and Alabama. Side Show line-up includes Kennedy on the front; Ethel Schuch and Swede Plank, ticket boxes; Gypsy Pete, fire tattooing and inside lecturer; Kennedy family, impalement; Johnny McNeil, alligator boy; Butch Schuch, props and Lulu, bally. Visitors in Bay St. mon, who is believed to be an Louis were Carl Stone and family, amnesia victim, is requested to Colonel Green, Proctor brothers have him contact his wife, and Charles and Lottie Schneider. Catherine (Sally) Harmon, who is Refreshments were served the in Room 2 B. St. Ann's Hospital, guests, Kennedy acting as host.



Opening Feb. 18th at Florida Citrus Exposition, Winter Haven, Fla. With One of the Strongest Fair Routes in America in 1952

SHOWS

Manager and Rider for finest 90-foot panel front Motordrome on the road, Manager for Vanities Revue and Posing Shows. Manager with outstanding Colored

Revue for the King Cotton Club Minstrel Show. Operators for Snake Show, Fun House and Glass House, Want well framed Monkey Circus in keeping with the high-class standards of Royal Crown Shows. Will book well framed Mechanical City, Grind Shows of merit and in keeping with our beautiful line-up of Shows,

RIDES

Kiddie Train, Boat Ride, Kid Airplane, or any worthwhile major Ride not conflicting with office-owned Rides.

CONCESSIONS

Custard, Popcorn, Floss, Sno-Cones, Hanky Panks of all kinds for one of the best routes of still dates and fairs in America.

RIDE HELP

Foremen and Second Men for all Rides. Good pay and long season.

ELECTRICIAN

Capable Diesel Electrician and Helper. Must be sober and able to lay out Shows.

TRUCK MECHANIC

P.S.: Wesley Moore, Scooter Foreman, also

Jimmy Haynes and

Swede Erickson, con-

tact Slim Wells.

Experienced Mechanic who can keep fleet up and moving; also need assistant Helper who knows truck repairs and maintenance.

Reply to-

DOLLY YOUNG, General Manager and Owner ROYAL CROWN SHOWS TARPON SPRINGS, FLORIDA

A NEW SHOW-A NEW POLICY

A Revelation to the Outdoor Show World

To Start Building Immediately We Need PAINTERS, MECHANICS. BLACKSMITHS, CARPENTERS, USEFUL SHOW PEOPLE,

Can Place: HANKY PANKS, ALL CONCESSIONS OPEN. Legitimate only.

Want: COOK HOUSE, KIDDIE RIDES, GLASS HOUSE, TILT, ARCADE . . . ELECTRICIAN, DIESEL ENGINEER, SKOOTER FOREMAN.

Shows: SIDE SHOWS, REVIEW, POSING.

We have wagons and all equipment for same. Staterooms furnished.

All Answer DAVID B. ENDY, Gen. Mgr.

JOHNNY J. JONES SHOWS, Bainbridge, Georgia

ATLAS BAZAAR AND RIDE EQUIPMENT CO.

Formerly Gruberg World's Famous Shows WANTS for 1952 SEASON-Show Opens April 5 in Philadelphia, Pa.

CONCESSIONS AND RIDE HELP. LEGITIMATE CONCESSIONS OF ALL KINDS OFFIN. WILL SELL THE EXCLUSIVE ON EATS AND DRINKS. Popears, Candy Apples. Cotton Candy, French Fries, Small Cook House, Custard sold.
RIDE HELP: Foreman and Second Man for all Rides. PAY TOP SALARY—MUST BE SOBER AND RELIABLE.
WANTED: Electricism who understands Gasoline Generators must be sober and reliable.

WANT HIGH FREE ACTS-MUST BE SENSATIONAL.
WE PLAY UNDER STRONG AUSPICES AND CELEBRATIONS AND CHOICE
PHILADELPHIA LOTS WITH FREE GATES AND SUBURBAN TOWNS.

Write Max Gruberg, P. O. Box 101, Philadelphia 5, Pa.

COLORED ELKS' BLOCK PARTY

DELRAY BEACH, FLA. - DECEMBER 10 THRU 15

Pitches, Hanky Panks, Derby, Clean Exhibits and Shows.

FLORIDA BAZAAR SUPPLY Wire W. U. Delray or Tel. Friday Night, West Palm Beach 3-3414.

WANT

FOR OZARK, ALABAMA, AMUSEMENT PARK

Lucated near Comp Rocker, where 45,000 soldiers are stationed.

Shown Glass House, Fun House, Montordrome, Monkey Show or any worthwhile Grind Shows. Can use a few mure Hanky Panks that work strictly for stock. Good mouning for Shows. Can use a few mure Hanky Panks that work strictly for stock. Good mouning for Shows have to work jockpots. Can place Ride Help on all Major Rides; no that knows how to work jockpots. Can place Ride Help on all Major Rides; no putting up ar tearing down. Good opening for flashy Pony Ride.

This park is open seven days a week, Replies to

MANAGER OF CIARK, ALABAMA, AMUSEMENT PARK-CIARK, Alabama

WANT

WANT

Want Long and Short Ranges, Ball Games, Photos, Novelties, Glass

IT WAS TREMENDOUS!

They Came! They Saw! They Bought! Our new Punks met with instant success. Our Slum Spindle was terrific! Six-cats got a good play! Slot Roll Downs (both large and small) are going to be a big Hanky Pank next year. We thank everyone for their patronage and wish you a most successful 1952.

WRITE FOR INFORMATION We will send diagrams on fram-

ing Punk Racks with each order.

OAKES & SONS

Box 106, Brookfield, III. Phone: Brookfield 8860

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 coints in the U.S.A. Write for free catalog.

1920 Stewart Ave., S. W. on Highway 4 going south, Atlanta, Georgia
Fairfax 2626

BLUE GRASS SHOWS

NOW CONTRACTING FOR 1952 SHOWS—RIDES—CONCESSIONS Owensbord, Ky. P. O. Bex 521 Phone 35321

Producing America's Best Carnival and Circus Side Show

SNAP WYATT STUDIOS

TAMPA, FLA. RT. 3, BOX 1180 Phone, Write or Wire

IMMEDIATE DELIVERY-NO WAITING for These EVANS' Quality LONG RANGE GALLERIES

GALLERY "L" - 2 ft, high, 10 ft, wide, One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and bell.

GALLERY "E"-10 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for real appeals With or without motor and belt.

ATTENTION-SHOOTING GALLERY

IF YOU NEED GALLERIES

OPERATORS!

ACT NOW!

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. De as many successful operators do . . assure your future with Evans-the Galtery built to last,

Complete details in our

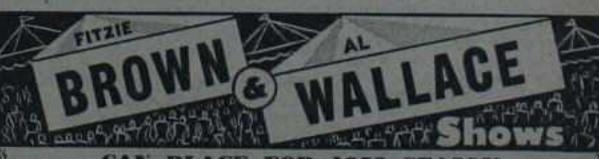
FREE CATALOG

Parts and Targets also available

Write Today

H. C. EVANS & CO.

> 1556 W. CARROLL AVE. CHICAGO 7. ILLINOIS



CAN PLACE FOR 1952 SEASON

All joining now will be given free winterquarter space and choice locations en route. SHOWS: Penny Areade, Wild Life, Girl Show and other warth while Shows with or without own transportation. HELP: Foremen and Second Men on Hides (all those with us this past season contact us early). Billposter who will put up paper with or without truck. Good proposition to Seems Artist. CONCESSIONS: Will sell exclusive on Fortune Telling to reliable party. Several other exclusives open. All Shows, Rides and Halp contact. Al. WALLACE.

BOX 315, SAVANNAH, GA. (Winterquarters: Municipal Airport, Savannah.
Will open Feb. 1.)

CHOR TENTS CONCESSION, BINGO TENTS, DIDE TOPS. MOTORDROMES, SHOW TENTS



California Approved Flamebroot Maferials Available, Tents and Booths for
Benefit and Local Calebrations.
NO CHANGE IN MANAGEMENT FOR
FIFTY YEARS.

5 DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

PAGE BROS.' SHOWS

Want to buy #5 Wheel. Have for sale or trade for other show property-Chairplane with transportation; 60×140 Top, Seats, Light Plants, etc.

BOX 244 SPRINGFIELD, TENN. PHONE 349

WITH THE LADIES AT CHI

Virginia Kline Describes Gowns, Color at SLA Ball

By VIRGINIA KLINE

CHICAGO, Dec. 1.-Social acover North America jammed the Hotel Sherman ballroom for one of the most colorful stanzas in the long history of the event.

The main portion of the evening's entertainment was preceded by the annual cocktail party in the Four Georges Room, where J. W. (Patty) Conklin held forth as host. Food and beverage in abundance was served and dance music was provided by a three-piece South American orchestra. In the absence of Mrs. Patty Conklin, who was in the Northwest, the brothers Conklin handled the hosting duties.

Costumes were gay and color-ful. Mrs. Neil Webb, wife of the secretary of the Conklin Shows, wore a novel costume, her own plaid, MacDonald tartan, with the cairn-gorm on the left shoulder. Ida Cohen chose a black Irene short formal with deep oval decolletage, her wrap a soft mink cape. Mrs. Wilford Walker wore a spice-brown satin gown while Mrs. Elwood Hughes chose a diaphanous firebird red model with stole of the same shade. The dark brown net chosen by Mrs. Jack Ray had a cowl neckline emanating from the shoulder lines.

iridescent green taffeta high- Mrs. Dolly Young wore winter lighted by diamond clips at the white in a shirred detail reneckline, and Mrs. Ben Weiss in peated at hip and shoulder, her a Hattie Carnegie ebony blue stole in ripples of white tulle. gown, the sleeves and bodice in cutout design over tissue net, topped by a wrap of white er- Wright, while Mrs. R. K. (Bob)

Mrs. Keller Leads

roses carried in her arms. Second in line were the S. T. Jessops, with Mrs. Jessop attired in a charcoal black taffeta with lace yoke, and her arm bouquet of red roses.

The march was long and brilliant with almost every part of sage of tiny Lalana orchids. Black While Mrs. Jimmy Bybee wore a the U.S. and Canada represented. From California, Mrs. Frank Warren wore a Joselli gown in absinthe green, topped by a stole of Chapman gown in jet black, the lace. Mrs. Eleanor Stevens came entire costume studded with tiny beading was chosen by Mrs. Louis ice style topped by a tiny Eton jacket and Mrs. George Hamid chose classic black with handsome shoulder length white gloves intricately appliqued with pine green leaves. A gown of Minnetonka blue in moire was worn by Mrs. Marie Broughton while Mrs. Buddy Paddock selected a wine red with slender shoulder straps of twisted gold.

Selects Black Crepe

Mrs. Helen Vaughn, formerly of Los Angeles, but now a Chicagoan, wore an after-five dress her subtle blue gown heavily of black stone-cutter crepe with beaded in pearl sequins. Her good came in a black velvet formal his wife, is slated to join the Cet-orchid corsage. Mrs. Al Wagner friend, Mrs. Carl Lauther, chose with a black lace yoke trimmed lin & Wilson Shows January 1 served as hostess at her table in a Capri model in black, the flip- in rhinestones, her arms covered as general agent. Lockett, for said. He and his wife, Myrtle, a Jay Thorpe model of ermine white, the bodice of pearl sequins, the full skirt of tulle, an orchid corsage and a stole made from white tulle. Also at the Wagner table was Mrs. Eddie Hock in a local in black, the flippant peplum flared and the neck-line deep and flattering.

Mrs. Dwight Bazinet came in black lush velvet with strapless bodice and form-fitting silhou-line to devote time to a newspaper-line ming gown with violet sequins and Mrs. Arthur Peets chose a bodice and form-fitting silhou-line deep and flattering.

Mrs. Dwight Bazinet came in black lush velvet with strapless bodice and form-fitting silhou-line deep and flattering.

Mrs. Dwight Bazinet came in black lush velvet with strapless bodice and form-fitting silhou-line deep and flattering.

Mrs. Dwight Bazinet came in black lush velvet with strapless bodice and form-fitting silhou-line deep and flattering.

Mrs. Dwight Bazinet came in black lush velvet with strapless bodice and form-fitting silhou-line deep and flattering.

Mrs. Dwight Bazinet came in black lush velvet with strapless bodice and form-fitting silhou-line deep and flattering.

Mrs. Dwight Bazinet came in black lush velvet with strapless bodice and form-fitting silhou-line deep and flattering.

Mrs. Dwight Bazinet came in black gloves also old Johnny J. Jones Exposition, withdrew almost entirely from outdoor show business last year to devote time to a newspaper-line deep and flattering.

Mrs. Dwight Bazinet came in black gloves also old Johnny J. Jones Exposition, withdrew almost entirely from outdoor show business last year to devote time to a newspaper-line deep and flattering.

Mrs. Dwight Bazinet came in full-length black gloves also old Johnny J. Jones Exposition, with the deep and flattering.

Mrs. Dwight Bazinet came in full-length black gloves also old Johnny J. Jones Exposition, with the deep and flattering.

Mrs. Dwight Bazinet came in full-length black gloves also old Johnny J. Jones Exposition, with the full-length black gloves also old Johnny J. Jones Exposition, with the Dore model, the skirt black with full lines, the bodice of heavenly blue beaded in crystal and a white



MANGELS ROTO-WHIP RENSSELAER TRAIN G-12 ALL FOR \$4,500.00 PHONE 3-2522

orchid corsage. Miss Evelyn Hock | while Mrs. Joe Streibich selected chose brandy brown cynara lace, a black gown with tiny yoke of tivities at the outdoor convention orchid corsage. Miss Lola Hunter chose for her costume a wave nual banquet and ball of the Showmen's League of America bere Wednesday night (28) when showmen and their ladies from all white orchid Mrs. In Parker, a the bodies is represented to the same table in a dove blue lace gown, pencil slim but cunningly trimmed with tiny pearl beads. Chosen by Mrs. Lillian Woods was a sea-green crepe, white orchid Mrs. In Parker, a the bodies is represented to the bodies. white orchid. Mrs. Ira Parker, a the bodice jeweled in sparkling guest from Nashville, wore a green sequins. striking ocean blue gown with lush corsage of red roses.

Mrs. Sam J. Levy selected a Copeland model in mystic black lace. Mrs. June Kurlander, daughter of the Levys, wore a demure black gown that set off her blond hair. On the balcony overlooking the dance floor, Mrs. Harry Batt wore a Trigere design in camoflauge brown, the skirt long and full, the bodice framed by a picture collar.

Roman Stripes

Mrs. Art Briese wore a striking gown in Roman stripes, the sleeves bouffant and the neckline daringly revealing. A Roux model in smoke grey was selected by Mrs. Fred H. Kressmann, the full skirt with a startling bustle back interest. A black and white ensemble in the new shirt-waist manner was worn by Mrs. Dave Russel and Mrs. Harry Hennies chose a stark black, deftly draped in hip-flattering lines, her cor-sage an orchid. Mrs. Ann Roth's white stole was a daring high-Mrs. Tom Robinson arrived in light to her black gown, while A turquoise blue, plaquetted in Parker came in a black ballerina with an orchid corsage.

hushed by a glittering gold sequin cape, while Mrs. Noble C. Fairley chose a rose beige lace, beige net mitts and unusual corwith a lush corsage of red roses was worn by Grace Tender while Jackie Hamlin came in a Ceil

Wears Red Chiffon

stole of red tulle was chosen by Mrs. Charles Levin while Mrs. Fred Tennant wore a Pauline and wore ice pink with a mink model of Indian red, the bodice almost topless except for narrow almost topless except for narrow Ernie Young, wife of the chair-bands of red tulle. Mrs. Jack man of the ball, came in a black Woody selected a Tummell model | taffeta and velvet gown and wore | ner scotched the report that Bobby in winter white, the tulle skirt an orchid corsage. pulled to a left side drape, her corsage of tiny red sweetheart roses. Bertha (Gyp) McDaniels table, chose a black crepe formal Wagner declared. danced almost every dance in

etted skirt, while Mrs. Dave Fineman wore black with a tiny evening hat, her sleek white shoulder-length gloves accenting Sopenar came in a candy stick pink in sweeping skirt model, the bodice form-fitting and Mrs. Robert Purvis wore one of her own original models in virgin white, the full skirt detailed in tiny double-edged ruffles, the entire costume misted with sparkling diamond dust, the shoulder stole of cloudy white tulle.

Selects Loper Model

Mrs. K. H. Garman chose a black lace with mantilla stole, and Mrs. Albert Martin a Fath model in ruby red, the tulle net veiling, the deep ankle-length kirt and bodice blending with the red tulle stole. Mrs. Shirley Levy came in a Schiparelli model in silver grey satin, the bead encrusted bodice strapless and the short draped skirt hip-flattering.

Amusement Park.

Amusement Park.

Amusement Park.

Amusement Park.

Rotor, which was originated in promotional campaigns.

Germany and is coming from English 45 feet deep and 36 feet high.

State Fair, Muskogee; Iowa State Fair, Des Moines; State Portable unit has a 60 foot front, is 45 feet deep and 36 feet high.

State Fair, Shreveport: Minne-PEORIA, ILLINOIS stole of white and gold was floor. Riders are held against the in four wagons, can be erected in Stote Fair, Lincoln, and wis chosen by Mrs. Lillian Glick whirling wall by gravity. Ride has six hours, Snellens said.

A black taffeta with white tulle, topped with a stole misted A petite gown of blue with with crystal and pearls was worn Venus pink camellias was chosen By Mrs. Viola Parker and Mrs. by Mrs. Frank Duffield while Minnie Simmonds selected a soft rose beige with sophisticated finger-tip peplum and pearl sequins. Mrs. Sophia Carlos accompanied Mrs. Simmonds and wore a slim lace model with oval neckline and diagonal sash and bow at the hip. In from Dallas was Mrs. Katie Little in a Berin model of black lace, her corsage of white camellias. A royal blue gown was worn by Mrs. Lucile Hirsch, the ensemble trimmed in sparkling silver sequins.

Ivory Satin

Mrs. Charles Lenz came in ivory satin the neckline silhouetted by a black ribbon with portrait cameo medallion. From Corresville, Mo., Mrs. Goldie Fisher came in a gold and ivory model by Balmain, long gloves of gold and the costume softly touched a total capacity of 16 suspended noted and that he was satisfied with gold trim. Mrs. Mae from a 30-foot horizontal arm Oakes chose soft green chiffon which provides a see-saw action with tulle stole while Mrs. Pearl on top of a 23-foot tower. The ma-Vaught wore a cloud blue gown deftly sequined with pearls. The latter's friend, Mrs. G. L. Smith, said that the unit, which requires wore cocoa brown in lace and only a 15-foot frontage, earned taffeta. Mom Wasserman came in considerable interest because its a black and gold costume and height promised spectacular prescarried a stunning evening bag of black and silver beads made

selected by Josephine Haywood, popular, he said. Mrs. Lou Keller, who led the The Dallas delegation held two Louis, chose a Fath model in tion resulted in four signed sales tents, said that business was much grand march on the arm of her tables. Mrs. Joe Murphy wore a black, her sparkling black eyes of the major ride unit. Unit has outgoing president husband, wore full skirted formal in suede grey, highlighted by the pearl white a Jean model in twilight blue, the fuchsia bodice in soft folds and trim. Mrs. Max Brantman wore which provided a lovely contrast proudly displayed a new dia-to the traditional bouquet of red mond-studded wrist watch. Mrs. Mrs. Mike Doolan, of Chicago and Margaret Pugh selected a basket Los Angeles, chose a Mayet model in sea-foam green, the bodice outlined in Nile green and the tulle stole of lighter green.

A steel grey taffeta with gold startling gold lame model, entirely strapless and the hip trim a J. Berger while Mrs. Bill Carsky came in Continental brown satin, A topless flame red chiffon and the cowl neckline a foil for the low decolletage. Mrs. Relley Castle came in from Los Angeles wrap and two lovely orchids. Mrs.

served as hostess at the Zemater topped with gold sequins. Mrs. Ralph Lockett, who attended Charles (Chuck) Zemater Jr., the convention in company with blue strapless satin topped with magazine emporium in Daytona. Midwest Circuit white tulle stole.

Brisk Buying Marks Chicago Trade Show

rolldowns. Scores are indicated by ice shavers for snow cones and register in marked boles. The year. climbing monkeys promise a game

reported much better than last ready to step into the mechanical year. John Wendler headed up ride market, the sales organization with John Goller. The Herschell Company has centered most of its activity in the kiddle ride market, acknowledging an interest that gained remarkable impetus in the postwar period. The firm, which manufactures the biggest line of major riding devices, this year placed the accent on standard equipment.

L. L. Custer, Custer Manufacturing Company, this year displayed the model of a new major juvenile unit labeled Swing-a-Way. Custer said that work was scheduled to begin immediately on a major unit slated for showing at the Tampa Fair under the Royal American Shows' banner.

jor unit is priced at \$4,900 and last year as did Ben O. I the kiddle unit at \$2,900. Custer Eli Bridge Company. entation.

Herb Schmeck, Philadelphia A lipstick red gown, strapless business was good thruout the pany exhibited here for the first and skirt unusually bouffant, was show. Its Skee-Ball units continue time.

gained in popularity from year to year until it has earned standardized quality.

Overland Amusements, manufacturers of a Kiddle Fire Engine. reported increased interests and more sales. The unit on display was sold off the floor and orders were signed for several others. Dave Evans said that sales for his Gold Medal Products Company featuring cotton candy machines,

Tupelo Fair

the A. C. of A. next season as assistant manager.

Al Wagner, manager, announced that he had signed Evelyn West, the "hubba-hubba girl," last year with the A. C. of A., to join the Cavalcade for its fair dates. Wag-Kline was serving as his general Mrs. Charles Zemater Sr., who agent. "Kline is not connected in

monkeys climbing bars as balls voltage boosters, was up over last

One of the few exhibitors refish game. Tempering interest alightly was the \$6,000 price tag. Gordon said he would probably place several on a percentage basis.

Description of the gold porting sales under 1950 was the Capitol Projection Company. Claude W. Ahrens, Ahrens Manufacturing Company, displayed the firm's dual mechanical horses to gauge interest among outdoor gauge interest among outdoor. porting sales under 1950 was the Business for the Allan Herschell show operators. Firm principally company, major producer of manufactures playground and amusement riding devices, was recreational equipment, but is

Schiff Units Delivered

R. D. Robertson, sales manager of the Miniature Train Company. reported more interest and sales than in the past several years. The outlook was particularly bright, he said, B. A. Schiff reported business much better than a year ago, crediting his firm's new U-Drive-It Boat ride. En route here Schiff delivered a little Roller Coaster to Edgewater Park, Detroit. He also has boat rides going into Playland Park, Council Bluffs, Ia., and Playland, Houston.

Jack Eyerly, Eyerly Aircraft Company, said that business here was up to expectations. Prior experiences were spotty because of New Custer Unit

Ride consists of two cars with said that considerable interest was with results.

Raymond Lusse, Lusse Bros., reported sales and interest above last year as did Ben O. Roodhouse.

Business for the King Amusement Company was at least twice as good as last year, principally because of the introduction of a new coin-operated horse. Laura Beck, Electro-Pitch Company, said pany exhibited here for the first

better this year than last and that he got the definite impression that showmen were eager to spend. (See Coin Machine Department for further news of equipment.)

Macon Okay For Lone Star

MACON, Ga., Dec. 1 .- J. R. McSpadden's Lone Star Shows opened to fair returns on the Pio Nono Avenue lot here under sponsorship of the Bibb County School Patrol. Org moved in from Jeffersonville where the Twiggs County Fair was played the previous week.

Extremely cold weather hurt the Jeffersonville date, but when weather permitted there were good crowds and brisk spending. Roy Allen closed the season with his concessions and went home to Atlanta. Ted Deaderick and his wife were among visitors.

McSpadden show wintered here last year, after playing seven weeks on local lots. Stay this year will be governed by weather conditions and no winter quarters have been chosen, McSpadden

Re-Elects Boyd Prexy 4th Time

CHICAGO, Dec. 1.—Glenn Boyd secretary of Ozark Empire District Fair, Springfield, Mo., was elected here this week to his fourth term as president of the Middle West

Ten of the 13 fairs embraced organization, with the proviso that Frank Bergen, World of Mirth any such space not sold by May 1 eneral manager, who instructed by that firm shall be released for

> Fairs entering the agreement were Kansas Free Fair, Topeka; Kansas State Fair, Hutchinson;

the entire ensemble. Mrs. Clare ROTOR-DROME TO GO ON ROAD; WORLD OF MIRTH BUYS ONE

ments were completed here this country. week between Max Myers of Rotor-Dromes Limited and Gerald Don Loper model in dramatic organization for the entire 1952 season. The unit is the first portable and the second of its kind to

CHICAGO, Dec. 1.-Arrange-, been widely publicized in this

Myers and his associate, Charles Fair Circuit. Silk, will furnish the ride and an Rotor-Dromes Limited and Gerald operating foreman on a percentage in the circuit agreed to set aside Snellens, general representative of basis. The contract includes an opthe World of Mirth Shows for the tion clause allowing for either exhibit space for sale by May & placing of a Rotor unit on that party to extend the pact thru the Woodhouse, Chicago spaces sales

Snellens to obtain the ride late sale by the fairs. be introduced in this country. The last season, said that the unusualstationary ride was presented the ness and bigness of the ride would past season at Palisades (N. J.) make it possible to feature it ex-

A cloud grey Chantilly lace with like structure with a receding The unit, which will be transported sota State Fair, St. Paul; Nebraska

Miller Rites In Fort Worth

FORT WORTH, Dec. 1 .- Funeral services were held here last week for Fred Miller, 58, aerialist, who was killed in a fall while setting up his rigging preparatory to opening as the free attraction on Don Brasher's American Midway Shows at Rio Grande Valley Mid-Winter Fair, Harlingen, Tex., November 16. Burial was in Garden of Memories Cemetery here.

Pallbearers were Jack Barnes, Frank Hames, M. O. Williams, Snippy Cobb, Charles Ross and Philo (Blue) Rozzell. Miller and his daughter, who was his part-ner in the act, had the high pole turn on Jack Ruback's Alamo Ex-Fair as a replacement for a still position Shows for the past seven date, and prior to the convention fair contracts closed include years. The Harlingen date was it had signed the Owatonna Dothan, Ala., a new one, for a to have been their last of a successful 1951 tour. Numerous floral offerings were received by the bereaved family from all parts of the country.

known as the Flying Millers, was with Ringling Bros.' Circus and Beckmann & Gerety Shows, After a season with the Sells-Floto Circus, the Millers took out their own show and then joined the J. George Loos and Bill Hames

During the war, Miller and his widow went into defense work and stored their equipment for the duration. They went on tour again with Alamo Exposition Shows after the war and also operated candy floss and popcorn stands with the org. In addition to his widow, Emily, and his daughter, Mrs. Illene Helton, his son-in-law, Herman Helton, and a granddaughter, Mary Jane Helton, survive. Miller was a member of the Showmen's League of America, Dallas Showmen's Club and Aransas Pass Showmen's Association, Aransas Pass, Tex.

Detroit Club Pays Tribute To Deceased

DETROIT, Nov. 1. - Joint show to 45 cars and recently an-memorial services were held here nounced that he will go to 50 cars Sunday (18) by three show or-ganizations at Michigan Show- that he is looking forward to the men's Association clubhouse. Par- time that he can slacken his outticipating were the MSA, its door show business activities and auxiliary and the Joey Moss give all or most of his time to his

president, presided, with Earl not be satisfied to coast along. Lovejoy, club chaplain, reading the list of deceased members. Ben Miller handled the flowers.

Mrs. Charles Ziegler, auxiliary vice-president, read the names on their list and Mrs. Mayme Wade carried out the floral ritual. The Legion services were conducted by Irving (Stash) Rubin, com-mander, and Jacob A. Kotzen, service officer.

Rev. George D. Jeffry, pastor of Scovel Presbyterian Church here, delivered the sermon. Capt. Nick Seymour provided the music.

Gerald Pingree Gets Portland, Ore., **Aud Concessions**

PORTLAND, Ore., Dec. 1.— Gerald G. Pingree, well-known outdoor showman, this week was awarded a two-year contract by the city for concession rights at

the public auditorium.

Operating as the Oregon Caterers, Pingree will pay the city
12½ per cent of his gross revenue
or a minimum of \$1,800 a year.
He is required to provide facilities to serve a maximum of 3,000 per-

vised to attract ocuventions and shaping up nicely. Also reported

WANTED

FOR CELEBRATION, WEEK JULY 4, 1952

Sponsored by the West Leechburg Vol.
spiteer Fire Company. Medium-sized
Merry-Go-Baund and Kuddle Rides, also
good, riesn, high-class Slage Shows, such
as All-Girl Donce Revue. Dance Teams,
Grown Asis, Comedians, Magicians, Jundone, Recycle Acts, Musical Acts, etc.
All Acts will perform on Mr 20° outdoor
stage. One performance sightly. All libevalure, pictures, leems, contracts soulbe in my hands by January lith, 1952.
Combracts will be let February 1st, 1952.
Will allow some Conceptions with Marry-

STEVE POCHIBER, JR., GEN. CHAIRMAN

Leechburg, Pa P. D. BOX 685

Truck Shows Active in Chi Jerry Mackey

fairs at Texarkana and Wharton, | during the convention. Other key South Texas fairs.

had closed with Art Spencer for intendent, his Lion Drome and for a Glen Royal Crown will open the seasecond week of May.

Adds Tulsa Fair

The 20th Century Shows, coowned by Al Martin and E. D. Tulsa (Okla.) Fair.

signing the Thief River (Minn.) Mo., and Du Quoin, Ill. signed prior to the convention. In-Fargo, N. D., and Huron, S. D.

Royal Crown Bookings

Tex., and that his shows will also personnel will include Robert play their established route of Mack, general agent; John J. Cousins, advertising manager, and Mackey, Jantzen Beach conces-Franklin also disclosed that he William Anderson, general super- sionaire and club vice-president,

Porter Side Show, both to join the son at the Florida Citrus Exposition, Winter Haven Fla., Feb-

Memphis to Blue Grass

McCrary, had picked up several tracted Blue Grass Shows, owned and secretary respectively. M. J. convention. These the shows re- Groscurth, the latter announced tained, and in addition added the during the convention. The date was named to the cemetery board. is a new one for the Groscurth The Martin-McCrary organiza- org. Other fairs to be played by tion also bolstered its strength by the shows include Carruthersville,

Floyd E. Gooding announced (Minn.) Fair, a new one to its three-year period, and Huntsville, route. Also new to the 20th Ala. He also said his organization Century route in 1952 will be the had been reinked by the Columbus, Keokuk (III.) Street Celebration, Ga., Fair, a repeat. Other longtime Gooding spots, Ohio State In 1918 and 1919, the act, then cluded among the fairs it reinked Fair, Columbus, and Saginaw, were Minot, N. D.; Spencer, Ia.; Centerville, Hillsdale and Hart, all in Michigan, already have been pacted.

> Fitzie Brown, concessionaire, Royal Crown Shows, now solely has bought an interest in the Walowned by Dolly Young, her former lace & Murray Shows, which will husband's (Eddie's) interest hav- go out retitled the Brown & Waling been purchased shortly before lace Shows. Two used rides, a the convention opened again Spitfire and Octopus, recently closed contracts for Nebraska State were added to the org's equipment Fair, Lincoln, and fairs at Spring-field, Mo.; Fort Smith, Ark., and out with nine major rides and Belleville, Kan.
>
> and the plan is for the unit to go cluded E. W. (George) Coe, Moe Levine, Danny Callahan, Danny three kiddle devices, with the Ferguson, Milt Cohen, C. E. Moore, E. W. (Slim) Wells, last season shows to play Pennsylvania, Harry Merkel, Monroe Eisenman with the Amusement Company of Virginia, Georgia and the Caro- and Rudy Jacobi. America, will be the show's as- linas. Jack Ramsey will be secsistant manager, Dolly announced retary, A. R. Maxwell treasurer.

Named by PCSA

LOS ANGELES, Dec. 1 .- Jerry was nominated for the presidency of the Pacific Coast Showmen's Association here Monday night (26). Charles Walpert, second vice-president, was moved up to first veepee in the listings with Mid-South Fair, Memphis, con- Al Weber and Lou Manly being (Mike) Doolan, incumbent prexy,

> Nominees to serve on the board of governors included John T. Backman, Ben Beno, Roger Warren, Sam Brown, Milt Cohen, Sam Dolman, Robert Downie, Dave Friedenheim, Max Hillman, Monroe Eisenman, George Lauerman, Harry Myers, Danny Callahan, Joseph Mead, Sam S. Abbott, Frank Warren, C. E. Moore, Harry Philipps, Frank Babcock, Frank Zambrino, M. H. Ellison, Danny Ferguson, Rudy Jacobi, Eddie Harris, Moe Levine, Norman Schue, Harry Merkel, Joe Steinberg. Eddie Tait, Elmer Velare, Hunter Farmer, Bob Schoonover, C. H. Allton, Harry Martin, Sam Coomas, Matt Herman, C. T. Murdock, John Lorman and Raymond Douglas.

> The nominating committee in-

In Houston

HOUSTON, Dec. 1.-W. Albert Lee, chairman of the board of the Houston Fat Stock Show and Framing of a new railroad unit not set. Strates was fully occupied Livestock Exposition, died at his will principally affect the motor- thruout most of the outdoor meet- home here November 23 of a selfized contingent this year. Threat ings here arranging the details of inflicted gun wound. Poor health is regarded as acute by some who the sale and so unable to talk busi- was believed to have been the

Lee was a prominent rancher and cattleman, owned seven hotels in the city and was active in many civic activities. He built the first television station here and owned radio station KLEE. In 1935 he was president of the Ep-som Downs Rodeo Company and was later interested in the Texas Prison Rodeo at Huntsville.

Roscoe Wade Leaves Road For Park Biz

DETROIT, Dec. 1. - Roscoe T. Wade, owner of Joyland Midway Attractions and a veteran of 38 years on the road, will switch to the amusement park business in 1952 as soon as negotiations are completed on a long-term lease of Wolf Lake Park, near Muskegon, Mich., he announced this week.

Plans are to bring any of his rides and equipment that is adaptable for park operations and to sell the rest. This move by Wade leaves only three Wade carnival units still on the road-W. G. Wade Shows, Wade Greater Shows and Wade Exposition Shows.

The Muskegon spot, which has been operated as a small picnic grove, with portable rides, will undergo an expansion program, according to Wade. New Park rides are to be installed and a portable roller rink also is planned.





Strates Plans Second Rail Unit W. A. Lee Dies · Continued from page 64

the 1952 midway contract at the be Strates and his show agent, West Virginia State Fair, Ron- Curtis Bockus. ceverte, a date held this year by the Lawrence Greater Shows.

regarded as railroad dates after the Jones and Endy units folded.

Strates this year increased his Showmen's Post of the American other interests, he said that as long as he remains actively en- o Continued from Ben Morrison, MSA first vice- gaged with carnivals that he will

10G Grosses Okay

The 20-car size was set, Strates said, because he wants a unit that can go out and win money on grosses as little as \$10,000. While he did not commit the unit to any territory, it can be assumed that Eastern fair dates will be the

principal booking target. Booking contingent will be powerful, with Endy and McCarter seasoned veterans. Also aiding will

Lively Scramble

Cetlin & Wilson aggregation reporting their routes solidified, action among the biggies was eliminated. With only a few Southern fair execs in attendance, efforts of the Cavalcade of Amusements

it's a cinch that the action at Eastern fair meetings, always at his orchestra provided the music. a volcanic pitch, will be even The latter aggregation also played more accelerated this year.

Truckies Optimistic

While the Ronceverte event was lost to the Lawrence Greater Auditorium Manager William Shows, Shirley and Sam Levy Duggan said the agreement is de- indicated that their route was other large meetings to the city. in a favorable position were excellent, he said, but these opnames.

> wait until their own State meet- the new unit, Gruberg said. ings before signing contracts.

and because lack of new equip- of acts and expected to cement ment was known in advance, it is an exclusive deal with a booking conceivable that the lure of the agency during the Chicago meetannual show was not up to par. ings.

Except for the executives the show personnel and attractions are were able to cement dates formerly ness with the many interested cause. showmen on hand.

Strates said he has not yet decided where he would winter the new unit since the equipment is stored in Bainbridge and Savannah but that he would probably decide on the latter spot because it offered more room.

SLA Banquet Big

St. Louis; Gerald Snellens, National Showmen's Association; Lou Keller, SLA outgoing president; Walter F. Driver, treasurer, SLA; Joseph Streibich, SLA sec-retary; Rev. Marcell La Voy, SLA chaplain; Morris A. Haft, league counsel, and Dr. John C. Havlik, Alexian Brothers Hospital.

Congratulatory messages were read by Conklin from J. P. (Jimmy) Sullivan, National Showmen's Association, Arthur Morse, SLA Ladies' Auxiliary, Mr. and Mrs. M. G. Dodson, Mr. and Mrs. J. C. Weer, Al Flint, Miami Showmen's Association, Caravans, Inc., Hot Springs Showmen's Association, International Showmen's Association, Heart of America Club, Eddie Young and Mrs. J. W. (Patty) Conklin.

Floorshow talent included Ted and Flo Vallett, batons; Jimmy and Mildred Mulcay, harmonicas; to extend its route in the South-east were hampered.

With numerous truck shows and at least two railroad orgs now interested in late Southern dates, hand balancing. Joe Wallace emseed the show and Lou Briese and for the dancing which continued until 4 a.m.

Gruberg Units

Continued from page 64

Oscar C. Buck and Sam E. Prell, erations required little attention operators of units bearing their since his wife is capable of managering them.

The attendance of Eastern unit | Several of the major rides at operators, at the meetings here was the lightest in several years. Explanation given is that there is little booking activity involved with most fair execs prefering to with the kiddle units. Eddie Goldwith most fair execs prefering to the major rides at Long Beach will be transferred to mobile units because they have not been successful in conjunction with the kiddle units. Eddie Goldwith man has booked his custard with

Unit scheduled to play lots will Since most shows holding cash operate on a free gate policy and present free acts. Gruberg said far as ride units are concerned, he expected to use a large number

VICTORY EXPOSITION SHOWS SUN CARNIVAL

Southwest's Largest Celebration

11 Days and 11 Nights. Downtown El Paso, on the Streets by Hotel Cortex and Post Office, December 22 through January 1. Parades, Street Dances, Community Christmas Tree, Sponsored by all Organizations. Sun Bowl Games January 1.

Can place Help on all Rides. Can place Concessions only. High Striker. Ball Games, String Game, Fish Pend, Darts, Photo, Derby Juice, Grab, Demonstrations, Custard and French Fries. Stock Concessions only. No Gypsies or P. C. Will sell exclusive on Novelties.

Address: Alvin Vandike, Washington Park, El Paso, Tex.

FROM THE MIGHTY **AMAZON JUNGLES!**

Right from the mysterious jungles of the Mighty Amazon, we will present a new and startling Wild Animal Show, never seen before anywhere in the world. Even in its home country this show was a sensation at the Sao Paulo and Rio De Janeiro felevision stations! We are booking now for the 1952 season. Agents and location owners may write for further details to

LAR IDEAL LIDA

Praca Da Republica 465, 4°, s.41, Sao Paulo, Brasil,

BARNEY TASSELL UNIT. SHOWS

WANT FOR VENICE, FLA., FAIR WEEK OF DECEMBER 10
Eliddle and Major Rides not conflicting. Shows of murit (no Girl Shows). Concessions of all kinds P.S.: This show out now I year and 11 months without a taxoff. Get on the bandwagon. Wire this week, American Legion Fair, Auburnitate, Fla.

PAGE BROS.' SHOWS

Can place any Hanky Panks, Pitch-Till-U-Win, Fish Pend, Bumper, Ball Games, Glass Fitch, Sets, Country Store, No grift, percentage or gyptics. Can place Count Store down on the Mississippi coasts. All answer-MERIDIAN, MISS, NOW, E. A. CHAPMAN, MGR., E. H. BROOME, BUS. MCR.





PER DOZ. BOXED The greatest profit maker anyone can offer. It's the newest sensation on the market ... a real hot, sure-fire money-making item. Every woman wants one of the genuine rhinestone expansion bracelets at Starling's inflation-dateating price. Available in 4 styles ... \$10.80 per dat. bulk ... \$12.00 per dat. boxed in sorgeous, rich velour package that conveniently opens for display.

BE WISE-ECONOMIZE . BUY NOW!! While prices are low. It's money in your pocker. State your business. 25% deposit . . . balance C.O.D. 4 samples . . . \$5.00. Free catalog on request.

