

# The Billboard

DECEMBER 16, 1950 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## Zooming Rates Slam Doors On TV's Local Advertisers

### Pin Game Firm Will Make New 45 R.P.M. Juke

Williams Sets Plans For Low-Priced Box To Spin Small Disks

CHICAGO, Dec. 9.—Williams Manufacturing Company, devoted exclusively to the production of amusement equipment since its formation in the mid-1920s, will break ground in another major segment of the coin machine field next week with the introduction of a new, low-cost juke box playing 45 r.p.m. records.

Availability of the new unit at "under \$200" and its small size are seen by its backers as clearing the way toward phonograph placement in a multitude of locations currently by-passed by the operator as marginal earners or as too

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### Music Men Moan As Costs Keep Going Up, Up, Up

NEW YORK, Dec. 9.—The publishing industry is apparently caught up in a spiral of mounting production costs, stemming from war and labor conditions. It was learned this week that music printers, who October 1 jacked up prices approximately 8 per cent, are on the verge of another price hike. The latter is likely to become effective shortly after the first of the year.

Next week, the National Music Printers Trade and Allied Association (Continued on page 12)

### Playland Park and NBC In Promotion Tie-Up

NEW YORK, Dec. 9.—A season-long promotion deal between Playland Park and WNBC-TV, New York NBC AM and TV stations, was set this week. The deal provides for extensive mutual promotion by the two show business groups.

The arrangement calls for all suitable Playland attractions to become available for either on both radio and TV shows, with the park in turn getting extensive publicity not only on the air but by distribution of tickets thru retail dealers of the stations' New York sponsors. These same accounts will use their air time to mention that tickets are available. Among the plugs in the works

### WEARY OF ERIE

#### Margaret Truman, Heidt, Barkley All Lay Eggs

ERIE, Pa., Dec. 9.—Erie is proving a jinx for name attractions, with singer Margaret Truman the latest to play in a feeble gross. General belief is that TV is the cause for grief. Given the benefit of strong advance publicity and sponsored by the local B'nal B'rith, Miss Truman drew a total of 725 admissions at the Warner Theater here. The venture lost \$2,500. Costs of the promotion were \$1,000 for Miss Truman, a similar amount for the theater, with \$2,500 going to the Erie Philharmonic Orchestra. Tickets were \$4.00 top.

Other names have done poorly here this season, notably Horace Heidt and Melvyn Douglas. Later, appearing in *Two Blind Mice* at Shea's, sealed at a \$3.00 top, drew only half a house. Vice-President Barkley, heading a rally the same night at Gannum Auditorium, also fared badly.

Outdoor attractions have also fared. Orrin Davenport's Circus, in for six days, dented the sponsor for \$20,000.

Lone bright spot was the one performance of *Brigadoon* at Shea's. Without a sponsor and with \$4.20 top, it filled the house.

## Garland Leads the Critics Coming Down That Stretch

NEW YORK, Dec. 9.—Since nearly two-thirds of the 1950-1951 Stern legit season has passed (The *Billboard* clocks a Broadway season as beginning May 1 and ending April 30), it is time to tab

the local aisle experts as they near the home stretch in the annual race for critical accuracy honors. Unofficially, the current season got started that computations to date are anything but conclusive, but on even a limited basis they indicate what may be expected when the tape-breaking tabulations are made, should pundits hold to present pace.

Twenty-seven productions (not counting limited runs) have made a Broadway bow-in to date. Of these only 15 have either failed or made the 100-performance mark, which is *The Billboard's* yardstick for measuring Stern success. Therefore, this tabulation can include only the latter. Critics' accuracy averages are based on their opening-night opinions as to a production's success-failure potentials.

The current tack-up of critical acumen puts Robert Garland,

### Lilli Palmer To Turn Tele Gabber

NEW YORK, Dec. 9.—Lilli Palmer this week was signed by Fox's Cold Cream to star in a 15-minute show on WCBS-TV, beginning January 4, the legit and film star will have a chatter show of her own in the 6:45-7 p.m. slot.

The local Ford distributors also have renewed *Tales of The Black Cat* in the 10:30-11 Tuesday night slot for another nine weeks. Originally purchased in connection with the promotion of the car's new model, the show's ratings have held up so well that the renewal came thru. J. Walter Thompson is the agency on both advertisers.

### KRONENBERGER, 'TIME' PUNDIT, TO DO A GIBBS

NEW YORK, Dec. 9.—Another legit aisle expert is about to lead with his chin. Recently, Wolcott Gibbs, drama pool-bash of the *New Yorker* magazine, came up with a comedy called *Season in the Sun* with happy bank roll results. Now the Theater Guild has bought a play by Louis Kronenberger, ex-legit pundit of the defunct *PM* and currently in a similar saddle for Time mag.

Kronenberger's play is titled *The International Set*, and is said to deal with a depressed tycoon of "New York's fashionable upper East Side." It seems, like Alexander, the lad has collected all the plums and cries because there aren't any more to get. A doctor straightens him out.

(Continued on page 51)

## Reps See All But Biggest Buyers Out

Situation Is a Problem for Stations But a Bonanza for Representatives

NEW YORK, Dec. 9.—Television is pricing the local advertiser right out of the business. That's the considered opinion of top station representatives who stand to gain by this development. What's happening, say the reps, is that the steady rate hikes in TV are rapidly reaching the point where none but the larger local accounts will be able to stand video's tariff.

Tele rate increases have been coming along for more than a year

now, usually six months apart. While it's true set circulation is going up, the relative gain in some circumstances may not be warranted locally, even though it may be on a network basis, in the eyes of some advertisers.