STERLING JEWELERS

44 E. LONG STREET

BB114 Hats, flat crepe, asst'd colors

COLUMBUS 15, OHIO

BB100 10" (Good Quality) Shaker Gross BB101 12" Metallic Shaker Horns, \$ 4.00 BB118 Metallic Hats, asst'd shapes BB119 Metallic Hats, head size, asst'd colors, Dor. \$2.50 BB119 Special low priced Noise, maker Assortment, consisting of Horns, Crickets, Blow Outs, Sirens, etc. Packed 500 in carton. Per Carton 7.00 BB121 Midwest Deluxe Assortment, consisting of Hats, Horns and other Lg. Noisemakers, Pkd. 100 pcs. in carton. Per Ctn. 7.00 BB122 Midwest "super" assortment, consisting of head size Hats, Mutallic Horns, Ig. items. 15.00 BB123 Serpentine Confetti, 50 pkgs. in carton. Per Ctn. 2.75 BB124 Confetti, pkg. 100 bags in carton. Per Carton. Assortment, consisting of head size Hats, Mutallic Horns, Ig. items. 15.00 BB125 Novelty Confetti B o m b s—NEW—a real sensation. Dor. 60s: Gro. 7.00 BB126 "Big value" head size Hats, cardboard bands, with crepe paper tops, asst'd bright colors. Dos. 70s: Gro. 7.00 BB127 Imported Novelty Hawaiian Leis, special low price, Gro. 2.50 BB128 Miniature Mexican 51s a w Asst'd Cirs. 9.50 BB102 17" Shaker Horns, very special 7.20 BB103 7" Hvy. Cardboard Horns, 6.50 BB104 7" Hvy. Cardboard Metallic Paper 8.50 Paper 8.50 BB105 11" Metal Horns, Asst'd Colors 12.00 BB106 16" Metal Horns, Asst'd Colors 21.00 BB107 5" Lt. Cardboard Horns 1.50 BB108 Midwest Noisemaker Assortment. All large pieces. Pkd. ment. All large pieces. Pkd. pne gross in carton 12.00 BB109 Popular Noisemaker Assortment. Gro. in carton 9.00 BB110 Blow-Outs With Feather, small size 1.25 small size ... BB111 Blaw-Outs With Feather, BB112 Metallic Hi-Hats, head size with large "1952" cut-outs attached, Doz. \$2.00 BB113 Hats, miniature with elastics,

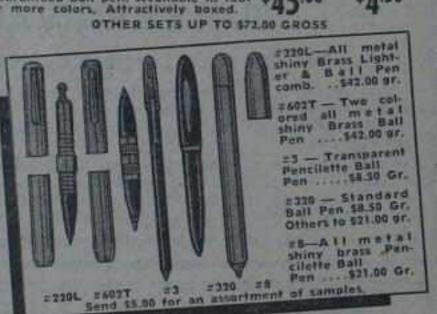
BB115 Hats, flat crept, asst'd, fancy 4.50 Leis, special low price, Gro. 2.50
BB178 Miniature Mexican 5 fra w
4.50 Hats, bright colors, high
crown, with elastics, Doz. 90c; BB118 "1952" Metallic Head Bands, BB117 "1952" Tinsel-Metallic Bands, Get your orders in early while stock is complete. 25% with all C.O.D. orders.

IDWEST MERCHANDISE CO. HANSAS CITY MO

THE KING OF THEM ALL

• FLASH • PRECISION Seawliful three piece set. Hooded point GROSS SAMPLE DOZ. fountain pen, mechanical pencil and suaranteed ball pen. Available in four \$45.00 \$4.50 or more colors. Attractively boxed.

ance C.O.D. F.O.B. New York



MODERN PEN MFG. CO., INC. 305 BROADWAY, NEW YORK 13, N. Y. CAnal 6-8016





CLASSIFIED ADVERTISEM

A Market Place for Buyers and Sellers. RATE: 15¢ A WORD-MINIMUM \$3 All Classified Advertisements must be accompanied by remittance in full.

FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22 early in the work

ACTS, SONGS & PARODIES

ACCLAIMED MOST COMPLETE COMEDY material service! Catalog free! Regular scelly bargains; Parodies, Special Songs, Bits, Schaitlan, 5138 Cahuenga, North Holly-

Buddy Lewis, famous (Palace Theater)
mimic, shows you how in his copyrighted
Secrets of Mimicry"; \$1 postpaid. Unicraft,
1932 Eighth, Philadelphia. dell.

RRANGING FOR BAND ORCHESTRA Plane Vocals: manuscripts corrected and prepared for publication; school sungs; send nanuscript for estimate; prompt service. Val's Arranging Studio, 310 W. 10th St., Garanota, Fla. de8

AVAILABLE NOW-JUST IN TIME FOR the holiday season: professional copies of new Xmas song, "Won't Be Long Before Christmas": excellent opportunity for "Trallblazers." Copies obtained by writing Benjamin Johnson, 404 Eastern Ave., D., Washington 19, D. C. defi

EMCEE" MAGAZINE — CONTAINING Band, Novelties, Parodies, Monologs, Com-edies, Jokes; subscriptions, \$2; add \$1 for four gag-packed back lisues, Emcee-B, P. O. Box 983, Chicago 90.

FOR M.C.'S. BOOK CONTAINING OVER 500 quips, jakes and stories told in night clubs, \$2. A. H. Burd, P. O. Box 1258, Chicago 90, III.

FOUR HIGH-YOCKTANE COMEDY ROU-tines for male singles, emcess, tested ma-terial) single routine, \$1; all four, \$3. Springer, Box 13, Bethpage, N. Y. del5 VENTRILOQUIAL DIALOGS READY-\$1 each or E5 per dozen; smart Songs, Monologs, Parodies Tizzard, 110 W. 46th St., New York.

AGENTS & DISTRIBUTORS

AAA BEST DEAL — TALKING CARDS; sample, 25s; \$1.80 per dozen, \$12.50 per sross Columbia, 7250 Metrose, Hollywood, Calif. della

ADVERTISING BARGAINS — ADVERTISE in 100 newspapers for total cost of \$6; many other bargaies; nation-wide coverage; send for free booklet. Tri-State Service, 1420-E investment Bidg., Pittaburgh 22, Page 408

AGENTS, DEALERS - HANDSOME ALLIgater grain plastic Billfolds; removable pass case, secret pocket; brown or tan; in attractive individual flat gift boxes, \$5.50 dozen postpaid; sample, 75c. Crescent Sales off-season price, \$22,500. Write Kaweah Val-Co., 150 Broadway, N. Y. C.

AMAZING ATTRACTIVE TALKING XMAS Cards; sample, 25r; dozen, 81 prepaid; make quick money; everyone buys. Shafer Co., Box 723, Kansas City 10, Mo. de8

AMAZING, ATTRACTIVE TALKING XMAS Cards saying: "Merry Christmas." Bugs Bunnies saying: "What's Up, Doc'"; sam-ples, 25c; \$1 dosen, \$10 gross; fast seller. John P. Klein, 1314 Elm St., Dallas, Tex. ARTISTS MODELS CHRISTMAS CARDS:

new, exciting, unusual, 8 assorted samples, \$1; quantity prices Jay's Service, Box 864, Dayton, O. del5

AT LAST—FAST SELLERS; SOMETHING new, going over big, shocking Christmax Greeting Cards with Envelopes; sample dozen, \$1 prepaid to your door with whole-sale catalog. United Navelty, 49 Hanover St., Boston 13, Mass.

BIGGER PROFITS—SELL KOEHLER BUSI-ness Signs, over 1500 varieties: free cals-log: 15 samples, \$1 postpaid, Koehler, 335 Goetz, Lemay 23, Mo. de29

BUY YOUR HOSIERY DIRECT ALL gauges and denier, from \$1 a dozen and up; also men's and tadies' Anktets, all sizes, culors and grades; satisfaction guarteed or money refunded. S. F. Pollard (5-1741) Cu., 1258 Market St., Chattanooga,

COLORED TELEVISION SCREENS — SEE blue skies, green grass easy to attach, no tools used. Write Harding, 403 Cabet, Beverly, Mass. del5

COSTUME JEWELRY-SELL THESE FAST moving Necktace and Earring Sets; write inday for free illustrated information with special wholesale prices. Merchandise Distributing Co. 912 Park Bidz. Clevetand 14, Ohio.

COSTUME JEWELRY SALESMEN THIS is it \$4.50 will bring you a beautiful five piece gift based lewelry set; expansion Bracelet for perfect fit. Necklace. Pin, Sarrines finished in \$4 kurat gold: retail \$29.95, and worth it; money back 10 days if not satisfactory; write for free catalog. Herbert's, Nanticoke, Pa.

DECALCOMANIA TRANSFERS NOW OFfered in small quantities, quiek delivery,
an attractive name plate on your product,
is the liest advertisement. Side line salesmen scatted; also make money with our
line of Automobile Initials and Sign Letters.
Free samples. "Halco," X.L. Boston 19,
Mass. up

DISTRIBUTORS WANTED — ALUMINUM Awnings; big profits, big demand, make your own; everything supplied; details free. Kramer Industries, 221 S. Anita, Los An-geles 49, Calif. del5

MAKE 1200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive ferritory to good ment on experience needed. Electric Ad Olock Co., 222 North Jefferson St., Chicago 6. de29 MAKE PERFUMES AT HOME FROM OUR Concentrates: profitable business: infor-mation free; men, women, Write "Carey Laboratories," 1914 Chouteau BB, St. Louis J, Mo. del5

MANUFACTURER'S CLOSEOUT ALL OR part of 19,000 exciting educational Comboy Games; immediate delivery; ideal-for premiums, perfect for "pitchman" at roden, carniums, circus. Write Etimper Advertising.

MEXICAN FEATHER RIRD PICTURES—All framed: Tall only \$7.20 dozen; send \$7.50 for down samples. Liberty Novelly, \$218 W. Cermak Rd., Chicago, Bl. del5 Northern Modelifots; Grafeine Venus Deshudo: 10 beauties; photographs 4"15"; mailed you from Norway, \$2 Arterat; Jonesboro, Tenn. des

"OUT OF THIS WORLD" SALT & PER-pera: fastest willing set on the market copil profits; sample set, \$1 prepaid; list free Keystone Service, Lowellville, O. det REALLY COMIC NMAS CARDS - FAST seilers; \$1 will bring you 3 sample sets. Midstates, Box 412, Bloomington, Ind.

BALESMEN, DISTRIBUTORS—FAST SELL-ing Costume Jewetry, direct from fac-tury; hig picture cutaing free, Pickeraft, B-19 Bank, Attleboro, Mass. dezz

SALES PROMOTION PAYS RIG FOR MEN and women; opportunity unitonited; amar-ing fast sellers; Hawailian Orchids and products, air mailed fresh from our fields! Liberal commission; many territories; write in full MCC, 307 Merchandise Bidg., Minus-apolia 3, Minn.

SNARE PANTS—SENSATIONAL IRON ON designs for shorts and panties; a hot stem; profitable, new, fast selling; write for illustrated information, prices. Tom Gen. 737 N. E. 19th. Oldahoma City, Okts.

TALKING XMAS CARDS SALES TERRIFin; says "Merry Christmas" in load clear
voice, also Happy Birthday, Get Well, Hello
Sweethoart, samples 25c, denes \$1.20, grow
\$12. Allied Sales, 211-C N Desplaines, Chi-

"FITANIA," THE WONDER GEM, MORE fire and brilliance than diamonds (Read-er's Dignst); satisfaction guaranteed. Blue-bonnet Jeweler's, 2500 Carter, Fort Worth L. Tex.

UP TO 575 WEEKLY—AMAZING PENCIL writes four colors red, hime, green, orange; sample, 25e; 20 year guarantee given with beautiful \$1 size Ball Fount Pen; brilliant metal cap; sample, 25e, or eight samples, four pencils, four pens, \$1 postpaid, Louis Balogh, 1703B Roosevelt, Valparalso, Ind. delb

WHITE - TIRE: SPECTACULAR DEMO changes black tires to ritry white walls everybody wants: 200% profit: dollar sample; refundable first order Rubber Profit sets, New Haven 6, Conn.

WHITE PRIVATE LABEL DEPARTMENT Quaker Medicine Co., 220 George St., Cincinnati, O., new for cut rate price list on Herbs, Salve, Tonics, Flavorines, Laxatives, Coametics, Linament \$6.50 a gross

24 KARAT GOLD PLATED TIE CLASP and Cuff Link Set. Newest sensation! Na-tionally advertised; hand engraved; \$5 re-tailer, individually gift hoxed; \$15 dozen; sample set, \$2; special discounts for quan-lity. Bylymail Co. 148 Broadway, New York City. de8

BUSINESS OPPORTUNITIES

ADDRESS ENVELOPES AT HOME GOOD pay, easy work; write for card (11A). Cohen, Dept. 11, 141 Bristol St., Brooklyn 12, N. Y.

ADVERTISE YOUR PRODUCTS BY RADIO!
No risk! Pay "per order", 400 nationwide broadcasters; further details, 10c. (Refundable.) Simon, 104 Suite, 59 Park Ave., New York City 16. np

ley Co. 129 N Church St., Visalia, Cali

BALLROOM-PISMO BEACH, CALIFORNIA A real money-maker, equipment and business plus concessions for sale; will grant 5 year property lease. Write Rose-garden Ballroom or phone Pismo Beach 5.

BIG MONEY! SPARE OR FULL TIME IN your home No selling! Spray new miracle finishes; plush and suede, on signs, radios, automobiles, figurmes, lamps, toys, etc.; our business is booming; help us fill huge demand; new, easy Flok Kraft methods; materials cost few pennies; you get dollars; free samples; complete powerful maney-making plan free; write new Coast, Dept B. Los Angeles St., Los Angeles 15 de22 BIG PROFITS WITH COMIC DECALS, ALSO Saucz Pin-Ups, State Tourist Designs, Stock Signs, etc.; enclose 25/ for generous samples. Box 58, Morris Hts. Sta., N.Y.C.

BUSINESS-BUILDING IDEAS FROM HOL-lywood! Mail selling letters, literature, compaigns, Investigate! Finkle Advertising. 6758-B Hollywood Bivd., Hellywood

complete vitamin Business, \$50! Includes packaged vitamin stock worth \$126; labels printed with burer's name; prepared literature; automatic selling plan; immense profits; terrific local, national, foreign sales; man or woman can operate from anywhere. Durkin, 410-L W. 9th St., Los Angeles 15, Calir.

DONKEY BASEBALL — WELL ESTAB-lished, profitable show, season lasts about 3 months; complete show, donkeys, truck, trailer PA and lighting system; will teach huyer or will take in partners, full price, 49,750 Lucas Co., 915 Eighth St., Sacra-mento, Calif. dells

DUE TO ILLNESS MUST SACRIFICE GOOD show; extraordinary profits; draws crowds like fire, \$900 cash. Write Box 15, Maribel,

LADIES' NYLON BRIEFS, COLORS, SIZES, 56 50 doz: Ladies' Flannet Nightgowns, 815 doz: Ladies' Flannet Nightgowns, large \$1 60 doz: Kiddles' Flannet Pajamas, 2 pc. 2-1, and 1 pc. 4-8, 58 50 doz: Silk Square Scarfs, \$6.50 doz: Handkerchiefs boxed for Christmas; also 100 of other stems ladies' men's and children's wear; send for price list. Carmen Dist. Co., 1155 Broadway, N.Y.C. des

MAIL ORDER BUSINESS — NEW 10.000
word bandbook by noted expert, shows
how," spars time, small capital, from
lides to Mailhag; includes "Business Development Plan." "Profitable Mail Selling
lideas," "Pointers Along the Mail Order-Trail" and Starting Questionnaire, 25e
postpaid; satisfaction guaranteed Maupin
& Maupin, 327-4 S. 28th, La Fayette, And.
defi

NAMES ARE THE LIVELINE OF MAIL-order business: learn how you can start this highly profitable sparetime business in your own home. Write Gau. 3700 Melvin Dr. S.W., Box 31 Station A. Atlanta. Ga

NEW ELECTRIC MACHINE BARES presides doughnuts; attracts crowds; put'll cain money serving hot doughnuts; small investment; free recipes. Norbert Bay Co., 3605 South 15 Ave., Moneapolis 7, Minn.

NUDIE CUTIE TABLE LIGHTER SHE'S A
hot seller; sample and wholesale prices,
\$1 postpant New York Article Co. G.P.O.
Box 400, New York I, N. Y. dell

PHONOGRAPH RECORDS BUY AT Se. will at 50c; details. Effer complete plan, full instructions, 27:30. Midstatus, Box 412, Bloomington, Ind.

PHOGRESSIVE MAIL THADE MAGAZING tells how to sell by mail; sample, 25s with apportunity mail. Maile, 767-B Leith, viint 5, Mich.

START A VENETIAN BLIND LAUNDRY-Profit opportunity for lifetime business new machine method, free booklet on re-quest LB Co. 442 N. Seneca St., Wight

WHERE TO BUY WHOLESALE ELECTRICAL Appliances, Novellies, Custame Jewel Write Distributors, 1130 Broad

WOMEN-EARN MONEY AT HOME WITH

BORDER NOVELTY CO. CHRISTMAS SPECIALS CLOCKS

55 Ship Clock	1
2201 Lux Alarm	11,84
PART Chambers Witnel Alarm	2.25
2370 Spinning Wheel Alarm	223
#211 Cuckes #220 Shmoo Pendulette	85.
Porter Water Pullwielle	1,52
Pocket Watch Alarm	8.00
Loving Curs. Gold or Silver	37.00
Sumpling Santa, Large	34,90
	Mr. Acid
C P. 47 SARITE DAILDONN	6,54
	60,00
	12.93
COLUMN TO THE REAL PROPERTY OF THE PARTY OF	200
CONTINUE ASSESSED TAME	膃
	THE REAL PROPERTY.
Land Control of the C	175
ADDUCT - FULL SAMES	差
PRETAIL PRODUCED SERVICE ASSESSMENT	
NORTH PRESENTED OF PRESE	PERM
PERIODE BIRT WESTER COM	45.60 7.21 1.50
BERLINGS DESCRIPTION STORY BRANCH	(1) (日本
Halloon Slicks, 24" Reed	10.E+
PERISON STIERS, SAIL BANK	2.88
8 Ball Key Chain, Bulk	10594
	7.30
	BS:
Camic Buttura, 36"	
Bulk Beaden Ball Chain, 414"	1.3
Table Knuckers, Best	
Yank 'Em Tooth Joke (New)	EH.
Mart mer Sanet Buck Total	JK-65+
Mortimer Sperd Buck Teeth Basebulls (Jup)	Eddin.
2200 Combination Padlock	ALC: Y
Blevela Cattack Charles	7.21 27.00 34.00 34.00 3.00 4.00
Bicycle Pattock Closeout	34.00
Plastic Paa Shooters	3.0
Tumbling Blacks (Jap)	4.0
Telescope (Jan)	
Folding Fam (Jam)	7.3
Shapping Gum (Wire)	
Horseshae Magnets (Large)	10.80
Art Mirrars (Pochet Size)	10.81
Ball & Vass Trick (limin)	14,40
Red Scanner Trick (Nam)	18.00
Mystic Pillars (Wood)	21.40
MR. BIG EYE Monocle (New)	21.6
MANUAL PROPERTY OF THE PARTY OF	-

Santa Claus Suits 27 (Ea.) 75 00 Santa Claus Suits 23 (Ea.) 25,00 We carry Beards, Hats & Santa Wigs.

18" Texon Club Bay S72.02
Crash Helmets 18.00
Budger Banks 7.00
Budger Banks 7.00
Mail Box Bank Giant 15.00
Esquire Ash Tray, Jap 12.00
Money Changers, J. Bbl. 21.00
Money Changers, 1.5-10-25 60.00
Micro Lile Key Chain 4.15
Ear Muffs, Best 7.20
Little Bandit Slot M. 7.20
Simplex Toy Typoseriter 24.00
Metal Ice Skate Pins 7.20
Metal Ice Skate Pins 12.00
Metal Mule Bank 21.00
Praying Talking Onlis, Large 96.00
Praying Talking Onlis, Large 96.00
Modals of All Nations' Cards 19.80
Acriomite Plane & Motor 04.05
Giant Photo Playing Cards 38.80
Magic Derby Photo Races 2.40
Pic Trace Photo Developer 2.50
Bamboo Back Scratthers
Hunters, Fishermen, Golffers, Pa's, Ma's, Horse Players, Etc. Crying Towels
China Pig Bank, 2"a4" 4.20
Magic Set 2919, Zenith 11.88 ing Towels
China Pig Sank, 3"24"
Magic Set 2919, Zenith
Goots Hurns For Bikes
Serpentine, Flameproof
Serpentine, Flameproof
Glown Rubber Nose & Spec,
Continental Pistal Lighters
Continental Squeeze Lighters
Continental Storm Lighters
Continental Storm Lighters
Continental T Type Lighters
Continental T Type Lighters
Silver Pencil Lighter (Cont.)
51:50 Beach Balls, Closeout
51:50 Bathing Shoet, Closeout
51:50 Bathing Capt. Closeout
61:50 Bathing Cap Cans

10.7 Clip Combs (48 to Can), Dr.

Cans

117.75 Automatic Toosters

Larse Hunling Knife (Weske)

75c Men's Socks, Closeout

C-6 Light Bulbs, Jap. Per 1,050

Comic Ash Trays

Leather Liquor Flanks

Bed Pan (Butts Ash Tray)

Exploding Geer Can

Little Bandit Stof Machine

Eversharp Razer, 12 Blades

\$1.29 Four-Color Pens

Wesrever Mechanical Pencil

Money Holders (3-Barrel)

\$1.29 Rubber Bath Hose

Little Atom Charm Pistol

Marchandise sold for resals only. One-Half Dan, With Orders, Bal. C.O.D.

MICHIGAN'S LARGEST NOVELTY

537 Woodward Ave. Defroit 26, Mich.



In Years CAPES . SCARFS Our new 1952 Sure Fire Line
is our greatest variety of
best sellers for you. Latest
styles. All sizes. Write for
PREE NEW COMPLETE
CATALOGI Battefaction
guaranteed or money refunded. Prempt Seliveries.

H.M.J. FUR CO.



Never a break Amore Quira Camerat. Pat-New, Used.

American Stamp & Novetty Mile. Co. 430) Rossmayne, Houston & Tex.

NOW AVAILABLE New Line of Pens and Pencils

Send for Price List STARR PEN CO.

900 M. Franklin St. Chicago 10, III.



CHECK THESE LOW PRICES! Send \$10,00 for complete set of 25

samples political.		
	Gross	Dozen
Jumping Dogs		
Respins Dos	36.00	2.25
Large Walking Bear	43.00	4.50
Small Walking Bear	24.00	3.50
Crawling Soldier	39.00	3.50
Hopping Squirrel	54,00	4.00
Parforming Circus Sual	44,00	A.00
Tumbling Fida	\$4,00	4.85
Walking Polar Bear		
with Cub	67.50	6.00
Santa Cinus and Sled	72.00	6.50
Deg Chasing Hat		2,75
Mechanical Cowboy	21.60	2.00
Banjo Playing Monkey	54.00	4.00
Cuwboy on Horse	29,00	3.50
Combine Hair Mankey		3,50
Pecking Chick	18.00	1.75
Running Mouse	18.00	1.75
Ess Laying Duck	39.00	3.50
Singing Canary	39.00	3.75
Jumping Frog	24,00	2.25
Bestle Buy	24.00	2.25
Robot Man	32.00	3.00
Walking Elephant		4.50
Rellover Cats	54.00	4.89
Buseball Catcher	23.00	3.00

NEW CATALOG NOW READY

State your business.

Prices do not include shipping charges.

Include postage with order.

25% deposit required on C.O.D. orders.

Wholesale Distributors Since 1880 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

WATCH SPECIALS!

14 K. GOLD-PLATED JEWELED WATCHES With Fancy Match-ing Expansion Band.

Each

Brand New im-ported Swiss Jeweled, Radium Dial. Sweep Sec-ond Hand, Un-breakable Crystal and Removable

Men's SHOCK-PROTECTED ANTI-MAGNETIL JEWELED MOVEMENT

Complete with Fancy Matchine EXPANSION BAND

200

- Brand new
 Jeweled mavement
- hand Unbreakable e Removable pins Stainless Steel
- BACK

10% Dep., Bal. C.O.D. BURTON SALES CO.

843 W. Madison St. Chicago 7, III.

JUST OFF THE PRESS! NEW CATALOG

for

Engravers Demonstrators Fair Workers

WRITE FOR YOUR COPY OF CATALOG No. 106

Containing complete selection of engraving jewelry ... especially for the engraver, demunstratur and fair worker.

Also CATALOG No. 515 Contains most everything in merchandise

STATE YOUR BUSINESS!

All Orders Shipped Same Day Received

BIELER-LEVINE

5 No. Wahesh Avenue Chicago J. Illineis ALL PHONES: CENTRAL 6-7966

SILVER PLATED 32-Pc. Service for Eight s kelves a soun from S 5.10

8 Farks 8 Teaspoons #2288 Sample Set ... 15.30 16 Sets or Mare

34-PC. SERVICE FOR EIGHT

No. 1088 Chart @ Ench \$1.00 223-225 W. Madison St. Chicago 6; III. Chicago, III.

FORMULAS & PLANS

OLD FURNITURE POLISH FORMULA, SI. Howell, 1920s Folk Ave., Cleveland, Ohio. dell.

ROOT REER CONCENTRATE - MAKE your own syrup; total cost, 75 cents per gallon; free simple Cold Springs, Box 62, Three Rivers, Mich.

Catalog and Chemical Instruction Sheet, 107 J. Betfort, 216 W. Jackson, Chicago 6,

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPCORN MACHINES available from \$35; Candy Corn Ma-chines, Pennut Ronsters, Sho-Cone Machines, Gruppy Korn, 120 S. Halsted, Chicago, Ill.

NEW. USED POPCORN MACKINES—PEA-niat Roasters, aluminum geared Popping Kettler, copper candy, paramel corn Kes-iles Nurthside Sales Co. Indianala, lowa, dello

FOR SALE-SECOND-HAND SHOW PROPERTY

BIG 13 FT. BALLOONS—GREAT AIR AT-traction. \$6.50; Girl in Fish Bowl Illusion (Lenz. \$20); free direction to make: regula-tion 24x24 Circus Trunk. Ilke new. \$25; Trapeze Crane, \$25; partable 20x26 foot lee Rink, can freeze 30x40 feet. \$5200; for night club shows. Home Co., 97 Arch St., Butler, N. J.

BUILD RIDES, SHOWS, CONCESSIONS from tested plans; Kiddle Auto, Boat, Chairplane, Airplane, 85 each, Brill, Box 875, Peoria, Ill.

FOR SALE 426 USED THEATER-CUSHioned seats with full leather back covering, \$4.50 each; another 210 theater seats,
acreen; two Simplex Projectors, 22mm;
rectifier, large steel booth, all very cheap
hours open, 3 to 9 p.m. Staten Island
Theatrical Rental Service, 769 Forest Ave.
Staten Island, New York, Gibraltar 2-5070. KIDDIES' FERRIS WHEEL-VALUE \$3600 Box 15. Maribel, Wis. dell.

NEW TROLLEY CAR, RIGHT FROM PAC-tory, used one week; cost \$1,395; sacrifice for \$1,250 cash. Hurry! They'll be scarce. Ed Lane. 2774 Monterey Road, San Jose.

NICKELODEON, A-1 — PLAYS PIANO, mandolin, merimbs with changing lighting effects, Plays new Q.R.S. rolls, John Green, 13763 Ardoon Ave., Cleveland 29,

ORGAN FOR MERRY-GO-ROUND-ARTIin good condition, \$300. Joe Frederick, 2263 Newton, Detroit 11, Mich. dell

THEATER CHAIRS, TENTS, PROJECTORS, Bleachers, 1,500 Wooden Folding Chairs, 2,000 Steel Folding Chairs, Lone Star Seat-ing Co., Hox 1734, Dallas, Tex.

16MM. SOUND PROJECTOR SALE - RE-conditioned Victors, Amoro, Apex. Uni-versal at \$97.50 complete. All guaranteed. Minot Films, Inc., Millibridge, Mc. sale. Write for List "C" Minot Films. Inc., Militeridge, Mc.

MAGICAL APPARATUS

A BRAND NEW #23 CATALOG — MIND-reading, Mentalism Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic: 144-page illustrated catalog, Buyer's Guide, both 50e; wholesale, Nelson Enter-prises, 236-B S. High, Columbus, O. de22 HE A MAGICIAN-LARGE PROFESSIONAL Magic Catalog for latest tricks, 35c. Ireland, B-109, N. Dearborn, Chicago 2.

FLOATING CIGARETTE TRICK — CIGA-rette floats in zir: with instructions, 25c; Rubber Beer Bottle, \$1 Jack Eastwood, 6940, Jefferson, Chillicothe, Q.

SUB-MINIATURE RADIOPHONE FOR Mentalists; weight less than pound; easily concealed; Ulustrated brochure, specifications, price Nelson Enterprises, 336 South High Columbus, O. de22

VENTHILOQUIAL (\$45 UP), PUNCH FIG-ures, \$12 each dressed; Marionette Heads, Books, Wies, Acts, Eyes, etc. Spencer, 22 46 Columbus, Minneapolis, Minn. defi 16 WORLD'S BEST CARD TRICKS AND catalog, 250 Sterling Magic Co. Bigl. Royal Oak., Mich. des

MISCELLANEOUS

BELLY TANKS," \$5.35; STEEL, SIX FOOT, 55 pounds, or 10 foot, 115 pounds; free oieture. Buck's Auto Parts, Merced, Calif.

GE TRANSFORMER, 15 KVA, \$150 Wanted Merry-Go-Round Horses and narts; any make \$200 equipment, all kinds, Bax 567, Dodge City, Ean. del5

MUSICAL INSTRUMENTS. ACCESSORIES

FOR SALE SILVER PLATED C MELODY Sasophone with case, 40 dollars; Besson Cornet, 10 dollars; 5 string, 20 fret Banio, 10 dollars, Breen, 500 Weart Ave., Lynd-nurst, N. J.

HAMMOND NOVACHORD, SOLOVONES, Speakers and Tangley Calliope; all in good condition and ready in go. Organs bought, resited, sold Ken Thompson, 28 Englewood Waterbury 4, Conn.

PERSONALS

ANYONE ENOWING THE WHEREAROUTS of Walter M. Hughes, formerly with the Leo Gremer Rodco, please contact his mather. Mrs. Mary Rewitano, 4 Edwards Plaza, Trenton, N. J. It is vitally urgent DOWNTOWN CHICAGO MAILING AD-dress and letters forwarded, 31 per month-bles Presant, 192 N. Clark St., Boom 616. Chicago 1, Di.

Testament for you no obligation new or later Postcard to STF, Box 132, Rameo, Mich.

PHOTO SUPPLIES DEVELOPING-PRINTING

CARNIVAL PHOTOGRAPHERS—WE HAVE full stocks Eastman DF Papers, Cheimenls, mountings for all sines, catalog at famous Chickman Camerus mailed Memphis Photo Supply Co., Memphis L. Tenn. de22 COMIC FOREGROUNDS, BACKGROUNDS, DP Paper, Chemicals, Mounts; Phyto Nov-ettles; new and used DP Cameras, Miller nupplies, 1535 Franklin, St. Louis 6, Mo. deif

DIRECT POSITIVE PHOTOGRAPHERS

We supply everything you need; reasonable prices; Eastman DP paper, chemicals, frames, backgrounds, comis foregrounds, camerus for indoor and outdoors, compisie, prices; we are old and reliable since 1903, ppg Camera Co., 1161 N. Cleveland Ave., Chicago, III.

YOU FOR PRESIDENT OF YOUR OWN tredit-collection fundaces; many who ame exced our ads now have their names on office down. Frankin Credit, Reanaky 7, deep deep tremiteals and supplies. Beasan Dry Finte Va.

eras buy Piedmont Cameras Piedmont Camera Mig. Co., 425 Worth St., Burling-ton, N. C. Phone 6270). delfi

LOW COST PHOTOMOUNTS—THREE COL-ars to choose from: samples free; price per 100: White, 2n3, 52.25; Gray, 3x5, 55; Marcon, 5x7, 85.5e f.o.b. Penn Photomounts, 235 Woodland Ave., Glenniden, Pa. de22 PHOTO BOOTH OUTFITS CHEAP — ALL sizes; drop in and see them; latest improvements; real bargain PDQ Camera Co., 1161 N. Cieveland Ave., Chicago, III. If

THE EASTMAN IMPROVED TYPE DIRECT Positive Paper available in all sizes. Marks & Puller, Inc., 70 Sain St., Rochester 4.

PRINTING

FINE PRINTING AT THRIFTY PRICES — Letterheads, Envelopes, Statements, Cards, etc.; sample and prices free, Mercury Press, Box 608, Marengo, Iowa de6

FREE HOLDER, 1,000 MEMO SLIPS, 2x5" with mame, address printed, \$2.65 cash, postpaid nice business gifts, Success Printers, Rockwall, Tex. de21

Guality work, postpaid at very reasonable prices: free samples. Sutton Printing Co. Box 853-8, Wayeross, Ga.

WINDOW CARDS - 14x22 AND 11x14, THE Bell Press, Winton, Pa. de2 WINDOW CARDS, PHOGHAMS, HERALDS, Photo-Offset Printing, Cata Show Print-ing Co., Cato, N. Y. de25

100 LETTER HEADS AND 100 6% ENvelopes, Hammermill Bund, five lines copy, \$2.25 postpaid, Dickover Printing-Lithographing, \$233 Cleveland, Kansas City, 4. Mo. de8

FIRST OFFER!

AND SON Absolutely the biggest value

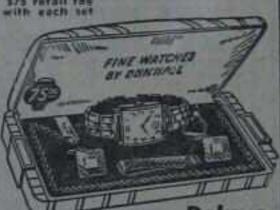
ever offered. A terrific prize and promotional item. Set conshot Red Ryder Gun, telescope sight, hunting knife in leather sheath, field glasses, camera, bell target, 2 pkgs. BB's, taring manual all packed in individual cellophane display carton. Cet yours today. Immediate delivery.

25 Deposit With Order, F. O. B. Chicago.

Write for Free Folders 816 Maxwell St. LOOK Bros. Chicago, Illinois

SENSATIONAL VALUE!

175 retall ten with each set



Complete Deluxe WATCH SA.90 JEWELRY Ensemble

Deluxe WATCH

Brand new nationally advertised watch, gold stated case and matchina expansion band
Lustrous double-gold plated cuff links key chain and tie holder
Large plush lined deluxe giff case Written service duarantee
Copy of \$75.50 retailer
S day money-back guarantee

Wholesale only, 6 watches minimum, \$1.00 additional for samples, 25% with order, balance C.O.D.

12 Liberty Street

BROOKS Products

SENSATIONALLY PRICED

PRECISION MADE ELECTRIC -SHAVER

\$1.95



in Dez. Lots individually packed in heautiful soff-selling counter box with \$17.50 price top, Each equipped with simulated pig-

Terms: 25% Deposit, Balance C.O.D. Sample \$1.00 Extra.

NATIONAL DIST. CO. 222 Calumet Blds. Miami, Fla.

Folding or Non-Folding

TABLES & STEEL OR WOOD

Prompt delivery. Minimum order 4 dez. Ask for prices, fell number needed, ADIRONDACK CHAIR CO. 1140 B'way, N. Y. (27 St.), Dept. 4, MU 3-1385



Sells On Sight! BREAKING SALES RECORDS FROM COAST-TO-COAST

Precision made from hardened tool steel. Comes complete with

plastic pouch. Has a blade for every size and type of screw.

Vise-grip shuck locks blades securely in place.

CASH IN NOW!

Greatest money-maker in years! No mechanic or hobbylst can relist the appeal of this fremendous buy! Even house wives see the utility and value of 5 SCREWDRIVERS IN CASH IN NOW! ONE! Kit has 3 standard blade screwdrivers and 2 "Phillips"
Type screwdrivers. Handle holds each blade with vise-like grip. Tremendous repriders from dealers prove this the most sensational tool value ever offered

20/ Deposit with order, LJ /0 Bal. C.O.D., F.O.B. Detroit.

Write For Our Big Wholesale FREE CATALOG

DOZ.

GEM Sales Co. Detroit 26, Mich.



"Rutile," not an imitation diamond, but a man-made "Gem" in a class by itself. It is clear in color and haz much more brilliancy than a per car

ELGIN - BENRUS - GRUEN - BULOVA

WATCHES GUARANTEED LIKE NEW For men and women, new model watches, case and diels. Reconditioned and guaranteed like new Complete with leather straps.



Ladies' Sets Above watch with sold plated Neatly Boxed band, tie holder and cuff links. Neatly Boxed

Wholesale only—\$1 additional for samples. 25% with order, balance C.O.D. 5-day money back guarantee if not satisfied.

Necklace, 3-Pc. JOSEPH BROS. S. Walsash Ave. FREE New Big 1953
Boxed Set. \$1.95 JOSEPH BROS. Chicago 3, III. FREE Wholesale
Catalog

Above watch with 5-pc set of imported asst. colored stones. Hand set in 14 karat

gold plate.

SERVICE SERVIC NOTICE:

BIG OPERATORS AND PITCHMEN (please read carefully)

Starting January 14, 1952, this country will be completely covered from coast to coast by a new and terrific \$1.00 item which will outgross anything you have seen or handled. Weekly sales should be from \$1,500 to \$6,000, depending upon the size of the store. It is strictly a demonstration item which has been thoroughly tested and has proven itself. This will not be a free-for-all. Everyone will be fully protected in the way of Stores, Home Shows and Fairs. Write Air Mail today for complete information and territorial protection. Include details of your operation and connections. Information given only by letter. Address replies to

SOUTHWEST DISTRIBUTORS

P. O. BOX 198, 22d STREET STATION

ST. PETERSBURG, FLA.

SENSATIONAL TIE & HOSE VALUES BUY DIRECT FROM MANUFACTURER

ABOVE HOSE — Saming Sam

7.50 Dez.

ORDER NOW
Prepaid shipmont on all orders of \$10.00
pr more — immodiate delivery TERMS;
ON
10.00
mple
10.00
mple
3.00
halance C.O.D. HOSE PRICES PER DOZEN

SIN'S RIBBED HOSE SI GAUGE IS DENIER

With Nylon Heels WOMEN'S NYLON

and Toes—guaranteed & pairs for 6

ABOVE HOSE—sample ABOVE HOSE—sample box 3 pairs MOMEN'S NY LON HOSE

I. WOLFMARK, Dept. 88, 931 Roosevelt Rd., Chicago 8, Illinois

YOUR MONEY BACK

If you can do better.

Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Classware, Blankets, Hampers, Hassocks, Plaster Sium, Flying Birds, Whies, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready-Write for Copy Today IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.



GIVE TO DAMON RUNYON CANCER FUND



NOVELTY SCARFS

GIFTS! SOUVENIRS!

RODEOS & WESTERNS

Retail \$1 to \$2.

Rivoli SCARF & NOVELTY CO.

Monufacturers 48 West 37th Street . New York 18, N. Y.

SPORT! DRESS!

SPORTS

Retail \$1 to \$2.

WISCONSIN DELUXE CO.

STATE & REGIONALS

LOngacre 4-5670

Retail \$1 to \$2.

ORDER THE LAUGH OF THE CENTURY . . . The Sensational Gag of '52!

MITCHELL'S KING SIZE

Everybody will snap-up these sensational KING SIZE Cag DRIB-BLE BIB TIES for their New Year's Parties and other Cag

Snap this tie on under your collar and YOU'LL ROLL 'EM ON THE FLOOR WITH LAUGHTER! Guaranteed to break the ice at any party anywhere . . . the tie that tops 'em all for size, for gaudy color, for screamingly funny effect!

Made of washable, stainproof cloth in bright, gaudy stripes. Useful, too, for Spaghetti, Lobster and other "DRIBBLE" dishes.

SAMPLES \$1.50 EA. POST

JOBBERS-DISTRIBUTORS WRITE FOR LOW QUANTITY PRICES DOZ.

122 N. Fourth St.

Minneapolis 1,

Minnesota

The MITCHELL COMPAN

Terms: Remil-tance in full or 1/3 down with order, bal. C.O.D.

The demand was too great to hold for '\$2-Watch Mitchell's Dreams come true—For Money-Making Gaps for '\$21

SANTA CLAUS MASK



Most life-like mask we've ever seen. Cheerful, colorful, life-like head and face molded of rubber. Individually boxed. Convince yourself. Order a Sample Today.

JOBBERS, WRITE FOR QUANTITY PRICES 25% Deposit, Balance C.O.D. Add 5% for Shipping Charges.

32 N. WELLS ST. CHICAGO, ILL.

PITCHMEN-SPECIALTY SALESMEN THIS IS NO FLUKE!

Replates instantly with

PURE CANADIAN

SILVER . . . AS IT

Imported. French & English directions. At-tractive. Individual Box.

Dr. package, 12 dr. to carton, \$43.20 per gross.

50% with Sample

ORDER NU-PLATE

TODAY.

STANMAR SALES CO., INC.

Nationally advertised at \$1.95

de U. S. Distrib Dept. BB, 225 Lafayette St., N.Y. 12, N.Y.

bal.C.O.D. ppd.

POLISHES!

F.O.B. N.Y.

NEW BEACON LEOPARD A 52-week-of-the-year winner . . for the year of '52. DESIGN BLANKET **Mu-Plate Silver Cream**

54 x 72 Packed 30 to Case \$3.50 EACH IN CASE LOTS OF 30

POT OF GOLD

\$3.60 Each in Less Than Case Lots 54.00 for Sample Postpaid

U.S. ARMED FORCES

il 51 10 52

Lata Special!

Confederate flag

ask your jobber or write

Write for our New 1951 No. 61 Catalog now. State business in first

1902 N. Third Street, Milwaukee, Wisconsin

ZERAH BROS. Special! EXQUISITELY STYLED LADIES DIAMOND CUT WHITE RHINESTONE WATCHES Brilliantly studded square and Baguette cover ... Rhadium finish Beautifully styled Blue Velvet Plush Gold trim box \$1.00 Guarantee Certificate extra 25% deposit with order-Balance C.O.D. YUkon 2-0640

Uttention Demonstrators and Engravery!

We carry a complete line of boxed and bulk Idents.—Expansion Idents.—Tio Slides—Key Chains — Charm Greelets and Pandants.

FRISCO PETE



"FOR SAME DAY SERVICE" Cold FRANKLIN 2-2567 604-606 W. LAKE ST. CHICAGO 6, ILLINOIS

Quick Photo nvention! PDQ CHAMPION

PHOTOMASTER photos in 2 min-utes. Takes and finishes 30 to 40 evertasting black and white or sepia photos an hour. Sin dark room. Guar-anteed not to fade. Photos taken on "SUPER SPEED"

NA SW

Large Giant

Size Tube

in 2 Minutes 215 hy 315 in Complete cary-to-operate portable photo studio, 703% PROFIT.

Write quick, get details about the great PHOTOMASTER.

Dept. 88

PDO CAMERA CO.

CHILLIS RESUM IN SECULIORS I MILES For a few dollars you can do your Christ-mas shopping direct from the mill, scrapped in helly paper; anything to hosiery; tadies' nylana, \$1.50 a dozen up; men's long and short hosiery, \$1.60 up; anklets, 4 to 1914, \$1.90 up; trisi orders solicited; attacaction guaranteed ar money refunded.

TENNESSEE VALLEY MFG. CO.

CIVE TO THE

SALESMEN WANTED

AD MATCHES! SELL AMAZING DESIGNS 20, 20, 40 and Designs Sook matches blazer spot cash commissions every business a prospect; repeats; start without experience; men, women; full part time; bus nothing; tales til furnished Match Carp. Dept. D-56, Chicago 32, III.

ABV. NOVELTY-FITS OVER TELEPHONE dial; fast seller; liberal comm.; free sam plea Acme Mfg., 67 F Chelmoford 54., Dec

SELL ADVERTISING BALLDONS — commission; nample and details (Kramer Industries, 321 S. Anita, Los seles 43, Calif.; 110 Broadbent, San tonio, Tex.

SCENERY & BANNERS

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNATIONS, Colors, Needles, Outlits; Espaine, German

and in lemma tating course information, and in lemma tating course information, inc., Mait Zels, 72 Lesley Ave., Nockford,

WANTED TO BUY

PLASTER PRODUCTS FROM SOMEONE near by Send price list to Iver. Box 981, Danville, Va.

NIEMAN CARNIVAL, CIRCUS BANNERS—
The best, not the cheapest; no disappointments, Nieman Studies, 1236 S. Haisted St., Chicago, CA 6-2544.

WILL BUY PHONOGRAPH RECORDS made before 1940; have thousands for sale send wants, Jacob S. Schmeider, 138 W. G. N.Y.C.

HELP WANTED-ADVERTISEMENTS

RATE-15c a Word Minimum 53

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

ACCORDION, PIDDLE OR TAKEOFF STRING BASS-ALL LOCATION WORK: guitar for Western band, radio, dance personals; twenty-five thousand watt station, Gladys Bell, write, Harry Evans, Lexington, Neb. State lowest.

WANTED — MUSICIANS FOR REPLACE-

DRUMMER—COMMERCIAL, JAZZ. DIXIE. hotel, Latin essential for comma, location jobs; job opens December 5th; well organised unit, regular work; write all in first Al Barnette. Englewook Club, Hattlesburg, Miss.

FOR WESTERN SWING BAND—NO CORN.
Planist, double accordion; male vocalist,
playing solid dance rhythm guitar, double
other instruments; violinist or fiddler, must
play clean boedown and back-up; prefer
double; year round work; state all in first
letter. Fiz. State Barn Dance, 4414 W.
Crest St., Tampa, Fla.

GIRL MUSICIANS FOR LOCATION WORK; state experience, minimum salary; en-close photo. Connie Duin, 545 Lake Drive. Grand Rapids; Mich.

GIRL DRUMMER-IMMEDIATE OPENING: steady work; cut shows; male drummers, write also, Lynn, Casa Grande Motel, Phenix City, Ala.

WANTED - MUSICIANS FOR REPLACE-ments on well-organized territory band. Contact Del Clayton, 423 Decatur, Omaha.

WANTED-PIANO MAN; MUST READ floor shows; year around location; six nights, \$70; seven nights, \$81. Write Paul Lenk, Plantation Club, Nashville, Tena. Ph. T-4654.

WANTED-EXPERIENCED PIANIST FOR top hotel job; must read, take, cut shows Latin essential; good habita, appearance cut or no notice; wire immediately. Orchestra Leader, Room 25, Reimont Hotel Courts, Wichita Falls, Tex.

sembly acts, open Jan. 8th; contracting agents, all with cars; all percentage; madium dally take; business swell; expanding Admire's Mid-States Assemblies, General Delivery, Bowling Green, Ky., now.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts,

Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

DAL LYNDEN ORCHESTRA-4 TO 6 MEN; available Dec. 20; spots and hookers, con-tact for information. Gen. Delivery, Rapid City, S. B.

MISCELLANEOUS

BOOK BOB TOMLINSON - ONE MAN Vaudeville Show: juggler, ventriloquist, magician, rope twirler, accordionist; for all occasions, 162 North State, Chicago, Ill. Tel. Dearborn 2-2734 de22

COLORFUL "SONG & FUN FESTS" AC-tive audience participation; informal, original, successful; wife assists Zeno Staudt, 316 W. Pierson, Phoenix, Artz.

MUSICIANS

A-1 ORGANIST-25 YEARS EXPERIENCE theaters, radio, lounges, hotels, rinks; warm climate preferred. Address Organ-ist, 136 47th St., Union City, N. J. des

BONE PLAYER—CONCERT OR SOLOIST; age 62; sober, dependable; approved by Mich, and South Dakota for concert work with high school bands; accumpany round and square dances, polkas, marches, hilbilly and Western music; prefer radio, TV or theater; will consider any good ofter if reliable; reference if needed Howard F. Schartzer, Box 31, Waters, Mich, (The Prairie Rattler.)

GIRL TENOR SAXIST-CLARINETIST union; read, fake; available week-ends to or around New York. Zena Latto, 203 Bathgate Ave., Broox, New York. def

ORGANIZED NOVELTY AND DANCE TRID.
union; accordion, guitar and drums; double on piano, violin and electric guitar; vocal dues and solos; prefer Southern location; lounges, hotels or clubs; available short notice. Freddie Clarke, General Delivery, Daytons Beach, Fla. ORGANIST — EXPERIENCED; CAN FUR-nish Hammond; dance units, hotels, staff radio organist; former planist; arranger for semi-name band, Southeast only, preferably Florida, Box C-498, c/o Billboard, Cincin-nati 22, Onlo. della

ORGANIST-WITH NEW HAMMOND, LES-lie speaker; while, male; unloss) extensive wardrobe, frage library; hotel or cucktal lounge, no rinks; will send photo. Boo C-497, c/o Billhoard, Cincinnati 22 Ohio

PIANIST TRAINED, PROFESSIONAL union; single; desired first rate hatel lounge opening; alone, Raymond Demoser, 44 Manie Ave., Franklinville, N. V. Geld. Planist-Bead, Pake, arrange, ex-periment show, combo, territory band have card, will travel; some professions sleight of hand if ext use it, him Pisher Houte 1, Wayrata, Minn.

TENOR ALTO CLARINET AND FLUTE-Available immediately; band or combo Southern location preferred; jazz or commercial Paul R. Simmons, Gray's Motel, Fly. 67. Muncle, Ind.

TROMBONE MAN AT LIBERTY—PREFER combo, formerly with Krupa, wire, den't write, James T. Cooper, 217 Vonderveer St., Middletown, Ohio.

TRUMPET MAN AVAILABLE LOCATION band; tone, rance, read, fake; small combo, large band. Paul Chapman, Rightons Hotel, Buffalo, N. Y.

PARKS & FAIRS

WRITE" CHARLES LA CROIX, HIGH-class Trapete Act. Available for industrial outdoor events (Platform required for unidoor) For Groix, 1304 South Anthony, Furt Warns 4,

VAUDEVILLE ARTISTS

AT LIBERTY - LEWIS ENTERTAINERS RUNYON CANCER FUND programs can use school booker this virinity.

COMIC. VERSATILE—DOES MIMIC AND pantomime; interested burlesque offer. East Coast only Bert Levis, c/o Eapennagen, 1078 Longfellow Ave. Bronx, N.Y.

FEMALE IMPERSONATOR OPEN FOR night club booking: singer, exptic dancer; flashy wardrobe; will send photos; salary \$125 net; transportation one way. Wesley Davis, 411 5 Wahash, Chicago, III. dell's

VOCALISTS

A-1 VOCALIST—GROUP WORK, TENOR, Car hotel band, location, mamber locate 10, 202; radius, 100 miles New York City Bex C-498, c/o The Billboard, Cincinnati 22, Obio.

CROONER WANTS JOB-WILLIAM N. Reynolds, 3910 North Ashland, Chicago,

WANTED — USED MINIATURE TRAIN, preferable locometive type; must be cheap for cash; five full particulars, including where train may be seen. For Theaters, Inc., 4016 Dayton Blvd. Chattanooga, Tenn



ready to plug in.

above without built-in \$54.00 der

\$5.00 ea. 25% Deposit, Balance C.O.D. Phone: ORegon 3-6330

CUTTLER & COMPANY, INC. one Bouldway New York 10, N. Y.

BINGO

WARWICK PRESS WARWICK, R. I.

"FIRST" for Christmas Specials!



JERRY MAHONEY

Ventrilisquist Dummy — Deluxe promo-tional item—24" tall Dummy with mov-able head and mouth, exact replica of Jerry 2-tone flannel shirt, white shirt, shees, instructions, individually boxed.

Retail \$7.49 - \$4.45 Ea. Revolving Xmos

ELECTRIC TREE LAMP

Red, While, Blue or Green 1214" high Retails \$6.55 \$2.95 Ea. 31" high Retails 12.00 6.50 Ea. Write for Our New

Illustrated Circular

BUNTE CANDY

BAKED CHOCOLATES, I LR. SIZE. Mi Choice, \$1.75 Retail .. \$14,00 Dz. Woodland, \$1,25 Retail .. 10,00 Dz.

FILLED AND ASSORTED CANDY

Happy Home, 3 Lb. Jar, Assorted, \$1.50 Retail. \$12.00 Dz. Assorted, 60g Retail . 4.90 Dz.

BONNIE BRAID DOLLS

Medium size Retail \$4.95 Sample \$2.95 \$29.30 Dz. Large size, Retail \$7.50 Sample \$4.50

TONI DOLL, Retail \$12.50 Sample \$8.95 \$69.50 Dr.

CARS

Remote controlled—battery operated ROAD KING Retail \$5.00

Sample \$3.50 \$35.00 Dz AUTOMATIC JEEP, Retail \$4.50

NOMA XMAS TREE LIGHTS

8 Mirrored Star Reflectors with colored bulbs. Retails \$2.10

Terms: 25% Deposit, Balance C.O.D. DISTRIBUTORS 1750 W. North Ave., Chicago 22. Dickens 2-0500

BRIDE and BRIDESMAID SLEEPING DOLLS

Gorgeous 71/2" plastic dolls with movable head, eyes, arms and realistic hair. Beautifully dressed in luxurious flowing gowns that flare out a full 15", trimmed with shimmering satin and lace. Bridesmaid dolls in a variety of enchanting calers. Bride dolls white only. Each in attractive acetate window gift box.

GUARANTEED BRAND NEW Regularly Retail \$2.49-52.95.

Lots of 3 doz. \$10.50 dz. 9 dez. or more 39.50

Send check or money order-we ship prepaid. 25% deposit on C.O.D.'s.

M. W. FEDERMAN ASSOCIATES, INC.

Auctioneers and Appraisers

771 BROADWAY

NEW YORK 3, N. Y.



"Angelus Bells" CHRISTMAS SALES APPEAL

Bright silver holly leaves, red berries, real evergreen and pine cones red ribbon bow and three copper-plated metal bells that ring in different tones. Suction cup mounting for any indoor or outdoor surface. Individually packaged and selling tast; retail everywhere to:

Choose Your Own Mark-Up! BUY NOW DIRECT FROM MANUFACTURER

per dox -minimum order

\$6.00 per dax -- gross lots

25% with order-balance C.O.D.-Immediate Shipments.

OAK SALES 43 PEARL ST., SPRINGFIELD, MASS.

It's New!



A real Tee Bag containing fine quality tee When dunked by the victim—the run begins. The water instantly assumes as UNEXPECTED VENOMOUS GREEN COLOR (Government Certified Color)

It's perfectly safe to drink but just try to convince them!

LOADED WITH FUN AND LAUGHS!

Packaged 2 dozen (ilustrated envel-A CLICK, ITEM FOR ONICK ZUTER!

per gross
15% deposit—batance C.O.D.
tabbers and distributors supplied
An original item by ROYAL MAGIC & HOVELTY CO.

BENRUS

WATCHES and SETS

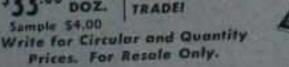
A Riet for Home —Parties — Rei-tourents, etc.



COSTUME **TEWELRY** SETS

Expansion pracelet, Neck-tace, Brooch & Earring Sets Many Styles-

TO SALESBOARD AND PREMIUM 33.00 poz. Sample \$4,00



& 609-M SPRING GARDEN ST., PHILA. 23, PA. LOMBARD 3-2676 AND DESCRIPTION OF THE PERSON OF THE PERSON

SPECIAL PRICES



YOU CAN MAKE \$42.00 CASH PROFIT SELLING ONLY 24 RELIGIOUS NECKLACES

sells on sight. Miramions, Sacred Heart and other medals encased in EVERLASTING Plexiciae. 18" gold plated chain with lock. Gift baxed. EVERLASTING Plexiciae. 18" gold plated chain with lock. Gift baxed. EVERLASTING Plexiciae. 18" gold plated chain with lock. Gift baxed. Every pendant \$1.00. (Retails \$2.50.) Sample sent first class mail for lock pendant \$1.00. (Retails \$2.50.) Sample sent first class mail for lock pendant \$1.00. fast delivery. Money back guarantee. FREE CATALOG of proven a sellers. Write now. Get started at once making big money. Send \$1 for sample and catalog.

STEPHEN PRODUCTS CO., 1947 Broadway, Dept. 8-31, New York City 23, N.V.

Mdse. Topics

Pittsburgh

Preferred Distributing Company has the Miracle Cross, comprising a cross with jewels and a magnifying glass in the center jewel thru which can be read the Lord's Prayer-a \$2.98 item. . . . Robert Hensel Company reports

its Jot It book novelties have not been raised in price, the firm absorbing increases in costs with expanded production. The books sell at \$36 per thousand. . . Mullen Bros. has sweeper sets

comprising broom and mop from \$1 to \$2.98; plastic dishes from \$1.29 to \$4.95, and six types of badminton sets from \$3.59 to \$12.95. . . Incrocci Novelties Company reports its spitz dog and bull dog are good steady sellers in the mantle bric-a-brac line. . . . Minsky Bros. & Company report a good number in the remote controlled jeep at \$3.98. I. M. Watzman has nurses' sets that come in a cardboard suitcase and retail at \$1.

Detroit

Thomas A. Beers, who manufactured Tabs, a specialty line of plastic aprons at 13010 Kercheval Avenue, has moved to Grand Rapids, Mich. . . Detroit Art Industries has added Sam C. Pecorilla to the partnership, joining Louis Lamberti and Domenic Giuliani. The firm manufactures a varied line of plaster novelties, specializing in both store and carnival trade.

From All Around

Champion Plastics Corporation has introduced a new key chain called the Bonus Action Game, which is a miniature plastic bell machine in colors that shows spinning symbols when the lever is pressed. The items are priced at 25 cents each and come 12 to a display card, along with 12 instruction sheets. . . . Monogram of California has put on the market its pocket calculator, a device that adds or subtracts any amount from 1 cent to \$25 or more. The all metal item, designed for the gadget-minded, has a suggested retail price of \$2. . . . The Coin-a-Pac is a device recently introduced by Sinko Manufacturing & Tool Company for attachment to the interior of the automobile. It's a compact, sturdy, all plastic device for holding coins and accommodates a pack of cigarettes, including king size Gerry's Creations is offering for the Christmas season three sets of costume jewelry composed of necklace, bracelet and earrings with high quality simulated pearls and rhinestone clasps priced to retail at \$29.95. Attractive prices in dozen lots or Shorbert more are offered. Manufacturing Company offers its Fashion First line of costume jewelry in two, three and fourpiece sets at attractive prices.

Terrific Flash & Values in Real FUR & Plush Stuffed Toys for the Christmas Season



19x13" REAL FUR Bear, lite like. Rayon plush chest. Asstd. colors. Doz. In 6 doz lets. Doz.

SPECIAL OFFER!

olors, movable ever, em-braidered note. Doren 577 00 To receive FREE Catalog you must state nature of your business. ACE TOY MEG. CO.

Television Color Now! 'Color-Pix'

Eliminates Glare

Easy to a p p l y with Scotch Tape —No Tools used —For all Black & White TV Sets! 10" Serren-\$2.50 Dor. 12" Streen-14" Screen-

Minimum quan-tity, I gress ass's. Each packed in cellephane b s s 17" Screen-53,25 Dos. 20" Screenwith directions. 25% deposit, balance C.O.D.

Delivery of once.



HOLIDAY PARTY SPECIALS MA4-Metallic Finish Horns, 7 inch, Gross 4.00 MAS-Fringed Metallic Horns, 7 inch, Gross 5.75 MA6-Metallic Finish Horns, 14 inch, Gross 9.00 MAS-Large Metal Noisemakers, 50-pc, asst, 3.25 MA12-Serpentine Confetti, fire-proof, 800 rolls for 6.00

GENERAL CATALOG NOW READY-State business when requesting your copy. 25% deposit required with all C.O.D. orders.

Established 1886 TERRE HAUTE, INDIANA

Big money for Christmas with this outstanding



Nationally advertised Benrus suaranteed watch. 10K Rolled Gold
Plate Bezel, stainless steel back
and matching Bretton Snake Band
with Safety Catch. Smartly tailored 24K Gold Plate Earring and
Pendant Jewelry Set—all in a two
tier jewel case, as pictured, available in green, blue or wine simulated leather.

JEWELRY SET in Stunning Jewel Case

Retail price about \$71.50

YOUR PRICE 1/2 Dep., Bal. C.O.D.

AZCO PRODUCTS CO. 725 Sansom Street, Philadelphia 6, Pa.

Phone: WAlnut 2-3865



ELGIN

model cases for gents Rebuilt movements, guaranteed like new. Complete with leath-er band. 7 Jewel. 15-Jewel 17-Jewel 21-Jewel \$12.65 \$14.65 \$18.95

Gold Plated Stretch Band, 95¢ add. 6 Men's Mesh & Expansion Combination Band, \$1.49 add.

a Leatherette Gift Bex, 75¢ add. This week only—Our newest value-packed catalog

15% With Order—Balance C.O.D. Open Account to Rated Houses.

Wholesale Only.

F.O.B. Chicago.

manusome Western Horse Clock in 0 onte or gold finish. Horse is 10" fall, base 17"x5"x115". Guaranteed dependable electric clock, (Sample \$4.69) SS. Wabash Ave. Chicago 3, III.

For Fast Selling POPULAR ITEMS SEE OUR

NEW CATALOG No. 100!! JUST OFF THE PRESS!! Full of Carnival Novelties, Premium Mer-

chandise, Costume Jewelry, etc. WRITE FOR CATALOG No. 1001

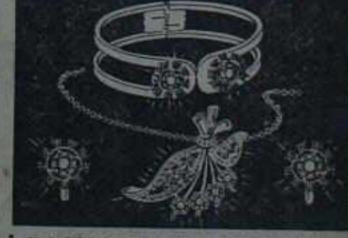
N. SHURE CO. THICAGO & ILLINOIS

CHRISTMAS SPECIAL

4 pc. JEWELRY SETS, 6 gorreous new styles of perfectly matched bracelet, carring and necklace sets., hand-sel with linest qual-ity stones and Jewels, plated in long-lasting 24K Gold. All 4 glamorous pieces set with flashing, sparkling, imitation Diamonds and Rubles

SPECIAL INTRODUCTORY
PRICE \$1.40 per set \$18 per doz. SAMPLE SET-\$2.00

13% deposit with each cross Send for free illustrated catalogi



PACIEVARIDE DAVADERS VICED. 220 Fifth Avenue New York, N. Y.



OUR CATALOG IS BRIMMING! From cover to cover with alaborately boxed real moneymaking promotional items for Store Workers—Carnival and
Peir Workers—Punchboard and Mail Order House specializing
in Boxed Pearls and Jewelry Sets—Expansion Ident, Bracelets
—Lighters—Men's and Ladies' Zircon and Cameo Rings in
Gold Plate—Sterling and Gold Filled,

OUR CATALOG IS MAILED TO DEALERS ONLY.

1/28-12K G.F. Imit. STATE YOUR BUSINESS AND YOUR PERMANENT

ALRICH MFG. CO., INC. | Fire Onal Cluster. ADDRESS. McBRIDE JEWELRY CO.

FAMOUS FROM COAST to COAST

TEMPLE

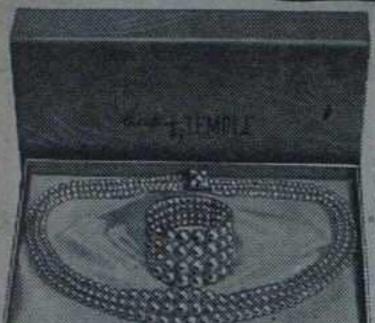
The BENRUS WATCH CO. Has Designed for Our

Exclusive Use

WATCHES and SETS

FOR THE PREMIUM TRADE * BENRUS "LADY EDITH"





SELLING BY THE THOUSANDS LA MOUR

High quality, 3-strand neck lace, brilliant rhinestone class — 4-strand expansion bracelet. LaMour pearls (*simulated) guaranteed indestructible. Beautifully boxed. \$19.75 retail price tag and worth it.

ONLY \$1.50 EA. SET Minimum Order I Dozen. Federal Tax Additional if Not for Hesale. 25% De-posit, Balance C.O.D., P.O.B. Philadelphia.

Write for the New Temple Fall Winter 1951-'52 CATALOG and our Special "PREMIUM DEALERS" CONFIDENTIAL PRICE LIST" DROP IN TO SEE US WHEN IN PHILADELPHIA.
OPEN ALL DAY SUNDAY NOW TO XMAS.

TEMPLE COMPANY

708 Sansom Street Philadelphia 6. Pa. MArket 7-6519

BOB HOPE . SONJA HENIE C. W. VAN LOPIK . NAT (KING) COLE WALTER A. BROWN . NORMAN GRANZ H. W. J. BARNET . CHARLES A. McELRAVY ARTHUR MICHAUD . NATHAN PODOLOFF ED FURNI . C. A. RITTER WILLIAM MAAS . WILLIAM COKER EDWARD J. QUIGLEY . JUSTUS EDWARDS AXEL H. REED . DAPHNE (DEE) POLI

These TOP NAMES of the Business . .

tell you where you fit into the picture in an interesting and valuable collection of feature articles written especially for

The Billboard Auditorium-Arena Number dated December 22

More information on

PAGE 57 . . .

HAWAIIAN

Made of soft Gesh-like plastic rubber-lifelike, over 74" high She wingles, she shimmies, she bumps she grinds

Sample, \$1.25

PARISIAN ART PRODUCTS



ILLUSTRATED

B SAY, FELLOWS! BE THE LIFE GOLFARTY WITH THESE SMALL ILLUSTRATED CAR-TOOM BOOKLETS OF COMIC DURACTES B 10, ALL DIFFERENT, \$1 POSTPAND REGIMALD SALES 1216-BB, Park Row Bldg., New York 7, N. Y.

\$27.50 EVERSHARP
MEN'S GIFT SET
New gold tone caps on genuing EVERSHARP pen & pencil with gorgeous matching money clip, tie bar & cuff links. All in debuse metal gift fase covered with groy pigskin. Satin lined. \$3.80 SET
FAMOUS EVERSHARP DESK-PAC
Plus Eternal
Calendar
Our

Burke Exclusives

WORLD'S LOWEST PRICES

Famous Baroness Brand strand unbreakble, beautiful luster
-rhinestone classifetime Guarantee,
mpremively packiged. Retalla \$27,50,
70c SET

GIVE TO THE RUNYON CANCER FUND

Pipes for Pitchmen

By BILL BAKER -

ART (DOC) MILLER . . . live anywhere, isn't doing himself any good and it will be a
long time before any other
sheeties can get within a mile of
the farm houses he has been when it comes to handling troup-

has been released from Veterans of them seem to be getting the long green," Varner pencils. "Perans a lengthy illness and is making haps it is Mr. Bowers who paves his home at the St. James Hotel the way." in that city.

"AFTER 45 YEARS in the pitch field and show business, I stumbled into a really new and sensational pitch item," letters Prof. Jack Scharding, who recently celebrated his 71st birthday, from Long Beach, Calif. "It's Dolly Dimples, former fat girl, who made the front page of



learly and distinctly. Set with 12 brilliant rhinestones, rhodium finish, with th in, chain,

RETAILS UP TO \$5.95 EACH A REAL MONEY MAKER \$56.00 Gross

Please state your business. Deposit with all C.O.D. orders. Sample prepaid \$1.00.

GENUINE RACCOON SKIN HATS THESE DANIEL BOONE HATS

ARE BIGGEST ITEM OF THE YEAR



\$12.00 per doz., plus 25g postage.

SAMPLES \$1.50 Xmas orders shipped same day received 25% Deposit on C.O.D. Orders.

759 Sixth Avenue, New York 10, N. Y.



HYBEN-MARKS, INC.

working. Let's have some pipes here from the Widow Rollins. I miss her pipes which brought a laugh to readers over a long period."

GEORGE LA PLANT has been released from Veterans of them seem to be getting the

RED McCOOL . . . took delivery on a new car and trailer following a successful tour of Michigan fairs.

years with Cavalcade of Amusements, where he operated a Mid-get Show and photo gallery, is pitching pens to good returns in McCrory's, Gulfport, Miss.

EDDIE E. GILLESPIE . . veteran ace pitcheroo, and Dick Dickerson, The Homberg Kid, last week wound up a successful en-gagement at Newberry's downtown Cincinnati store with ironing boards and heating pads. Gil-(Continued on page 74)



OAK BALLOONS

Write for catalog

HENRY CHARLES ENTERPRISES P. O. Box 1285 107 Oberlin Road Raleigh, North Carolina



MOST BRILLIANT GEM ON EARTH That is what real ex-

Just look what the Saturday Evening Post, Reader's Digest and Business Week had to say about the new precious Gem It is the only thing on earth that surpanses the brilliance of a Diamond. Its flashing fire and sparkle wins the admiration of all who see It. And yet you can own this impressive stone at an amazingly low cost per Karat. Imperial makes a wonderful Christmas Gift Write today for full particulars.

DE ST. CVR IMPERIAL GEM CO.

20 N. Dearborn St. Chicage 2. III. Dealers, write on your letterhead.

Women Only
To sell Zolar Horoscopes in storethroughout the country. Must be
experienced in making a pitch. Salary
and commission. Give age, experience

ZOLAR PUBLISHING CO., INC.



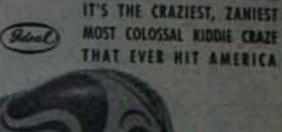
Coin Counter and Wrapper

Garomatic Sales Co.

HUSTLERS AND MONEYMAKERS

ROYAL KNITTING MILLS Dept. D 171 Orthard St. New Haven, Conn.

LOONY LIDS!





Giant size, gaily colored head pieces that inflate to appr. 21" x 24" high. Made of tough, heavy Gauge Vinylite. Will not crack, peel or mildew. Kids love them - makes them look taller.



Sample dozen sest, of all four numbers-37,20. Gross lots-502.08 per gross

C.O.D. with 25% deposit. Patent and Trade Mark Reg. Applied For

WRITE FOR INFORMATION ON SPRING 1952 LINE OF VINYLITE INFLATABLE BEACH ITEMS-THEY'RE TERRIFICE

IDEAL TOY CORPORATION



ELGIN GRUEN WALTRAM Precision Rebuills Plain dia 7 Jewel \$9.95 15 Jewel \$12.65 17 Jewel \$14.65 21 Jewel \$18.99



NUT CRACKER PUMP

Retalls at \$7.50.

767 So. Brundway Green Bay, Wisconsin





VALUE
Besutiful 3-piece
set. Hooded point
fountain pen
automatic pencil
and precision ball
pen. Axaorted
colors. Attractive
box. \$42.00
PER \$42.00
GROSS inc. Tax
Eample set \$1.00
High retail price
tx fx available.
Orders filled same
day received, Send
22:00 deposit with
order. PACKARD
BALL PEN, 27 E,
22nd Street, New
York 10, N. Y.
SPring 7-7180

Church, C. Claburri, John P. Cohen, Phil Cole, Fred B.

Powier, Don

NEW Titania Gem



NEW FREE Wholesale Catalogue

imulated Diamonds and many styles of ings for men and women in gamuina /20 14K rolled gold and sterling. Copies of expensive diamond lewelry Priced from \$5.50 per dozen.

DES MOINES RING CO.

WRITE TODAY

For Your FREE Copy of Our New 24-Page Catalog of Xmas and New Year Merchandise.

OUR NEW GENERAL MERCHAN-DISE Catalog is now available. Please specify if you want a copy of

K. BRO

1116 S. Holstod St., Chicago 7, III. L. D. Phone: MOnroc 6-9520 In Business in Chicago for 35 Years

LADIES' FULL FASHIONED 51 GAUGE, 15 DENIER, DUPONT Packed to desen of a size and a shade to a ben. Latest shades. Terms 25% with order, balence C.O.D.

GAINOR SALES CO.

eta Transpariation Bids., Detroit 26, Mich.
Phone: Woodward 2-8015

Lefter List

THE BILLBOARD

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Ackley, James W. Ackley, James W.

Manna, Joseph T Marks, Billy Marks, Frank W. Marsh Jesse B. Marshand, Noah & Mrs.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

2160 Patterson St.

Cincinnati 22, O.

Parcel Post

Baker, E. O. (Lisense Piates), 25c
Gerard, Mrs. Edna, 15c
Herther, Clarence 15c
(License Plates), 25c
(Photograph), 12c

Abston, Curtis Abbott, C. A. Admire, J. C. Albert, Mrs. E. J.
Albert, Mrs. C. M.
Frank, Chas. L.
Miller, Walter Battle St.

Brock, C. M.
Brocks, Geo. H.
Brown, G. C.
Brown, Chas.
Brown, Chas.
Brown, Ciyde & Mille
Brown, Ciyde & Mille
Brown, Kennis
Brown, Kennis
Brown, Walter
Brown, Mrs. Walter
Brown, Mrs. Walter
Brown, Ciyde & Mille
Brown, Walter
Brown, Mrs. Walter
Brown, Ciyde & Mille
Brown, Kennis
Brown, Ciyde & Mille
Brown, Ciyde & Mille
Brown, Ciyde & Mille
Brown, Kennis
Brown, Ciyde & Mille
Brown, Ciyde & Mille
Brown, Ciyde & Mille
Brown, Ciyde & Mille
Brown, Kennis
Brown, Ciyde & Mille
Brown, Ciyde & Mille
Brown, Ciyde & Mille
Brown, Mar.
Brown, Ciyde & Mille
Brown, Kennis
Brown, Ciyde & Mille
Brown, Ciyde Mille
Brown, Ciyde & Mille
Brown, Ciyde & Mille
Brown, Ciyde W

Case, Jimmy & Jenkins, Inc.
Childs, Lucille & Jenkins, Paul
Chance Jerome, Paul
Darlene
Lifeed Johnson, Alfred Johnson, Betty (Smoky) Johnson, Char. F.

Cohen, Phil Cole, Fred R. Simoky Johnson, Alfred Johnson, Alfred Johnson, Alfred Johnson, Chas. F. Johnson, James Conney, Chief Conney, Chief Conney, Stocken Paul Johnson, James Johnson, James J. Johnson, James Johnson, James J. Orake, Ken
Duffy, Roy T.
Dumbrocki, Connie
Ounson, Crawford
Oursell Gerald G
Dyer, Eddie
Eddington, Cecil
Edwards, Vernon C
English, Waller H.
Elchhorn, Chas
Evans, Annie
Evans, Harold
(Manhelm)
Ferrell, Hugh

Evans, Chas L

Evans, Harold

(Manhelm)

Ferrail, Hugh

Fetta, L Tex

Fisher, John D.

Flake, Mrs. James
Flowers, Chaster

Flowers, Chaster

MacDonald, Gene
M Mck. Robert L. Hubbard, Mildred Soltzer, Loretta Shackey, Roy & Mrs. Hubbard, Mildred Soltzer, Loretta Shackey, Roy & Mrs. Hills Joseph Stafford, Al Magid, Chuck Miller, Tom West, Erelyn Mildred, Eddie Jim West, Ted

Sansburn. John

Sansburn. John

Saunders. O. Buck
Saunders. O. Buck
Saunders. O. Buck
Saunders. Jennie
Saux. Mr. Reggie
Schloss. H. S.
Schweitzer. Frank G.
Schott, Mrs. Ealine
Beott, Lewis
Scott, Lewis
Scott, Sheia
Scott, Shei

Richardo, Don Richardo, Earl B. Richards, Earl B. Richards, Earl B. Richards, E. W. Riley, Arthur Hardy Wendt, C. E. Westfall, Wm. Whelpley, Rancel Jo.

Hiley, Dan
Hiley, Leo A. & White, Mrs. Bill
Riley, William & White, Mrs. Bill
Riley, William & Whiteside, A. R.
Rilchie, Mrs. Mors
Ritchie, Mrs. Nors
Ritchie, Mrs. N

Mrs. Wilson, Dune Wilson, Hamilton K Wilson, Harvey Wilson, Henry J. & Mrs. Mrs. Winters, James A. Woodward, Mom Reynolds Woolcott, William Woolridge, Charles Wesniak, Frank & Mrs.

Sager, Frank
St. George, Raymond Wray. Ross

Sakobie, Mrs. James
Sanchez, Richard Eagler, William
Sanders, Joseph Q
Sandlin, Ralph
Sands, John Eolum Irving H.

Beck. Don

Blue Bonnet Playboys Marvel. Ronnie
Braswell. W. Martin. June
Browne, Whitey Perron Mrs. Peggy
Brunette. Gerald H. Reed. Dan
Corangio. Mr. G. Rubertino. Frank
Dangl. Nick Syntex. Norman
Hagan, Richard Temple. Brooke
Hartman. A. C. Texas Ramblers
Great King Combined Turner. Fred
Shows Valesco. Loieta
Klein, Jerry Wallace, I. K.
Knight, Miss Sonny West, Evelyn

Nelson, L. M.
O'Malley, John G.
Platt, John J.
Robinson, Edw.
Kenneth

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg.

Parcel Post

Ackley, James W & Markachern, Gwenyth Adams, Fred (Buildeg) Martin, Mr. & Mrs. Baker, Bert

St. Louis 1, Mo.

\$4.50



Full

of Life! Firel

Bril-

Hancy

\$3.85

No. 877-Heavy mounting. Hand set. Sparkling. It's a beauty. Gold finish.



doz. Gold finish. White brilliant center. Red sides.

Picase state your business. Deposit with all C.O.D. orders. Above 2 samples prepaid \$1.00.

PROVIDENCE RING CO

CLOSE-OUT NOVELTIES

Hard Luck or Cow Folder, \$2.00 per 100.
Happy Landing Folders, \$2.00 per 100.
Mystery Photo Cemics with envelopes,
23¢ retailers, very high grade, 4 kinds,
assorted 4 desen, \$1.50; grass, \$4.00.
Semples all above, six different, 50¢.
Literature of other goodies with order,
Little Men Actually Grow Green Hair
197assi, 3 kinds, asserted, \$1.75 Der
Sample all 3, 50¢. One sample, 25¢.
LEWIS NOVELTIES
7321-8 S. Peorie Chicago 21, III.

FREE CUT-RATE CATALOG HOVELTIES, GIFTS, PREMIUMS, TOYS, SUNDRIES, NOTIONS, JEWELRY, WATCHES, ETC.

Dests for Auctioneers, Salesman, Deal-ers. Concessionaires. 25 years of Values.

MILLS SALES CO. New York 3, N. Y.



Big Profits Own your own business stamping key checks, name plates social security plates. Sample Bart Men C Bart Mig. Co. 363 Degraw St. Bracklyn 2, M. Y.

Large Walking and Hesitating Bear \$39.00 Hopping Squirrels 27.00 Begging Fur Dog 27.00 Large Santa on Sled 65.00 Small Santa on Sled 42.00 Jumping Fur Dogs 30.00 Walking Dachshund 42.00 Large Walking Elephant 40.00 Jumping Fur Dog w/Rubber Ball 20.00 Large Performing Seal | plush | 42.00 Hopping Chirping Chick 10.80 XMAS BALLOONS 29 Kat w/Santa print S4 210 Hep Cat w/Santa print S 215 Hap Kat w/Santa print S 215 Paddle w/Santa print S 215 Paddle w/no print S Workers for above, each S4 1/4 deposit with order, bal. C.O.D. 144 Park Row New York 7, N. Y. Tol. COrtlandt 7-8986

MECHANICAL TOYS



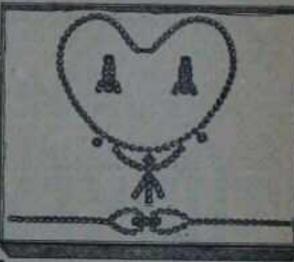
SAMPLE refunded

NOTHING

SNOW — SLUSB—
MUD — SAND —
ICE . NOTHING STOPS 'EMI
Millions of auto
owners are in the
market for surestart, easy-to-eperate TRACTIONTRACES. A profit
opportunity that
comes but once in
a lifetime!

LOSE . . . For FREE Litera-Dept. B-1 EVERY-Consolidated THING

TO GAIN! 17444 Waterloa Rd Cleveland 19, Ohio



3-Pc. Rhinestone Special!

Glamorous necklace with matching bracelet and earrings. 4 smart styles 131F1-539 DOZ.

Same as above in 2-pc, sets. \$30 DOZ.
Earrings and necklace, \$30 DOZ.
Other baxed sets starting at \$1.00,
Send for samples and new catalog.
Write, wire or call WAlnut 2-3258. Superior Jewelry Co.

Sell Tinseled Xmas Signs

. Derrii Christmas atterd rate

To Stores, Homes, Of-fices and Clubs, Larg-est selection of Christ-mas and year Yound ultra-blue signs, Mother-of-Pearl, metallic foll, metallic streamers and novelties, Marvelous full ney-maker, Order bases

or spare-time money-maker. Order your samples TODAY!

TERRIFIC 35: TO \$1.00 SELLERS FOR THE CHRISTMAS SEASON!

2 Metallic Foil Xmas Stroamers, 13x40 31.00 6 Muther of Pearl Xmas Signs, 75x124 1.00 6 Ultra-Blue Tinseled Xmas Signs, 71x124 1.00 15 Ultra-Blue Xmas Comedy Signs, 7x11 1.00 15 Ultra-Blue Store Signs, 7x11 1.00 15 Ultra-Blue Store Signs, 7x11 1.00 15 Ultra-Blue Store Signs, 7x11 1.00 15 Ultra-Blue Religious Signs, 7x11 1.00 Above Samples Mailed Postpand, L. LOW Y \$12 Broadway, Dept. 443 LOW Y \$12 Broadway, Dept. 443 New York 1, N. Y.



Shoots Blank Cartridges—Terrific Bang;
Dealers Report Terrific Profits!!! Standard Model (shown above) retails at \$1.95
each complete. Dealers' cost \$12.00 per
dr. Deluxe Model, Western Style Pearl
Handle Grips (not illustrated) retails at
\$2.50 each complete. Dealers' cost, \$12.00
per dr. PACKED 1 DOZEN TO CARD,
NO LESS SOLD. If not available through
your wholesaler, write

6 & 5 MFG. CO., Dopt. B. Nashville 3, Tong.

For **Imported** Mechanical Toys

ANDREWS & GEORGE COMPANY, Inc.

Communications to 188 W. Randolph St., Chicago 1, Ill.

Apply Occupational Tax to Salesboards

Internal Revenue Head Clarifies Equipment Status; Effective November 30

missioner of Internal Revenue and June Kare, Fred McJohn B. Dunlap announced this business he operates a number of punch boards, offering prizes in occupational gaming tax applies

occupational gaming tax applies

on the midway and because there adds that he's doing well with punch boards, offering prizes in out that the small theaters would provide a place for parents to see TV while their children ride adds. to "persons engaged in the oper- boards are distributed thruout the ation of punch boards or similar several departments and each of THEY TELL US . . . gaming devices and to their em- the 12 clerks are authorized to that Ralph Branscombe, Beau ployees." The new tax became accept payments for chances on Brummel of Pitchdom, is making operative for the first time No- the punch boards and each does big pass-outs with his auto pol-

stated that "generally the acceptance of wagers on a punch board

in a news release, added that moreover each agent, clerk or on wagering."