For a number of reasons, TV stations make every effort to set aside a certain amount of time for local spots and programs. They are required to keep a certain program balance between web and local shows, for one thing, but of equal importance is the fact that they must live with the local business men who are now finding themselves in the video squeeze.

Reps Have "Wait Orders"  
To the station reps, tho, it's a boon. Each time an hour or two of local time becomes available for national spot business, the reps

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*Journal-American* pundit, leading the field with a 100 per cent average. It must be pointed out, however, that Garland's perfect score is based on only six shows caught out of a possible 15. Due to illness, *The Journal's* drama expert has been forced temporarily to relinquish his post and John McClain has been pinch-hitting for him. McClain has covered seven of the remaining shows for an excellent record of one error out of six right guesses and an average of 85.7 per cent.

*Mirror's* Robert Coleman is well out in front of the field for second place with an average of 93.3. Coleman has sat in on all 15 productions and has been wrong only once. Brooks Atkinson, *Times* aisle-squatter, is running a handy third with only two errors charged against a possible 15. Atkinson's average is 88.7.

Howard Barnes, *Herald-Tribune*, sat in on only 12 of the tabulated

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### RCA Bankrolls Second Legiter; 50G in "Wish"

NEW YORK, Dec. 9.—RCA this week invested \$50,000 in *Make a Wish*, a new legit musical, for an estimated 12½ per cent of the production and first refusal on the plume album rights. The deal is the second made by RCA this season. It owns 35 per cent of *Call Me Madam*, for which it paid \$225,000 and the same kind of an option.

Based on Ferenc Molnar's *Good Fairy*, with an adaptation by Pre-

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### RUN FOR CELLARS

## AGVA Plan Aims To Halt Act Stealing

NEW YORK, Dec. 9.—A new application of the age-old problem of how to protect one's material, has been started quietly by the American Guild of Variety Artists (AGVA) in a double-edged plan. Under this, special material writers may find themselves hailed into court and performers may get a suspension or fine from the talent union that may knock them out of action for long periods.

Idea was formulated by Henry Dunn, AGVA lawyer, and Henry Katz, union lawyer, and was based on decisions taken against Sam Lee Sing on a complaint brought against him by the Tong Brothers.

Both acts use balancing routines, the turns are completely different. Sing is currently at the *China Doll*; the Tong Brothers are now working at the Paramount.

One of the Tong's claimed to have copied an original piece of music which he subsequently had arranged for him while traveling thru Turkey. When the act went into the Radio City Music Hall, the music was turned over to the management to be written for the entire Music Hall act.

Later, Sing also worked at Music Hall, and the house used the Tong music for his opening num-

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# Billboard Backstage

by Joe Galda

Back from Hollywood and happy about it except for having had to leave without seeing so many guys and places I wanted to see. Did catch up, however briefly, with quite a few inds and lasses omitted from last week's piece due to deadline and faulty memory. At the Peggy Lee opening saw Mike Nidorf, acquiring Monica Lewis, who's really perking up about whom you hear whispers of big things a-coming screenwise. Also Freddy Raphael, of Walt Disney Music; Sammy Friedman, George Pincus's West Coast alter ego, the whole Capitol crowd, and many others. Spent some pleasurable moments with Columbia's Paul Weston, General Artist Corporation's Hal Jovien, Earl Mills, Mercury's Harry Geller, and fleetingly with disk jockeys Bill Anson, Don Otis and George Jay, who make some commentary remarks about *The Billboard* and specifically about the new format. Phil Harris and Barney McDevitt were another couple of characters we'd have liked to have spent more time with but couldn't. And one night at the Palladium we had to take it on the lam long before we could hear all of Frank DeVol's intriguing ideas about how he's building his new band. DeVol's pal, Bobby Weiss, a hard working, enthusiastic friend from way back, shows us some pictures of the crowd at the DeVol opening and Saturday night, which were eye-poppers. Must have made General Manager Earl Vollmer very happy. Nothing but people.

### Apologia

Guys who are probably adding me to their "let's-not-talk-to-the-bum-again" lists are Lyle Thayer, Mickey Goldman, Larry Barnett, Harrison Dunham, and Lord knows how many others. Promised to get with all of them, but this came plane time and hadn't done it. It is to apologize.

Dez! Aranz was playing Ciro's when we got there, but the big attraction was Mac Murray who, with a guy about 35, danced every rumba, samba and mambo in the books. An amazing lady. Saw Billy Daniels early Sunday morning at an all-night restaurant called The Flame, happy and untroubled, then read a couple of days later back here in New York about that Quillean female carving him. A performer's lot, it is again demonstrated, is often a perilous one.

Took *The Billboard* coast gang out Saturday night to an establishment that proved a real eye-opener. Called The Colony Club, it's in Gardena, a suburb, quite a haul from Hollywood. Featuring burly strippers, an emcee, a male quartet, a puppet act, the spot was doing more business than Mo'cambo, Ciro's, the Grove and any two or three other in-town spots combined. But Lee Zilio is no doubt cooking up a yarn with the details right now, so we'll skip it.

# Kellogg Sets Borge for TV

NEW YORK, Dec. 9.—Kellogg's, which two weeks ago bought Victor Borge for a radio show, this week closed a deal to sponsor the pianist-comic on TV. The video show will air in the 7 p.m. Saturday night slot over NBC, starting January 3. Borge's radio deal for Kellogg calls for three five-minute shows weekly over Mutual. The format for the TV show has not been set, but it will be a vaude type show. Agency is Kenyon & Eckhardt.

# The Billboard

The Amusement Industry's Leading Newspaper

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr., William D. Littleford

E. W. Evans, Gen. Mgr., Pres. & Treas.

Lawrence W. Cotto, Socy.