Cites Provisions

news release, "must each purchase an annual stamp, which costs \$33.34 for November, 1951, thru June 30." They must each purchase a new stamp next July which costs \$50 for the ensuing year." The announcement went on as follows:

"For the purpose of determining liability for the occupational tax it is considered immaterial that the receipt of a wager is merely incidental to the primary purpose for which the employee or agent is hired, or that the employee's activities in this respect are only casual or sporadic.

tional tax to persons engaged in operated in the tobacco departthe operation of punch boards or ment, and do not, in fact, accept similar gaming devices and to such payments. Clerk X is en-

PUSH CARDS

In stock for immediate delivery. Also hundreds of other styles, sizes, shapes of straight and Skip Number Cards with or without girls' names and seals. WRITE FOR FREE CATALOG. W. H. BRADY CO., Mfrs.

Established 1914 CHIPPEWA FALLS, WISC.



WALTERS COIN OPERATED BOARDS

ARE SUBJECT TO THE COIN OPERATED DEVICES FLAT TAX-NOT THE \$50.00 A YEAR, PLUS THE 10% OF THE GROSS TAX.

R. C. Walters Mfg. Co. 4201 NORFOLK ST. LOUIS, MO.

SALESBOARDS

1000 Blank B	cards	********	3.
1500 Blank B	eards		1.2
1000 25¢ Char			
1000 5: Dout	-		
1000 15¢ J.P.	Charley	Prof.	\$52.08 \$1.0
1000 15¢ J.P.			
1000 54 J.P. 1200 54 J.P.			
1000 Se Giril			
DELUXE SAL		NAME OF TAXABLE PARTY.	CONTRACTOR DESCRIPTION OF THE

WASHINGTON, Dec. 1 .- Com- ploys 12 clerks to operate the sev- Jimmy and June Kare, Fred Mc-Dunlap's announcement aimed Each of the 12 clerks is engaged Cadillac. to clarify the status of salesboards in receiving wagers on behalf of under the new occupational tax A. A and the 12 clerks are each FOLLOWING . . . liable for the occupational tax.

"Example 2: B operates a retail the revenue act of 1951 imposing the federal wagering taxes." grocery store, employing three clerks, X, Y and Z, as salesmen. At the tobacco counter B operates At the tobacco counter B operates The Internal Revenue Bureau, punch boards, offering prizes in a news release, added that cash or merchandise. Clerk X has been designated as the person in and his wife, Norma, have a nifty charge of the punch board operother employee engaged in re-ceiving punch board wagers for ations and usually sells and re-returns in Newberry's downtown, or on behalf of the owner or op-erator of the punch board is liable on the punch boards. Occasionally, for the federal occupational tax however, both clerk Y and Z also JOE FUSTARIS chances on the punch boards. All ported to be knocking 'em dead three clerks are engaged in re- at farm sales and auctions with "These persons, as well as the ceiving wagers on behalf of B. performing white mice which are owner or operator," continued the Consequently, B and each of his colored red and green and glow Consequently, B and each of his colored red and green and glow the occupational tax.

"Example 3: C operates a retail whistle. grocery store in which he maintains a separate department and counter for the display and sale of tobaccos and smokers' supplies. He employs several clerks in the authorized to accept payment for chances on punch boards operated in the tobacco department. Clerk Y and the clerks in the FREDDIE WILLIAMS . . grocery department have been in- cards from Asheville, N. C., that structed not to accept payments "The application of the occupa- for chances on the punch boards their employees may be illustrated gaged in receiving wagers on be-by the following examples: half of C and is liable for the oc-"Example 1: A operates a retail cupational tax. C likewise is liable drug and variety store. He em- for the occupational tax since he is engaged in the business of accepting wagers. Clerk Y and the clerks in the grocery department are not liable for the occupational

HOBART PINDLAND . . .

is reported to have corralled some | Prior social endeavors of the long green with sheet at the open-ing of burley market sales in nightly festivities in the Pent-Asheville, N. C.

FOR SALE—63 NEABLY NEW 5c CANDY
Bar Vending Machines and 5 nearly new
1c Gum and Candy Machines. Were on location four months; will sacrifice for quick
sale. For information call or write Oils G.
Harding. Box 825, Liberal, Kan. Phone 3887
or 3426.

FOR SALE—TEN ANDREWS 5-COLUMN Penny Vendors with 8 stands, 5650; 15 Lawrence Nickel Kandy Bar Machines, 5525; like new, perfect condition. Write Crawley, 1733 Devine, Jackson, Miss. des

1 WANT TO BUY USED A.M.I. EQUIP-ment; one to 100 A.M.I. boxes. 5r. 10r. 40 Select.; one to 10 A.M.I. Hideaways, 40 Selection; A.M.I. Bargrips; equipment must be in top shape. Write, wire. Jim Louis, 2516 Jasper Ave., Edmanton, Alberta, Can-de Selection, A.M. Bargrips; equipment must be in top shape. Write, wire. Jim Louis, 2516 Jasper Ave., Edmanton, Alberta, Can-de Selection, A.M. Selection, Alberta, Can-

lespie will open in the same spot | the boys making the burley marwith white mice. Eddie says he'd like to read pipes here from ward to the arrival of that fast-Glenn and Marcia Hosberg,

a successful tour of Ohio fairs with car polish, Glenn and Kitty Baggerly are in a Columbus, O. store working Svengall decks and white mice.

jewelry layout working to good

sell and receive payments for a newcomer to Pitchdom, is reclerks, X, Y and Z, are liable for in the dark. He sells them with a show and works with a vent

HANK FREDERICK foot worker of note, is doing well in a Cincinnati location with Larry Levy's toy parachutes.

is working sales days in North department. Clerk X has been Carolina with a well-flashed jewelry layout to above-average business.

Banquet Highlights

Bert Lynn, electric guitar; Ross and Ross, punching bag novelty; Doris Drew, vocalist; Three Glenns, acrobatic dance novelty; Larry Allen, comic, and Adriene and Charlie, trampoline. Don Davis' band played the show and for dancing.

Elmer Foehl, Willow Grove Park, Pa., was chairman of the

USED COIN-OPERATED MACHINES

Music Vending Amusement Bells Counter

Only advertisements of Used Machines accepted for publication in this column.

No charge accounts.

Forms Close Thursday for the Following Week's Issue

RATE-15c a Word

Pipes for Pitchmen

ket sales there are looking for-ward to the arrival of that fast-stepping Beau Brummel of the sheet, Horace Braziel. Williams adds that he's doing well miles

Carroll Traces

members for co-operation in the successful effort to obtain changes in the admission tax law.

A history of the amusement park and ride business was read by directors during the year, he said, and has been revised. Members of the board now are rereading it, and Carroll said publication of the history next year was possible.

N. S. Alexander, chairman of the insurance committee, and Harry Lees, vice-president of the insurance company handling many NAAPPB member accounts, warned of the dangers of underinsurance. They pointed out that juries have been influenced by inflation in awarding damages and consequently damages may exceed the amount of insurance carried by some park operators.

C. Melvin Sharpe, Washington representative of the NAAPPB reviewed the situation regarding taxes, public pool discrimination, price control and NPA regula- dletown, O. tions. He forecast tougher NPA limitations for 1952

ness session included those by the chairmen will in turn sell the Tom Roberts, of the National idea to the ones who pay the bills. Ballroom Operators Association; Mahee said that industry looks for Joseph Malec, of the Music Royal-ty Committee; C. D. Trubenbach, rooms and facilities for family picof American Recreational Equip- nics when searching for outing loment Association; Fred L. cations.
Markey, of the New England As- McCli sociation of Amusement Parks and Beaches, and George M. Harton, of Pennsylvania Amusement Parks Association.

Carroll Elected

kinson, of Jenkinson Pool and how much an average industry Pavilion, Point Pleasant, N. J. might want to spend for a picnic Treasurer A. L. Filograsso, of Chi- were given as \$1 or \$1.50 per emcago, was re-elected.

D. C. Office Dropped

Directors of NAAPPB voted Tuesday to discontinue the organization's representation in Washington. C. Melvin Sharpe. who has represented the group in the capital for several years, will not be active for NAAPPB after hyped interest in the midway's January 1.

able to present their case in Wash- and the plan was publicized as a ington satisfactorily thru individual members rather than thru an

employee.

ber of the National Industrial Rec- arrangements with a Philadelphia reation Association and that it radio station and newspaper for an should take part in NIRA meet-exchange of advertising facilities. ings and condense NIRA publications in the NAAPPB bulletin.

Ballroom Operators' Association the clown from the "Howdy in obtaining a change in cabaret Doody" TV show.

tax law and voted to support N. S. Alexander of Woodside NBOA activity.

Park, Philadelphia, outlined his

duct joint summer sessions with which the park is advertised on the Pennsylvania and New Eng- the radio station and the station's land park associations was re- talent appears for a special day at jected by the national and re- the park. gional groups by mutual consent. J. R. Singhiser of Fontaine Ferry Arnold B. Gurtler, of Elitch Park, Louisville, said he had found Gardens. Denver, invited the a tie-in with a soft drink company NAAPPB to his park for its 1952 to be successful. summer session.

AREA Awards

torious exhibit dealing with games or Arcade equipment. Honorable mentions went to H. C. Evans & Company, Chicago; Philadelphia of the position, he had told of Toboggan Company, Philadelphia, and Animated Display Creators Carlin Award for the most meri-Inc., Minneapolis.

Winner of the Charles R. Wilson effective January 1.

Award for the most meritorious The internal battle over Huede-

Video Plan

insurance and other features. The estimated price he quoted was approximately \$2,700.

Large-Screen TV Weak

provide a place for parents to see TV while their children ride ad-jacent park devices. He envisioned a teletheater with each group of rides in a park.

In another report to the con-vention, N. S. Alexander, of Woodside Park, Philadelphia, said interest in his large-screen (6 by 8 feet) television had died out. He said TV was installed at Woodside in 1949 and that initially the 2,000 seats drew an average of 5,000 persons weekly on a Sunday, holiday and nightly schedule. Admission was free, and a 75 per cent turnover was registered

Now, he said, after three years, TV no longer appeals to his patrons. They have home sets and stay there if they wish to see a program. He stated that interest may be revived by color TV but that in the meantime "our ma-

Picnic Buyers

Dazey of LeSourdsville Lake, Mid-

Isacksen advised parkmen to "sell" their facilities to the picule Additional reports at the busi- chairmen with industries, and said

McClure stressed the need for general cleanliness and the importance of providing adult entertainment as well as children's facilities.

All of the speakers emphasized that the parks should quote a price for their deal and then avoid adding extra costs for any other services or equipment. Estimates on ployee in the plant. They said experience showed a 50-cent per capita picnic was not adequate.

'51 Promotions

July 4 program. Bicycles and It was reported that directors ponies were given away in con-decided the association would be nection with the "coins," he said, "gold rush,"

George A. Hamid described his tie-in at Atlantic City with Hop-Directors also decided that along Cassidy, which also worked NAAPPB should become a mem- thru a bread company, and his

Robert Plarr of Dorney Park, Allentown, Pa., reported that his NAAPPB board members en- spot had scored successfully with dorsed the action of the National a personal appearance of Clarabel,

A proposal that NAAPPB con- promotion with Station WFIL, thru

Huedepohl Ruckus

Carroll. The fourth member, R. M.

and Animated Display Creators, said to have been open for applications for the secretary's post,

for locations, Dyin Sunduth, P. O. Box 681. exhibit of equipment or supplies pobl has smouldered among variun like New Atlas & Bantam TRAY
Venuors for \$10 cach; act fast, Ebco, 1901

The honorable mention citations while it flared noisily at the 1950 Machines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthines, 72 bar aire, 822.50 cach; Course Ave., Rochester, N. Y.

Monthin

Vending Machines; all makes, models; lowest prices: What have you to sell? Mack Poster, 2952 Milwaukee Ave., Chicago, Ill. del5

Minimum \$3

ROUTE FOR SALE—MUSIC, WITH SOME amusement games: Chicago area; established twenty years; consistent revenue Address Box C-485. The Billboard, Cineinnati 22. Ohio. des ALL TYPES CIGARETTE, CANDY Ma-chines and Bulk Vendors wanted; send list and lowest price. Rake, 609 Spring Garden St., Philadelphia 21, Pa. de29

SMALL HOUTE IN FLORIDA—ABOUT 75 pieces, consisting of phonographs and amusement tables for sale. How C-487, care The Billboard, Cincinnati 22, O. del5 BARGAINS—USED VENDING MACHINES; parts, supplies, merchandise; special, 25 th. Vendor Stands, 54 each, Logan Dis-tributors, 627 Milwaukee, Chicago 22, III.

STAMP FOLDERS—DIRECT FROM MANU-facturer: unlimited quantities; immedi-ate delivery; write for prices. Veedeo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. de29

STAMP FOLDERS DIRECT FROM MANUfacturer: low, low prices: immediate de-livery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, March 1645 Bedford Ave., Brooklyn, March 1645 Bedford Ave., Brooklyn,

TWO COLUMN STAMP MACHINES-TAKE standard size multiple folders, \$2.95 each. Flatto Manufacturing Co., 5436 Southwest 6th St., Miami 44, Fig.

USED POKER TABLES 550 EACH: USED Scientific Ski Bowl, \$135, Write Bex 183, Weirs, N. H.

WANTED GENCO WHIZE 3 HALL UP-right Games; state condition and price expected. Equitable Vending, 1609 Park Ave., Baltimore, Md.

FOR SALE—TWO RISTAUCRAT NON-SE-lective Phonographs, like new, \$75 each; Wilcox-Gay Recordio with stand, like new, \$100. King-Pin Equipment Co., \$25 Mills St., Kalamazoo, Mich. WILL TRADE TURP KINGS (LIKE NEW)
for Music, Cigarette or any other Coin
Machine Equipment, Runyon, 123 West
Runyon St., Newark 8, N. J. de29

10 ABT CHALLENGERS, 10 GOTT, 3-WAY Grappers, 2 Pikes Peak, \$15 each; one Skill Thrill, \$10; all good condition; ready for incations. Irvin Suddith, P. O. Box 681, Jonesboro, Ark.

COIN MACHINES

NAAPPB Spotlights Coin Horse Demand

chicago, Dec. 1.—Coin-oper-reputation on amusement park this year as a hit item for com- in the coin-operated movie field. mercial as well as typical Arcade Exhibit Supply showed its Big Bronco, dime-operated, which features different gaits under and amusement park locations, proved to be one of the peak demand items exhibited at the NAAPPB trade show.

Three firms-Exhibit Supply Company, Chicago, King Amusement Company, Mount Ciemens, Mich, and Capitol Automatic Sales Company, New York, disoperated. Capitol's version of the played this type of equipment at mechanical horse is called Bright the convention. Of the three, Ex- Eyes and offers the patron a ride hibit Supply has been making principally based on an up an coin-operated horses and related down action. Arcade equipment for many years while King has built its

Williams' Reps **Hold Showings** On Sea Jockeys

CHICAGO, Dec. 1.-Distributors of Williams Manufacturing Com- In such locations it not only afpany this week started showings fords the youngsters a few minon Sea Jockeys, a new type five- utes of fun, but eases the shopball game using an animated ping tour of the parents.

Built with a wide-open playfield for skill shots thru combination plays, Sea Jockeys give the patron 19 different ways to make advances. Six boats make up the place selections finish in order.

The 19 scoring units include six numbered thumper bumpers interest in coin-operated machines reported they lined up enough just how much production would which advance boats bearing the by outdoor show locations was same number as the bumper hit: six numbered stretch rubber (Continued on page 85)

TOO HIGH

Tampa Turns Down Big Tax On Operators

TAMPA, Dec. 1.—An attempt to impose an excessively high operator tax on juke boxes and games-sponsored by operators who are members of a local coin machine association—failed to win the approval of city council.

The West Coast Operators' Association petitioned the Tampa board of representatives (city council) to impose a \$500 annual occupational fee on operators of phonographs and games.

Tampa already taxes music and games at the rate of \$15 per machine per year.

The association plumping for the high occupational tax, argued that it would get rid of fly-bynight operators whose practices burt the reputation of the asso-

The lawmakers, however, turned thumbs down on the association proposal because they felt the \$500 license would drive too many small operators out of the

Change Scoring On Evans Bowler

CHICAGO, Dec. 1. — H. C. Evans & Company now is delivering its shuffle Ten Strike, Arcade game, with authentic bowl-

ing scoring. Built with a manikin bowler which rolls a small metal ball at miniature bowling pins, the new model automatically scores the number of pins knocked down in a 10-frame game. Therefore the straight strikes in a frame to get 0-30 scoring used on most shuffle tables one strike records 30 points

and one spare 20 points. The new model was shown at the NAAPPB trade show here

this week.

NAAPPB AWARD

CHICAGO, Dec. 1 .- For the third consecutive year Exhibit Supply Company here has been honored with an award for its display at the National Association of Amusement Parks, Pools and Beaches trade show.

This year the firm received the Charles E. Wilson award for "the most meritorious exhibit of equipment or supplies at annual convention of NAAPPB." Exhibit Supply's booths were set up like a typical ranch, featured large and small coin-operated mechanical horses, card venders and upright gun games.

Set Arcade in Rail Terminal

NEW YORK, Dec. 1 .- An arcade housing 25 coin-operated amusement devices is now being set up in the Pennsylvania Railroad Station here for a scheduled opening about December 15. Adjoining one of the main waiting rooms, the News Company.

by Union News from the East its right to approve licenses. Coast Phonograph Company, a Early in the year the city coun-

Portland Game Ops New Problem

after January 1.

The pledge was being required early next year. despite the fact that a city ordinance which would ban games after the first of the year has been inoperative by virtue of injunction procedings. Licenses are granted by the Oregon Liquor Control Commission, but recommendation rests with the city commission.

Mayor Dorothy McCullough Lee has warned tavern operators that the city will not permit operation of any pin ball games in taverns or clubs after January 1.

City Commissioner J. E. Bennett defended the commission's stand. He said the commission has the authority "to say whether a certain party is the right party to run a tavern."

Thus it appeared to coin operators this week that, regardless of how the city came out in its atarcade will be operated by Union tempt to ban machines from taverns, it still would hold the The equipment is being leased deciding power thru exercise of

firm headed by Sam Kresberg. cil outlawed pinball operation,

PORTLAND, Ore., Dec. 1.— making the effective date July Portland tavern operators, seek- 10. Just before the deadline, Oping annual renewal of their li- erator Stan Terry obtained a temcenses, this week were being re- porary injunction on behalf of 600 quired by the city commission connected with the industry. to sign pledges that they would Still later, court action by Terry not allow operation of pinball as well as others in Portland regames in their establishments sulted in an extension of the injunction from September 10 until

Banner Enters Refurbishing Game Business

PHILADELPHIA, Dec. 1.-Banner Specialty Company here has announced its entry into the refurbishing field with its first product, Match-a-Score, converted into a new model from the original single player, Shuffle Alleys, Firm also has an office in Pittsburgh.

Match-a-Score introduces a new play principle along the shuffle game theme. It has 20-30 scoring and is on dime play. Player has 10 frames or less to match the score on the game after he bas dropped a coin. The score to be matched lights up on the backglass and varies in multiples of 10 points starting at 185 up thru 275. The patron tries to match the score and if he does a bell rings, permitting a try for high score.

The refurbished game, now being delivered, has a new backglass, and lighted pins have been CHICAGO, Dec. 1.—Growing | Firms showing coin equipment at the same time was doubtful 40 seconds. Successful field tests made over the past 12 weeks indi-cate players like the extra challenge of trying to match the score.

NAAPPB Trade Show Accents race and player actually has three selections for a single coin. If the first-place selection wins, game Coin Machine Development

months of 1952. However, each

evidenced at the Trade Show held in conjunction with the 33d annual convention of the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman here November 25-28. Of the 77 exhibitors, 20 displayed either games, venders or music equipment or supplies allied with one of these fields.

rider control, and the nickel play

Pony Express, designed especially

for smaller children. The King

unit, Ride 'Em Cowboy employs

Tho all three companies re-

ported high interest in their re-

spective horses, the big problem

is not sales but output. Exhibit

Supply has been producing its horses at a steady pace for the

past several months but has not

been able to cut down its backlog

of orders appreciably. The other

two firms are getting production

type of equipment has been con-

sidered basically an Arcade and

amusement park location place,

this year it has been used suc-

cessfully in dime and department

stores and also in super-markets.

Whereas the mechanical horse

under way.

past three trade shows, a few Webb, president of the firm, companies, known principally for Webb had been in the coin traditional outdoor show equipment, came out with some surprise Amusement Company, Mount Clemens, Mich., Capitol Automatic Sales Company, New York, and Crosman Arms Company Rochester, N. Y. (See separate stories in this department.)

Fred T. Webb Dies in Chi

CHICAGO, Dec. 1 .- Fred T Altho it was expected that the Webb, executive of the Webb old line coin machine manufac- Corporation here, died Wednesturers would be on hand with day (28) following a brief illness. one or more new products, as in He was the father of Irving

> Webb had been in the coin machine industry since 1946. Prior to that he had spent many years Lodge, No. 818, A. F. and A. M.

Funeral services were held to-Cemetery.

orders to keep their plants going be realized in view of the growfull blast for the first three ing restrictions on materials.

This year's exhibits included typical Arcade amusement games featuring sport themes; target gun games; shuffle games; shooting galleries; skee ball; venders; music machines; peep machines, and mechanical horses. In addition there were several premium merchandise displays and beverage and popcorn supplier exhibits.

A list of the companies which exhibited either coin-operated equipment or supplies follows: A. B. T. Mig. Corp.; Birthdays, Inc.; Blevins Popcorn Co.; Capitol Projector Corp.; Capitol Auto-matic Sales; Coca-Cola Co.; Crosman Arms Co.; Edelco Manufacment, came out with some surprise to that he had spent many years units. In this category were Birthin the typographical union field. He was a member of Ben Hur Charles E. Hires Co.; International Mutoscope Corp.; King Amusement Co.; Lily Tulip Corp.; day at the Kampp Funeral Home, McDowell Manufacturing Co.; Oak Park, Ill., followed by in- Mike Munves Corp.; Orange-terment in Mount Emblem Crush Co.; Philadelphia Toboggan Co., and Sero Sirup Co.

Name Mutoscope Shoot-a-Score

CHICAGO, Dec. 1.-Crosman Arms Company, Rochester, N. Y., old-line weapons manufacturer, premiered its Shoot-a-Score shooting gallery at the NAAPPB convention here this week. The firm has appointed International Mutoscope Corporation, Long Island City, N. Y., national distributor for the product.

Available with or without a coin-operated cartridge vender, Shoot-a-Score offers players 10 shots from a Crosman CO2 repeater rifle for a quarter. Lead pellets in clips of 10 are fired with the use of carbon dioxide and the action is odorless. Player shoots at moving targets in simulated hunting area. When knocked down targets automatically reset. Targets have a value of 10, 20 and 30 points. The target area can be adjusted to set up a range from 15 to 25 feet.

Top feature of the Shoot-a-Score is an electrical computing scoreboard which automatically records scores. This unit also designates player's ability ranging from beginner to distinguished

Herb Klein, sales manager for Mutoscope, stated deliveries are slated for early next year.

Old Coinage Poses N.F. Steady Problem

ST. JOHN, N. B., Dec. 1 .- Operators and distributors of coin CLEVELAND, Dec. 1. — A a coinage problem which will last as long as the island's pre-annexa-

Buckeye Plastic Corporation.
Called the Selecto-3-in-1 Screw
Driver, listing for \$1.75 at the factory, the two extra bits are stored in the hollow handle.

A magning to the control of the Newfoundland nickels in circulation even the two extra bits are in circulation even the the island A magazine loading feature per- is now a province of Canada. from one bit Oddly enough a good part of the to another by pushing back on a old money is in use at U. S. air knurled section below the handle, and naval bases and the trans-Over-all length is 71/2 inches, atlantic airports at Gander and Goose Bay.

Capitol Bows 10c Peep Show

CHICAGO, Dec. 1 .- Peep Show, a dime-operated moving picture unit, was given its initial national trade showing in the Capitol Projectors booth at the NAAPPB convention here November 25-28.

subjects-four dancing girls. Time charge of contract production. of the performance is 60 seconds.

toon characters.

90% IN WAR WORK BY APRIL: BALLY

Signal Corps Assembly Project Makes Third Defense Contract Given Firm

CHICAGO, Dec. 1 .- By next | Bally is serving all three deexpected to be 90 per cent in -Army, Navy and Air Force. The Measuring about 6 feet by 16 military production, according to Signal Corps pact is the third inches, the new picture offers four Herb Jones, vice-president in prime contract awarded to the

Other movie units displayed by connection with a new contract Capitol included its standard for assembly cable Bally will promodel for children featuring car- Contract was listed as "in excess

April the Bally plants here are partments of the defense effort firm. In addition, Jones said, Jones made this comment in Bally is doing sub-contract work

During the first three months of 1952, Jones said, Bally will be model on quarter play and a small duce for the Army Signal Corps. cut back 80 per cent of normal civilian output, thus sharply curtailing its coin machine output.

Three-Bit Screw Driver Has Magazine Action

choice of three different working tion money remains in circulation.

weight six ounces.

FEDERAL COIN EXCISE DOWN; TOBACCO TAX UP WASHINGTON, Dec. 1 .- Federal tax on coin-operated de-

vices yielded \$730,553.38 in October, a decline of \$188,687.72 below October, 1950, the Bureau of Internal Revenue reported today. Revenue from this tax since the July 1 start of the current fiscal year has reached a total of \$13,216,187.12, falling \$1,439,995.80 below receipts for the corresponding period of Collections from the Federal tax on tobacco totaled \$138,-

726,554.80 in October, a gain of \$25,545,799.53 over the pre-vious October. Receipts from this levy since the fiscal year's start have reached \$502.486,061.02, a gain of \$23,432,685.53 over the corresponding period of the previous fiscal year. Communications to 188 W. Randolph St., Chicago 1, Ill.

Bon Bon Venders

Reconverted to

Bars in Chi Test

CHICAGO, Dec. 1.—After a six-week test period, the novelty ice cream Bon Bons package has been removed from specially converted Arctic venders in the transit sys-

tem here, and the machines re-converted to straight ice cream

The reason, according to Me-chanical Merchants, Inc., was the

lightness of the individual pack-age which caused equipment to

accumulate up to 10 or 11 cartons

before the anti-jam mechanism

effected coin returns. Also the extreme thinness of the chocolate

coating on the bell-shaped pieces (compared to bar coatings) re-quired a lower temperature in

equipment to prevent softening The Bon Bons were introduced

as a vended item simultaneous

with their general release in the Chicago area by the licensed manufacturer, the Borden Company, in late October (The Bill-

board, October 27). Arctic Ven-

dor Sales Company designed spe-

cial conversion columns for its

ice cream bar machine to accom-

modate the 6-inch long, 15/16-inch square Bon Bons package.

bar operation.

Cigarette Prices Still Fluid In Many Areas; Others Fixed

Ops Regulations the Key as Associations Mull Meaning

By IS HOROWITZ

has passed since the new excise tax on cigarettes went into ef-fect, but per-pack vending prices process. in many areas are still in a state

In odd-cent territories the problem was clear cut and, almost

Ben Palastrant Appointed Cole N. E. Sales Mgr.

CHICAGO, Dec. 1. - Henry Roberts, newly named national sales manager for Cole Products Corporation (The Billboard, November 24), announced the appointment this week of Ben B. Palastrant as regional sales manager for the New England territory.

Palastrant, who has a 20-year background in the coin amusement and music fields, has headquarters at 25 Huntington Avenue, Boston. He plans to target major sales efforts to New England operators of such equipment.

Cigarette Machs.

ated with Trans-Vue Television as Eastern sales manager. Previously he was with Aireon Manuracturing Company in the same capacity for a number of years.

Ford Gum Adds 13 Sponsors

LOCKPORT, N. Y., Dec. 1.-Ford Gum & Machine Company. Inc., has added 31 new sponsors during the past two months for a total of 2,441.

Additions included 13 Kiwanis Clubs, in Downers Grove, Ill.; Hamilton, O.; Superior, Neb.; Tunkhannock, Pa.; St. Augustine, Fla.; White Rock, Tex.; Frank-ford, Pa.; Cranford, N.J.; Lisbon, N. D.; Garland, Tex.; and Spring Valley, N. Y.

New Lions Club sponsors totaled 14 and are in Randleman, N. C.; Franklinville, N. C.; Avon-Grove, Pa.; Salem, Ind.; St. Marys Pa.; Martinsville, Va.; Cooleemee, cigarette operator as "any person N. C.; Spencer, N. C.; Paoli- Ber- other than a manufacturer or a wyn and Malvern, Pa.; Bay Shore, wholesaler who operates one or N. J.; Worcester and Sommerset, more vending machines for the Mass.; Oxford, Pa.; and Merrill, sale of cigarettes at retail, whether

without exception, the penny in- It was this addition to the general NEW YORK, Dec. 1.—A month crease has been passed on thru ceiling price regulations which an the price the new excise the simple medium of eliminating earlier bulletin of the National

of flux and are not expected to reach stable levels for at least another 30 days.

Where prices for interfy with both associations at odds in an interpretation that could another 30 days.

With both associations at odds in an interpretation that could a 2-cent boost, involved pegging vitally affect operators in critical Where prices formerly were a extra cent relief. the increase within the framework territories, neutral sources this of Office of Price Stabilization week emphasized that route ownregulations. And that is where operators have run into snags. In a number of cases they are still awaiting clarifying rulings from local OPS officials. In some cases for sellers of merchandise saddled consider faulty.

Late yesterday, the National Association of Tobacco Distributors sent out a bulletin warning operators they could not justify a 2-cent increase under terms of OPS tion. NATO flatly states that S. R. Relax-a-Lator supplementary regulation No. 29.

own cigarette venders, thus mak-

ing the location with one machine

subject to the annual \$100 ciga-rette operators' license.

Bill 47, to be introduced January

2, 1952, on Long's recommenda-

tion. (In Massachusetts, bills are

often announced in advance of

the session and of their actual in-

troduction, Copies of Long's bill

Text of Proposal

or not such vending machine is op-

House Bill 47 would define a

were released this week.)

The change is included in House

Attempt to Tax

Location-Owned

Massachusetts Tax Commissioner

Tries Legislature Second Time

one coin during the pennying Automatic Merchandising Associ-process.

they have gone ahead anyway with cost increases. The major and raised the vending price 2 point of difference between the cents, basing the move on an two trade groups revolves on interpretation of price regulations which increases can be passed on. which some informed quarters NAMA, in referring to an increase in cigarette manufacturer prices in August, 1950, which many operators absorbed, places no time

(Continued on page 79)

PLAN GLASSINE, PAPER RULINGS

WASHINGTON, Dec. 1. -Glassine and greaseproof paper, used for packaging food and confections, may come under additional regulation if two National Production Authority rulings go into ef-

One regulation, to revise M-72, would prohibit manufacturers from carrying over from one quarter to the next unused chemical wood pulp. Such revision, however, is being strongly contested by a paper industry advisory committee. It said some provision be made for carry-overs during seasonal shut-downs, and recommended that a carry-over be passed on the percentage of material used in the first quarter of the year.

The second NPA regulation under consideration would limit the use of sulphur in

At Trade Show

this week. Firm was represented by Charles Merydith.

The service machine offers one minute of stimulation of the feet Eastern Sales Company here is

Electric Lamp Division here plans tory crates from Bruntjen's inven-The tax department commented to build a new plant at Oakland, tory. The Minit-Pop vender, its definition of operators to in- that the definition of vending ma- Calif., to house its sales, service which Bruntjen sells, carries a clude locations which own their chine operator "should be clari- and warehouse operations in list of \$695.

the manufacture of paper. McDowell Bows

CHICAGO, Dec. 1.—McDowell Manufacturing Company, Pitts-burgh, held the first national showing of its new Relax-a-Lator, nickel operated foot stimulator, at the NAAPPB convention here

CLEVELAND, Dec. 1.—General tited on page 79) Northern California and Nevada.

LOS ANGELES, Dec. 1.-Far and entire body. It is designed for pools, parks, beaches, arcades, concessions, locker rooms, transportation terminals and related locations. Coin box holds approximately \$75 in nickels.

Eastern Sales Company here is marketing self-popping popcorn venders at \$395—\$300 less than the list price of any other self-popper on the market. The Far Eastern machine is being supplied by the H. A. Bruntjen Company, Minneapolis, national distributor Minneapolis, national distributor for the Viking Tool & Machine Corporation's Minit-Pop vender.

> Called the U-Pop-It, Far Eastern acquired the machines in fac-

> Both the U-Pop-It and the Minit-Pop features a self-popping mechanism The corn is fed by a stainless steel popper while a separate stainless steel tank supplies the oil. The popping process takes 50 seconds.

> Early model Minit-Pop machines kept the oil under constant heat, used the same oil over repeatedly. Later this method was changed to the oil injection system, introducing a fresh supply of oil with each popping cycle.

"No Sales Tax," Savs Va. Governor

RICHMOND, Va., Dec. 1 .- " do not intend to recommend eve pressure on the dining car adoption of a sales tax to the Business was so good on the 1952 General Assembly," Gov-

Battle, who vigorously opposed

USED MACHINE MARKET

Drink Venders in Top Demand; Even Orphans

CHICAGO, Dec. 1.—With new by-passing orphan equipment, machine production curtailed and Models of limited - production resultant disappearance of most drink machines, introduced in the on-the-spot delivery schedules, first flush of the postwar equipused vender demand is mount- ment boom in 1946-'47, and to ing. One of the most active some extent during 1948, are phases of the resale market is being sought as a stop-gap measthat of cup drink equipment, ure to keep expanded industrial with cigarette, candy, bulk, ice and other vital locations adecream and miscellaneous types quately supplied with equipment. following in approximately that Such venders, where continued

trends, the "wanted" section of the Market Place in Vend, sister publication of The Billboard, shows greatest demand for various types of bulk drink equip- bulk vender fields, orphan equipment. A break-down of this field ment is not a factor; at least, not reveals that the four types of to the same extent as in the beverage venders sought are, in beverage field. Here, operators order of most frequent mention: have a wider choice of models (1) straight cold drink; (2) coffee manufactured by established or combination hot-cold units; companies, with the result that

fact that many operators are not profitable operation.

functioning and parts-supply Bellwhethering used machine make it possible, will be used as fully as possible pending delayed delivery of latest model beverage units.

In the cigarette, candy and (3) milk, and (4) juice machines, in most cases parts supply for Indicating the strength of the discontinued models is still adeused drink machine market is the quate to permit economical,

BOSTON, Dec. 1 .- State legis- erated on the premises of the ownlators will be asked to re-define er of such vending machine or on the term "vending machine oper- the premises of another, and who G. E. Division Expands ator" when they reconvene after purchases his cigarettes from a the first of the year. Tax Com-missioner Henry F. Long has rec-ommended the Legislature change The tax department commented

ABOARD FOR SNACKS

Rock Island Expands

Vending Installation CHICAGO, Dec. 1. - Coach sandwich venders and with candy passengers on the Rock Island machines. Long-range, the Rock Railroad's Des Moines Rocket Island will equip all Rocket munched their choice of four co-ches with vending muchine sandwiches from a vending maequipment. chine this week as the railroad took another step in the direction of providing automatic food serv-

ice on all its Rocket streamliners. own automatic merchandising placed a Bert Mills Coffee Bar and a Stoner Univendor, selling doughnuts, on the Joliet-Chicago Bankers' Special.

plans to have at least one coach on every Rocket (there are about 27 Rocket trains) equipped with

COCA-COLA P-R AT PARK MEET

CHICAGO, Dec. 1 .- Coca-Cola this week invaded the National Association of Amusement Parks, Pools and Beaches convention at the Hotel Sherman with a clever bit of promotion which garnered considerable atten-

Firm placed a cooler in the rooms where the business sessions were held, then kept it stocked with ice-cold drinks. Top of the cooler was opened so that conventioners could select a drink and then drink and listen. The exhibit also had small bags of a candy popcorn on hand to go along with the Cokes.

at a quarter, is expected to re-The Rock Island launched its lieve pressure on the dining car operation last week (The Bill- Joliet-Chicago run this week that ernor Battle declared this week, board. December 1) when it Rock Island officials already are contemplating another coffee and the sales tax in his campaign for

Quarter Sandwiches

fered a choice of four sandwiches

Adding the venders, which of-

doughnut installation in a second governor and has maintained that car of the commuter train The position since he took office, re-Special usually carries seven cently indicated he was against Eventually, the Rock Island coaches, makes the non-stop run any type of new taxes or tax into Chicago in 50 minutes. Every creases at the coming assembly

1951 Popcorn Meet Opens, **Explores Market, Vending**

CHICAGO, Dec. 1.-All phases | and the retailer. of the popcorn industry will be

Thursday (4-6).

Vending, not as prominent a supplies has been set for the accsubject as during earlier postwar meetings, will not be neglected, however. William H. Beaudot, convention co-chairman and head of ABC Repears Company will now to ship to the convention. of ABC Popcorn Company, will be a panel speaker the second day. He will discuss the current vending picture during the "Packaging, Merchandising and Selling Popcorn" session. Other speakers will represent the theater market, which manufactures the processor third days. the manufacturer, the processor third days

Opening business session, 10 scrutinized at the seventh an- am, to noon Tuesday (4), will be nual and third International Pop- built around the subject, "Correct corn Convention and Exhibition Popping Techniques Mean Extra in Congress Hotel here Tuesday- Profits." A special round-table



Victor's Topper Deluxe

"TRY THE BEST, TRY VICTOR'S"

WRITE TODAY!

H. B. HUTCHINSON JR.

BRAND NEW

Nut and Charm Vendors

hold 5 lbs. Nuts, Ball Cum

Vendors, 800 Ball Gum.

1/3 Deposit, Balance C.O.D.

Distributors and

Operators

Now Available

DISPENSER

& Hair Gill

\$12.50

Attention

Fully Guaranteed.

BLOYD MFG. CO.

VALLEY STATION, KY

850 North Ave., N. E., Atlanta, Georgia

Only 513 20 each

(100 or more)

Sample \$14.95

59.50 Ea.

HOT SOUP, NEW PRODUCT PUSH

CHICAGO, Dec. 1.—Use of the Progress Food Specialties Corporation name on Mechanical Merchants' hot soup venders in its el station locations is a new produce promotion move. The soup units were installed last month (The Billboard, December 1).

According to the operating firm, Progress Food had worked with it over the past year to devise and perfect a mock chicken soup specially for venders. The soup is now being sold thru 20 converted cold drink cup venders on as many el platforms.

Because of their close co-operation, Mechanical Merchants is making it a point to mention the supplier's

READ AND COMPARE

THE BILLBOARD

Offer Profit-Cost Breakdown for Cigs

cents per pack in commission.

Tobacco Distributors in a recent survey which set average standards for typical 200 machine \$51, or 4.1 per cent as net profit. out 120 packs weekly.

NEW YORK, Dec. 1.—Your net | profit of \$281 (22.5 per cent) after profit per cigarette machine the cost of the merchandise is subshould be \$51 per year before the gross should include \$105 for taxes, if you're an average whole- commissions, matches and slugs; saler-operator vending at 20 cents \$55 for salaries (excluding manin a 2-cent tax State, paying 11/2 agement), \$45 for vender depreciation, \$10 for maintenance, \$5 for truck costs and \$10 to cover taxes That is the conclusion reached and miscellaneous costs. Total opby the National Association of erating costs are thus calculated as \$230 (18.4 per cent) per machine, leaving the remainder of

A cash balance of about \$19,000 can then be expected by the Annual sales per unit should wholesaler operating 200 machines

then total \$1,248, leaving a gross at year's end, points out NATD.

To launch a business of this scope, doing a gross of \$250,000 annually, \$60,000 in capital is required, the report continues. Of this, \$45,000 is earmarked for venders, \$10,000 for cigarette inventory and \$5,000 for a truck and office equipment. Return on the investment will be slightly over 17 per cent.

> The association, which recently mailed out the report to members. is asking wholesaler-operators to compare the figures with their



IF YOU ARE LOOKING FOR THE BIG MONEY ... THIS IS IT!

Today's bottest money-maker. OPS are amazed at the earnings which are two to three times greater than ever experienced in this field. Big capacity holds over 500 pieces . . column . . . wide selection, tab gum, candy coated gum, Ic chocolate bars, fruit bars, fruit charms . . . fast, easy, front iond servicing . . positive, simple, fool-proof delivery . . . tested and proved on location.

THE NORTHWESTERN CORPORATION 829 S. ARMSTRONG STREET

MORRIS, ILLINOIS

New Insurance Vender Readied by Tele-Trip

Glass or Plastic NEW YORK, Dec. 1.-A new the needs of specific locations. Clobes, UNcoin-operated machine to validate EQUALED FOR trip insurance for air, rail or bus VENDING: BALL travelers, was announced here CUM, CANDY PEANUTS. this week by the Tele-Trip Policy CHARMS, SALTED PEANUTS, ETC. hand-made models, the company LOWEST PRICES has ordered 2,000 improved units on BALL CUM. from the Vendo Company, Kansas CANDY, CHARMS. City, Mo., for delivery beginning stands. We stock in December, according to John all parts and sup-Shaheen, president,

The company's program pegged to early placement in transportation terminals, among other locations, appears to shape up as the first significant competition to Associated Aviation Underwriters, chine imprints the following data surance field.

stallation on ticket counters. It State law. will also be made available on either of two floor-stands, to meet

New Dixie Cup

EASTON, Pa., Dec. 1.-Dixie

Cup Company appointed R. A.

Ostram assistant to the national

sales manager of its Food Con-

tainer and Vending Division. He

replaces Craig Moore, who has

Middle Atlantic region.

new position.