Editors

Joseph G. Cuda, Editor in Chief, New York

C. R. Scheiber, Coin Machine Editor, Chicago

Herb Dotten, Outdoor Editor, Chicago

Wm. J. Sachs, Exec. 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: DUmbar 6450

W. D. Littleford, Gen. Mgr., Eastern Division

1554 Broadway, New York 19, N. Y.

Phone: PLess 7-2800

M. L. Reuter, Gen. Mgr., Western Division

188 W. Randolph St., Chicago 1, Ill.

Phone: CHicago 6-6761

Sam Abbott, Gen. Mgr., West Coast Division

6000 Sunset Blvd., Hollywood 28, Calif.

Phone: HOlywood 6-8481

P. B. Jorling, Gen. Mgr., Southwest Division

330 Arcade Bldg., St. Louis 1, Mo.

Phone: CLIncinnati 9415

C. J. Latscha, Advertising Director

K. Kemper, Advertising Mgr., New York

M. L. Reuter, Advertising Mgr., Chicago

B. A. Brun, Circulation Manager

Main Advertising and Circulation Office

2160 Patterson St., Cincinnati 22, Ohio

Phone: DUmbar 6450

Subscription rates payable in advance. One year, \$10 in U. S. and Canada. All foreign countries \$20. Subscribers when requesting change of address should give old as well as new address. Publisher not responsible for loss or second class matter sent in the mail. Second class postage paid at Cincinnati, Ohio, under act of Oct. 3, 1917. Postmaster: Please send address changes to The Billboard Publishing Company, The Billboard Building, 2160 Patterson St., Cincinnati 22, Ohio. Please allow four weeks for change of address to take effect. Please allow one month for change of address to take effect. Please allow one year, \$20.

# Film Indies Urged To Woo TV Markets

## Chadwick Charges Majors Imperil Industry's Future

HOLLYWOOD, Dec. 9.—It's up to indie pie producers to remove stumbling blocks major studios have thrown in TV's way, according to I. E. Chadwick, head of the Independent Motion Picture Producers Association (IMPPA). Major studios, according to Chadwick, have done all in their power to retard TV's development, and in so doing are hurting independent pie producers as well. Chadwick told *The Billboard* that the majors' agreement with the American Federation of Musicians (AFM) whereby all product produced since 1946 can't be exhibited on TV, is gradually strangling indie producers.

Indies must jump into the TV market immediately or be ruined, Chadwick said, and that's why IMPPA is negotiating with AFM's James C. Petrillo for the lifting of the 1946 music barrier. With more than a thousand neighborhood film houses folding, indies are faced with a rapidly diminishing market. TV, indies feel, is responsible for the slimming market, but TV can make up for the loss once producers can utilize the new market.

### Eager To Produce

Most of IMPPA's 35 member producers are eager to produce for TV, but cannot do so until the music situation is settled. Chadwick said approximately 400 indie-produced features can be made available to TV once the 1946 barrier is lifted. One of his strongest arguments in favor of settling the music hassle is that the longer Petrillo waits, the more the U. S. market is eroded with British products. Also, considerable backlog product is cutting in. Later consists of pie made since 1946 by producers who have outgrown the biz. Their pie is being distributed to the TV market but are out of AFM's reach. Chadwick feels the longer settlement is delayed the more AFM members are sans TV-pie coin. Furthermore, if indie pie producers go out of business, that will mean less jobs for Petrillo's toolies.

### Possible Wedding

Indie movie makers have been among the first to strive for a possible wedding of both TV and theatrical markets. Robert Lippert (Lippert Productions) is planning to hold pic running time down so that each feature will make either two 30-minute TV shows or a full hour video feature. Other producers are similarly studying means of blending both markets so that TV can make up producers' loss from the disappearing theatrical field.

Chadwick refused to divulge terms being considered by Petrillo. However, indications are that eventual solution will call for producers to pay original sound tracking musicians a percentage of their recording money plus a 5 per cent royalty from pic's TV revenue. Graduating scale will have to be developed to cover subsequent TV plays.

## KOREA BLUES

# Troops Need Entertainment Equipment

NEW YORK, Dec. 9.—An opportunity for persons and organizations in all phases of show business to make life somewhat more pleasant for American troops in Korea is offered by the following letter from a corporal serving in the war area and received by *The Billboard* this week:

### "Army Service Clubs

Korea  
"I wonder if you could please publish a plea in *Billboard* that would help drive away the blues, loneliness and melancholy of the servicemen serving overseas, especially in Korea. Many of the men get a big kick (and have the ability) out of putting on their own skits, shows and shindigs and all of them get as big or bigger kick out of listening to or watching them.

"The big drawback is equipment—since most of us only have what we could carry with us (with a limit of 65 pounds and writer clothing taking top priority), so I was wondering if you could publish a plea for the various manufacturers, wholesalers, acts and artists who might have any outdated, soiled or slightly damaged paraphernalia such as gag sheets, costumes, musical instruments and especially magical apparatus and tricks that are not too big that they might want to contribute to this good cause, to please ship them to the different outfits overseas addressed either to the units or to the individuals themselves.

"Comedy and magic rank tops, with instrumental music and burlesque close seconds. Please do what you can and thanks a million.

Corp. William F. H. Radcline, RA 662800  
44 Finance Disbursing Section  
APO #8 C/O Postmaster  
San Francisco, California"

# FCC Richards Probe Now a Fitness Study

DETROIT, Dec. 9.—With the fairness of newscasts no longer an issue, the G. A. Richards-KMPC hearing this week was closely narrowed to consideration of Richards' character and fitness to hold his three radio licenses, with even the issue of instructions he has been alleged to have given newsmen reduced to a "minor" matter, according to the director of Federal Communications Commission (FCC) Examiner James D. Cunningham.