Vending Exec

Folded, pocket-size policies will be freely available in dispensers attached to the macine, permitting Company. Following a year and several people to fill but the forms own per-machine breakdowns. a half of experimentation with 15 at the same time, Shaheen said. After depositing his money, the patron inserts the policy in the machine which stamps it and detaches a stub. The vender automatically dispenses a three-cent stamp for the policy, which may also be used as a self-mailer envelope.

The Data

The electrically-powered mawho, as operators of the insuro- on the policy: The time and date, graph machine, have thus far the amount of the principal sum controlled the coin vending in- or the insurance term, the individual machine's code number The basic machine, a compact and a consecutive policy number, device measuring 7 by 10 by 12 and the resident insurance agent's inches, is small enough for in- counter signature as required by

> Each machine can validate three different kinds of policies, it was pointed out. One provides coverage for domestic or foreign travel on scheduled airlines, with the domestic rate 25 cents for \$5,000 and maximum coverage \$25,000. Another insures rail, bus, automobile and steamship travel up to \$5,000 at the rate of 25 cents for 24 hours. A third policy will offer baggage insurance.

About 300 of the machines will be placed on Western Union desks in hotels around the country, Shaheen stated. Others will go been named sales manager of the into main Western Union offices, Ostrom formerly was food con- as well as other locations which tainer specialist for the Middle travelers are likely to patronize

Atlantic region. He will be in Tele-Trip, which owns the patcharge of vending sales in his ents on the machine, will set up service organizations to maintain Newly elected vice-presidents the equipment, Shaheen said. are Richard W. Koch, assistant to. The company also operates high-



Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you return it and we'll retund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

\$17.35 LESS THAN \$17.15 100 OR MORE F.O.B. Factory

GUARANTEED USED MACHINES 7.45 SILVER KING, 16 er St 7.45 7.45 ESQUIRE, TE MERCHANDISE AND SUPPLIES ZENOBIA PISTACHIO ZENOBIA PISTACHIO, Fanty Shelk

VIRGINIA PEANUTS .36
.70 SPANISH PEANUTS .36
.48 S.Lb. VacuumPacked .85
ITALIAN CHICK
.70 PEAS, Reasted and
.80 RAINBOW PEANUTS .28
.80 RAINBOW PEANUTS .28
.80 RAINBOW PEANUTS .28
.80 RAINBOW PEANUTS .28
.80 RAINBOW PEANUTS .28 ZALDOM PISTACHIO, ZALOOM PISTACHIO. 28 SUCHARD CHOCO

ZALDOM PISTACHIO,

3-Star

48 BEANS

CASHEW, Whole

49 JELLY BEANS

CASHEW, Butts

55 LICORICE LOZENGES

25 LATE, 200 Count

CASHEW, Butts

57 M & M

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.

1/3 Deposit, Balance C.O.D.

Time Payment Plan Available—Trade-Ins Accepted.

SALES AND SERVICE COMPANY MOE MANDELL 438 WEST 42nd STREET, NEW YORK JB, N. Y. . CHickering 4-0142 4TOS 16th AVENUE, BROOKLYN, N. Y. - GEdney 8-3600

Try VICTOR Once and you will BUY VICTOR ALWAYS ORDER TODAY!

VEEDCO SALES CO. 2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

TOPPER DELUXE

With Plastic Side Display Windows Case of 4 \$56.80 Single ... 14,90

Topper Standard With Plastic Globe Case of 4.548.00 Single ... 12.15 COMPLETE

VICTOR

IN STOCK! CHAMPION NUT & CHOCOLATE CO. Bester, Mass. 1154 Trement St.



HERE'S PROTECTION AT ITS BEST!

Losing out from pilferage? Install Chicago ACE Locks on your equipment for the greatest security ever.

11411 Knightsbridge Ave., Culver City, Calif.

The Chicago ACE Lock, with 7 pin-tumblers, over 80,000 key changes, protected key and key changes registered in your name, gives you protection at its best. Where superior ACE socurity is not required budget-priced Chicago Single-Bitted and Double-Bitted Locks till the bill to perfection. Sizes and types for practically any new and replacement use.

What more information about security at its beat? Write Dept. B.

CHICAGO LOCK CO. CHE IS ARTING ANDREAS . CONCRETE OF THE PARTY



Pacific Coast Distributes

Operaturs Vending Machine Supply 1923 Grand Avn., Los Angeles

Leaders in Locks For Coin-Operated Equipment





VICTOR'S JUMBO

With Side Display Windows)

900 BALL CAPACITY JUMBO-SIZE BALL CUM 100 Count Per Pound

TODAY'S FASTEST SELLING BULK VENDING ITEM

> .70 Each Lots of 100

\$31.40 per case of 2

Contact your VICTOR Distributor

VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Illinois



Milk Volume Up, Op Drops Canned Juice

CHICAGO, Dec. 1.-Schilling & Fischer Dispensing Company, which adapted a major part of its carton milk equipment to canned reconverted to a straight milk operation. Robert Fischer, partner heading the firm's route here, stated that the move was made to utilize fullest possible vending cabuttermilk following an increase in daily volume during recent months.

Formerly milk sales were at a out daily; thus canned juice helped to boost over-all dollar gross while not detracting in any way from basic milk business. While a definite market has been established for juice, especially in industrial and large office installations, Fischer said its resump tion would hinge on use of large capacity equipment, or addition of low-capacity second units.

Orange juice, paced by tomat juice, proved to be the leading sellers when stocked as companion products in the company's mill venders, Fischer said.



(Please advise when ordering)

Complete Victor Line in Stock. WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISE GAMES, ETC.

CHARMS

Large =2 Size-Per 1,000

PLASTIC SILVER | COPPER \$1.99 \$3.33 | \$3.43

STANDS

We reserve the right to limit quantity.

All steel — aluminum finish. No need to add sand, gravel, cument, etc. Ready for loca-tions. Weight 17 lbs. \$3.25 each

We are factory distributors for all leading makes of VENDING MACHINES

PARKWAY MACHINE CORP.

THANK

715 Ensor Street

Baltimore 2, Maryland

SPECIAL!

\$85.00

ROWE

CANDY

B Col.

120 Bar Cap.



SPECIAL!

\$75.00

UNEEDA

MODEL E

275 Pack Cap.

CIGARETTE MACHINES

Uneeds Model 500, 15 Col., 425
Pack Cap., King Size Included 485.00
Uneeds Model 500, 9 Col., 350
Pack Cap., King Size Included 97.50
Uneeds Model A, 9 Col., 270
Pack Cap., King Size Included 97.50
DuGrenier Champion, 9-11 Col., 350
Pack Cap., King Size Included 92.50
DuGrenier Model W, 9 Col., 309
Pack Cap., King Size Included 145.80
Rows Crusader, 10 Col., 475
Pack Cap., King Size Included 145.80
Rows Imperial, 8 Col., 240
Pack Cap.
Base Royal, 6 Col., 340
Pack Cap.
S5.00 ADDITIONAL FOR SIL VER
OUARTER OR KING SIZE VENDING

CANDY MACHINES U-Salect-II, 54 Bar Cap. \$35.80 Adv. Candy, 40 Bar Cap. 25.50 Vendall Candy (New: Write ROWE TAB GUM

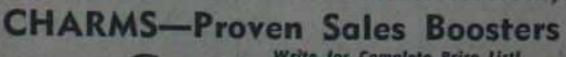
s cot. 16, 400 cap. with \$22.50 KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES

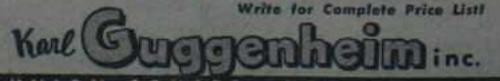
TOP EQUIPMENT UNCONDITIONALLY GUARANTEED 1/3 DEP. WITH ORDERS, BAL. C.O.D. Parts and Mirrors available for all makes and models.

CONVERSIONS ANY MAKE OR MODEL CIGARETTE VENDOR TO 25¢ OR 30¢ VENDING

UNEEDA VENDING SERVICE, INC.

The Nation's Leading Distributor of Vending Machines' NEW RECONDITIONED LIKE NEW 166 Clymer Street, Brocklyn 11, N.Y. . EVergreen 7-4568





THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Adams 3c, 5 Col.....

Equipment and prices listed below are taken from advertisements in The Biliboard issues as pacity for Grade A, chocolate and 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 in 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, level where machines did not sell age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Nov. 24

Nov. 17

\$13.95

Nov. 10

Adams 4 Cul. 1c	14.50			
- Advance Candy	25:00		100000000000000000000000000000000000000	
Almond Vendors, Sc. or 10c	39.50	39.50		
Asco Hat Nut. Ic or 5c			5.95	
Columbus Bulk, 1c or 5c			9.95(2)	
Columbus Nat. Sc.			6.95 7.50	
1 Columbus Due Sc Twin	15.00	15.00		
C-B Electric	375.00			
Divisionis Challenger	85.00			
Dugrenier Champion, 9 col Dugrenier Model (5) (7 col.)	92.50	92,50	89.50	
DuGrenier Model V		10 10 CO 10		69.5
Dugrenies Model W			49.50	75.0 49.5
Pulirenier Model W. 9 col	85.00 89.50	85.00 89.50	82.50	12.5
DuGrenier Model H 6 col.	35.00			
Electra Serve Papcara, Sc			17.95	
Exhibit Card Vendors	15.00	15.00		
Foot Vitalizer Kenney 9 Col. Elec.	175.00			39.50
Kirk's Astrology Scale	175.00 85.00	85.00	95.00	
Kwik Shoe Shine Machine	79.50	79.50	85.00 79.50	85.00
Lehigh PX 10 col.	139.50	139.50	11.04	79.50
Lo Boy Scale	50.00	50.00	50.00	50.00
Lucky Ball Gum, Ic.			5.99	20.01
master 5c	10.00	10.00		
Master Novelty, Ic.	B.50	8.50	7.95	
Master Ic and Sc Comb Monarch (B col.)	10.00	10.00	8.95	
National 9A	85.00	85.00 75.00	85.00	85.00
National 930	85.00 95.00	85.00 95.00	75.00 85.00	75.00 85.00
	120.00	120.00	02.00	63.90
National 9 col	89.50	89.50		
National 950	95.00	95.00		
Northwestern 33 Ball Gum.	7.50(2)	7.50(2)	7.50	7.50
Northwestern Deluxe Nut Northwestern Deluxe			12.50	
1c and Sc.	15.00	15.00		
Northwestern Model 39, 1c.	7,50	7.50	13.95	
Northwestern Model 40, 1c.	5.95	5.95	5.95	
Pop Corn Sez	49.50 89.50	47.50 89.50	89.50	89.50
Howe Candy	85.00	85.00	85.00	
Howe Crusader (10 col.)	145.00	145.00	145.00	145.00
Rowe Gum & Mint Sc Rowe Imperial (B col.)	19.50	19.50		100
Rose President	69.50 80.00 85.00	69.50 80.00 85.00	77.50	
Rowe Royal (6 col.)	85.00	85.00	85.00	85.00
Rowe Royal (B cal.)	125.00	125.00	82.50	82.50
Rowe Royal (10 cot.)	85.00	85.00	85.00	85.00
Shipman Stamp, 3 Cal., 1c.			100	
3t, Air Mail			21.95	
Shipman Stamp Ic & 3c	22.50	22.50	11 1 200	
Silver King Bulk, 1c or 5c Silver King Charm King 1c	8.00	5.00	7.50	
Silver King Hot Nut Sc	B.00 12.50	8.00 12.50		
Shae Shine Machine	***	39.50		20.55
Siros Bristh-Ua	75.00	75.00	75.00	39.50 75.00
Uneeds Candy 102 Bar			10000	75.00
Unceda Model A (9 col.)	87.50	87.50	85.00	85.0C
Unceda Madel E 19 col.).	75.00	75.00	75.00	75.00
Unceda (500) Unceda (9 col.) Model 500	07.00	60.00 DT 60	69.50	69.50
Uneeda (15 cpt.)	79.50 85.00(2)	50.00 97.50 79.50 85.00(2)	75.50 85.00(2)	95.00
Unceda Pak E B col	89.50	89.50	CONTRACTOR OF STREET	75.50 89.00(2)
Unceda Pak Model 500	and the same	torre Same		
7 col	89.50 130.00	89.50 130.00		
U-Select-It	35.00 49.50	35.00 49.50	35.00 49.50	35.00 49.50
Victor Universal Not. 5c			9.95	
Victor Model V, Cabinet	1000	Towns.	100	31111
Victor Model V, Globe Type.	8.95 8.50	8.95 8.50	8.50 7.95	
Wrigley's Tab Gum, Ic.			-	MILE WAR
			The second second	



Yu-Chu Ball Gum, Ic.....

.......

CRISMAN and KING

5.00

Offer These Trade-In Values

\$17.35 Ea.

Acern, Victor, Topper, Northwestern Merchan- No. 11 and Model "D's"
Universal, Silver Kins, I diser, Northwestern Mod- Sun or Star, Cath Trays
Simmons, DuGrenier Med- | els Nos. 23, 39 and 40, Lucky Boy, Belvend Mod
Model "N," Mills Gum | els Nos. 23, 39 and 40, els Nos. 1, 2 or 3, Hawk
Vendors.

Atlas All Models.

Of The Year \$25.95 Ea.

5.00

53.00

12.95

3.95

The above trade in values will apply on the purchase (ane-for-one) of the OUT-STANDING NORTHWESTERN TEN COL. GUM VENDORS or the NORTHWESTERN MODEL NO. 47 BALL GUM AND BULK VENDORS IL or Se.

Write for our price list for quotations on our pulk merchandise, tab sum, tobular wrappers, parts and supplies.

Terms-1/3 Deposit, Balance C.O.D.

KING & CO. 2702 Lake Street, Chicago 12, III. ** THE REPORT OF THE PARTIES OF THE Immediate Delivery! NEW Northwestern

Cuts Costs

Servicing

imo in Half Less Than 25. \$17.35 Less Than 100.517.15

100 516.95 AVAILABLE IN TE OR SE PLAY. PLEASE SPECIFY WHEN ORDERING

WE TAKE TRADE-INS LIBERAL ALLOWANCE Terms: 1/2 Deposit, Balance Write to Dept. V for cumple and prices of coin operated ment, supplies, charms, etc.

RAKE COIN MACHINE EXCHANG OF SPRING-GARDEN ST. PHILA 23 PA

ALL OPERATORS, DISTRIBUTORS and MANUFACTURERS IN BULK VEHDING ...

When you are a member of the

NATIONAL ASSOCIATION of BULK VENDORS

YOU are joined with others in an organized group.

A National Association can do better for you than you can do by yourself. Therefore . . .

JOIN THE

NATIONAL ASSOCIATION OF BULK VENDORS 33 N. LaSalle St., Chicago, III.

This Advertisement Courtesy of

EPPY Somuel Eppy & Co., Inc. \$1.95 (44th Page Jimaics 2 11) N X



Price less than you think Pay for in 20 weekly payments Write for

LANSDOWNE PENNA

defails

Servicing and Financing Operators Since 1910



1/2 Dep., Rel. C.O.D.

NORTHWESTERN SALES & SERVICE





Stick Gum? Ball Gum? Tab Gum? **Bulk Merchandise?** Mints? Stumps? Per-fume, Combs, Sanitary products or other Merchandise?

ADVANCE

is the Vender for You! The 1-column model (illustrated) vends flat carlons up to 34"12"1 314" long - or round cartons up to 1 1/4" diameter x 31/2" long. The Z-column model handles

round cartons up to 14" diameter x 3" long. Regularly furnished for 1c, 5c, 10c or 25c operation. Separa'e rash box - and Advante Coin Defector with automatic co'n relurn when machine is empty.

Want more information! Write lodgy

SCHOENBACH Foctory Distributor Of Advance Vending Machines 1645 Bedford Ave., B'klyn, 25, N.Y. PResident 2-2900

BUILD BIG FOR THE FUTURE with internationally known genuine Internationally Known



PISTACHIO YENDOR CHARM KING" BALL GUM VENDOR MEW ROTARY

"SUPER-

VENDOR'

VENDS NEW LARGE SIZE AN HEUPER GUM" (100 to the Pound) or regular 15/14" size. Nut and Ball Gum, Candy, Charms Vendors, 16-56 U.S. and Fereign Coins. "Hat-Nut" Vendors. Designed for sales compelling eye appeal.

SILVER-KING CORP.

622 Diversey Parkway

Chicago, all



"The Mogozine

of Automotic Merchandising!

"We think a great deal of your magazine and look forward to reading it."

R. G. KOEHLER

Butte, Mont.

775

VEND

2160 Patterson St. Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which ! enclose 53.

Name

Address City Zone ... State ...

Bank Rations Small Coins in N. E. Shortage

BOSTON, Dec. 1.—Increasing popularity of vending machines

growth of parking meters, increasing prevalence of sales taxes.

Coins at Premium

Some New England banks have been paying the public small premiums for coins in order to increase the supply of change, and the Federal Reserve of Boston has been rationing the amounts it has passed along to its member banks

Cigarette Prices

Continued from page 76

29 "does not cover increases based 19 to January 25).

Nevertheless, NATD in its bulletin does urge operators to plead their case before local OPS officials. Where they absorbed the increase of August, 1950, they may ask to be permitted to pass on the urer, agreeing to service the maboost now, states the distributor chines thru his Western Vending group, many of whose members Machine Service Company route- partment is operating the equipif the request is granted, it will have nothing to do with S. R. 29, it is stressed.

Critical Areas

An example of a critical area is Baltimore, where some operators jumped from 20 to 22 cents, largely in anticipation of a new city tax due for imposition in January. OPS questioned the move and the problem is currently being argued. Others in the same city went to 21 cents, and went thru the difficult process of inserting four pennies on pack fronts.

Another territory where the vending price picture is unsettled is Ohio. There split-price vending 23 cents.

if strategically located, can force Haverhill, Mass. all in a city to its own peg.

fornia, where 20 cents is still the a ruling that all locations owning rule. While operators have ab- their own cigarette venders were sorbed the increase, they are try-ing to share the nut with their lo-Manning led a legal fight in proing to share the nut with their locations via reduced commissions. test of Long's ruling, and the court At the straight quarter level, decided in Manning's favor, thus Massachusetts is an example of preventing Long's office from colanother major area resisting a lecting the tax. move over the silver barrier.

modified coin mechanisms.

MECHANICAL PENNY PUSHER

. BUILT TO LAST A LIFETIME

* FASTEST PUSHER MADE

. SIMPLE CONSTRUCTION

. CLEAN CUT INSERTION

PROMPT DELIVERY

PRICE

FOOT PEDAL OPERATION

1/3 DEPOSIT WITH ORDER

. 3 CASES PER HOUR

Illinois Cracks Down On 8 Cig Wholesalers

wholesale cigarette distributors stamps. here and in two suburbs were

New England area. A bank of in cigarette taxes over the past headed by Joseph Damato. ficial warned that the coin short- year following the theft of four Licensed distributors investi-

Current inadequacy of coin sup- on three out of every 10 cigarette ply was ascribed to a variety of packs in the Chicago area were reasons, among the more prami- found to be counterfeit since nent of which are "the increasing the investigation started in Octopopularity of vending machines, ber. The State lost 3 cents tax on

> Western Assn. Holds Final '51 Meeting

LOS ANGELES, Dec. 1.-Holdto make its supply go as far as ing its last meeting of the year, members of the Western Vending In-shortest supply are pennies, Machine Operators Association nickels and dimes, with quarters outlined plans for increasing its and 50-cent pieces more plentiful, membership. The next scheduled session will be held the last Tuesday in January.

Robert Leidenberger, secretary presented a letter that will be mailed to operators thruout the area. It will be accompanied by a GCPR base period" (December tained following several months work by association members.

M. I. Slater, president, reported that Parke Hammer, a bulk mer-

Attempt to Tax

· Continued from page 76

fied so as to remove any doubt as to whether the term includes one who operates on his own premises as well as one who operates on profit-making venture. the premises of another."

Senate Bill 515 introduced a year ago with the tax department's to pass.

How It Started

This newest legislative proposal is the rule. Outside of certain had its beginning several years the night. Ohio cities, the price is still 20 ago when big Boston tobacco cents. In other places it is 22 and wholesaler, J. P. Manning, began selling cigarette vending ma-Where split prices are now seek- chines direct to locations. Manning ing a practical level, competition first used a machine built by Yeamay be the final arbiter, it is ton Manufacturing Company, pointed out. Relatively few ma- Lawrence, Mass., later switched chines holding to a lower price, to equipment built by DuGrenier.

When the direct-to-location sales Major State absorbing the No-vember 1 excise boost is Cali- Commissioner Long's office issued

The court decision prompted Meanwhile, conversion special-ists such as Uneeda Vending here 515 which would have had the efare working overtime to keep up feet of upholding his ruling and with the snowballing demand for permit his office to collect the tax despite the court reversal

"A Child Can Operate It"

COLUMBUS, OHIO

CHICAGO, Dec. 1. - Eight each pack bearing the spurious

Four of the eight wholesale disraided by State police Tuesday tributors figuring in the action (27) in what Illinois officials were operating without a State termed "a move to stop an annual distributor's license. They were: R. Bank of Boston as one of the reasons for a shortage of coins in the New England area. \$10,000,000 tax leak."

\$10,000,000 tax leak."

According to Ben W. Heineman, special assistant attorney Company, Joseph Vasselli & Son, general, the State lost this amount and J. D. Tobacco Company,

age would become more serious State tax meters in 1949-'50. Move gated were Frank Severino, Elmif member banks held onto larger against the distributors followed wood Park Tobacco Specialities amount of coins instead of passing them along to the reserve bank when they exceed normal day-to-day requirements.

Current inadequacy of coin sup-Park Wholesale Tobacco Company.

During the surprise inspections two other licensed distributing firms were visited. Star Tobacco Company and Randolph-Park Tobacco Company.

Editor's Note: None of the firms investigated are operators of cigarette venders. Cigarette machines are prohibited from operating in the city of Chicago.

Max Bloom, chairman of the board of Chicago Association of Tobacco Distributors, spoke out in favor of the crackdowns, Most tobacco dealers in Cook County are honest. The crooked dealers have been able to undersell us by 2 to 9 cents a carton.' he said. Because of such underselling, many legitimate distribu-tors were on the point of going out of business, he pointed out.

Aboard for Snacks

chandise operator, was confined said, the coffee machine was sold in a local hospital. The matter of out before it reached Chicago the continuance of his route was and the doughnuts were sold bediscussed with Phil Sreden, treas- fore the run was half completed. Service, Not Income

Rock Island's dining car dement, purchased from Stoner Manufacturing Company, Aurora, and the Bert Mills Corporation, Lombard. The railroad figures it will be fortunate if it breaks even on the vending machine installations, since it regards the machines as a service and convenience to riders rather than a

Costs of maintaining and in-Long's proposal is identical with stalling the coffee equipment, the road pointed out, are heavy. To heat the coffee vender, Rock blessing. The Senate bill failed Island engineers tapped the car's steam line. Total installation charges ran about \$700, plus an additional \$200 for a steam unit to keep the machine heated thru

OVER ZOO DIFFEREN HIGH -13" WIDE -

WEIGHT 165 LBS.

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

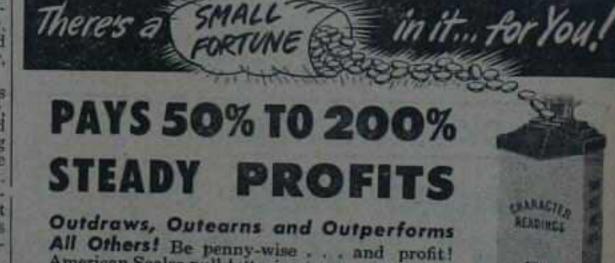
Manufacturing Company

4650 W. Fulton St. Chicago 44, IIL Est. 1889-Telephone: Columbus 1-2772 Cable Address: WATLINGITE Chicage

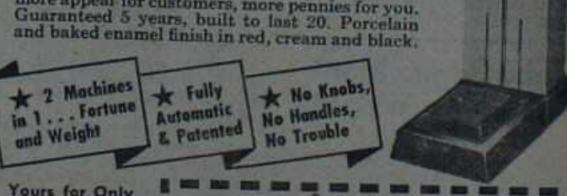
PARACION

RENDINGS

FUTERE



All Others! Be penny-wise . . . and profit! American Scales pull better in stores, amusement. places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year . . . more appeal for customers, more pennies for you.



Yours for Only

Mail coupan today for immediate delivery or further details, menthly forms as low as \$10.

AMERICAN SCALE MEG. CO. 3206 Grace St., N. W., Washington 7, D. C. Check one of the following: Attached find check for \$25 payment on one medal 403 scole. Ship of once. Please send further details immediately. NAME

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

WHAT TO EXPECT IN 1952

Further Cut in Production Plus Use of More Alternate Material

By DICK SCHREIBER

phonographs will be hard put the during the past three months. first three months of 1952 to build 70 per cent of the volume of new boxes they built during the last three months of 1951, a survey of the manufacturers revenled this week.

Briefly, here's the outlook:

Retain Denver As President Of N. Y. Assn.

Gotham Ops Prep Test to Measure Juke Hit-Factor

NEW YORK Dec. 1. - With Albert S. Denver re-elected president of the Automatic Music Operators' Association the full slate of incumbents was returned to of incumbents was returned to office at an election meeting of the organization Tuesday (27). Members also authorized a stepped-up The South Dakota Phonograph are trying for defense contracts. Testing Unit public relations campaign and a Operators' Association will hold But the dollar volume of such city-wide test to explore the power its annual election meeting here contracts thus far falls short of

charles Bernoff, Regal Music vice- Hotel has been designated as president; Harry Wasserman, headquarters for out of town Commercial Music & Vending, members. treasurer, and Sal Trella, Elkay Sunday (6) has been set aside Amusement, secretary. Named for an informal arrival party at with them to the board of direc- the Mobridge County Club and tors were Charles Aronson, Brook- the actual business sessions will lyn Amusement; Arthur Herman, begin Monday (7) morning at the Boro Automatic; Joe Connors, Moose Club. Following a lunch-Connors Automatic; Albert Bodkin, con meeting in the dining room

Juke Measurement

pressings of Gordon MacRae in Russ Columbo's "My Love" and Una Mae Carlisle's "How Close" will include dancing. make up the disk AMOA members began featuring in machines this week to measure phonograph (Continued on page 85) equipment.

will be more noticeable changes chines than they would like to in the kind of materials used in have. CHICAGO, Dec. 1 .- Even using non-functional phonograph parts. alternate, non-controlled mater- Metal trim will be replaced with ials, manufacturers of automatic alternates to a greater extent than

Copper Controlling Factor

new phonograph production is quarter. copper-and manufacturers were Every one of the major manuallowed only 20 per cent of their facturers of phonographs has its

will be able, by concentrating on these two critical metals are being 45 production, to build a few more developed. More plastics - which units than they could expect to are not under controls—will be build if they built 78's exclusively used.

because the 45's generally require But every manufacturer is less of the hard-to-get materials. 4. Allocations of new machine

output to distributors will be tightened; probably all distributors will be getting fewer ma-

S. Dakota Assn. Sets Election

MOBRIDGE, S. D., Dec. 1 .of juke boxes to create hit January 6 and 7. In previous replacing the dollar volume lost winter meetings it has been the thru curtailed civilian goods pro-AMOA officers for the coming custom to set SDPA policy for duction.

Forest Hills Automatic, and Louis of the club, members will be given a chance to give their views on In Production problems facing the industry as The newly-released Capitol a whole and SDPA in particular.
The annual evening banquet will be held in the Mobridge Club and

Harold Scott, secretary-treasurer and host for the meeting, has invited the associations in Ne- Weinand, vice-president and di- record changer. strength in promoting hits. Plug- braska, North Dakota, Minnesota, ging efforts on the part of the lowa and Wisconsin to send reppublisher, National Juke Box resentatives. These are the State Music, Inc., and the diskery will groups which combined with be modest during the 30-day test SDPA to put on the Midwest span, it was said, to give the coin Coin Machine Convention in phonographs adequate time to Omaha in October. Distributors Coin Machine Convention, Omaha. show their strength. Not until serving the South Dakota territory January will normal exploitation have been invited to display

SMUDGY STRIPS HURT

Printed Titles Pay Off in Extra Profit

HARTFORD, Conn., Dec. 1 .- | may be immaculate, the service-You can have the cleanest loca- man on the job a picture of cour-

Juke Saga; Blank Disk New Wrinkle

PHILADELPHIA, Dec. 1. - A newspaper columnist awed by the modern juke box starred the coin phonograph in his column this week. Writing in The Cheltenham Times-Chronicle, he stated the machine had evolved from a "simple five and 10 record-playing unit when it sees song titles written to an elaborate mechanism that out in long-hand, typed in smudgplays up to 100 selections."

After dwelling at length on the new system of grouping juke recordings under separate classifications, such as classical, popular, waltzes, etc., he went on to "report" the story of a man who patented a "conversation" record; steps ahead of the game, too: He duction under National Produc- light during the meeting. The disks.
i.e., a blank disk whose title strip can use placards listing hit tunes, tion Authority regulations, with MOA reps highly touted the forwould be marked "silence." The and display these cards promi- the curtailn patron could then put a nickel in nently in the locations. You'd be and have three and a half minutes of "conversation." the curtailment starting in the mation of a wax mandracturers in a continuing effort to fight the association, the Record Industry Bryson and Kefauver bills, had association, and tain public interest." the curtailment starting in the mation of a wax mandracturers in a continuing effort to fight the association, the Record Industry brief of Sharp's report see Parks section in this issue.)

tion in the world, the juke box tesy and gentlemanly conduct, but if the juke box's titles are not printed, the operator is defeating his own public relations objectives. So says Abe Fish, president of Connecticut State Coin Asso-

Fish, who owns General Amusement Game Company here, believes operators should follow uniformity in listing song titles on juke boxes.

"I think the public gets a bad impression of our operations ily and other ways," notes Fish. Parks, Pools and Beaches, report on the prospects of obtaining strips printed, even if it costs a equipment in the future under strips printed, even if it costs a few pennies to do so. Uniformity leaves little to be desired when it comes to stringing along titles.

"A good operator can go a few

After March -?

Beyond the first quarter-for which allocations already have been issued - manufacturers are tightening their belts for what 2. Since the controlling factor in may be an even bleaker second

normal copper wire usage — not engineering department working enough new machines will be full-tilt on alternate materials.

But every manufacturer is with the apparently impossible problem of finding some workable substitute for certain parts which require copper and copper first major showing of the H. C. thus far remains the controlling Evans 45 r.p.m. Constellation phofactor. For most electrical jobs, nograph at the trade show held there just is no substitute.

Long-Range Outlook

National Production Authority spokesmen say steel and alumi-num will be in tight supply at least until July 1, 1952. After that, NPA feels larger quantities may be available for civilian production. Of copper, NPA says only that it expects the shortage to last thruout 1952.

phonographs are either at work already on defense contracts or

New Wall Box

rector of sales announced Friday new box was shown to distributors at the annual meeting in the October 15-17.

Suitable for mounting on wall, counter or table, the three-wire wall box measures 141/2 by 11 in-AC. The accumulator is electrically operated and has a positive action. Built with a single nickeldime-quarter coin chute, the box is adjustable for straight dime semblies and wall boxes. play, one play for a dime, three for a quarter or several other combinations. It can accumulate up to 33 credits and choices can be

Park Ops Hear Juke Prospects

CHICAGO, Dec. 1.-Operators of amusement parks, many of whom have juke boxes on their grounds, this week heard C. Melvin Sharp, counsel of the National Association of Amusement the stepped-up defense program.

Sharp stressed music equipment would be one of the items which would be in curtailed pro-

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:

DISK SALES SOAR. Excise report shows figures double in year (General Department).

PRODUCTION COSTS RISE SHARPLY, Recording, pressing status quo, but other prices jump 15 to 30 per cent (Music Department).

DISK SULFUR BANS INDICATED. Production Authority prepares new order (Music Department).

DISK INDUSTRY ASSN. RAPIDLY BECOMING SET. Thirty labels join up, with 20 more to go before first meeting (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

1. Starting early next year, there built to fill the normal demand. 3. Manufacturers who have 45 least problem for the engineering staffs. Alternate materials for Juke at Convention

CHICAGO, Dec. 1. - Outdoor | NAAPPB exhibit. showmen this week witnessed the in conjunction with the National Association of Amusement Parks, Pools and Beaches convention at factory. the Hotel Sherman here. The unit, which was previewed at the Midwest Coin Machine Convention in Omaha in October, has been refined since, with the final been refined since, with the final

Most of the manufacturers of AMI Building

GRAND RAPIDS, Mich., Dec. I.—AMI, Inc., is now in producuon on an electronic testing unit which its distributors will use in trouble-shooting juke boxes to speed up repair service. The unit is called the "Master Analyzer." and AMI president, John Had- ets were placed in front of the dock, said it duplicates devices Nickabob Company here Wednesused in factory inspection of new day (28) when the International

enable distributors' servicemen to was unfair to organized labor. make the same tests and adjust- Hal G. Sherry, union represenmen'; of electrical and mechani- tative, said that the firm, which cal parts as do factory engineers. distributes phonographs as well CHICAGO, Dec. 1.-Rock-Ola The analyzer checks, among other as vending equipment, was not Manufacturing Corporation has things, the phonograph and organized. He added that the started production on its Uni- mechanism junction boxes, rec- placing of pickets was the first versal 50 Selection wall box, and ord-rack assembly, credit units, move in a long-planned campaign distributor samples will be switches, wall boxes, selector asshipped within two weeks, Art semblies, gear motors and the ing in music and who use men for

Designed for stationary installa- Sherry declared that other firms clock operation of the box.

ches by 7 inches. It can be used on a large, well-lighted instru-on 20, 24, 40, 48 and 50 selections. ment panel. It includes electronic Nick Carter, of Nickabob, said It operates on 40 watts, 24 volts devices which provide short im- that he did not know the reason pulses from 40 to 200 milliseconds, for the picket line, adding that and a similar pulse measurement within the month the firm had for accurately analyzing the op- obtained hospitalization insurance eration of credit units, selector as- for all its people. The company

Constellation holds to the 20record. 40-selection policy of the 78 r.p.m. Constellation, and the cabinets of both models are the same. The 45, r.p.m. mechanism is a complete unit, requiring no conversion work once it leaves the

version the one on display at the Constellation is in production, althe output is determined by material availability.

> No production plans have been set as yet for the firm's Concert Master, non-coin operated phonograph which was unveiled in Omaha as part of the firm's MCMC exhibit.

LOS ANGELES, Dec. 1 .- Pick-Brotherhood of Electrical Work-Purpose of the testing unit is to ers, Local 1052, charged the firm

repairing or on routes."

(30). Bearing Model No. 1542, the tion in the distributor's shop, the may expect to be picketed unless device is mounted on a steel their employees become members bench with a pressed wood top, of the union. These include plant here July 29 and was given Haddock said it simulates on Badger Sales Company, General location conditions. For example, Music Company, Paul A. Laymon wall boxes can be tested and ad- Company and Sicking Distribujusted on the extremes of voltage tors, all located on West Pico. levels encountered in around-the- Minthorne Music employees, the agent stated, had joined the or-The testing devices are mounted ganization. Jurisdiction is not

bears the full expense of the plan.

Diskeries and Juke Ops Huddle Over Tax Bills

· Continued from page 16

of royalties as a result of the the RIAA once it gets into full these and probably more ops right out of business.

Representing the diskers at the gathering were sales topper Larry Kanega and two attorneys of RCA Victor, sales boss Norman Wein-trower of Coral, veepees Joe Carl-ton and Morry Price of Mercury, attorney Ken Raine of Columbia, topper Bess Berman of Apollo

passage would be enough to put swing. Likewise, the juke men told the diskers that there has deen noticeable discrepancies in the tone levels on recent recordings. They recommended that the dinkers get together to establish and maintain a uniformity of

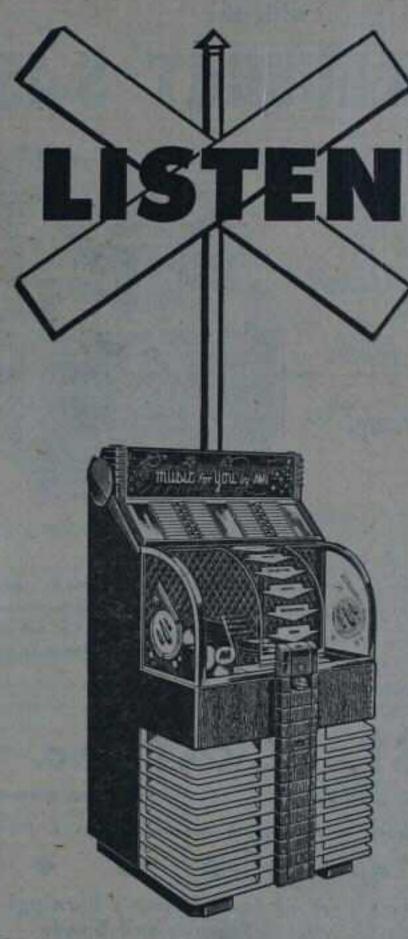
The MOA reps also informed the diskers, with regard to pre-paration of their brief, they inattorney Herb Krone of London, topper Bess Berman of Apollo and attorney Morton Edeistein of Trust Fund, publisher agent and collector Harry Fox and will also Several side issues came to check excise tax collections on



The new AMI Model "D" is designed to compel attention. to put patrons on notice that there's a juke box in the location for their entertainment.



There's no overlooking the "D". Exclusive features draw patrons close where hand and eye respond to its simplicity of selection and play.



Model "D's" balanced new sound system brings pleasant listening that persuades patrons to keep the music playing.

why take chances

...when the "D" will safeguard profits?



GENERAL OFFICES AND FACTORY 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

VOX JOX

· Continued from page 34 -

panies has come thru. This is going to affect my opinion on your questionnaire. Three you'll notice are RCA. Wish there was some way to get the record companies to wake up."—
Johnny Argo. KWVN, Searcy,
Ark. . . A new station has
just gone on the air, and she
needs new records."— Len

SMALL SPOTS PAY OFF!

with the

RISTAUCRAT S.45

Best Return

per Investment

in the Music

Field Today!



BECAUSE of low investment, steady play, and ease of service, the Ristaucrat S•45 is proving profitable for smart operators. Try the S•45 in a few small spots in your territory and let it prove to you that small spots pay off!

Weighs approx. 40 lbs. Measures 131/2" wide, 15" deep by 17" high.

RISTAUCRAT, Inc.

1216 E. Wisconsin Avenue

Appleton, Wisconsin

EXPORT DIVISION: 33 N. Wabash Avenue, Chicago 2, Illinois

Save at Least Part of Each Week's Earnings-Buy U. S. Savings Stamps and Bonds Ross, KORK, Las Vegas, Nev.

"Decca is supposed to be putting on a big campaign of co-operation for deejays, but we haven't heard beans from them. Even get the run-around when we write — no answer whatsnever. Wassamatta!" — Jeff Evans, WLDY, Ladysmith, Wis

And More

"Nothing to report, except continual by-passing of this outlet by record distributors.

Promises, yes! Record reps
visit the station. Give the deejays the glad hand, praise their
label's newest releases, etc. Their parting shot: 'We're gonna send you boys some of our really hot stuff in a few days.' We're still waiting, chum! Thank heavens we have an ET library."-Jim Travis, WJJM, Lewisburg, Tenn. "As a new station we are (as always) starting out with a very limited budget, most of which went to buy standards for our library. Wrote for records, but most of the big companies gave me the stock 'so sorry, maybe later' reply, Later may be too late. When I was with WHLM, I always co-operated with the publishers on their big plugs and the diskeries on their promotion. Seems the only way to get a little help from those fellows is to be the other kind of deejaythe one with the palm out who won't promote a biscuit till someone comes across. We are the only good daytime radio signal in a non-TV area, and we need new releases. Any la-bel that comes thru will be the one with the big play. You'll notice the poll is not complete this week. Good reason: we don't have a single top 10 tune in our library."-M. Woroner, WCPM, Cumberland, Ky.

And Still More!

Our nominee for the top "beef" goes to Johnny Palmer, WRCS program director, Ahoskie, N. C., who writes, "After umpteen tries to get gratis disks from record companies (except Mercury, 4-Star, Tennessee, Society and Dot who send disks) we finally set up a budget for records, since, being an independent station, we rely very heavily on disk shows. This time I did not ask for handouts. Instead, I offered to pay (at a dealer's discount price) for the wax. This brought an immediate-nothing! A couple of firms (Decca and Capitol) finally came the and MGM's Sol Handwer was awfully nice to me wi I saw him in New York September. I hope he con thru. Remember, I understa fully the policy of not give everybody and anybody for disks. But when I offer to b wax, why, oh why don't the

of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price excurred to indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vanders, only the single machine price is listed. Any price abviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices	committee about	SECTION AND ADDRESS OF THE PARTY.		10000000
For this week's prices				
AIREON	Itsue of Dec. 1		Trane of	
Coronet 400	\$79.50	171771 24	Nov. 17	Nov. 10
Coronet 500	159.00		\$119.00 159.00	****
Deluxe	49.00		49.00	
Flesta				125.00
AMI				
Model A	295,00	299.00 345.00		
Model B	445 00 A95 00		350.00	
Model C	11224 71210		420,00	
			500.00	

MILLS				
Contrellation	175.00	175.00	124 50 125 00	124.50 175.00
Empress	39.00		34.50 39.00	34.50 39.00
Throne		The second	34.50	34.50
PACKARD			9 13 15 1	ALCON
	125 00 240 2	-	The state of the s	
Manhattan	125.00 149.00	125.00 149.00	75.00 124.50	124.50 149.00
			125.00 149.00	150.00(2)
100 Hidemay			150 00	95.00
HISTAUCRAT				H. B. Alex
5				60.00
OCK-OLA				A LINE TO SE
ommande	39.00	39.00	THE BEST	-
Nature 30	34,00	55.00	39.00	39.00
Master 40		65.00	49.50	65.00
laymaster	69.00	69.00	64.50 69.00	64.50 69.00
uper 40		65.00	49.50 65.00	49.50 65.00
9		65.00	39.50 65.00	39.50 65.00
418	and the	HERE CHEST	49.50	49.50
422	99.00	99.00 139.00	109.00 119.50	109.00 139.00
			125.00(2)	150.00
426	159.00	159.00 185.00	139.00	100 00 100 0
	45000	23,00, 105,00	185.00	159.00 185.00
128	299.00	319.00	319.00	319.00
432			525.00	24,00
950 50 Selection	650.00	650.00	650.00	650.00
EFBURG				
lassic	49.00	49.00 49.50	59.00	59.00
stanet	59.00	59.00	49.50 59.00	49.50 59.00
way	69,00	69.00	49.50 69.00	49.50 69.00
Tones	49.00	49.00	49,00	49.00
Hideaway		59.00	49.50 59.50	49.50 59.50
146 M Hideaway	179.00 189.00	175.00 179.00	150.00	164.50 175.00
	The second of th	189.00 200.00	189.00	179.00 189.00
147 M Hidraway		107,00 200.00	189.50	189.50 249.00
148 M Hideaway	229.00 249.00	229.00 249.00	229.00 249.00	229.00
246 M Hideaway	199.00 219.00	350.00 119.00 219.00	164.50 199.00	164.50 199.00
nhine FE	- Commen		219.00	219.00
phtone ES	59.00	-21-1903	59.00	59.00
pai	49.00	49.00	59.00	59.00
Hidenesy	49.00	45.00 49.00	190.00	49.00
	195.00	195.00	195.00	125.00 195.00
	139.00 179.00	139.00 179.00	139.00 179.00	139.00 179.00
T	W. C. Land Co. C. Co.	225.00	Coltabolist Coltabolist	CONTRACTOR OF THE PARTY OF THE

MUSIC SYSTEMS SPECIALS

SEEBURG 148ML, Blonde . . \$299 147M . . . \$169 147S \$149 146S or M . . \$139

SEEBURG WALLBOXES Postwar 3-Wire 3W7-L56, 5-10-25c \$44.50 3W2-L56, 5c . . . \$18.50 Wireless, W1-L56 . \$12.50

> EXCLUSIVE SEEBURG DISTRIBUTORS

AMI, Model A . . \$295

WURLITZER 1100 . . . \$375 1015 . . . \$169

MUSIC SYSTEMS, Inc.

Detroit, Mich. Cleveland, Ohio 10217 Linwood 2000 Euclid Grand Rapids, Mich. Toledo, Ohio 245 N. Division 1302 Jackson HIDEAWAYS
Postwar
H146M . . . \$189
H246M . . . \$219
H148M . . . \$249

SEEBURG

CONTACT OUR
EXPORT
MANAGER
FOR DELIVERIES
IN ALL FOREIGN
COUNTRIES

IMMEDIATE DELIVERY

1/3 Deposit,
Balance C.O.D.
Write, Wire, Phone

881	1750 50 Sciection	. 930.0	0 650.0	0 650.0	22 650.00
	SEEBURG				
300	Classic	49.00	49.00 49.56	59.0	00 59.00
802	Colonel				
	Enway				
	Gem	49.00	2 14/1/1/10		
	HI Tones		59.00		
m s	48 Hideaway	S		150.0	
88	H-146 M Hidemay	179.00 189.00			0 164.50 175.00
ш	4 107 M MILE		189.00 200.00		
H P	H-147 M Hidraway	*****	The state of the state of		
U B	arrange on terresonal	229.00 249.00	Charles Chile State Control of		0 229.00
и	1-246 M Hideaway	199 00 310 00	350.00 119.00 219.00		
и		217.00 217.00	114.00 214.00	164.50 199.0 219.0	
I	lightone ES	59.00		59.0	_
ш	fajor	49.00	49.00		
	legal	49.00			
Ш	6 Hideness			100.00	
112	46	195 00	195.00		
114	46 M	139.00 179.00	139.00 179.00	139.00 179.00	139.00 179.00
		Espain Street	225.00		
	46 5	139.00	139.00 195.00		
1	67 M		225.00		225.00
10		169.00 229.00	169,00 225.00		169.00 225.00
Į,	C7 S	140.00	229.00 300.00		
1		149.00	149.90 199.50 275.00	149.00 189.00	149.00 189.00 199.50
B		319 00	299 53 319.00	319.00	
			395.00	314.00	21120 31400
14	16 M1	299.00 349.00	299.08 349.00	299.00 339.50	299 00 349 00
			E September 1100	349.00	the season
ľ	41 RC Special	79.00	79.00		79.00
Ш	900		25.00	1 2 2 3	
ľ	100		25.00		
w	URLITZER				
,,	Bernel	23 12 19	* 1911		
ò	Record	49.00 59.50		-	Constitution of the Constitution of
ı		41.00 54.50	49.00 69.50	35.00 39.50 49.00 69.50	35.00 39.50 49.00 49.50
				43,000 49,00	69.58
0			69.50	39.50 69.50	39.50 69.50
	OK	49.00	49,00	49.00	49.00
	000	49.00	49.00	49.00	49.00
0		79.50	79.50	45.00 69.50	69.50 79.50(3)
54	a second at all the second	-	In the second	79.50(2)	The same of the sa
		85.00 99.00	85.00 109.00	85.00 109.00	85.00 109.00
3	· · · · · · · · · · · · · · · · · · ·	- AL - 8		109.50	109.50
E		79.00	20.00	20 00	125.00 79.00
	£	1	79.00	79.00 89.50	89.50
0		79.00	79.00	69.50 79.00	59.50 69.50
		LANCE TO SEE		THE REAL PROPERTY.	79.00
3		45.00 59.00	45.00 59.00	45.00 59.00	35.00 59.50
	7 7 100 100	The street with	Personal Property of		69.50
S		64.50			59.50
50	E	Section 1	and and in	The second second	64.50
9	5	169.00	175.00 179.50	175.00 179.50	169.50 175.00
		179.50(2)	195.00 199.00 199.50 200.00	195,00 199,00	195.00 199.00
		200.00 210.00	225.00 250.00	200,00(2)	225.00(3)
		225.00 250.00	-	225.00 250.00	250.00
			199.50 259.00	199.50 259.00	199.50 214.50
01	7		THE PARTY OF THE P	TOTAL CONTRACTOR	259.06
08	0	199.00 200.00		169.50 199.00	175.00 199.00
08	0	199.00 200.00 365.00(2)	325.00 365.00	334.50 365.00	309.50 324.50
08	0	199 00 200.00 365 00(2) 369.00	325.00 365.00	334.50 365.00 369.00 374.50	309.50 324.50 325.00 359.50
08	0	199.00 200.00 365.00(2) 369.00 375.00(2)	325.00 365.00	334.50 365.00	309.50 324.50 325.00 359.50 365.00 369.00
08	0	199.00 200.00 365.00(2) 369.00 375.00(2) 395.00	325.00 365.00 369.00 395.00	334.50 365.00 369.00 374.50 395.00	309.50 324.50 325.00 359.50 365.00 369.00 374.50
101 100 100	0	199.00 200.00 365.00(2) 369.00 375.00(2)	325.00 365.00	334.50 365.00 369.00 374.50 395.00	309.50 324.50 325.00 359.50 365.00 369.00

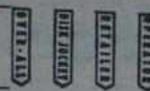
Record Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.

TUNES COMMENT



· Continued from page 49

POPULAR

LEE MONTI TUTONES Orchids in the Moonlight

SHARP 5-40 Strong accent on the tango childher and the delightful
metady should make this a profitable buy for lake ses looking for standard 74--73--76 titles where they cater to dancers. Should I? Accordions and guitars blend pleasingly for a mickey-best instrument 70--68--68--73 | morning show. reading of the fire standard. Good for dancers,

STAN KENTON ORK Blues in Burlesque, Parts 1 & 2 CAPITOL 1876—The Kenton crew puts to wax one of the bund's most accessful bits of personal appearance business. Unfortunately, the grooves are not able to capture the farmer and spontaneity of the idea, which is exactly what the title says it is. Maynard Ferguser's trumpet in splire leads the way thru Part One; drummer Shelley Manne sug-shouts a batch of traditional blues lines in an approximation of the traditional

style to fill out Part Two. Kenton fars will probably constitute this record's greatest admirers. General market will find it noisy, pointless and, generally, a wasted effort. IACK FINA ORK (Bob Wellman) Long Ago

MGM 11121-The highly attractive builted is done with feeling by

Rustic Rhapsody What starts off as a fine plann-lee instrumental disk becames nothing more than a danceable item with the addition of a lyric.

CINDY LORD (LeRoy Holmes Ork) Here Is My Heart 72--72--72 MGM 13123-A fine new ballad with a retentive melody is handed a pleasant reading from the thrush with a string ark backing turned in by

Since You Said Goodbye 68--68--68 Miss Lord bounds much toe casual in her interpretation of another new serre-charge waitz. She gets away support from a mixed votal group and the Holmes ork

FRANCES YEEND (Eric Siday Ork) Friendship Tree, The 72--72--72 #ING 15146-Miss Yeard, sporting 2 mice which counds like it's fine for legit musicals, does nicely with a new seasonal ditty. Gal Injects much personality, the her smind may be a little the strait-laced White Magnolias

The Yeard pipes again do well with a beguine item which only serves as a whicle for the gal's piping

FRANKIE LAINE (Harry Geller Ork) Merry Christmas Everywhere MERCURY 5553-Laine worbles rather unimpliedly on a seasonal item

pleys and sales. What Am I Gonna Do This Christmas 71--73--70--71

Again the performance is below pur. Ditty is a pleasant seasanal hullant. GISELE MAC KENZIE (Billy May Ork)

Love Makes the World Go Round CAPITOL 1816-The waits theme for the French film, "La Ronde," is done delicately and sweetly by the Canadian thrush. Nice, but doesn't

Please Miss Markengle turns in a rather coloriess try on a fine Rooin-Rainger

(Continued on page 85)

Calendar for Coinmen

December 3-Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.

December 3-Amusement Machine Operators' Association, 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' Association, monthly meeting. Akron Hotel, Akron.

December 10-Wisconsin Phonograph Operators' Association, monthly meeting. Site to be announced December 11-California Music Guild, monthly meeting, 311 Club, Oakland.

December 11-Automatic Phonograph Owners' Association, monthly meeting, Gibson Hotel, Cincinnati.

December 12-Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.

December 12—Music Operators of Northern Illinois, monthly meeting. Site to be announced.

December 13—Michigan Automatic Phonograph Owners' Association, monthly meeting, Maccabees Building, Detroit.

December 17—Amusement Machine Operators' Association. tion, semi-monthly meeting, Mandell-Ballow Restaurant,

Baltimore. December 17-Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.

FOLK TALENT AND TUNES

Jimmy Dickens had a fair turn-machines, it also returns a higher out November 14 at San Angelo, profit on used-record sales. Tex., and a swell turnout the Operation of the disk disposal next night at Temple, Tex. . . . plan hinges primarily on the Happy Hal Burns, WBRC, Birm- firm's retail record store. There, ingham, has added a half-hour the used platters are sold at a

City, N. C., reports that Tiny Hill's Mercury waxing of "Three-Handed juke disks, Pedone removes rec-73--74--74 Woman" is big in his area. Famous Lashua, WEBC, Duluth, Minn., and one of his sponsors worked out a contest, giving away five free turkeys to listeners bringing in the most pennies. Gimmick was devised to bring out hoarded pennies. One listener brought in 40,000 pennies in a trunk. Cousin Johnny Small, WOCB, 72--75--70--72 West Yarmouth, Mass., married Marion Macedo recently. Bride is one of the Macedo Sisters, who 71--73--70--72 have been working on his live

> Paul Enress, WTXL, West Springfield, Mass., has completed an artists' popularity poll among his listeners. Lefty Frizzell and Montana Slim placed at the top.

studio show.

. Jack Garret, WJQS, Jackson, Miss., recently staged a drive for blood donors in his locality. . . Rod McKuen, KROW, Oakland, Calif., reports that country tunes done up in pop style are getting requests over his afternoon country show. . . Red Kerce, WTNT, Tallahassee, Fla., has started a Sunday d.j. gospel show for R. Loy McCormick, big gospel sing promoter.

71--73--70--71 WWVA, Wheeling, W. Va., and more recently manager of Daisy Mae and Old Brother Charlie (Columbia), is at WBSC, Bennettsville, S. C. . . . Stoney Rigs-bee, who just finished eight months at the Club Kit-Mar, 69--71--68--68 Washington, has joined WFAI, Fayetteville, N. C., acting as stage manager and singing emsee of the 67--70--66--66 station's barn dance. He is looking for regional bands and acts for week-end shows. . . . Homer Briarhopper and his Dixie Dudes will replace Clyde Moody (King) at WNAO, Raleigh, N. C., since Moody has gone to WSM, Nashville. . . Leon Sanders, KDET. Centre, Tex., reports that Reggie Ward, formerly at KVMA, Magnolia, La., has moved to WHHM. Memphis, as a d.j.

Bender Forms Premium Firm

CHICAGO, Dec. 1.-R.K.B. Associates has set up a complete premium and gift department in the showrooms of Atlas Music Company here for the convenience of operators. It is under the direction of Dave Bender.

Bulk of the items on display is made up of nationally adver-tised items, plus some premium merchandise for which R.K.B. is sole distributor. Bender has had 25 years of advertising and promotional experience. He was once with Atlas as sales director of its Seeburg Industrial - Commercial Division More recently he was sales director of a large premium merchandise firm.

RECORD REMOVAL PROGRAM

Operator Stresses P-R, Disk Quality for More \$\$

ager of Hank Thompson, is emseeing the Dewey Groom show on
the station. Bay Whitley, new
at WMEX, Boston, is running a used over the past several years. listener contest to name his show. It pays off in two ways, accord- tageous used record price deal, ... Murl Alexander, KCLW, Ham- ing to Pedone; in addition to the operator should advise the ilton. Tex., reports that Little keeping top quality disks in his dealer of his removal program.

price 15 cents over the usual Bob West, WGAI, Elizabeth used price because, in keeping with his program of top quality ords before they become badly

Elimination of the possibility of worn records remaining on machines also brings two benefits; a uniform high quality reproduction invites higher repeat play by patrons, and does away with 'poor record" complaints from location owners.

While examination of each record individually on each machine means an average of 20 minutes more service time per stop, Pedone is convinced it pays off. The records beginning to show signs of wear, but which are still pulling high play, he replaces with a new disk of the same song and

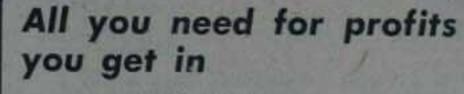
also can benefit thru improved vealed this week.

las, reports that Johnny Hitt, man- Amusement Company, headed by level, and he may cultivate a

CHICAGO, Dec. 1. - Bally Manufacturing Company thru George Jenkins, vice-president and director of sales, announced the appointment of Sanders Distributing Company, Nashville, as regional distributor for three Southern States.

The distributing firm is headed by Harry Sanders and will service operators with Bally products in Tennessee, Arkansas and the Southern part of Mississippi. Latest Bally games are Bright Lights, Shuffle Line and Futurity,

WASHINGTON, Dec. 1 .- Cash dividend payments by food, beverage, and tobacco firms Altho such a record program dropped off this year altho such is best handled by an operator payments have been on the rise with his own retail outlet, Pedone in most other major industries, believes the non-store operator Department of Commerce re-



EVANS EU/ TU UUMDIELLAIIUN

Years-ahead cabinet design for powerful attraction value-Velvet-smooth, true-to-Life Tone Reproduction that commands repeat play - "Rhinoceros-tough" built-in Quality that assures trouble free, enduring performance.

Add low initial cost plus minimum maintenance expense plus quick, easy, economical convertibility, and you have Constellation, the Phonograph Built with Your Future in Mind!



HERE'S HOW Today'S TOP TUNES

The lop 30 tunes each week from The Billboard

HELPS SALES

Please send 50 copies of TODAY'S TOP TUNES each week instead of twice a month."

RECORD RENDEZVOUS 659 Main St. Penticton, B. C., Canada



The Billboard 2160 Patterson St., Cincinnati 22, Ohio Until further notice please imprint and ship ... sepies of TODAY'S TOP TUNES for which I enclose S..... Send cash and we pay postage. Monthly .

IMPRINT AS FOLLOWS:

PLUS POSTAGE MAME

CITY AND STATE PHONE



800 North Kedzie Avenue Chicago 51, III.

BASIC ROCK-OLA TIME-TESTED TROUBLE-FREE CHANGER. FASTER, IMPROVED MECHANISM WITH FEWER OPERATING PARTS. PLAYS BOTH SIDES OF 25 RECORDS - OFFERING 50 SELECTIONS.



It's one of the greatest engineering innovations in the automatic phonograph industry. It's another Wurlitzer first.

Gives the same tonal quality...the same volume level control from both high and low cut records. That's what you get with

Wurlitzer's electronic level control...location owners love it...no more customer complaints from blaring or muted music...no more fussing with manual controls...customers pay more to play tunes when music is kept at the conversational level.



COIN MACHINE HISTORY

Smart operators have already learned that the simplest way to sew up a location is to install an All-Speed Wurlitzer Model 1400 juke box with automatic volume control. Get smart yourself. Get over to your Wurlitzer Distributors for a dramatic demonstration. Then order Kits No. 126.

MR. OPERATOR:

A limited number of parts for

PACKARD **PHONOGRAPHS** AND WALL BOXES

available from

WURLITZER FACTORY

THE RUDOLPH WORLILLER

NORTH TONAWANDA, NEW YORK

Denver Retained

channels be utilized. At least 6,000 of the records will

be slotted in the No. 1 and 2 spots of as many juke boxes here, with AMOA members alerted to for-ward weekly reports of play vol-ume, Denver said. The information will be equated against the LABEL AND NO. play of other disks in the machines and the popularity curve of the test record mapped carefully.

Representatives of the West-chester Operators' Guild, present at the meeting, also indicated they would participate in the experiment. The association, which covers the country just north of New York City, will place 1,000 records, it was said.

See Stimulus

Should the test be productive of significant results, it would bolster with statistical ammunition the industry's contention that it is a major factor in the elevation of good records to hit categories. It is likely that such results would also stimulate greater activity among music men working outside the confines of the royalty associations, in the opinion of seasoned observers. In any case, operators as a group would gain new status in their dealings with other elements of the music business.

The main public relations effort of AMOA during the coming DON WHITNEY year, it was decided, will be the donation of phonographs to city schools for use in authorized youth clubs. The co-operation of record companies will be sought in supplying suitable disks, and the association may work out a service plan to keep the equipment operating properly.

The meeting at the Henry Hudson Hotel also heard a report on the royalty bills now before Congress by Sidney H. Levine, AMOA

Williams' Reps

· Continued from page 75

bumpers and rollover switches which advance either the odd or even-numbered boats, and a rollover switch just above the outhole which advances all boats.

If the first and second selections finish in order, five are entitled to two replays.

If the player completes the race with his first, second and thirdplace selections finishing in that order he wins 10 replays. Sea Jockeys also have a high-score

Banner Enters

· Continued from page 7.

Match-a-Score is being delivered in custom built heavy-duty crates which have been designed for reuse. The company stressed standard replacement parts will be available.

I. H. Rothstein, veteran Eastern coinman, is president of Banner Specialty. Al Rodstein, vice-president, was one of the pioneer refurbishers of coin machines in the prewar period when the making over of equipment became a necessity following material shortages. Other executives of the company include Fred Walter, sales manager, and Harry Rosenthal, head of the Pittsburgh office.

Rock-Ola Sets

made after the credits are regis-

When the program pages are installed in the wall box, selections I thru 20 are visible. To reach selections 21 thru 40 the patron merely touches a handle just above the selection panel. Selecadvertisements.

Rock-Ola's wall box selection panel is designed for dual strips, providing a single card for each record. The entire program as-

New Product Cuts Metal Corrosion

other types of deterioration.
Called Steelcote Stainless Coating, it is designed primarily as a deterrant to surface deterioration.

Music Company, Aurora; Rudy

Institute in the southern area will get underway soon.

The December meeting was set for Wednesday (12) at the Wing & Fin Club on Route 12, near Wusic Company, Aurora; Rudy

Volo, III.

• Record Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed

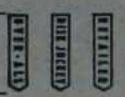
ARTIST

adequate.

Listen to the Mocking Bird

EDDIE HEBERT

COMMENT TUNES



74--75--74--74

Continued from page 83	
NORRIS THE TROUBADOUR POPULAR	23000
My Christmas Time Philosophy CO-ED 115-121-Ode to the co-eds at a long list of universities is probably meant to appeal to the college crowd. It might, too, as Norris' Sin Mine Later Co.	6366616
Sip Mint Julep Bloomin' Like a Tulip Morris and hanso come up with a full-like item which may have some anceal to collectors. It's all a hit thin the	
BOBBY COLT (The Sunnysiders)	
A good performance by the signer but the material is	6265606
An old Hebraic chart is burned late a beauty by	5055504

CO-ED 123-Straight keyboard instrumental interpretation of the oldie is close to the currently popular banky-tonk style, but not close enough. If I Could Call You Mine 60--63--58--60 Hebert, a French-Canadian chanter and 88'er, handles the lyrics on a ditty with some luke appeal and accompanies himself on plane with

COUNTRY & WESTERN I'm Not Going to Shed Any Tears Over You 4 STAR 1581-A good performance of a warm, easy-to-take ditty,

G. I. Boogie 66--66--64--68 Whitney does a conventional job on a boonie number that is reminiscent. of too many others. Good beat. FRANK MILLER

You Just Had 72--74--70--73 REV. KELSEY GILT-EDGE 5052-Miller's nosal-voiced chanting is well-suited to this country novelty. I Dreamed You Were Here Last Night 71--73--70--71 The chanter tackies a ballad with good results. HANK THOMPSON

Teardrops on the Tea Leaves 72--73--71--72 CAPITOL 1870-A good weeper ballad is neatly interpreted by I'll Be Your Sweetheart Country ballad is sood enough, but Thompson falls to sound convincing

HANK GARLAND 72--73--70--73 E-String Rag DECCA 48.382-A good Garland vocal cherus serves as intro to a fine Hillbilly Express 71--72--70--71 Good string band instrumental sparked by a strong beat, but it will have

to compete with Garland's current "I'm Crying." EDDIE SMITH & THE CHIEFS 71--72--70--72 San Antonio Rose KING 1002-0Vay coverage on the Western oldle currently being revived by a Dot record. Could do business in areas where the Dot platter hasn't

Bow Wow Boogie 70--71--69--70 Smith's bunky plano drives an above average boogle instrumental, BOOTS FAYE-IDAHO CALL 71--72--70--72 Grinnin' Like a 'Possum CAPITOL 9150-The boy-girl duet comes up with a cute country Item which could get some coin.

71--72--70--71 What sounds like a good country weeper is handed a duet reading which is too rhythmic for the lyric. BILL & LORETTA-THE SADDLEMEN 70--73--68--70 CLARA WARD HOLIDAY 110-An attractive country-bless ditty is given a strong reading

from the boy-girl tram. Has same sleeper potential. 68--71--66--68 Blues item derived from the r.A.b. field is served up with country feeling RED SOVINE

Sundown Sue 69--70--67--69 MGM 21090-Country bouncer is handed an okay reading by Sovine. Pleasant wax, this, but nothing more. 69--70--67--69 Another lightweight item gets the same kind of treatment. **IERRY IRBY**

68--70--65--70 There's a Moon to Love By MGM 11109-lety hands a pleasant chant to a routine country low ballad. Good dance disk. I've Got Blues for Texas Based on a familiar blues pattern, this is an okay disk ode to the Lone Star State that might do business in that territory.

SLIM WILLET (Jean Stansbury) My Story's Sadder Than Yourn

STAR TALENT 780-Muffled recording of Willet and fem chanter Stansbury hides what might have been a fair country novelty. 62--64--60--62 When We Grow Old 58--58--58

Willet's chanting on an okay country ballad leaves much to be desired. WALTER SCALF-BUCKEYE RAMBLERS 62--64--60--62 Rider of Death BRAMBLE II-Country chanter Eddie Neece projects with feeling on an

serie-type ditty of some murit. Are You Traveling This Old World Alone? 62--64--60--NS More good chanting by Neece. Material is a routine sacred opus well suited for the family trade.

tions 41 thru 50 can be set up for play by additional moves of the panel handle. The open space opposite the last 10 selections is for Nine-Man Board of Directors Nine-Man Board of Directors

official executive staff (The Bill-board, October 27), appointed a board, October 27), appointed a and Lindelof. sembly unit snaps out for title official executive staff (The Bill-strip changes. nine-man board of directors, Robert Lindelof, head of General Mu- vious informal role and the elecsic Corporation, Skokie, and presi- tion of officers, MONI initiated a dent of MONI, announced the new membership drive, Lindelof board members are:

og to combat rust, corrosion and zardo, Ace Music Company, list those in the southern area will

CHICAGO, Dec. 1 - Music op- | Kitt, Suburban Music Service, erators of Northern Illinois, fol- Berwyn; Gus Cervetti, Roman & Gus Music, Highland; Bob Ray-

With the termination of its presaid results to date have been ST. LOUIS, Dec. 1.—Steelcote

Manufacturing Company has introduced a new type surface coat-

ARTIST LABEL AND NO.

TUNES COMMENT



LATIN AMERICAN

NORO MORALES ORK 76-77--74--76 St. Louis Blues Mambo COLUMBIA 39601-The Morales sested Jumps its way thru a plane-led reading of the w.b. Handy blues. The printer's filling in the blues win while the rhythm section tell up the mamba beat. Fine was. 71--72--70--71 A more commercial Morales here as he leads his small group thru a plane sample ditty with a driving best. JOHNNY LOPEZ ORK 73--75--72--73 TICO 10-068-A beautiful botern ballad gets a warm Spanish chant from an unidentified male chanter who may be Laper. A lush orchestra with reeds and strings sells to melody strongly, set maintains a good 71--73--70--71 More of the same here, the the ballad is not as strong as the top side. TITO RODRIGUEZ ORK 72--74--70--72 Desert Dance TICO 10-035-A fine mambo here for the dancers as the Rodriguez ork essays a jacs reading with a strong Latin best. 73--75--71--72 Donde Estabes Tu Male group handles the lyric on a striking bolero mambo which do well with both the Spanish speaking and Manhattan Latin buyers. The ork SPIRITUAL 62--65--60--61 MARIE KNICHT 85--86--86--84 Adeste Fideles DECCA 48262-Miss Knight belts out the Christmas hymn to an infectious trick beat for a standoot result which should establish this disking as a standard mate to Sister Tharpe's "Slight Night." 81--82--82--80 It Came Upon the Midnight Clear

Another seasonal item is done with almost equal potency by this fine gospel singer.

THE SOUL STIRRERS 84--85--84--83 Silent Night ALADDIN 2028-The Soul Stirrers transform the carol by singing it in the mood of a spiritual. Great vocal and choral background. A

strong entry. 80--80--80--80 My Life Is in His Hands The quartet does some excellent close harmony on a rhythmic piece of religious material. A very good performance.

83--83--85--80 I'm a Witness for My Lord DECCA 48256-Remarkable on-the-scene recording of a gospel gathering with Keisey pouring out a sermon to the responses of his congregation. Builds to a spine-timpling rhythmic windup. An exciting waxing which thould do well in the gospel belts as well as with collectors of folklore. 83--83--85--80 I'm a Royal Child

Same story here, if anything with more organization and greater drive.

70--71--69--70 REV. CHARLES WATKINS 82--82--82--NS Christmas Morn' SAVOY 4029-The Reverend Watkins Impresses as a chanter who would do well with other than cacred Items. His warm voice does much to sell

> this highly attractive seasonal item with a religious lyric. I Must Tell Jesus 80--80--80--NS Much more in the accepted form is this religious item. The Reverend

MARIE KNIGHT-ERIE GLADNEY-VIVIAN COOPER On the Battlefield 81--81--81--81 DECCA 48253—Organ, bass, drum and gultar supply the background beat for a ferrent chant by Miss Knight teamed with the Gladney and Cooper gals. A good lyric idea adds to the interest.

80--80--80--80 Duet vocal by Marie Knight and Erie Gladney is reminiscent of the type of sacred item which Miss Knight did so well when teamed with Sister CHOIR NO. 2 (Baptist Church, Warren Ohio-Rev. L. Se. Clark)

Walk in the Light 77--77--77--NS DOME 1030-The Ohio choral group gets a next best and a good religious testing into a light, shythmic item. Every Day and Every Hour 72--72--72 A slow sacred onus fails to get much of lift from either the fem lead

shouter or the church chair. 75--76--74

Prince of Peace SAVOY 4030-The Ward Singers knock out a solid spiritual chant that should get plenty of spins. I Heard the Voice of Jesus 73--73--72 (The Ward Singers)

Clara Ward does fine lead work on a church-type spiritual, with good support from the singers.

> BOB HOPE . SONIA HENIE C. W. VAN LOPIK . NAT (KING) COLE WALTER A. BROWN . NORMAN GRANZ H. W. J. BARNET . CHARLES A. McELRAVY ARTHUR MICHAUD . NATHAN PODOLOFF ED FURNI . C. A. RITTER WILLIAM MAAS . WILLIAM COKER EDWARD J. QUIGLEY . JUSTUS EDWARDS AXEL H. REED . DAPHNE (DEE) POLI

These TOP NAMES of the Business . . .

tell you where you fit into the picture in an interesting and valuable collection of feature articles written especially for

The Billboard Auditorium-Arena Number dated December 22

More information on



COIN MACHINES

NOW AVAILABLE IN

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs ... simplifies wiring diagrams . . . Facilitates field repairs Insures positive accuracy . . . Saves time.

Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

MANUFACTURERS . . . our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications.

We specialize in Telephone cords, wire and cable. Inter-Com cable requirements solicited.

Cord and Wire Co. 1723 W MONTROSE AVE CHICAGO 41, ILL

BARGAINS

50 NEW Fackard Hi-Chrome Wall B © \$25.00 each: 15 NEW A.B.T. Skill Guns @ \$37.50 each: 1 NEW Chicago Coin Shuffle Baseball, \$69.50; 100M Deluxe Title Strips — "Best Made." Packed 5,000 to case: "100 Record Strips," Per Case, \$18.80 ea.; "Regular" Strips, Per Case, \$17.80 ea.

ALL ABOVE IN ORIGINAL FACTORY PACKAGES. Prices F.O.B. Dallas, Texas. 1/3 Deposit With Order—Balance C.O.D.

AMERICAN DISTRIBUTING CO. 4012-14 Elm Street Dallas, Texas Phone Victor 6386

WRITE for PRICES! ZINGO COUNTY FAIR

ALL LATE 5-BALLS Lehigh Specialty Co. 826 N. Broad St., Philadelphia 30, Pa.

AND

Must be thoroughly experienced on Mills Slots. Permanent job. Write complete details in first letter.

Address Box 483
c/o The Billboard
Chicago 1, III.



JUST OFF LOCATION!

WURLITZER 1015 \$179.50 WURLITZER 1100 379.50 WURLITZER 950 49.50 BALLY BASEBALL 79.50 WMS. DOUBLE HEADER. 79.50

MUTO. PHOTOMATIC .. 550.00 DISTRIBUTING CO. Chicago Paris (Ndependence 3-2210 Line Up (Keeney)

Madison Sq. Garden

Lite-A-Line (Keeney)

Lucky Inning (Williams)....

(Gottfieh)

Magic (Exhibit).....

(United)

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues 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 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 us	ed machine	advertise	ements	in this	issue
		lisur of			Issue of		Issue of
		Det. 1	Nov. 2	4	Mar. 17		Nov. 10
ABC (United)	\$250.00	325.00	\$325.00 350.0				\$350.00
		350.00		2235.00	350.00		
Advance Rolls (Gence)		200			220.00		365.00
(reli-down)		39:50	39.5	0	\$39.50		\$39.50
Allce in Wonderland (Gattileb)		39.50	39.5		39.50	(8) (8)	39.50(2)
Aquacade (United)	49.50				89.50		89.50
Arizona (United)		99.50		- 47.39	03.30		119.50
Ballerina (Bally)	200	27.50	27.5	0	40.00	*15.00	20.00
Bange (Chicago Coin)		49.50	49.5		49.50		49.50
Sanjo (Exhibit)		49.50	49.5		1	25.00	
Sank-a-Ball (Gottlieb)	99.50	119.50	119.5		119.50		119.50
Barnacle BIII (Gottlieb)		39.50			50.00	110.00	117.20
Insketball (Gottlieh)		94.50	95.0	0	100.00		89.50
Sasketball Champ		- Calledon		-	*00.00		03.30
(Chgo. Cain)		275.00	275.0	0 199.00	275.00	100.00	275.00
asketball (Chicago Coln)		225.00	225.00		225.00	199,00	225.00
le Bop (Exhibit)	84.58	114.50	114.50		114.50		114.50
Sermuda (Chicago Coln)		34.50	15.00		-	200	114:30
lig Top (Gencal		79.50	79.50		79.50	40.00	79.50
Hack Sold (Genca)	59.50		59.50 69.50		69.50	59.50	
fire Skies (United)	34.50	54.50	54.50		54.50	27,20	54.50
iomber (Chicago Cole)		124.50	124.50		124.50	44.50	124.50
eston (Williams)		104.50	104.50		104.50	ME	104.50
owling Champ (Exhibit)		79.50	79.50		74.50		79.50
		- C. C.			79.50		17.30
owling Champ (Gottlieb)		74.50			1		
right Lights (Bally)		335.00	275 00 375.00	295.00	\$75.00	375.00	A15 00
	37	5.00(2)		21000	-	712.00	415.00
roadway (Bally)		185.00	185:00	2 11 12	185.00		
occaneer (Gettlieb)		69.50	69.50		69.50	59.50	69.50
uffato Bill (Gottlieb)	1000	ATTEMENT L	90.00		SAMESHI.	21,20	79.50
uttons and Bows (Gottlieb).	64.50	79.50	79.50		69.50	69.50	79.50
			200	- SAVE	79.50	100000	1120
amel Coravan (Genca)	69.50	85:00	69.50 85.00(2)	69.50	80.00	69.50	B5.00
The state of the s	4	ENTER	11 11 11 11		85.00	-	20,00
CONTRACTOR OF THE PARTY OF THE			The state of the s		195W1, MW		

within eights toutigatesters		333.00	217.0	0 315.00	245.00	312.00	375.00	415.00
Bandon (Ban)		5,00(2)						
Broadway (Bally)		185.00		185.00		185.00		
Buttaneer (Gottlieb)	44.50	69,50		69.50		69.50	59.50	69.50
Suffato Bill (Gottlieb)				90.00				79.50
Buttons and Bows (Gottleb)	64.50	79.50		79.50	55.00	69.50	69.50	79.50
		1000			4 - S.V.	79.50		1000
Camel Coravan (Genco)	69.50	85.00	69.50	35.00(2)	69 50	80.00	20.70	20100
-	4	03.00			07.50		64.50	B5.00
Campus (Exhibit)		114.50		STAFA		85.00		-
Can Can		114,00		114.50		114.50		114.50
Can Can	74452	39.50		-				
Canasta (Genon)	84.50	119.50		119.50		119.50	89.50	119.50
Carnival (Bally)		69.50		69.50	47.50	60.00	50.00	69.50
THE REAL PROPERTY AND ADDRESS OF THE PARTY AND						69.50		000
Carolina (United)		49:50		49.50		49.50	35:00	49.50
								79.50
Carousel (Keeney)								29.50
Catalina (Chicago Coln)	20 55	39.50	29.50	39.50	20 50	39.50	20.00	
The same of the sa			21,00	49.50	23.50		2470	39.50
Champion (Bally)		49.50	E0 55		750.50	49.50		49.50
champion (dally)				99.50	69.50			79.50
	99.50 12		100:00	125.00		99.50	89.50 9	
The Principle of the Pr		175.00		175.00	125.00	175.00	100.00	169.50
The second secon								175.00
Cinderella (Gottileb)	39.50	49.50	39.50	49.50	39.50	40.00		39.50
District Control of the Control of t	- Comme	- Colonial				49.50		49.50
Citation (Bally)	40.00	45 00	65.00	74.50	40.00		40.00	74.50
	74.50			134.50	54.50			
1 - St 8 1 - 2 - 2 - 1 - 1			13000			75.00	75.00	
THE RESERVE OF THE PARTY OF THE		134.50			74.50			134.50
College Com (France)		NAME OF TAXABLE PARTY.				134.50		
College Dars (Gottlieb)		109.50	90.00	109.50		95.00		
Contact (Exhibit)	39.50	44.50		44.50		44.50		44.50
Control Tower (Williams)				130.00				129.50
Cover Girl (Gottlieb)		24.50		24.50		24.50		24.50
Crazy Ball (Chicago Coin)				29.50		29.50	20 50	
Daily Races (Gottlieb)		27100					29.50	44.30
Dallas (Williams)	49.50	76 E5	40.00	79.50	40.00	24.50		
The state of the s	44200	1,11,20	44,50	14:30	49,50	79.50	49.50	69.50
Dr. teas (MILLIANS)	****	1000		-		1000 JUL 1		79.50
De-icer (Williams)	194.50	119.50		119.50		119.50	1	119.50
Dem-Wa-Ditty (Williams)		39.50		39.50		39.50		39.50
Double Feature (Gottlieb)				130.00			9	29.50
Double Shuffle (Gottlieb)		94.50	- 1	94.50	90.00	94.50	49.50	
Dreamy (Williams)	104.50 1			124.50		124.50	99.50 1	
El Pase (Williams)		74.50	49.50	74.50		74.50	49.50	
-ighting trisk (Chicago Coin)	101-50 1		The large	139.50				
Five Stay (Universal)			100.00			139.50	99.50 1	
		.00(2)	195.00		215.00			00(2)
Cluating Power (Genco)	295.00 3		280.00			295.00		00(2)
Four Horsemen (Gotslieb)	49	.50(2)		9.50(2)		3.50(2)	49.50	
Four Horsemen (Gotslieb)				145.00		125.00	1	25.00

п	Lone Horsellier crossines				145.00		125.00		125.0
ш	Football (Chicago Coin)		79.50				80.00		69.5
	Freshir Williams)		114.50		114.50		114.50	59.50	89.5
œ								-	114.5
Н	Gestors (Williams)		144.50		144.50		144.50	99.50	125.0
	The state of the s				HOUSE.		0000000	20000	144.5
	Girme (Williams)						45.00		5000
	Gold Cun (Bally)	50.00	64.50	50.00	64.50	44.50	64.50	30.00	59.5
		- Series	84.50	12/42/4	84.50		84,50		
	Galaca Giores (Chicago Coin).		94.50	90.00			95.00		94.5
	Gandala (Eshibit)		- 23-6	-	200	A 1000			49.5
	Harvest Moon (Bally)		69.50		69.50		69.50		69.5
	Harvest Time (Genco)	99.50(2)		120.00	129.50		120.00	99.50	129.5
	The state of the s	Control in	Action to	-	-		129.50		See also
	Hawaii (United)		19.50		19.50		19.50		19.5
	Hayburners (Williams)		11000		1000		325.00		325.0
	Hit Parade (Gottlieb)		29.50		29.50	200000	29.50		29.5
7	Hot Ros (Bally)	89.50	149.50	89.50	149.50	60.00	74.50	89.50	
1	Will grant the state of the sta	W 199	Part of the last o	- Maria	Harristan	1500000	149.50	10000	2000
	mumpes Dumpty (Gottlieb)	29 50	49.50	29.50	49.50	29.50	49.50	25.00	29.50
и				1960	100				49.50
9	Jack 'n Jill (Gottlieb)							35.00	39.50
5	JOCKEY Special (Bally)	40.00	54.50	54.55	64.50	34.50	54.50	49.50	54.50
Č.	The state of the s		64.50	P-H-SO	0.4444		575		64.50
4	JOHN (Sottfieb)				160.00				
13	Judy (Exhibit)		119.50		119.50		119.50		119.50
ч	Jumbo (Bally)		44.50						
и	mur 21 (Guttlieb)	40.00	79.50		79.50	37.50 5	0.00(2)	32.50	59.50
2	The state of the s	19160	1		2000		79.50		79.50
и	K. C. Jones (Gottlieb)		110.00						110.00
•	Kilroy (Chicago Coin)						16.50		16.50
а	King Arthur (Gottlieb)	99.50	124.50	120.00	124.50	115.00			124.50
4	King Cole (Gottlieb)		59.50		59.50		59.50		59.50
1	Cnock Out (Gottlieb)		154.50	125.00	154.50		115.00	109.50	
4							154.50	139.50	
¥	Lady Room Hood (Gottlieb).		39.50		39.50		39.50	35	2.50(2)
4	Leap Year (Marvel)		39.50						

44.50

325.00

54.50

39.50

295.00(2)

295.00 325.00 290.00 295.00 295.00 325.00

325.00 375.00

54.50

79.50 99.50 79.50(2) 99.50

54.50

39.50

54.50

39.50

			P.		0	ECEM	BER	8, 15	951
11			Inne s Dec. 1		Jame a	1	feme i	7	Inne
	Manhattan (United)		\$79.5		\$79.5		Nov. 1 179.5		Nov. 1
	Marytant (Williams)	. 49.5	34.5		50 99.5	0 49.5	22.5		79.5 22.5 50 64.5
	mercury (Gence)	. 72.5	114.50	72.5	50 114.5	0 72.5	35.0 114.5		99.5 50 09.5
	Merry Widow (Genco) Minstrel Man (Gottlieb)	29.50	39.50	29.5	175 0 50 39.9		175.0	-	175.6 175.6 50 29.5
	Manterrey (United)	22.50			30 39.5		39.5	0 22	107 50 25.0
B	Morocco (Exhibit)		49.50		49.5	and the same	49.5	0 25.	493
	Nifty (Williams) Oasis (Exhibit) Oklahoma (United)		129.50		129.5		129.5	0	149.1 129.1
15	Old Faithful (Gottlieb) One, Two, Three (Genco) Paradise (Gottlieb)	104.50	49.50		0 144.5 49.5	130.00	80.0 344.5 49.5	0 115	00 144.5
	Phoenix (Williams). Photo Fleish (Universal)	85.00		85.0	69.5		35.0 69.5 85.0	0 35,	69.5
Œ	Pin Bowler (Chicago Cain).		139.50 139.50		139.5		139.5	0	50 1393
3	Pinch Hitter (United)	10 kg	139.50	100			139.5		139.5
Ī	Play Ball (Chicago Coin)	Mar.	124.50		124 50		124.0		50, 125.0
9	Playtime (Eshibit). Puddin' Head (Genco)		84.50		84.50		124.5 04.5		124.5
31	Punchy (Chicago Cols) Quarterback (Williams)	99.50(2	165.00 94.50 100.00	89.50(2	165.00	54.50	165.0 59.5	543	25.0 165.0 50 69.1
0	Rag Mae (Williams)					89.5012	100.0	09.	149.5
2	Rancho (Bally) Red Shoes (United)		54.50		54.50 135.00		54.5 135.0		35.0 54.5
3	Rip Snorter (Gence) Robin Hood (Gettlieb) Rocket (Gence)	34 50	99.50 49.50		99.50		99.5i		1393 99.5
	Rockette (Gottlieb)		119.50 154.50	150.0	119.50 0 154.00		119.56	1	119.5
1	Hounday (Bally)		39.50 69.50		39.50 69.50		39.50 69.50	25.0	
91	St. Louis (Williams)					e salata		59.5	50 69.5
111	Sally (Chicago Coln) Samba (Bally)		54.50		54.50 50,00		54.50		79.5 54.5
98	Saratoga (Williams)		59.50 49.50		59.50		59.50 49.50		
110	Screwball (Genco) Select-a-Card (Gottlish)	50.00	39.50 79.50		39.50 79.50		39.50	20.0	0 59.5 0 39.5
88	Serenade (United)		39.50				39.50		79.5012 39.5
16	Shanghai (Chirago Coin) Shantytown (Exhibit)		49.50		49.50 109.50		49.50		79.5 49.5
16	Sharpshooter (Gottlieb) Shoo-Shoo (Williams)	74.50	89.50 159.50	75.0		-	95.00	593	109.5
п	Show Boat (United)		69.50		69.50	55.00			139.0
	Special Entry (Bally)	40.00	54.50 34.50		109:50 54:50	24.50	109.50 54.50		0 1093
1	Spinball (Chicago Coln) Stadium (Como)	29.50	34.50 49.50	29.50	49.50	29.50	49.50		49.5
(III)	tardust (United)		49.50		49.50		49.50		135.0
1	Stormy (Williams)	29.50	139.50 34.50		139.50		29.50		110.00
100	commer Time (Gottfleb)	30.00	49.50 39.50		39.50	30.00	39.50		0 30.00
Ю	ionny (Williams). Super Hockey (Chicago Cota)	34.50	49.50		49.50	70.00	49.50 79.50		39.50 49.50
ľ	OWilliams)		325.00		325.00	225.00	268	133	0 79.50
20.00	weetheart (Williams)	94.50			134.50		9.50(2)		325.00 59.50 134.50
	ahiti (Chicago Cois)	64.50	99.50 109.50	99.50	109.50	99.50			99.50(2)
U	ampice (United)	49.50		49.50	79.50	49.50	79.50	49.50	109.50 69.50 50.00
T	emptation (Chicago Coin).		29.50		29.50		29.50	25.00	19.50
T	exas Leaguer (Keeney)		40.00		40.00		40.00		99.50 49.50 40.00
n	hree Feathers (Genco)	89.50 59.50	19.50	69.50	85.00		119.50	89.50	119.50
H	hrze Musketeers (Gottlieb)				115.00		69.50	27 40	59.50 39.50
	rtal Roll (Genco) (roll-down) ade Winds (Genco)	39.50		39.50	39.50 49.50	34.50	39.50		39.50
	inidad (Chicago Coln)	24.50			49.50		39.50 49.50 49.50		34.50 47.50 25.00
Te	iple Action (Genco)	29.50	49.50	29.50	49.50	29.50	19.50		49,50 29,50
Tr	iplets (Gentilleb)	79.50 1		145.00	149.50 119.50	129.50 1 79.50 1			49.50 149.50 119.50
ш	cson (Williams)	59.50	69,50 04.50		69.50		40.50	59.50	125.00
70	r Kine (Bally)	210.00 24	10.00	295.00	(00(2) 299.50	215 00 2	45.00 00(Z)	225.00	104.50 275.00 5.00(2)
		299.50 3			345.00		00(2)	299.50	
ШE	th (United) ttory Special (Bally) ginla (Williams)		9.50		49.50		49.50		89.50 49.50
W	itch My Line		9 50				55.00		39.50
Wi Wi	ld West (Gottlieb)	170 -0	-	11 16					219.50
		174.50 17 195.00 20 27		175.00 1		174.50 18 195.00 19 200.00 27	9.50	175.00 1	
1	d (Williams)	39.50 4		39.50	69.50	39.50 4			49.50 20.00
									Ser.