He ruled out evidence given at Los Angeles by Robert P. Anderson, a temporary KMPC newscaster, as the ground he had received instructions from an unauthorized person, and indicated Wednesday (8) he would decline further testimony unless it showed that instructions came directly from Richards or from a sub-

(Continued on page 49)

# Washington Once-Over

By Ben Atlas

WASHINGTON, Dec. 9.—The American Municipal Association (AMA), representing 10,000 city governments, has quietly touched off a new drive here to get Uncle Sam out of the amusement excise business and let the States have an exclusive hand in these levies. The drive is given a fair chance of making headway, even tho' it's running counter to Capitol Hill's desperate quest for additional coin to pay the staggering defense bill.

The AMA, at its convention here this week, adopted a resolution urging the federal government to transfer the amusement excises completely to the States, or at least establish a credit system so as to end tax duplication. At the Treasury Department, where copies of AMA's resolution were dropped, the proposal has long been getting serious thought. Treasury Secretary John W. Snyder has made several overtures to Congressional fiscal committees.

One Treasury spokesman summed up the situation this way: "The federal government will have to tap new sources of revenue in the present emergency, but so will the States. This is as good a time as any for Washington to make a clean separation from amusement excises, most of which don't seem to be worth the cost of our administering. The States want them exclusively, so let them have them—we need bigger and better ones in Washington anyway."

### They're Human

Behind the week's grim headlines the nation's capital had some comfortingly human touches. The other afternoon at the White House, for instance, three sarcastically correct men stood grinning self-consciously as one of them handed President Truman a new disk, *Voices of Freedom*, which contains excerpts of speeches of several American worthies. The delegation presented the disk consisted of WFOG Manager William McAdams, Presidential adviser John Steelman, and Sol Panitz, writer and producer of the record.

As the President read the jacket list of notables whose voices were recorded, Steelman glanced at the clock, visibly worried about the time being taken from the President's confabs with British Prime Minister Clement Attlee. Mr. Truman gravely went down the list of jacket names from William Jennings Bryan thru Franklin D. Roosevelt. Then he reached his

own and said beamingly, "Oh, and there's me."

### And a Child

In the bustling Pentagon across the Potomac, Defense Secretary George C. Marshall took time out to pin a medal on a three-year-old boy in honor of the lad's father. The boy was Asa Jolson, the late Al's adopted son. As Marshall cited Jolson's "tremendous contribution" on the Korean front a phone in an adjacent anteroom rang. A girl typist answered it. "I'm sorry," she whispered into the mouthpiece. "The General is very busy."

### Tooting Prof

In the big auditorium of the Commerce Department, where the Federal Communications Commission (FCC) was in its eighth drowsy week of hearings on TV allocations, an educator who was on the witness stand suddenly produced a small flute-like instrument from his coat pocket. He put it to his lips and played a tune that resembled "Oh, Susanna." Everybody in the auditorium—all 16 of us, including three commissioners, some lawyers and an FCC messenger—stopped dozing. The witness, Richard C. Berg, director of public school music in Springfield, Mass., played tentatively. The instrument was a "Torette," said Berg, and he explained that he played it to demonstrate how music can be taught to kids via television. "I just wanted to convince you how you can get attention when you're both heard and seen," said Berg. The commissioners, thereby awake now, looked envious.

### In This Corner

RCA Board Chairman David Sarnoff can unbiasedly be credited as an easy winner in this week's color TV round. He not only scored with most of the pressmen, newsmen and others who witnessed RCA's color demonstrations here, but he gained an unusually articulate pair of allies in John T. O'Rourke, editor of *The Washington Daily News*, and Fred Othman, whose syndicated daily column reaches millions. FCC Chairman Wayne Coy came out swinging after O'Rourke and Othman Wednesday (6) reported the RCA tricolor tube a success and chided the FCC for not witnessing the demonstration. Verbal blows between Coy and O'Rourke have been exchanged daily since. The slugfest has left Coy deferring indefinitely a month's vacation he had intended to begin early this week. One FCC-er commented ruefully, "Moral of this story—never argue with an editor."

Sarnoff's generalship in the color demonstrations here has given new emphasis to the title he's wagsishly referred to by aids: "the old maestro." His handling of the press looked effortless, but RCA insiders say he plans his strategy with care to the minutest detail. Incidentally, he was on the select guest list at the Elate House luncheon attended by President Truman and given by daughter Margaret the day after her Constitution Hall concert.

### Paradox

The military gave fresh confirmation this week to reports here that it intends to black out commercial radio in case of air raids. Col. Barnett W. Boers, chief defense liaison officer at the Pentagon, told a House Armed Services Subcommittee that enemy planes could use station signals as beams for missiles and as target guides. High-powered stations would be first to be taken off the air in an alert. Paradoxically, too, current civil defense plans contemplate that "existing radio facilities" will have to be relied on to sound any alerts.

### Parents Beware

Question whether TV is good or bad for U. S. homes came up in hot discussion at a panel discussion at the White House last week. Robert Saunders, vice-president of public affairs for American Broadcasting Company, took the view that it's up to parents to be selective about TV programs their children see. Panel Chairman Lyman Bryson, professor of education at Columbia University agreed.

### The Big Stall

Legislators here are chuckling over FCC's proposed decision this week to renew WBAL's license in Baltimore. Altho FCC Chairman Coy and Commissioner Edward (Continued on page 49)

## NEWS REVIEW

# Bechet Jazz Wins Paris

PARIS, Dec. 9.—Several thousand jazz fans who thronged to the first salon of jazz Sunday evening (3) to hear Sidney Bechet play his sweet-toned clarinet were turned away because the auditorium at the Centre Marcelin Berthelot holds only 1,000. Those who got in had a jam-session that set the floors and walls vibrating.