CLEARANCE SALE ON 1 BALLS

15 BALLY TURF KINGS READY FOR LOCATION

Singly \$250 ea.-Lots of 5 \$235 ea.-Lots of 10 \$225 ea.

13 UNIVERSAL WINNERS CANNOT BE TOLD FROM NEW

Singly \$200 Ea.

Lots of 5, \$175 Ea.

Will Take in Trade Any Quantity of Original Flipper 5 Balls

EXCLUSIVE GOTTLIEB, WILLIAMS & SEEBURG DISTRIBUTORS



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS

EXHIBIT

JET GUN

Realistic our and tar-get action. Famous Exhibit floor model cabinet. Dynamic ma-

chine you action!
Moving 3-dimensional
airplane taryets.
Planes capsize when
hit! Adjustable playing time.

NOW DELIVERING

BINGO 5 BALLS

NEW

United LEADER

BAILY BRIGHT SPOT United COUNTY FAIR Univ. 5-STAR \$345

RECONDITIONED

Bally BRIGHT LIGHTS \$375 United ABC 325

Keeney LITE-A-LINE .. 295 Univ. 5-STAR ... 275

ARCADE

Satisfaction

Guaranteed

GLIDER
TEN STRIKE
MERCURY.
13-Way Grip
CHICKEN SAM
JACK RABBIT
DALE GUN, Late
QUIZZER W/film.
SKYFIGHTER
GOALEE
BOWLA-RAY
AIR RAIDER
BAG-A-BUNNY.
TELEQUIZ
W/film

TEAM HOCKEY 115 DRIVEMOBILE 115

WANTED

CASH or TRADE

. CONEY ISLANDS

. ARCADE EQUIP-

Write for Our New Illustrated Circular.

GLIDER ..

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billhoard Issues as tedicated below. All advertised used machines and prices are listed. Where were 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 renders, only the single machine price is listed. Any price obviously depends on condition of the equipment, ane, lime an location, territory and other related factors,

for this week's prices consult the used machine advertisements in this issue.

	Issue of			
	Drc. 1	Nov. 24	Insue of	Trime or
Ace flember (Mutescape)	\$95.00	\$95.00	Nov. 17 \$95.00	TOTAL AND
Ale Ralder (Keeney)	110.00 125 00	110.00 125.00	110.00 125.00	
All Stars (Williams)	100.00 109.50	100.00 109.50	100.00 109.50	100.00 109.50
Atomic Bomber (Mutoscope).	49.50 150.00	49.50		49.50
Baseball (Bally)	79.50 99.50	79.50 99.50	944,69	
	A SELECT		79.50	F
Batting Practice (Scientific)	75.00	75.00	75.00	169.50 75.00
Big loning (Bally)	185.00	185 00	185.00	185.00
Bowl A-Ray (Speed-sy)	45.00 95.00	45.00(2) 95.00	45.00(2)	
Career Pilot	95.00	95.00	95.00 95.00	and the same of the same of
Challenger (ABT)	24.50	24.50	14.95 24.50	95.00 24.50
Camera Chief	75.00 05.00	77.00 00.00	9.95	21.00
Dicken Sam (Seeburg)	75.00 95.00 109.50	75.00 95.00 109.50	75.00 95.00	
Dale Gun (Exhibit)	59.50 65.00	65.00 69.50	84.50 85.00(3)	A CONTRACTOR OF THE PARTY OF TH
	69.50 74.50	80.00 84.50	N. 1.54. 65.65(2)	69.50 84.50 85.00(2)
and the same	84.50 85.00(2)	85.00(2)		400.040.47
(Mercury)	69.00 69.50	69.00 69.50	VH 40 24164	Service Wash
Drivemonile (Mutoscope)	115.00	115.00	69.00 69.50 95.00	
Electric Target Skill (ABT)			29.50	
Fishing Well (Muthscope)	125.00	125.00	125.00	
Flash Hockey (Coines) Flying Saucers (Mutoscope)	75.00	75.00	75.00	75.00
Geales (Chicago Coin)	74.50 95.00	74.50 75.00	05.00 00.00	125.00
	99.50 125.00	99.50 125.00	95.00 99.50 125.00	95.00 99.50 125.00
Heavy Hitter (Bally)	65.00 69.50	65.00 69.50	65,00 69.50	65.00
Hits and Rune (Gence)	109.50 129.50	129,50 149,50	129.50 149.50	129.50 149.50
Hockey (Chicago Cois)	69.50 75.00	69.50 75.00	69.50 75.00	69.50 75.00
(Amusement Corp.)	75.00 109.50	75.00 109.50	109.50	109.50
Lawrence Jewel	12,50	12 50	***************************************	109.30
Lite League (Amusement				- Justin Street
Corp.)	49.50 45.00	95.00	95.00	CONTRACTOR OF SALES OF SALES
Magic Pen	100.00 229.50	229 50	100.00 229.50	100.00
Pannram With Peek	250.00	250.00	250.00	229.50
Panerama (Mills)	225.00	225.00	225.00	195.00 225.00
	700.00	100 00		250.00
Particope Pail Toboggan Ski Ball	100.00 350.00	100.00 350.00	100.00 350.00	
Photomatic (Mutoscope)	350.00(rarly)	350.00(early)	350.00(early)	350.00 (sarly)
	550.00	550.00	695.00(late)	695.00(2) (late)
	695.00(late)	h95.00(fate)		
Pistoi Pete (Chicago Coin)	99.50 100.00	90.00 100.00	100.00(2)	100.00 149.50
	124.50 125.00 149.50	112.00	149.30	
Fitch 'Em & Bat Em'	27750			The Same of
(Scientific)	175.00	175,00	175.00	175.00
Peker & John	49.50	49.50 99.50	49.50 99.50	49.50
Pokerino (Scientific)	89.00 95.00	89.00 95.00	89.50 100.00	89.00 100.00
Quirrer	100.00 119.50	100.00		23.00 100.00
Arcardio (Wilcox-Gay)	150.00	150.00	150.00	110000000000000000000000000000000000000
Rocket Butters		40.00	40.00	65.00
Seven High (Edelman) Shipman Art Show	75.00 49.50	75.00 49.50	75.00 49.50	75.00 49.50
Shoot the Bear (Seeburg)	275.00 324.50	310.00 325.00	245.00 292.50	325.00 349.50
- Inches	325.00 349.50	349.50 350.00	330.00 349.50	350.00
The second of the second	350.00(2)		350.00121	The second
Sheet Your Way to Tokio	100.00	100.00	100 00	100.00
Silver Bullet (Exhibit)	150.00 165.00	150.00 165.00	150.00 205.00 225.00	150.00
Stee Batt (Wurtitzer)	150.00	150.00	150:00	150.00
Skill Test (Groetchen)	69.50	69 50	69,50	24.50 69.50
Slo Fluhter	95.00 125.00	95.00 125 00	95.00 125.00	95.00 125.00
Standard Metal Typer Star Series (Williams)	125.00 139.50	325 00 125 00 139 50	89.50 92.50	99 50 00 50131
The Manual Property of the Parket of the Par	120,00 13750	153.00, 134.20	125.00 139.50	89.50 99.50(2) 125.00(2) 139.50
Super Bomber (Evans)	95.00	95.00	95.00	45 00
Team Hockey (United)	115.00	115.00	115.00	115.00
Telegalz	99.50 115.00	99.50 115.00	99.50 115.00(2)	99.50 115.00
len Strike (Erans)	139.50 65.00 75.00	139.50 65.00 75.00	119.50 65.00 75.00	65.00 75.00
	99.50	99.50	99.50	99.50
3-Way Gripper				and the second
(Gattlieb)	22.50	22.50	22.50	22 50
Undersea Raider (Bally) Vaice-o-Graph (Mintoscope)	95.00	95.00	80.00 95.00 525.00	
A MINISTER SMITHTERSCORES	6.75 00			
Western, Barebatt	525.00 85.00	525.00 85.00		
Western Baseball	525.00 85.00 85.00	85.00 85.00	85.00 85.00	85.00

Nashville Co. **Exhibits New** H'scope Unit

CHICAGO, Dec. 1.—Birthdays, Inc., Nashville, displayed its new model Astro-Scope, which vends personalized horoscopes, at the NAAPPB convention here this

a capacity of 1,200 packaged horo-scopes including 600 in the storage area. These are loaded from the rear in 12 columns, each holding 50 horoscopes. The readings are packed in cartons of 1,200 ated by the Devenpeck Coal & and sell for \$25.

Formerly made in Michigan, the Astro-Scope is now produced in Nashville. Alfred Engel, head of Birthdays' Chicago office, represented the firm at the con-

New Machine Ups Sun-Glo Wax Prdn.

BELLEVILLE, N. J., Dec. 1.— Sun-Glo Shuffleboard Supplies has completed installation of a new automatic seaming machine with a capacity of over 16,000 cans a day, C. DeCepoli, owner, an-nounced this week.

nounced this week.

A major producer of shuffleboard wax, the company also
offers a full line of weights and
according DeCoroll reported at the accommodate 17 per cent and

New Coal Vender Placed in East

SCHENECTADY, N. Y., Dec. 1. -A new-type coal vending ma- is made of welded heavy-gauge chine, said to be the first of its steel. A 1/2 horsepower motor is kind to be placed in the East, went used, with automatic cut-off heat

The coin vender is similar to located in front. those now used to dispense pack-On dime operation, the unit has laged ice. It gives 24-hour service and sells chestnut-size coal in 50pound packages. The vending station is an independent building unit about eight feet high and wide and 20 feet deep. It is oper-Oil Company.

Expect 1951 to Top W. Va. Tourist Biz

WHEELING, W. Va., Dec. 1.— About 7,032,340 persons will have Publicity Commission estimated tensively remodeled in connec-this week. If realized, this year's tion with the installation.

Keeney Intros 6-Card In-Line Game, Holiday

CHICAGO, Dec. 1.-President Roy McGinnis this week announced that J. H. Keeney & Company have started production on Holiday, a new type five-ball game featuring multiple coin play on six cards.

Each of the cards has 25 numbers set in rows of five squares. Numbers on each vary in alignment but all are joined hori-zontally, vertically and diagonally by a silver line. When player lines up three, four or five numbers on a card (linked together by the silver line) replays register.

Special Button The top feature of Holiday is a special button at the front of the cabinet. After patron either inserts coins or activates the replay button to establish card selection he can then touch the special button which calls for an additional coin or a replay debit. The word 'Special" then appears on the backglass and on the bottom of one card. If "Special" does not appear on the card, player may insert additional coin or use replays to establish "Special" on the preferred card. Once this added incentive has been set up player shoots the player the five balls to light up 3, 4 or 5 adjoining numbers on the selected "Special" card to increase the value of such a card to a multiple of three times the regular replay award. Score must be made in a selected section and only the highest score in each section accounts for successful play.

Sales Rights For New Horse To Conat Sales

NEW YORK, Dec. 1.-The Const Sales Company, 631 10th Avenue here, this week was appointed exclusive national distributor of new coin-operated horse just placed into production by Merry-Go-Round Sales, Philadelphia. The machine is ready for immediate delivery, said Nat Cohn, head of the local firm, who declared he soon will name a string of regional distributors to speed domestic sales. He also holds foreign rights for the mechanism.

The new horse, made of cast aluminum, is called "Thunderbolt," and comes equipped with Western saddle and realistic accontrements. A dime inserted in the drop chute starts the pony on its mechanical, minute-long journey. Pulling back on the reins can bring it to a halt at any time.

Of rugged construction, the base into operation here Wednesday (28). Unit was built by F. B. Dickinson & Company, Des Moines.

Company, Des Serviced from an inspection hatch

Portland Bottler

PORTLAND, Ore., Dec. 1 .-Portland Bottling Company, a leading bottler-operator in this area, this week was the first Ore-gon beverage plant with facilities for bulk handling of liquid sugar, according to A. P. Johnson, of Johnson-Lieber Company, sugar brokers.

W. R. Moore, bottling company manager, said two 5,000-gallon visited West Virginia by the end tanks were in operation at the of 1951, the State Industrial and company's plant, which was ex-

tourist traffic will surpass that Liquid sugar, delivered to the of 1950 by 15.3 per cent. Expenditures by tourists in 1951 costs by eliminating repeated will total \$132,951,411, an increase handling of sacked sugar, Moore

Complete Your Operating Picture with FIRST-Class Equipment!

Keeney 6-PLAYER LEAGUE BOWLER United Deluxe SHUFFLE ALLEY Chi. Coin 6-PLAYER BOWLING ALLEY Genco B-PLAYER SHUFFLE YABLE

Reconditioned SHUFFLE GAMES Guarantend

All Playing Fields Resurfaced

CHICAGO COIN UNITED UNITED

5 PLAYER S.A.
REBOUND\$315
TWIN S.A.
REBOUND\$215
SINGLE S.A.
REBOUND\$15
SHUF. SLUGGER
SHUF. SLUGGER
EXPRESS69
SHUF. ALLEY
FLYAWAY39
SHUF. ALLEY
FLYAWAY39
SHUF. ALLEY29 TROPHY BOWL . \$145 BOWLING CLASSIC 125 SHUF, BASEBALL 65 BOWLING ALLEY 55

REENEY
BIG LEAGUE
BOWLER \$285
LEAGUE BOWLER 255
DOUBLE BOWLER 135
DUCK PINS 135
LUCKY STRIKES 75
ABC BOWLER 45

UNIVERSAL
HISCORE BOWLER \$175
SUPER TWIN
BOWLER 35
TWIN BOWLER 45

Now Available

BALLY HOOK BOWLER 5275 SHUFFLE LINE 229 SHUFFLE CHAMP 89 SPEED BOWLER 59 SHUFFLE BOWLER 45

GENCO SHUFFLE TARGET \$225 BOWLING LEAGUE 35 GLIDER 30 WILLIAMS DOUBLE HEADER,

DELUXE BOWLER 45 TWIN SHUFFLE 25 BOWLETTE

BOWLING CONVERSIONS FOR SHUFFLE BOARDS

Again-Keeney's 4-Way Bowler Adapter Unit For 18-20-22 ft. Shuffle-boards. Easy to attach or remove right on lo-cation in 3 minutes. Puck returns along left side of alley.

Keeney BOWLING CHAMP 2-Player Con-version for Long Shuffle Boards. Puck returns in alley ... reconditioned

\$159

New FORMICA TOPS for EARLIER GAMES

C. Coin Games \$29.50 United 2, 4, 5 \$34.50

REBOUND CONVERSION Brand new! Converts 12' Shuffle Boards or 22' boards cut in half. Fastest, most desirable same ever made!

Keeney's 6-PLAYER

DO YOUR





Chicago 22, Illinois Dickens 2-0500

WANTED FOR CASH!

Conny Island - Bright

Lights - Turt Kings - 5 Stars-A-B-C.

SHUFFLE GAMES Chicago Coin 6 Player Bowling United DeLuxe 6 Player Shuffle Alley Reeney 6 Player League Bowler

NEW

WANTED!

A.M.L. MODEL "E's" UNITED TWIN REBOUND SHUFFLE ALLEYS

RECONDITIONED AND READY FOR OPERATION: SHUFFLE GAMES 5-BALLS

Bally Shuffle Line \$250
United 4 Player Shuffle Alley 290
United 5 Player 225
Keeney Bie League Bowler 290
Chicage Coin Bowline Classic 140
Chicage Coin Trephy Bewl 140
Universal Super Twin 130
United 2 Player Express 185
Genco Shuffle Target Write
Williams Double Header 110

Gottlieb Beskelball \$ 93 Big Top Camel Caravan Black Gold

AL COIN MACHINE EXCHANGE 1411-13 DIVERSEY BLVD. | Phone: Buckingham 1-6466 | CHICAGO 14



COUNTY FAIR SEA JOCKEYS JET GUN LEADER GLOBE TROTTER 6-WAY BOWLER SPARK PLUGS

A. M. I. MODEL "A" MODEL "B" MODEL "C" HIDEAWAYS

We Are Music Specialists . . . BUY WITH CONFIDENCE! 2202 N. WESTERN AVE. CHICAGO 47 ILLINOIS

ORIGINAL TONE & PERFORMANCE GUARANTEED OR MONEY RE-

FUNDED. 75c each plus postage. 10 days service vis air mail P.P. We pay C.O.D. and postage on orders of 20 or more cartridges. Due to our method of opening and rescaling we are able to service the same cartridge several times, thereby cutting your earlying costs about 75%.

OVER 14,000 CARTRIDGES SERVICED WITHOUT ONE COMPLAINT.

ELECTRONIC INDUSTRIES ROLL N. FIRST ST.

PHOENIX, ARIZONA

marked increase in sales of pucks tourist homes 10 per cent, it was touris

THE REPORT OF THE PARTY OF THE PARTY OF THE PARTY.

For the Finest Equipment . . . Always

EXHIBIT'S NEW

JET GUN

Machine Gun action. High Score features! Airplane targets! Time adjustment, 30 to 60 shats. Exciting play appeal! WILLIAMS

SPARK PLUGS

Fun and action! 3 Selections for 1 coin! Hilariaus racing action. Change selection in mid-race!

WILLIAMS

SEA JOCKEYS

Tidal wave of ACTIONI 3-dimension speedboats in thrill-packed race. 3 selections for 1 coin! Flippers—high score!

. BINGO GAMES .

Bally BRITE SPOT United LEADER United 3-4-5 Bally BROADWAY. RECONDITIONED

United A.B.C. \$295 Universal FIVE STAR 250 Keeney LITE-A-LINE 175

KEENEY

4-WAY BOWLER CONVERSIONS

Conversion units for all models shuffleboards. Simple installation. Automatic Puck return Phone For SPECIAL PRICE

WANT TO

THE PERSON

Highest Cash Offer BAILY TURF KING Bally CONEY ISLAND Bally CHAMPION Saebury BEAR GUN Exhibit SIX SHOOTER Seeburg M100 CAMES PIN

SHUFFLE GAMES

Genco EIGHT PLAYER United DELUXE 6 PLAYER Kenney SIX PLAYER Chi Coin & PLAYER

WILLIAMS

DOUBLE HEADER 595

DELUXE BOWLER 40

SINGLE SHUFFLE 35

BALLY

HOOK BOWLER \$275 SHUFFLE CHAMP 75 SPEED BOWLER 50

BOWLER

The Cleanest SHUFFLE GAMES Anywhere!

UNITED

FIVE PLAYER .. \$305 FOUR PLAYER 295 TWIN PLAYER . 195

EXPRESS 95 EXPRESS 50 SHUFFLE ALLEY 20

With Flyaway Pins 35

BOWLING KEENEY

LEAGUE BOWLER

MISCELLANEOUS EQUIPMENT FORMICA

PLAY FIELDS GAMES Cut to size. Easy to \$29.50

Large 9" lite up

PLASTIC PIN CONVERSIONS for Chi Coin BOWLING ALLEY Universal TWIN BOWLER Easy to install

CHICAGO COIN

ACE BOWLER 145 BOWLING ALLEY 45

BOWLER 125

KEENEY BOWLING CHAMP Player Conversion for 18-20-22 Ft. Shut-TRADE

BRAND NEW MUSIC MITES

> for ONE BALL GAMES



\$25 Ea.

REMEMBER! FOR

We Are Now Taking Orders For We Stock a Complete Line of Reconditioned Equipment.

EXPORT IT'S INTERNATIONAL! Gottlieb GLOBE TROTTER Williams ARCADE Evans CONSTELLATION

Games Are Getting Scarce. Rush Your Orders Today.

Parkhurst Street, Newark 2, New Jersey EXPORTERS · Bigelow 8-9707 · IMPORTERS

THE REPORT OF THE PROPERTY OF THE PARTY OF T "Central Ohio Coin Quality Buys"

KEEHEY

4 PLAYER CONVERSION

SHUFFLEBOARDS

Now Delivering

GOTTLIEB'S

United-LEADER United-COUNTY FAIR United-ZINGO

Keeney-LITE-A-LINE Bally-BRIGHT SPOT

New WINNERS FUTURITY TURF KINGS

KEENEY ELECTRIC CIGARETTE VENDORS with Changer

CLOBE TROTTER CLOSEOUTS BINGO GAMES

SHUFFLE ALLEYS NEW Reeney-6 PLAYER Chi. Coin-6 PLAYER United-6 PLAYER Gonco-SHUFFLE TARGET

ONE BALLS WINNERS PHOTO FINISH CITATIONS CHAMPIONS **GOLD CUPS**

5 Star (Used) \$250 WRITE, WIRE OR PHONE FOR PRICES-ADAMS 7254

Lite-A-Line (New) .. Write

TOURIST \$5

Prepare for Record Season

MIAMI, Dec. 1.-A combination of early cold weather in the Northern States, strong advertising by local businessmen and a general feeling of prosperity by the public has combined to create an earlier and a stronger flow of winter tourists here this year. Coin machine operators, taking their cue from the trend are installing additional equipment, refurbishing summer-worn units for the anticipated heavier winter volume and otherwise sharpening up routes.

According to transportation companies and hotelmen, incoming traffic flow and reservation are up 43 per cent over the sa period in 1950. All signs point a tourist trade exceeding \$25 lion during the next four mont

they predict. Accommodations for vacation ists have been increased in all leading resort areas, includi Miami Beach, Surfside, Bal H. bour, North Bay Village, Bay H bor Islands and Golden Bea One of the centers of expansi has been that of motels on upper beach area between Sun Isles and Dade County line. The are now over 2,000 such accormodations available.

CHICAGO, Dec. L - Exhib Supply Company held its fir national trade showing of a ne moving target game called J. Gun at the NAAPPB convention here this week. Firm also di played Big Bronco and Pony Ex press, the large and small m chanical horses, and card vender

Built in an upright cabine action on Jet Gun is based making machine gun hits on mos ing jet planes passing thru simulated battle area. Each tim a hit is made the plane appear to go into a descending action by recovers until other hits are mad-Gun used by the player fire bursts, the length of which is de termined by how long he holds h finger on the trigger. Best score are made by starting a burst a left and pass out of sight. Gun on swivel mount permitting play ers to follow the planes' paths.

One of the features of the Bi Bronco display was a plastic covering over the base of one horse. This replaced the usua covering and permitted prospec-tive customers to see the entire operation of the horse's mecha nism while the unit was in action

Edelco Shows Star Bowler

CHICAGO, Dec. 1. - Edelco Manufacturing & Sales Company Detroit, is making deliveries on a new two-player bowling game. Star Bowler, I. Edelman, firm head, announces. Unit was displayed at the NAAPPB trade show here this week.

Star Bowler has 20-30 scoring and balls are used. As in regulation bowling, the player gets 10 frames to make a possible perfect score of 300 points. Altho a ball passing thru the scoring area appears to hit the lighted pins actually it passes under the pins and over contacts which put out the lighted pins. The cabinet housing Star Bowler's scoring alley i at a level for average player's convenience. Game has two balls which are automatically returned via a closed chute.

Richardson Trade-Mark

PHILADELPHIA, Dec. 1 .-Thomas D. Richardson Company has introduced a new trade-mark for its line of mints. First change in the firm's commercial identification in 50 years, it will be on the entire line by January. The new mark is specially designed for cellophane packaging. 525 S. HIGH-COLUMBUS 15, OHIO

It features a large "R" in a striped candy stick effect.

W. Oliver St.

THE BILLBOARD Index of Advertised Used Machine Prices

Shuffle Games

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 prices consult the used machine advertisements in this issue.

D. The		THE REAL PROPERTY.	4,000	of Issue o	d Tenne
ons	ABL Bowler (Keeney)	Dec 1	Nime 2	Nov. 1 0 \$65.00 69.50	
to	MCE DOWNER LLINEAGO COINT	74.00 0		303.00 54.3	0 \$65.00 69
bil-		285.00 290.0	0 290.0	0 -	99
hs.	Big League Bowler, 4 Player (Kenney)			2	
on-	GOwl-G-Matin (Universal)	#3E 0	0 285.00 310.0 0 425.0	William Control	
the	Somiette (Gottlieb)		0 24.50 29.5	0 24 50 SEN	24.50 29
ing ar-		34.50. 55 0 64.5		89.56	39.50 55
Br-	Bowling Champ (Keemy) Bowling Champ (Keeney)	125 no 186 n	0 125 00 185.0	0 125 00	140
ch_	2 Player	100 0	n .		
ion	Bowling After (Chicago Con	NI 49.50 55.0	9.50 55.0	0 49.50 55.00	49.50 55
the	Sowline Classic (Chicago Coli	79.5 n/ 135.00 150 p	0 79.5 0 135.00 140.0	79.50	79.
ere			150.0	0 150.00	
m-	Bowling League (Gencol Deluse Bowler (Williams)	3E 00 60 00	The second secon	24.50 35.00	24.50 35
	Double Bowler (Keener)	135.0012	135.00(3		45.00 49 135.00
	Double Header (Williams)				135,00
		125.00 129.50	95.00 199.50		75.00 99
-33	Double Shuffle Alley Express		125.00 129.5	129.50	125.00
	(United)	91500			
	Double Shuffle Alles Co.	79.50			79.
20	press Rebound (United)	115.00 189.50	115 00 229 50		
- 1	Five Player Bowler (Williams)			A PROPERTY OF	179.50 229.5
bit	CITE PIGUES SHUTTIN Alley		265.00		
est.	(United)	17.77.11.11.11.11.11	305.00 315.00	305.00 345.00	-
w	Fire Player Shuffle Re-	345.00	325.00 345.00	343,00 343,00	295.00 315.0 345.0
603011	bound (United)	315.00	324.50	Beet D	3121
on is-	Four Player Shuffle Alley		3.		
-	Rebound (United) Four Player Shuffle Alley		274.50 295.00	285.00	
6-	(United)	275.00	275.00	295.00	200
rs.			7979	243,00	2000
_	Glider (Genca) Hi Score Bowler (Universal)	175 00		30.00(2) 39 50	30.00(2) 39.5
(#)	Hook Bineler (Bally)	195.00	260.00 255.00	265 00/21	175.0 265.0
В		275.00(2)	275 00(2)	275 00(2)	275.00(2
ne	King Pin (Keeney)	49.50			285.0
IS	naque Bewier (Keeney)	235.00 245.00		265.00	265.0012
ut e		435.00 Zh5.00	245.00 255.00 265.00		
es	League Bowler, 4 Player	Superior St.			
es l	(Keenry) League Bowler (A.P)ayer	249.50 275.00	249.50 275.00	235.00 275.00	
HS:	Rebound) (Keeney)	269.50			*****
CS US					244.50 265 m 275 00(2
16:11	nicky Strike (Keeney)	24 50 24 50	75.00 24.50	75.00	75.0
15	muffle Alley (United)	24.50 29.00	24.50 29.00	24.50 24.50 25.00	19.50 24.50
y-		29.50 29.50m/p	29.50W/u 39.50	25.00w/p	29.00
		59.50w/p	59.50m/pl	39.00w/p	39.00m/s
ic s	buttle Alley Express	and the same of		39.50	29.00 39.00m/s
	2 Player (United).	169.50(2)	169.50 199.50	100 00 100 00	
1		199.50		The state of the s	199.50
6	huffle Aller Express [United]	45.00 49.50 65.00 69.00	29.50w/p 29.50 49.50 65.00	The second secon	49.50 69.00
0		69.50 74.50	69.00 74.50	69.00 74.50 75.00 129.50	69.50 74.50 129.50
81 1	hottle mail amiliana	129.50	129.50		124:30
5	huffle Bowl (Exhibit)	79.50 24.50 44.50	24.50 44.50	24.50 44.50	59.50 09.50
1	and another themselves	45.00	45.00	45.00	24.50 29.50 44.50 45.00
5	wille Cade (United)	49.50=/pi23	49.50w /p/21 185.00	49.50w/p	49.50m/s
St	suffie Champs (Bally)	80.00 89.00	89.00	45 00 89 do	65.00 89.00
1 10					89.50
1 58	nuffle Jungle (Rock-Ola)	59.50 30.00	59.50 30.00		39.50
1 20	wiffle Lane (United)	24.50	24.50	24,50	24.50
Sh	uffle Pin (California)	99.50 125.00	125.00 129.50	125.00 129.50	25.00
				135.00	125.00 129.50
Sh	uffle Turget (Geneal	199.50 215.00 225.00	189.50 199.50 225.00(2)	225 00 255 00	225.00 255.00
511	role Shuffle Alley				
	Rebound (United)	99.50 149.00	135.00 149.00	135.00 149.00	149.00 149.50
Sin	- Aller (United)	169.50	149.50 189.00	75.00 189.50	95.00 189.50
50	ent Enwier (Batty)	49.50(2) 54.50	49.50(2) 54.50	35.00 49.50(2)	45:00 49:50121
				\$4.50 59.00	54.50 59.00
	A PARTY NAMED IN	79.50		24.90	39.50 79.50
	the (Exhibit)		79.50		99.50
1000	United	49.50	49.50	49.50	49.58
Suj	er Twin Bowler (Universal)	35.00 60.00	109.50 115.00	115,00	125,00
	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	109.50 145.00	135.00(2)		135.00(2)
17.	Pins (Keenry)		24.50 25.00	24.50	24.50
_	phy Sout (Chicago Coin)	145.00 160.00	140.00 145.00	140.00 145.00 1	45.00 149.50 150.00
Iwi	n Bowler (Universit)	49.50(2) 65.90		49.50 65.00 4	
			1000	PER CONTRACTOR	01.50
Twi	n Shuffle Atley Rebound				129.50w/p
1	United)			210.00 215.00	215.00(2)
		219.58(2)	219.50 234.50	234.50	234.50
Tes	n Shuffle (Williams)	24.50 25.00	24.50 25.00		24.50 25.00
Title and	nd Series (Rock-Ota).	275.00 59.50	275.00 59.50	275.00	275.00
	The state of the s	34.30	39.50		69.50
			ALL STREET		The same of
	WHEN MANAGEMENT	THE RESERVE THE PARTY OF THE PA	The second second second	THE R. P. LEWIS CO., LANSING, MICH.	

WANTED

OLD BAKER'S LUCKY STRIKE IC COUNTER AMUSEMENT MACHINES State price-quantity.

AUTOMATIC SALES & SERVICE Battimore 1, Md.

WANT

To handle another line. Can give exclusive territory. 168 W. Randolph St. Chicago I, III.

Coinmen You Know

Chicago

Dick Tennes, Vend-Rite Manufacturing Company, has his sales program going on firm's new sani- Company, notes an upturn in play one for each vending drum. ary napkin vender, Sanitex. The on his out-city and city-edge lo-Kleenex vender, employing the same cabinet, is being continued in production. . . Matt O. Blesius, ple selection boxes and a good vice-president of Mills Automatic crop of hit wax. Ray's Chrysler Merchandising Company, con-hauling him around toward stead fleboard scorers. Both the small tends there is a good future in hauling him around town.

bulk juice vending. The orange and lemonade drinks vended in Charles Wilmoth, head or

Table, tells of steady business program go a long way toward volume thru his eigarette venders. building good location-operator daughter was married just before Lindelof, General Music Corpothe NAMA convention in Novem- ration, says he plans to add only in a little deep sea fishing while

Sterling B. Douglas and John Flowers, of Ball-Gum, Inc., are in

stamp vender routes. Bob is a tains real air enthusiast; he flys his own plane on extensive trips during the fair season.

Candy Store.

its re-entrance into the candy pany, continues active in the bulk vender field with its refrigerated machine reconditioning line. His model, is keeping its sales sights workshop in Oak Park bristles set on the Southern market with all types of maintenance and President W. S. Deree says prac- repair equipment ... Fred Hebel. tically all business is being done head of the FHC Corporation. Southern style. . . F. C. Black. manufacturer of ice cream vend-

continues to be available for coin chute during the National multiple uses.

Mills' Chicago operation are proving good dollar grossers.

Inck Kelner, recently elected treasurer of the Chicago Tobacco treasurer Jack is now a father-in-law; his relations, he maintains. . . Bob 45 r.p.m. equipment when pur- in the beach area. . . . chasing new machines.

agreement on the improved pic- Phonograph, reports the games one week on Nils Thor Granlund ture in the bulk vending field, business is still perking. He bases (NTG) television show. Product cost is remaining pat and his statement on movement of Greiner, of DeLuxe Venders, operators are moving more of new and used equipment out of picking up more Northwestern the spherical gum goodles. . . firm's Milw ukee Avenue head-Robert Alexander, Alexander quarters, Mike adds that AMI's Company . L. B. Martin, of Postage Stamp Service, comes up are going out in good quantity Riverside, in town for more with news of "steady as you go" also. The new Model "D" is the Northwestern bulk merchandise business on his combination scale- "bee" with op callers, he main- machines.

president, has some cup drink His primary reason for the trip vender tidings in the works, was to locate player piano rolls Jimmy Martin, James H. Mar- mainly regarding expanded sales tin & Company, is still talking coverage, output. . Alvin R. about the good reception being Kantor, Confection Specialities. accorded him following his re- Inc., is president of the new 15sumption of cigarette vender dis- man board of directors elected last tribution. In addition to handling month by members of the new the DuGrenier equipment thru an National Association of Bulk eight-State Midwestern area, he Vendors. Association recently exalso is national sales head for panded coverage from straight his own candy machine, the Little ball gum to include all types of bulk vending.

Alco-Derce Company, following Robert H. Adair, Adair & Com-Advance Machine Company, is ers, has some good news coming keeping the firm's line of venders up regarding machine output.
moving out at a rapid pace. Line Firm's unit came out with a single

Automatic Merchandising Asso-Ray Raymond, A. & M. Music merly had five coin mechanisms,

wall model and the overhead Charles Wilmoth, head of Tri-ounty Music Company is keep benstein reports, and M. & T.

Los Angeles

Jack Sickly, of Brown Music Company, in town and also getting Leonard, daughter of Jack Leonard, of Badger Sales parts Mike Spagnola, Automatic department, appeared twice in

Al Anderson, of Shafter, in Dick Cole, Cole Products vice- town Tuesday on a dual mission.

Vital Statistics Births

A daughter, Mary Virginia, to Rosemary and Paul Huebsch at St. Joseph's Hospital, Chicago, November 29. Father is sales manager of J. H. Keeney & Company, coin machine manufacturers.

MATCH-A-SCORE

Created, Engineered BANNER

IT'S GREAT!

See Your Authorized MATCH-A-SCORE Distributor Today!

1508 Fifth Ave., Pittsburgh 19, Pa. GRant 1-1373

199 West Girord Ave., Philadelphia 23, Pa. GArfield 3-2700

SPECIALTY COMPANY

Subscribe Now! 52 BIG ISSUES, \$10

Including 8 Special Issues

How much more profitable the Operators business would be if all operators would take advantage of the many services offered them by The Billboard.

> Automatic Phonograph Owners Association Charles Kanter, President 1010 Traction Bldg. Cincinnati, Ohio

2160 Patterson St., Cincinnati 22, Ohio Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

lame		
ddress		
ity	Zone	State
ecupation		

THE WORK BENCH

Tips on Refinishing Metal Machine Cases

By HOWARD P. SCHLEY

his job, he begins to realize the used for trim with good effect. many trades with which he must The paint dries to a pearl-like be somewhat familiar. In addition finish and does not need to be to being electrician and me- baked. chanic, he must know something of plumbing.

coin machine mechanic usually learns that wooden cabinets can be touched up or refinished without too much technical knowhow. Scars and scratches can usually be sanded out and the original paint closely matched.

But when the mechanic tackles a machine with a metal cabinet he finds there is considerable work to getting a professional looking job.

Touch Ups

coin machine cabinets are fin- radios. ished with baked enamel, and it is difficult to touch it up to look as it should. The original finish, of course, can be removed and the metal given a coat or two of enamel or lacquer-but the end result seldom looks like the original.