The concert was one of the main attractions of the Paris Jazz Salon celebrating the 50th anniversary of jazz and lasting from December 1 thru 5. It was sponsored by the magazine *Le Jazz-Hot* and the Federation of Hot-Clubs of France. Charles Delanay is director of the Federation.

Playing first with Claude Luter and his six-man orchestra, Bechet went thru *Casey Jones*, *Ah Goo Rhythm*, *Tommy's Blues* and several others. The boys in the orchestra got slightly winded, but not Bechet. Out came the eight-man Dutch Swing College Band (from Holland), and they all dove into *Jazz Me Blues*, *Basin Street Blues*, *Indian Summer*, *China Boy*, and *Moutin Cafe*, with Bechet setting the pitch.

After intermission (during which the youthful audience amused itself by paper air-planes), Bechet and the Luter men continued with *Les Onions*, *September Song* and *Mon Homme*. Then the Dutch boys came out again and the combined orchestras went thru *Musical Rambles*, *Sweet Georgia Brown* and several more. It was acclaimed sensational.

### Contest Winners

The tournament to determine the best jazz bands and players took place earlier in the afternoon. (Continued on page 49)

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## ABC TRYING TO SEW PEARSON TO GOLDEN BLANKET, AM, TV

WASHINGTON, Dec. 9.—ABC has offered Drew Pearson a \$18,500 weekly contract for his combined AM-TV service in a move to sign the commentator as an exclusive American Broadcasting company property. This was the same procedure ABC followed with Walter Winchell, who is under a long-term guarantee to ABC, irrespective of whether he's sponsored.

Pearson is currently sponsored by Adam Hats, but it is understood he will not be renewed when the contract expires in February, 1951. Adam Hats has just undergone an executive realignment on the top level.

ABC's pitch is for Pearson to do a five-time-a-week five-minute TV newscast and commentary and a 15-minute simulcast Sunday nights. In addition, the audio on the five-minute show would be taped for an AM repeat later that night.

Winchell's ABC guarantee is in the same neighborhood as the lost being offered Pearson, but recently covers only Winchell's once-a-week newscast.

Leon Pearson, Drew's brother, this week was set for a five-minute AM news show of his own, starting December 24 over NBC, preceding *The Big Show*. This means L. Pearson will air five minutes before D. Pearson, whose show starts over ABC at 6 p.m.

## GAC To Peddle TV Pix Of Garden Highlights

NEW YORK, Dec. 9.—General Artists Corporation (GAC) has been named sales agent by Ned Irish and Les Winik for a weekly TV film show embracing highlights of all events staged at Madison Square Garden. The version of the program will be sold, a 15-minute alter and a half-hour show. All Garden activities are filmed exclusively by Winik Films and highlights will be edited from these prints.

Jimmy Powers and Marty Glickman will handle the voice assignments, with the former doing color slants and Glickman the play-by-play. First film will be released January 10. Special regional editions will be prepared, so that when basketball teams from the West Coast, for example, appear at the Garden, viewers in that area will see more excerpts from the contests than will be sent to other sections. Also included in the deal are highlights of any outdoor bouts to be staged by International Boxing Club (IBC) in New York, IBC being tied in with the Garden. When the Garden is occupied by a long-run booking, as with the Souja Henic Ice revue, Garden teams such as the pro basketball club, will be filmed in their armory appearances. The St. Nick's fights will be filmed.

Many Sponsors Set  
A number of bankrollers already have been set, including beer firms in such cities as Philadelphia, St. Louis and Dallas, and to sponsors in Terra Haute, Ind.; Atlanta, Birmingham, Indianapolis, Kalamazoo and Lansing, Mich. An additional 15 options are out to stations. Most deals for the 15-minute version are being made on the basis of the rate for 15 minutes of Class A time, while the 30-minute version costs about 50 per cent more.

When the New York outlet is

## DINAH ON TV; SCARED, BUT OH, SO SMART

NEW YORK, Dec. 9.—In a review of the Dick Benny TV debut (*The Billboard*, November 4) *The Billboard* said, "If prices is what's keeping Dinah Shore (guesting on the show) from a steady video show of her own we wish she'd take a few bucks less and get on." In a review of this week, wrote *The Billboard* explaining her feelings about television. Inasmuch as these sentiments seem to apply to quite a few musical show business toppers, *The Billboard* prints Miss Shore's opinion here. "I am so excited about that crazy television business that I can hardly wait to leap in—feet first; but I think it should be formal first, and that's what we're working on now. When an interesting idea that can keep a female chanteuse footloose for a half-hour rears its beautiful head, I will be ready to take the leap. But until then I'm scared. Musical shows can be mighty dull without half trying."

set, Glickman and Powers probably will do their chore live from the studio. Their commentary then will be dubbed onto the sound track of the films being shipped to other stations.

## SUCCESS STORY

### Mansfield a 1-Man CBS Showshop

NEW YORK, Dec. 9.—Irving Mansfield, CBS-TV producer, with the sale of his latest show, the Sam Levenson series to Oldsmobile, has become a one-man radio and TV program braintrust. The former film and radio director has studied the web's radio and TV operation with commercial properties.

Mansfield originated Arthur Godfrey's Talent Scouts, sponsored by Lipton's on AM and TV; *This Is Show Business*, bankrolled on video by Lucky Strikes, and he started *Stork Club* on CBS-TV. Last named is now sponsored by Falina cigs.

Altogether he is responsible for two and a half hours of sponsored shows on CBS radio and TV. All this makes Mansfield a production type Godfrey for the network. Godfrey is now programming eight half-hours of radio and an hour and a half of TV, accounting for \$9,000,000 gross combined billings.

### La Webster, Corwin May Hype NBC Seg

NEW YORK, Dec. 9.—NBC is planning an extensive build-up for its NBC Theater series. Essentially, the web wants to dress up this dramatic alter in the same fashion it dressed up variety shows via *Big Show*.

The web is said to be pitching at Margaret Webster to serve as emcee-narrator on the show. Miss Webster, top-flight legit exec, also is staging some of the Met's opera this season. Another name under consideration as producer is Norman Corwin, now in Hollywood on a film assignment.

Theater has been an "arty" success but NBC feels it's been too academic. It now believes the same kind of show can be given a broader appeal without losing its class.

### NBC-TV Has Till Dec. 15 on Sherman

NEW YORK, Dec. 9.—NBC-TV has until December 15 to decide whether it will keep the Hanson Sherman show on its daytime video schedule. The show is a Chicago origination. The program has received considerable favorable critical reaction, but so far NBC hasn't sold any accounts on bankrolling it. The show airs a half-hour daily.

# Striped-Pants TV Pitchman Is Thru With Sleazy Stuff

## Now a Dept. Store Rep, He Sells Reputable Wares at Big Markdown

NEW YORK, Dec. 9.—The television pitchman has grown up. From his shady beginnings on radio with per inquiry (P. I.) deals, he is about to graduate into the dignified realm of department store representative. The Mail Order Network (MON), one of the largest outfit using both radio and TV for mail order sales, is getting a deal to serve as advertising agency for Hearn Department Store, New York, and with various other major department stores in other markets.

Instead of the cheap gadgets which formerly monopolized the energies of the mail order folk, MON will henceforth handle only legitimate department store merchandise in recent months, the trend in this direction already had

begun, with concentration on kitchen and utilities items such as national brand dinner ware, wrist watches, electric broilers, aluminum sets, irons, etc.

The Hearn deal, which should kick off in a few weeks, will get its first test Sunday (10) in a joint MON-Hearn Santa Claus marathon MON Hearn similar show, last week done by MON alone. Other deals are being set with stores in Chicago, Los Angeles, Washington and San Francisco, and invasion of additional markets will follow as soon as these areas are set up. Some stores will air their TV pitches in cities outside their usual coverage area, using MON's well-established mail order system to fill orders.

Delivery in the metropolitan area will be thru Hearn's regular delivery service. Charge customers will be able to apply purchases on their accounts; others may have their goods sent C. O. D.

### Dignity

The old pitch technique will not be altered radically. However, it will be softened up to comply with the dignity of the client. From a price standpoint, the TV viewers stand to benefit more from such an arrangement than from the old mail order method. The mark-up on current mail order items pitched via tele is some 300 to 400 per cent. Department store goods is marked up some 40 per cent.

The store will move into Mail Order Network's current time on WOR-TV, which is framed into fringe periods in which motion pictures are shown. MON now is on the station 15 times per week.

The department store deal follows the sensational results achieved by MON on WOR-TV last Sunday (9) in its marathon Santa Claus show. Over \$60,000 worth of business was done, with one Santa hired to split on TV from 10 a.m. to 7 p.m., and another six Santas on the phone taking incoming calls from kids and making outgoing calls to those who wired a request for such a call. A teletype bringing in the wires

was clogged. In the two days preceding the show and the day of the show, 23,412 requests for Santa to call were received. Four feature films were supposed to have been shown during the day, but only two could be squeezed in.

A repeat performance, skedded for this Sunday (10), will find 14 Santas on the phone besides the one on TV, and three teletype machines. As on last week's marathon, first outgoing calls will be to shut-ins, hospital cases and war orphans.

## RED'S BLUES

### Barber May Quit Calling Play-by-Play

NEW YORK, Dec. 9.—Walter (Red) Barber, CBS sports chief and Brooklyn Dodger sportscaster, this week stated he was considering giving up play-by-play baseball after 1951 when his contract with the Dodgers runs out. His connection with the web, however, will remain firm.

Barber feels that the job has more than taken its toll on him physically, and believes that if he can get a sports show it will pay as well, if not better, than play-by-play chores.

One of the most highly paid sportscasters in the industry, the baseball commentator nevertheless claims that, as a rule, his profession is the most underpaid in radio and television when the amount of work, the experience needed, the responsibility and the necessity for the continuous sales pitch is considered.

"Sponsors," he said, "have the erroneous belief that play-by-play announcers are privileged to work for them because of the opportunity such a job offers to pick up loose change outside the job. But they don't consider that the job is so taxing and that, now because we travel with the club, we can't even get ourselves a network show originating in one city."

### Is This Preamble To "We People"?

NEW YORK, Dec. 9.—Young & Rubicam this week started hedging against an imminent cancellation of the radio version of *We, the People* by taking an option on a new radio package built around the novel, Mr. Blandings Buys *Dream House*. Gulf Oil is the sponsor involved.

Now on NBC 8:30-9 p.m. Tuesday, the AM fests of *We, the People*, up to now has failed to deliver a rating, according to execs at the agency. It must be renewed by the beginning of the year.

### Abbott and Costello in For F. Allen

NEW YORK, Dec. 9.—Bud Abbott and Lou Costello have been set for two shows in the NBC-TV Sunday night *Comedy Hour* series. They will substitute for Fred Allen, who this week officially notified NBC that he wanted to finish out his run on the program with the December 17 telecast. What will happen after Abbott and Costello do the two programs has not been determined. Reports are that CBS-TV is after the duo and it is also said that they may film several half-hour shows on the Universal lot in Hollywood. Both come live on the Coast and want to stay there, it is said.