There are paints and finishes, however, on the market that can readily be applied in the small shop-paints which present a professional appearance. One of the best of these is the pearltone enamel. This fairly new paint comes in a variety of colors, is not too difficult to apply and is reasonably durable.

instructions must be followed give a more attractive, eyevery closely.

The darker pearl-tone colors show soil less easily, and are After the coin machine me- best for most backgrounds. A chanic has spent some time at lighter, contrasting color can be

Be absolutely certain the finof carpentry, sheet metal work, ish is thoroly dried before putting painting, and perhaps even a bit the machine on location. The paint may feel dry to the touch, Early in his experience, the but still be "green" and easily

Another finish which is easy to apply in the small shop is a crackle finish. This type of lacquer is expensive and sometimes hard to find, but it often can be purchased from a large radio or electrical supply house. It is painted on with a brush and dries with a wrinkled, crackle finish Altho this crackle paint is expensive to use on a large machine, it lends itself well to such smaller units as counter vending In the first place, most metal machines and coin-operated

"Fuzzy" Finishes

Another novel idea in finishes, which is different and reasonably long-lasting, is the flock finish. This is similar to the "fuzz" on a phonograph turntable and can be purchased from most radio supply nouses. Outfit consists of a dope with which the surface is primed, and the flock itself, which comes in a shaker can and is sprinkled over the area to be coated. Flock comes in two or more colors, and if the directions are followed gives a professional - appearing

Always complete any metal refinishing job by polishing nickel or chrome-plated trim on the maa spray gun. As mentioned in chine. If necessary, the trim can be removed and taken to a shop be removed and taken to a shop a wise investment for the average for replating. Remember this, operator. The pearl-tone enamels too: several finishes on different can be applied with a brush, but parts of the same machine often catching appearance.

COIN MACHINE **HEADQUARTERS!**

THE RESIDENCE OF THE PROPERTY OF THE PROPERTY

Chi. Horse Shoes 239.50

ARCADE

THE BILLBOARD

America's Largest Coin Machine Distributor

BRAND NEW CLOSEOUTS! \$ Bally Turf King \$445.00 | Univ. Shuffle

ChiCain Thing 140,00 Watch My Line 175.00 | UnitedSkeeAlley 219.50

5-BALLS

United Leader United Zingo United Touchdown Wms. Arcade Wms. Spark Plugs Gott, Globe Trotter Univ. 5 Star Bally Bright Spot Wms. Hayburners Wms. Sea Jockeys

- BINGO TYPE -Bright Lights 5375 } A-B-C 350 } 5-Star 295 } DALLAS 79.50 Bowling Champ 79.50 ************ SHOO SHOO S159.50 Majors of 149 Bis Top 79.50 Selectacard 79.50 Buffens & Bows 79.50 Knocksut ... Hot Rod ... Old Faithful Telecard Stop and Go
Pin Bowler
Fighting Irish
Sweetheart Just 21 ... El Paro Hills & Runs . Harvest Time. TUCSON Black Gold ... Harvest Moon Dreamy -Playland 124.50 CANASTA ... Kins Cele Swanes Rancho filve Skies Be-Bop 114.50 Triple Action Cinderella 114.50 FRESHIE ... Mercury
Campus
College Date
Tahiti
Shantytown
South Pacific
Tumblewerd
Botton
Lucky Innine
Maryland
Riganorter
Utah
Golden Gloves
Double Shuffle

SHUFFLEBOARD

CONVERSIONS

Keeney 4-Way
Bowler W/Auto.
Puck Return \$257.50
Keeney Bowling
Champ, 2Player 177.50

One-Half Deposit

Spin Ball ... Moon Glow HUMPTY D. . . Trinidad 184.50 Sunny 99.50 Robin Hood 99.50 Star Dust 99.50 Trade Winds 94.50 Wisconsin 94.50 Paradise 94.50 Contact

Muto. Voice-o Graph. 35c, Post-Wer . 5525.00 Evans Bat-a-Score, New . 369.50 Chicoin Basket-ball Champ... 273.00 Shoot the Bear 349.50 22' Shuffleboard & Scoreboard 250.00 Gun Patrol ... 249.50 Chi. Midget Skee Ball ... 229.50 Chi. Pistal ... 149.50 Wms. Star Series ... 129.50 Series 129.50
Merc. 13-Way Ath.
Scale, New 129.50
Teleguiz & Film 129.50
Wms. All Stars 109.50
Jack Rabbit 109.50
Chicken Sam.
Rebuilt 109.50 GOALEE 99.50 Scientific
Pokerino 99.50
Ten Strike 99.50
Quarterback 89.50
Exhibit Dale Gun 84.50
Exh. Shuffle
Bowl 79.50
Flash Hockey 75.00
Bally Line-Basket & Std.,
NEW 69.50
Mercury 13-Way

MEW
Marcury 13-Way
Ath. Scale 49.50
Heavy Hitter 49.50
Chi. Hockey 49.50
Poker and Joker 49.50
Chi. Coin Bange 49.50
Shipman Art
Show 49.50 GENCO GLIDER 39.50 Total or Advance KICKER & CATCHER. CHALLENGER . 24.50 Acme Shocker,
New 34.50
Gott, 3-Way
Gripper 22.50
Groet, Skill Test 49.50
Exh. Six Shooter Write
Exh. Jet Gun. Write

MUSIC Evans Constellation Wurlitzer 1100 5395.00 Wurtifrer 1015, 250.00 Wurl, 1017 Hideaway ... 250.00 Wms. Music

Mita, New ... 147.50

United S-Player
United Twin Shufflecade
Un. Double SA Express Rebound, 8' 187.50
United Shuffle Slupper 99.50
United Skee Alley 169.50
Un. 2-Player SA Express 169.50
United Single SA Rebound 99.50
United Shuffle Alley Express, 6' 129.50
Un. Double Shuffle Alley 79.50 UNITED SHUFFLE ALLEY EXPRESS.... United Super Shuf, Alley 49.50
United Shuffle Alley 39.50
W/Disap. Pin Conv. 50.50 UNIV. BOWL-0-MATIC, 18 FT. 425.00 Univ. Super Twin Bawler 145.00
Chicain Bowling Alley 75.50
Chicain Bowling Classic 150.00
Chicain Trephy Bowl 140.00 UNITED TWIN REBOUND 234.50

SHUFFLE GAMES

NEW

UNITED DELUXE 6-PLAYER SHUFFLE ALLEY

CHICOIN 6-PLAYER BOWLING ALLEY

Formica Top & High Score of the We. Feature

GENCO 8-PLAYER SHUFFLE TABLE

Belly Hook Bowler 275.00
Bully Shuffle Bowler, 202 45.50
Bally Speed Bowler, 902 79.50
Gottlieb Bowlette, 53 69.50
Keeney ABC Bowler 65.50
Keeney Bis League Bowler, 1 Player 275.00
Keeney League Bowler, 4 Player 275.00
Keeney Double Bowler 106.50
Wms. Double Heatler 129.50
Gence Shuffle Target 107 225.00 VENDERS 1-BALLS SMOKESHOP 612 Turf King 5345.00 Acorn Vendor, 1c or Sc 14.50 Marion Scale, Winner 275.00 Champion 175.00 Photo Finish 129.50 CITATION .. 134,50 Gold Cup 84.50 Jockey Special. 64.50 Special Entry . 54.50

e Coney Islanda
e Turf Kines
e Late 5 Bails
e 2 and 4 Player
Shuffle Games
e Bing-s-Roll

Futurity, New Write CIGARETTE VENDERS

FORMICA REPLACEMENT TOPS 4, 5 & 6 Players 34.50

MACHINE

SEND FOR ILLUSTRATED CATALOG 111111100

Victory Special 49.50

SENSATIONAL CLOSE-OUT!

LIMITED NUMBER

KEENEY

LITE-A-LINE

BINGO 5-BALL GAME

WRITE-WIRE-PHONE YOUR ORDER!

1/3 Deposit, Balance C.O.D., F.O.B. N. Y.

Coinmen You Know

for an ancient Western Electric | tor in Orange, in town for equip- | mente. Mahlum suffered several piano manufactured in Chicago, ment. . . Lyn Brown is located broken ribs and a fractured knee vice was picked up on Pico some years ago by Anderson and remained in his shop. It was used now and then for the amusement of those in the firm until recently when a location saw and requested when a location saw and requested to the laboratories town built by the Navy.

Let Wisler, of Minthone Music Company, back from the laboratories town built by the Navy.

Let Wisler, of Minthone Music Company, back from the laboratories town built by the laboratories town lent business. Now Anderson is in search of 65-note rewind rolls.

· Guaranteed to look and work like new!

· Positively no more at this price after

SWITT-CRUSSE CU

· Used only 8 weeks in an Arcade!

Guaranteed to score properly.

Takes up to six coins!

this lot is sold!

Seems that the coin-operated de- in new headquarters. . . . Gunder cap. He will be confined to the

George Mahlum, of Minthorne

1423 Spring Garden St.

Philadelphia, Pa.

Rittenhouse 6-7712

Company, San Diego, in town ing trip. Wednesday.

New York

quantity and finding that the demand among owners of older ment sheets is heavy. The firm other business interests turned in for reconditioning.

moving out or town to other business interests.

John Diamond is in

at a midtown night spot were many local cigarette and phonograph operators. . . Joe Connors. of Connors Automatic Music, is North Carolina. getting his gear ready for the start of the hunting season next week. He will stalk his deer in ton Music Guild and an officer Pennsylvania.

Al Simon. Chicago Coin factory agent, is spending much time with contractors putting up his new building on coin row. New headquarters should be ready for occupancy early next year. . . . Shoppers on 10th Avenue last week included Dick Hornbeck, of Kingston Novelty, Kingston, N. Y., and

Joe Hirsch, manager of the As-

George Holtzman, of Automatic Operator Company, is back in the The other reason for the trip was ing along nicely at the Alhambra Community Hospital, Alhambra Glone, Ray Eberts and Jack Guting a home in Northport, L. I.

Was taken there following a shall in a gablest on West Pico.

Al Miniaci, of Paramount . . Bill Wolf, of Wolf Music Music, has returned from a hunt-

> Robert Mishelow, Reliance Music head, has returned from Flor-Harry and Hymie Koeppel, of law, Al Sperling, who formerly Koeppel Distributors, are turning operated coin equipment here. out rainbow color plastics in Sperling now owns a bar and grille in Miami . . . Milton Kernis,

> John Diamond is in charge of Max Weiss, of M. W. Vending, and his wife, Sally, celebrated their 25th wedding anniversary Saturday (24). Among their guests op, has been bedded down for the

> > of the Music Operators of America, was here early last week for confabs with record company execs. The royalty question was the prime topic of conversation. ... Leo Leary, of Hart Confections, will contact the vending trade in North Carolina next week. . . . Harry Siskind, of Master Automatic, is readying an elaborate Bar-Mitzvah reception for his son, Mervyn Allen, January 12.

week from the outdoor show in Chicago were Mike Munves, Ar-cade distrib; Nat Cohn, Conat Sales; Bill Rabkin and Herb Klein, dous,"

Records, reports Hawkshaw Haw-kins' "Slow Poke" is "tremen-dous," International Mutoscope, and Ralph Hotkins, of Capitol Projectors. . . . Planing to the Windy City November 29 to meet George Miller and others on Music Operators' of America business was Sid Levine, counselor for the national group.

Hartford, Conn.

Tony Wilkas, West Hartford op-Florida shortly after the first of chanic Adrian Lerch, bought some year. . . A large contribution equipment . . Old-timer Harry from Veeder-Root, Inc., of Hart- Murray, from McKeesport, Pa. ford, manufacturers of counting and computing devices for coin machines, has helped The Hartford Times Farm Fund. The local Harry Rosenthal, general manmanufacturing concern turned over a check for \$284.89 from the employees of Veeder-Root toward the operation of the summer there are so many contests at camp for metropolitan Hartford's underprivileged children. "The operation of our pay roll deduction charity plan has made possible this contribution," said W. W. Woodford, Veeder-Root's personnel director.

The New Britain (Conn.) Police Department is considering asking the city's common council to re-voke the New Britain pinball machine licensing ordinance before the end of the year.

Manny Leibert, former Hartford distributor who has gone into the sporting promotion field locally. has been named to the board of directors of the Connecticut Boxing Guild. In association with his younger brother, Herbie, also formerly in the coin machine field here, Manny is promoting boxing and wrestling shows at Foot Guard Auditorium, Hartford

Atlantic-New York Corporation has installed an attractive new sign atop the firm's new quarters, 791 Albany Avenue, Mac Perlman is local resident manager.

Pittsburgh

Howard R. Crombie, sales manager, Tri-State Automatic Candy Corporation, reports drive-in concessionaires are satisfied with 1951 business.

Tony Cantonese, of Silver King anglers get blue fish in water 50 Amusement, Suffern, N. Y. feet deep without any real action.

Joe Hirsch, manager of the Associated Amusement Machine Operators of New York, reports that the group will hold its annual affair at the Gilded Cage rather than the night club originally announced. The affair takes place next Sunday (9). With a trailer load of Wurlitzers in last week after a 10-day delay in transit. Joe Young and Abe Lipsky, of Young Distributors, were able to appease at least a few muchine-hungry ops.

Morris Moskovitz, partner, Sidmor Vending Company, says if venders will check their routes at least every three weeks it takes the weight off the location owners' shoulders. George Sopira, Service-Rental Coin Machine Company, is looking for two weeks of good business, beginning December 10, with orders in from his regular clientele of Christmas party partner, Sidmor Vending Company, says if venders will check their routes at least every three weeks it takes the weight off the location owners' shoulders. George Sopira, Service-Rental Coin Machine Company, is looking for two weeks of good business, beginning December 10, with orders in from his regular clientele of Christmas party partner, Sidmor Vending Company, says if venders will check their routes at least every three weeks it takes the weight off the location owners' shoulders. George Sopira, Service-Rental Coin Machine Company, is looking for two weeks of good business, beginning December 10, with orders in from his regular clientele of Christmas party partner, Sidmor Vending Company, says if venders will check their routes at least every three weeks it takes the weight off the location owners' shoulders. George Sopira, Service-Rental Coin Machine Company, is looking for two weeks of good business, beginning December 10, with orders in from his regular clientele of Christmas party partner. giving a good comeback to "The Get By"; "Valentine Tango" up-

> business alike ... Raymond W. Watte, sales manager, Mills Automatic Merchandising Corporation. says the moving of a location owner can be a headache. It happens so fast sometimes that owners do not notify the vender sufficiently ahead of time so that he can remove his equipment or contact the new owner.

Walfer Frank, manager, Bey-omand among owners of older employee of Empire Music, is believes his service is pretty close moving out of town to take up to being the largest route of its kind in Western Pennsylvania.

Jack Sommers, personal buyer for Abraham Amusement Company, Altoona, Pa., in town, as was Red Kooniz, of Dobkin Bros. Wheeling, W. Va.

> A. H. Pitchford, electric shaver vender, has been a hunter since he found it a great sport as a boy in Illinois, Morris Vinocur's Monarch Music Company is located in East Liberty on automobile row just across the street from Kenn Buick. . . . Dropping into Pitts-burgh were the buyer of Buckeye Amusement Company, Alli-ance, O., and Leo Dickson Jr., of Triangle Music Company, Youngs-town, O.

Harry Rosenthal, manager, Banner Specialty Company, says in his out-of-town tours the acceptance of the new AMI is pretty well nigh universal . . . M. J. Abelson, of American Distributors, ous his contact points on a col-Among localites returning last ored map that is 4 by 6 feet in size. . Margaret Freshwater, of King

Bill Mohad, of Aliquippa, Pa.,

reports his wife spent the summer in the British Isles. Bill went to New York to pick her up when she returned. . . . William Haseman. of Dormont Music, reports the business pick-up this year started a bit later than last year. L. S. Goode, of Wheeling, W. Va. reported about the same condierator, is planning to leave for burg, Pa, accompanied by me-

> Harry Rosenthal, general man-ager, Banner Specialty Company, believes the name for the game, County Fair, was chosen because county fairs and so many fairs five to six months, with price costs dropping. Phil Green-burg, owner of Atlas Novelty Company, who shoots golf in the low 70s, has a new set of clubs. Fred Contino, of C & S Music. s back from a trip to Florida.

> mor Vending Company, feels that the reason there are all types of service today is that operators have all kinds of ideas of what constitutes good service.
>
> Buddy Robbins, of C. & G. Manufacturing Company, Providence, selling costume jewelry, reports good business. Bill Thome. mechanic for Marmo Amusement Company at New Kensington, Pa-in town. . . . Ross Girard, of Graf-ton, W. Va., an operator for years, golling along well.

Morris Moskowitz, partner, Sid-

Julius Alpern, of Scottdale, Pa. has returned from a pleasure trip to New Orleans, . . . Bill Custead, of Butter, Pa, has added some new race and hillbilly records to his route. . . Nipsie Adams, an old-time New Kensington op, was orporation, reports drive-in conessionaires are satisfied with 1951
miness.

John Vierheller, chief mechanic
or Andrew Yoch, tells that his

Marchalter New Kensington on, was
in town. And Ray Walker,
McKeesport, Pa. Pat Price, of
Price Amusement Company, Morgantown, W. Va., is an avid
hunter. Ernie McLeod, of for Andrew Yoch, tells that his Manhattan Music, in town picking father returned from Florids, up race records. . . Walter Frank. good; sailfish are common, five is building up business for winter pound jack fish are there and by dispensing hot chocolate.





NEW ACTION . . . NEW INTEREST . . . NEW LONG-RANGE EARNING POWER!

GOTTLIEB

Roll Over Channels at top of playfield light airplane engines and corresponding "Pop" Bumpers to set up scoring action! Player "flies" plane around the world by hitting lighted "Pop" Bumpers. Plane travels through 15 cities; Replay Awards based on how far player makes plane go. Lighting all 4 plane engines scores Replay; hitting numbers 1 to 9 advances Bonus and lights Kick-Out Hole

> BRAND NEW: DOUBLE ACTION BONUS AWARD SWITCH GATES plus MYS-TERY REPLAY AWARD ROLL OVER and 4 FLIPPERS-4 "POP" BUMPERS.

ORDER FROM YOUR DISTRIBUTOR TODAY!



THERE'S

and **FEATURES** LIKE THESE!

1140-50 N. KOSTNER AVE. CHICAGO 51. ILLINOIS

"There is no substitute for Quality"

ELEC. SCOREBOARDS WALL

MODEL 5c or 10c play

BALLY-



22' New Maple Top SHUFFLE BOARDS. incl. crating\$149.50. Stock Tops, including crating

CHICOIN GOALIE	\$ 74.50
Keeney 4 Player Puck Ret,	249.50
Chicoin Shuffle Harseshees	239.50
Gence Shuffle Target	189.50
	WALL BE
Univ. S-Star	
Keeney Life-a-Line	-
KWIK Shoe Shine Mach.,	79.50
Black and brown	
Pucks, set of 0	9.50
Two-Faced Pucks, ea	1.29
Fluor, Lights, set of 4	12.00
ELLA MANA MAY	4.00

Chicoin Bowl Alley I w jumbo Univ. Twin Bowlers | pins. Ea. 79.50 1/2 deposit - balance C.O.D.

MID STATE COMPANY

All prices F.O.B. Chicago.

3345 Milwaukee Ave. Chicago 47, III Tel.: Dickens 2-3444

KEENEY-League Bowler, \$ \$235.00

Shor Alley Express 43.50 League Bowler, 912 Shortle Alley F.P. 29.50 Dowling Champ Shuffle Alley 275.00 a.Way Bowler ... League Bowler, 915' 245.00 Speed Bowler \$49.10 Bowling Champ . 185.00 Bowler, F.P. 49.50 Wims D'hie Header \$109.50 Genco Glider 30.00 Genco Shuf Target 199.50 Univ. Twin Bowler 49.50 Universal Super Twin Bowler 109.50 Bateball ---- 99.50 ROCK-OLA-57,20 Shuffle Jungle

Shuffle World Series, SHUFFLEBOARD SUPPLIES

CIGARETTE MACHINES NATIONAL 930 585.00 DuGrenier Challenger

Bock-Ola Shufflebaards

OR Shuffleboard Co. CHICAGO 18, ILL. PHONE: JUNIPER 8-1814 4322-24 N. WESTERN AVE

SEEBURG 100's PHONOGRAPHS WRITE

BALLY

SPEED BOWLERS

Maxendi- \$49.50

NEW KEENEY 6-PLAY SHUFFLEBOARD CONVERSION WRITE

UNITED 5-PLAYERS \$315.00 Fermica-Tens \$340

MONARCH Wall Model Scare Units 569.50 4-Leg Chromo Pedestale. 10,00

109.50

CHICAGO COIM TWIN BOWLERS

arcude and other Reconditioned Equipment.

Phone: Lincoln 9-3995-7-8

GUARANTEED USED

Ready for Location at Lowest Prices TURF KING CHAMPION PHOTO FINISH JOCKEY SPECIAL

> 1/3 deposit with all orders SICKING, INC.

America's Oldest Distributor Established 1895 1401 Central Pkwy Cincinnati 14, O.

TO MAKE MONEY DELIVERING EXHIBIT'S

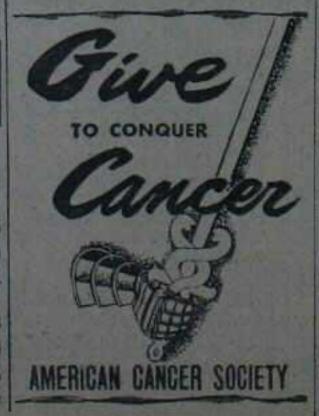
BIG BRONCO

IET GUN SHOOT-A-LINE

Also Our FREE 14 Page, 166 Illus.

Prices on Nequest.

New York 18, N. Y. BRyant 9-6477



BOB HOPE . SONJA HENIE C. W. VAN LOPIK . NAT (KING) COLE WALTER A. BROWN . NORMAN GRANZ H. W. J. BARNET . CHARLES A. McELRAVY ARTHUR MICHAUD . NATHAN PODOLOFF ED FURNI . C. A. RITTER WILLIAM MAAS . WILLIAM COKER EDWARD J. QUIGLEY . JUSTUS EDWARDS AXEL H. REED . DAPHNE (DEE) POLI

These TOP NAMES of the Business

tell you where you fit into the picture in an interesting and valuable collection of feature articles written especially for

The Billboard Auditorium-Arena Number dated December 22

More information on

PAGE 57 . . .

Distributors in Kentucky, Indiana, Southern Ohio

'The House that Confidence Built"

MUSIC COMPANY, INC.

ESTABLISHED 1923

735 S. Brook St., Lenisville J. Ky. 240 Jefferson St., Lexington 2, Ky.

1000 Breadway, Cincinnati, Ohio 3011 E. Maumes Ave., Ft. Wayne 4, Ind. 129 W. North St., Indianapolis, Ind.

Williams SPARK PLUGS | SEA JOCKEYS

FABULOUS IN-A-BACKBOARD RACING ACTION!

Actual racing inside the backboards! 3-dimension horses and riders in Spark Plugs-speed boats and pilots in Sea Jockeys-race from start to finish line in laugh-loaded, thrillfilled action! Real skill play!

3 SELECTIONS FOR 1 COIN!

First, Second or Third Place Awards! If First Place Selection wins,

game continues until 2d and 3d Place Selections finish in order! Plus

CHANGE SELECTION in MID-RACE! THUMPER **BUMPERS** -FLIPPERS-HIGH SCORE !

And A TIDAL WAVE of BALL ACTION 19 "ADVANCE-SEA-JOCKEY" FEATURES!



4242 W. FILLMORE STREET

Pending

-FLIPPERS AND HIGH SCORE, TOO!

YES! THUMPER

BUMPERS

SEE 'EM-PLAY 'EM-BUY 'EM AT YOUR DISTRIBUTOR NOW!

CHICAGO 24, ILLINOIS

CREATORS OF DEPENDABLE PLAY APPEAL!

FOR BETTER BUYS . . BETTER BUY NOW NOW DELIVERING CIGARETTE MACHINES Used Kenney 9 Col.

Exhibit's Jet Gun, Big Bronco United's Leader, Six Play Bowling Chicago Coin's Six Player Bowling Sence Eight Player Rebound Gottlieb Globe Trotter Bally's Brite Spot Williams Spark Plug Merchandise getting scarce
—better buy now

Patents

Pending

Elec. \$175.00 New Keeney 9 Col. Elec. 269.50 Used C-8 Electric 175.00 Monarch 8 Col., used 85.00 Rowe Royal 10 Col., used

Wurlitzer 500 \$ 49.30 Wurlitzer 700 79.50 Wurlitzer 750 85.00 Monarch & Col., used 85.00 Wurfifter 1000
Rowe Royal 10 Col.
used 85.00 Seeburg (all prewars)
Seeburg 146-1946
Seeburg 147-1947
Uneeds 15 Col., used 85.00 Boxes, Each

ARCADE EQUIPMENT Goalse \$125.00 Recordio 150.00 Sky Fighter 125.00 Undersea Raider 75.00

Air Reider		Super World's Series	532
Takio	100.00	Pangram with Posk	254
Chi, Coin Hockey	75.00	Wms. Quarterback	
Evans Ten Strike	75.00	Wms. Star Series	
Photomat, Late	695.00	Kirk's St Ast, Scale	8.5
Quitter & Film	100,00	Magic Pen	
Dale Gun	25.00	Chi. Coin Pistol	
Siros Brush Up	75.00	Phil. Toboggan Ski-	
Silver Bullets	150.00	Ball	350
Western Baseball	85,00	Seven Hi-Pool Table	
Texas Leaguer	40.00	Batting Practice	. 73
Pitchem-Batem	175.00	Ace Bomber	
Mut. Fishing Well	125.00	Beemerang	

COUNTER GAMES-New S.K. Duck Hunters \$24.50 A.B.T. Model F 42.50 Hill-a-Homer 22.50 Kicker & Catcher Advance Shockers Shipman's Peek Shows

SPECIAL 25 Universal Winners, used 59.50 Terms:

1/2

with all

orders.

balance

for Northern Ohio NOW DELIVERING

MODEL D

50 HOSPITAL BED SETS, Coin Operated Radios, 10c per hour, like new, original cost \$69.50, spe-cial \$35.60 each. Distributors

350,00 185,00 225,00 95,00 95,00 Bally Big Inn.
Paneram
Super Bomber
Life-a-League
Three-Way Grippers, used Ea ONE BALLS Winners, new \$225.00.
Turf Kings, new 425.00
Turf Kings, used 275.00
Citations 95.00
Champions 125.00
Gold Cups 75.00
Special Entries 50.00
LINE UP GAMES
A.B.C. 1325.00

Goalse \$125.00
Recordio 150.00
Sky Fighter 125.00
Undersea Raider 95.00
Chi. Coin Basketball 225.00
Seeburg Bear Gun 250.00
Heavy Hitter 65.00
Lo:Boy Scales 50.00
Photomat, Early 250.00
X-Ray Poker 55.00
Wms. All Stars 100.00
Periscope 100.00
Wur. Skee Ball 150.00
Atomic Bomber 150.00
Pop Corn Set 69.50
Career Pilot 95.00
Seeburg Shootthe-Bear 350.00
Bally Big Inn. 185.00

Brite Lights ... 365.00 3-4-5 Five Stars 265.00

EXCHANGE, INC.

2021-2025 Prospect Ave., Cleveland 15, Ohio All Phones: Tower 1-6715



M. S. GISSER

Sales Manager



TROPHY BOWLS by Chi Coin .: 5129.00 | SHUFFLE ALLEY EXPRESS by Un. 549.00 BOWLING ALLEYS by Chi Coin 39.00 SUPER TWIN BOWLERS by Wms. 99.00 SPEED BOWLERS by Bally 49.00 TURF KINGS by Bally \$279.00 SHUFFLE ALLEY DE LUXE by United 39.00 CHAMPIONS by Bally 99.00 Immediate Delivery on SPOT LICHTS

BRIGHT SPOTS by Bally . . . Write

T & L DISTRIBUTING CO. 1521 CENTRAL PARKWAY

CINCINNATI 14. OHIO



METAL TYPER MACHINES

> Gractchen or Standard

Rebuilt, Reconditioned Like New All Work

Cuaranteed Write for Prices

We carry in stock all parts and finest Aluminum Discs

STANDARD METAL TYPER CO. 1318 N. Western Ave. Chicago 22. III.

New Machines In Crates

For immediate delivery.
Confact us for prices.

Rock-Ole Rocket, Model No. 1432
Rock-Ole Super Rocket, Madel No. 1434
Rock-Ole Super Rocket, Madel No. 1434
Rock-Ole Wall Boxes, St. 10t. 25t
Rock-Ole Wall Boxes, Used, 5t—57.50 each
Pachard Wall Boxes, Chrome, New
Williams Spark Plug
Williams Sea Jockey
Williams New Control Tower, 5 Ball
Williams New Arcadia, 5 Ball
Williams New Music Mite With Stands
Gottlieb New Rose Bowl
Gottlieb New Globe Trutter
Chicago Coin New Six Player, Formica
Top

Top
United New Six Player, Formice Top,
Bor 7 Feet
New Kicker & Catches
New Top Rock-Ola, 21 ft, Shuffleboard,
Crated

Crated

(Fifteen New Winner 1 Balls—How much will you pay?)

USED MACHINES

150—5 Ball Pin Games, Every Makes
Seeburg Shoot The Bear

Date Gun
Chicago Coin Pistol

25—Used Cigarette Machines—
Rowe—DuGranier—Uneeds Pack

10—Used Winner, 1 Balls
5—Used Citations, 1 Balls
5—Used Photo Finish, 1 Balls
5—Used Photo Finish, 1 Balls
5—Gold Cups
For prices, call or write:
H. Z. VENDING & SALES COMPANY

1205 Daugtas

Atlantic 1121

We assure you our prices are right.

ROUTE FOR SALE
One of the best routes in Indiana, grossing \$30,000 00 per year. 50 pieces working, equipment in excellent condition; Select o-Matic 100, A.M.I. "C" Model Phonographs with Wall Boxes, Bowling Games, Pin Tables, Areade Equipment, Office and Shop Equipment.
Will stay with burser for 2 months. Will stay with burer for 2 months. \$15.000. Dun't write unless interested. BOX D-110, c/o The Billboard Cincinnati 22, 0,

ATTENTION, OPERATORS! **FORMICA TOPS**

. To replace your old worn boards for UNITED: 2, 4, 5 and 6 players, CHICAGO COIN: Every model except last 6-player. UNIVERSAL: Two-Player, BALLY: Speed Bowler, Hook Bowler, etc. KEENEY: Specify which model and sixe.

> SAMPLES SENT ON REQUEST. Installed in 15 minutes. Will dry in 5 minutes.

DISTRIBUTORS WANTED EVERYWHERE

WATCH FOR OUR 2 NEW Revolutionary Money-Making Cames and Conversions of the Coin Machine Show Feb 4 5 6 6 Booths 15 and 16

Detroit 7. Michigan

EDELCO MFG. AND SALES COMPANY



1438 Franklin

\$9.50 cost. Highest quality. Guaranteed bug-proof. Both games have free Play Awards idetach if not wanted strictly BRAND NEW. All mail orders given immediate handling.

OUR REFERENCES: Dun & Bred., also Merchants National Bank, Chicago, III. RUSH YOUR ONDER! Send full amount, or \$25.00 deposit, but C.O.D.



5c "STADIUM"

WEBB CORP. 4958 W. CHICAGO AVE., CHICAGO ST. ILL.

HE FRST ANIAMED PREBALL BOWLING GAN

Chicago Coin's

SCORES LIKE REAL BOWLING

BOWLING PINS

10 FRAMES COMPLETE GAME

FAST 2-SUPER ACTION ACTION BOMBERS FLIPPERS

ASK YOUR DISTRIBUTOR ABOUT "KING PIN and BAND-BOX"

BAND-BOX

"THE WORLD'S SMALLEST BAND"

- "BAND-BOX" IS A MUST FOR INCREASING JUKE-BOX PLAY
- . DOUBLES AND TRIPLES LOCATION EARNINGS
- · AVAILABLE AT A NEW LOW PRICE

HICAGO COIN MACHINE

1725 DIVERSEY BOULEVARD CHICAGO 14, ILLINOIS

LONDON-CONDITIONED'-- YOUR ASSURANCE of TOP QUALITY and TOP VALUE in ANY EQUIPMENT YOU BUY HERE!

SHUFFLE GAMES

Shuffle Express Chicago Coin Bowling Allay Universal Twin Bowler Deluxe Bowler Speed Bowler EACH NEW GAME SPECIALS

Stop 'n' Go USED

Dale Cun \$69.50 All Star Baseball 49.50 Pin Boy Shuffle Bowler Bowletts Twin Shuffle

Ten Pins Shuffle Alley Bowling League Shuffle Lane NEW LOW PRICES!

Wisconsin

Take Your Choice \$24.50 EACH FIVE-BALLS

NEW LOW PRICES! Three Feathers . 69.50
Floating Power . 49.50
Champion . 49.50
Samba . 59.50
Morocco . 49.50 Swanze 59.50
Alice in Wonderland 39.50
Lady Robin Hood 39.50
Humpty Dumpty 29.50
Telecard 40.50
Hill Parade 29.50

Monterrey \$39.50
Summertime 39.50
Virginia 29.50
Virginia 29.50
Dallas 49.50
Maryland 49.50
Lucky Inning 79.50
Rondeevoo 39.50
Major Langue Base hall
Moon Glow 39.50
Aquatade 49.50
El Paso 49.50
AS: 1/3 Daposil, Balance C Dow-Wa-Ditty 39.50 TERMS: 1/3 Osposit, Balance C.O.D. Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota North Dakoto, South Dakote and Upper Michigan.

. London Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE B. WISC. DIVISION 4-3220



2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

A GOOD BUY

BUCKLEY MFG. CO

Specify 5c or 10c Play

60 Automatic Photographic and 250 Amusement Machines on every important location in Los Angeles and Southern California, Est. 10 years, grosses \$150,000 plus.

J. C. WEYMAN, Owner 2714-16 W. Pico Blvd. Los Angeles 6, Calif.

Coin Machine Route—Record and Appli-ance Store Will sell all or just route All late Seeburgs, AMI's, Bear Cura,

BOX D-100 c/e Billbeard, Cincinnati 22, O.

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT Thrill 27.50
Trinidad 24.50 Trinidad 24.50
Virginia 37.50
Punchy 165.00
Bally Samba 50.00
Ballerma 27.50
K. C. Johns 110.00
Bally Speed Bowlers 45.00
Bally Speed Bowlers 45.00
Bally Speed Bowlers 45.00
Cliations 44.50

better buys buy McGinnis

Kenney's 6 Way Bowler Keener's Electric Cigarette Vendor County Fair-United's Leaden-Bright Spot-Futurity

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT

ROY McGINNIS CORP. TOTA MARYLAND AVE. BALTIMORE 18, MD. PHONE: BELMONT 1800



Bally FUTURITY

REPLAY GAME with POPULAR "SPOTTEM" FEATURE

BRIGHT SPOT combines the 6-card, 6-coin play-appeal of BRIGHT LIGHTS with the popular "spottem" feature ... 3-in-line, 4-in-line, 5-in-line scoring, plus the powerful attraction of "spotted" numbers. At mystery intervals the center number of one of the 6 cards lights when first ball is shot, "spotting" that number only on card in which number is lit. The tantalizing appearance of "spotted" number on a card not played emphasizes the advantage of playing several cards and stimulates multiple-coin play.

PROFIT-PROVED
PLAY-APPEAL TURF-KING PLUS NEW FUTURE-PLAY ATTRACTION

WIDE-OPEN BACK-BOX The serviceman's dream! Opens front and back.

Every unit is within easy NATIONAL SLUG REJECTOR Identical to coin-mechanism on famous Bally jumbo pinball games.

SHUFFLE-LINE SHUFFLE-BOWLING ACTION PLUS "IN-LINE" SCORING

13

DIVISION OF LION MANUFACTURING CORPORATION 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

6 POINT DAVIS Guarantee

YOU CAN RELY ON A DAVIS BUY!

with the "FAMOUS DAVIS" Guarantee!

MECHANISM OVERHAULED 2. WORN PARTS REPLACED

3. AMPLIFIER RECONDITIONED

4. SPEAKER INSPECTED 5. TONEHEAD RENEWED 6. CABINET REFINISHED PROFESSIONALLY

WURLITZER	
1100	\$369
1015	199
AMI	-
Model "D," New	Write
AIREON	
500 Coronet With Tonar	5159
ROCK-OLA	
1426	5159
1950 50 Selection	650

SEEBURG	
148ML\$345	•
148M 315)
147M 225	2
146M 175	2
H148M Hideaway 229	}
H246M Hideaway 199	2
H146M Hideaway 179	2

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted-Or With Davis 6 Point Guarantee for \$35 Additional per Machine.

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special . 579	750 \$99	1422 599 Playmaster 69
Envoy 69	780 79	Commander 39
Colonel 59	800 79	MILLAS
Major 49	850 59	Empress\$39
Hightone 59	500 49	Deluxe '46 \$49
Classic 49	600K 49	400 Coronet 79
Regal 49	600R 49	PACKARD
Gem 49	Victor 39	Manhattan 76 \$149

	WALL BOX SPECIALS
Seeburg	W1-L56, Sc. Wireless, Refinished
	3W2-L56, 1c, Wire, Refinished
	W4-L56, 5c, 10c, 25c, Wireless, Refinished 37.00
Soeburg	3W5-L56, 5c, 10c, 25c, 3 Wire, Refinished

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

738 ERIE BLVD. EAST • SYRACUSE, N. Y. • Phone 5-5194

BRANCHES IN BUFFALO . BOCHESTER . ALBANT

GIVE TO DAMON RUNYON CANCER FUND



BUYERS

ALL

FOREIGN

You can be sure of top quality equipment and prompt and efficient service when you order from us. We have a complete selection. Send us your requirements.

JOE ASH

WE ARE EXCLUSIVE WURLITZER DISTRIBU-TORS IN SOUTH JER-SEY, S. E. PENNA. & DELAWARE.

1/3 Dep., Bal. C.O.D., F.O.B. Phila.

666 N. Broad Street, Philadelphia 30, Pa Phone Fremont 7-4495

You can always depend on Active-

AS LOW AS For the Finest Reconditioned

Write for ROCK BOTTOM PRICE LIST on All Makes, Models and Sizes.

DAVID ROSEN Exclusive AMI Dist. Es. Pa. 455 M. BROAD STREET PHILADELPHIA, 23, PA

PHONE: STEVENSON 2-2903

EVANS'

PROFIT STIMULATING **COUNTER GAMES**

NOT COIN OPERATED!

TAX FREE! NO LICENSE REQUIRED!



CARLO

Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate! Write for descriptive literature.

MONTE

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION AD ON PAGE 83

Dargains "Often a few dollars less - Seldom a penny more

NEW EQUIPMENT ON OUR FLOOR IMMEDIATE DELIVERIES Williams Sparkplug
Bally Futurity Keeney 4-Way Bowler
Williams Sea Juckeys Keeney 6-Way Leegue

Williams Jalopy Bally Bright Spot Williams Arcade

12"x24"x2"

SPECIALS

Reconditioned
Phonographs
Late Seeburgs ... Write
Rock-Ola 59
Rockets ... \$515
Wurlitzer 1250 ... 495
Wurlitzer 1700 ... 273
A.M.I. Model B. 495
Wurlitzer 1015 ... 195
Williams Music
Mite ... Write

BADGER SALES CO., INC.

WANTED TO BUY Seeburg 100 Selectomatic Seeburg 100 Wall Boxes Exhibit Big Brancos Lyons Drink Machines Mills Cuffee Bars Arcade Equipment

Bally Futurity Williams Sea Jackeys

BRAND NEW CTOZEONIZ Univ. 3 Stars \$259 Keener Life-A-Line ... 325 Univ. Winners 208 Bully Turf King ... 458 Watch My Line 175 Chi Coin Thins 150

Late 5 Balls Send List and Best Price LARGE STOCK OF USED RECONDITIONED EQUIPMENT.
ONE BALLS, FIVE BALLS, SHUFFLE GAMES, ARCADE
WRITE, WIRE OR PHONE FOR PRICES.

BADGER NOVELTY CO. 2546 H. 30TH ST. MILWAUKEE, WIS. Phane: Hilltop 5-3030

2251 WEST PICO BLVD. LOS ANGELES 6, CALIF. Phone: DU 7-2243 ***************

2621 NORTH ASHLAND AVE. . CHICAGO 14, ILL

UNITEDIS

SIN PLAYER Deluxe SHUFFIE-ALGEY

ONE TO SIX CAN PLAY (10¢ Per Game Each Player)

FORMICA PLAYBOARD

ADDS BEAUTY AND DURABILITY

HI-SCORE FOR THE WEEK FEATURE PLAYER WRITES NAME ON BACK-GLASS

MEW JUMBO DISAPPEARING PINS

> FAST REBOUND ACTION 20-30 SCORING EASY TO SERVICE

SIZES

8 FT. BY 2 FT.

9 FT. BY 2 FT.

HIGHEST-SCORE **KEY-CONTROL**

UNITED MANUFACTURING COMPANY 3401 H. CALIFORNIA AVENUE, CHICAGO IV, IIIINOIS

SEE YOUR DISTRIBUTOR





ONLY SEEBURG HAS THE