## O.-&O. VS. O.-&O.

### CBS and NBC In New Sun. Morn. Fight

NEW YORK, Dec. 9.—The local o.-and-o. TV outlets of CBS and NBC this week were gearing up for a battle for the Sunday morning kid audiences. While WCBS-TV was building 2 1/2 hours of shows to tee off at 10 a.m., starting December 24, WNBT was planning to open 30 minutes earlier than at present, starting at 9:30 a.m.

The WCBS-TV package will debut with an hour-long Western film, followed by *Chuck Wagon* at 11 a.m., and winding up with a 60-minute moppet adventure-variety stanza titled *Slip Ahoy*. Lyrics will be enused by songwriter Mac Perrin, half of which is reported sold to an unnamed bankroller.

The WNBT Sunday line-up has gained powerhouse rating thus far, comparable with many evening shows. *Children's Theater*, which shortly will be moved to 9:30 a.m. from its 10 a.m. slot, got a 12.3 Pulse in November. A film stanza following scored a 14 rating, and *Children's Hour* from 10:30 to 11:30 hit 27.6. *Magic Clown*, at 11:30, scored 18.8, while the John Gnyag cartooning hit 14.0 from 11:45 to noon.

### Fort Acquires Cincy's WSAI

CINCINNATI, Dec. 9.—Robert Sampson, general manager of WSAI here, announced today that the station, a Field Enterprises, Inc. outlet, had been sold to Fort Industry Company, Detroit. Purchase price was reported at about \$350,000.

Contracts were signed for the sale Friday (8) in Chicago by attorneys for the Field Enterprises and the Fort Industry Company. The deal must be approved by the Federal Communications Commission.

WSAI, a 5,000-watter, was acquired by the Field interests in 1945 from the Crosley Broadcasting Corporation. Sampson said that no personnel changes were contemplated at WSAI by the new owners.

### FOR THE REPLY "DROP DEAD!"

ORLANDO, Fla., Dec. 9.—The Johnny Olsen Luncheon Club, which airs over ABC, recently played the Central Florida Home Show, Alan Sands, of Olsen's writing staff, was working on lining up prizes to give to the participating audiences.

Sands now says he's hit the all-time low in this sort of routine: A local merchant wanted a free plug on the show, in exchange for offering the winner a free casket.

### WABD Skeds Night Games; Upped TVA Rates Seen Reason

NEW YORK, Dec. 9.—The performer scales set by Television Authority (TVA) contract this week was believed to be a main factor in the decision of WABD, New York, to guarantee the New York Yankees it would air all 14 night games, as well as the daytime games, next year.

DuMont execs believe the TVA agreement may be responsible for many video outlets continuing to program baseball in 1951 because the part will make local programming more costly. If, however, the webs can offer daytime sponsored ads on a solid basis to the stations, they may not telecast baseball.

carries the 14 night games, it will mean either the cancellation of conflicting DuMont network shows here or their rescheduling.

### Blow Eyes Aired From Truck Org

NEW YORK, Dec. 9.—American Trucking Association this week voted to have its advertising representative, the Blow Agency, secure either a network radio or TV show for it.

The agency is looking for a forum-type show for its institutional pitch. The client has not used the medium previously.

# RATINGS ALONE NO GAUGE OF TV'S SALES POTENTIAL

## J&G Survey Shows Some Low-Rated Shows Do Terrific Job of Selling

NEW YORK, Dec. 9 — Many low-rated TV programs are reaching more homes per dollar and are also selling more goods per dollar than some higher-budgeted and higher-rated stanzas. This is the conclusion of a qualitative Videodex study of TV programs prepared for The Billboard by Jay & Graham Research, Inc.

An analysis of marketing aspects of TV homes indicates that rating alone is not sufficient as a basis to judge a show's selling efficiency. It does not tell how intensely the program is being viewed, or whether the program or commercial is selling goods, but merely notes how many homes and which members of the family are viewing. Maximum audiences and efficiency of programs will be obtained when the shows and time slots are chosen to appeal to personality patterns necessitated by the sponsor's product.

These personality traits generally are related to location of the home relative to the metropolitan area, age and composition of family members, occupation of head of the household and educational achievements. Other factors include type of dwelling unit inhabited, whether owned or rented and whether by a new or old set owner. The accompanying table illustrates some important audience composition differences of leading shows.

The Toast of the Town show on CBS-TV is an ideal example of a program reaching just the right audience to be interested in the sponsor's Lincoln and Mercury cars. It is concentrated among two-person families falling into the 45 to 60 age bracket, with the typical

number of teen-agers but with fewer children under 12. Thus, even should NBC-TV's opposing Comedy Hour cut into its audience, Toast could suffer a considerable decline in rating yet continue to justify its present slot if it holds the same type of audience.

### VIDEODEX SHOWS

Rank	Program	Per Cent (100 cities)	TV Homes (000's)
1.	Traverse Star Theater (48 cities)	54.9	4,456
2.	President Truman (41 cities)	44.1	3,480
3.	Palme TV Playhouse (51 cities)	39.3	3,174
4.	Talpin Coast (42 cities)	37.9	3,100
5.	Toast of the Town (46 cities)	36.0	2,871
6.	Comedy Hour (53 cities)	35.9	2,866
7.	How of Shows (49 cities)	35.9	2,785
8.	Robert Montgomery (50 cities)	35.9	2,785
9.	Wrestling Theater (29 cities)	35.7	2,481
10.	Kraft TV Theater (41 cities)	34.5	2,807
11.	Four Star Revue (44 cities)	33.9	2,413
12.	Libido Out (41 cities)	33.8	2,392
13.	Step the Music (35 cities)	32.3	2,490
14.	Mama (42 cities)	30.7	2,490
15.	Hopalong Cassidy (30 cities)	30.3	2,490

Top 15 Videodex shows above are for November, 1950. Where no total of homes is given it means this show does not rank in top 15 in home-ship basis.

Wrestling appears to reach a broad group of homes, with a typical TV household base. A somewhat higher proportion of wrestling viewers bought their sets during 1950 than is typical. This represents people who generally are more frequent viewers, and who usually view a larger number of programs than those who have had their sets longer.

The Robert Montgomery and Dave Garroway shows reach more families than average, whose sets are more than one year old. However, while Montgomery appeals to people under 35, Garroway does best with households in the 45 to 60 bracket.

The Garroway show is a contradiction in audience composition. Although it seems to reach the right group for its linoleum sponsor by appealing largely to home-owners and families living in single dwelling units, its audience also is mainly comprised of small families with few children, where the head

## TV Program Audiences Classified by Family Characteristics

	AVERAGE ALL TV HOMES	TOP OF THE MUSIC	ROBERT MONTGOMERY	WRESTLING	TOAST OF THE TOWN	DAVE GARROWAY
1. Size of Family:						
4 or more	55.4%	57.7%	57.2%	56.5%	51.2%	51.0%
2. Age of Head of Household:						
35-44 years	36.6	37.3	39.1	36.9	33.5	34.2
3. No. Children under 12:						
1 or more	55.1	56.4	58.4	55.8	48.0	55.4
4. No. Teen-Agers:						
1 or more	28.7	29.2	30.3	29.9	28.4	26.1
5. Type of Dwelling:						
single dwelling unit	74.3	76.0	76.3	78.6	77.4	81.2
6. Tenure:						
own dwelling unit	69.6	70.0	69.4	71.6	67.3	80.3
7. Date of Set Purchase:						
1950	44.2	49.8	40.1	49.5	46.2	39.2

Prepared by Videodex for The Billboard.

### JACKIE ROBINSON STORY

## Chaplin Out, WPIX Signs Him for TV; WNBC for AM

NEW YORK, Dec. 9. — Jackie Robinson this week was set by WPIX to take over the 15-minute Thursday night spot (7:15 p.m.), previously reserved for the Charlie Chaplin silent film series. The Chaplin show was benched after its preem (30), following a protest by the Hudson County, N. J., department of the Catholic war veterans.

Although the films had been televised in the New York area several times before by both WPIX and WOR-TV here, Joseph R. Fehrenback, department commander and advertising production manager for the American Bankers' Association, asked The New York Daily News video station to withdraw the series because of Chaplin's alleged "Communist leanings." The veteran group also spearheaded protest mail in the Jean Muir case last August, which resulted in Miss Muir being dropped by her sponsor, although she denied any such affiliations.

In spite of the veterans group's stand, WPIX Manager Ben Larsen denies the show was yanked because of the protests. "We were

disappointed in the quality of the Chaplin movies," says Larsen. "and naturally jump at the opportunity to sign up a personality like Robinson."

Robinson also signed this week to broadcast a separate radio session for WNBC (see other story). Both Robinson programs are packaged by Martin Stone, who also handles all Jackie Robinson merchandising deals.

NEW YORK, Dec. 9.—In a move to build its Saturday morning moppet line-up, WNBC, New York, this week signed Brooklyn Dodgers' baseball star Jackie Robinson to head up a 30-minute stanza starting December 16. The Robinson show will be tagged *Platter Up Club*, and will feature Robinson as part disk jockey and

(Continued on page 10)

## BUT THE NOSE LOOKS THE SAME

NEW YORK, Dec. 9. — Video's current glamor boy, Jimmy Durante, is a strong proponent of live shows, as opposed to film, he said this week.

Film hampers his song delivery, avers TV's newest smash. "First you puts it on a record, den ya mouths it to do sound track. Ahh, it just ain't spontaneous."

## Gillette N. Year's Grid TV Has CBS Net Time Woes

NEW YORK, Dec. 9.—Gillette this week was having difficulty getting a network for its half filmed version of the three bowl games—Rose, Sugar and Orange—on CBS-TV. Since the gridiron

(Continued on page 10)

## FCC Will Get Bid to RCA Tricolor Party; Fight Gets Rough in D. C.

WASHINGTON, Dec. 9.—Radio Corporation of America (RCA) will petition the Federal Communications Commission (FCC) to witness another formal color demonstration after the Chicago three-judge court hands down a decision in the CBS color standards case.

RCA Board Chairman David Sarnoff emphasized here this week that FCC will get the request "soon after this present litigation is decided and no matter what the court decides."

RCA-ers explained that such a move might await the full outcome of the litigation, which could pos-

sibly be carried to the Supreme Court. Sarnoff and other RCA big shots left no doubt of their joy over the response given to their color demonstrations, which began here Tuesday (5) and will continue daily to next Friday (15).

Demonstrate Publicly Capitalizing on the advantage, RCA has fairly turned the show into a public demonstration, with few if any obstacles placed in the way of anybody who now wants to witness the vastly improved tricolor tube (The Billboard, Decem-

## WITH A UKE OR TEA-BALL?

WASHINGTON, Dec. 9.—Ben Strouse, general manager and veepee of WWDC, tells this one. Returning to Washington one day this week from the reconstructed colonial city of Williamsburg, Va., Strouse got into a taxicab and immediately began telling the driver how impressed he was with the historical atmosphere of the entire State of Virginia. "You ain't kidding," said the cabbie. "Last week I took the wife and kids down to Leesburg, Va., drove up a dirt road and got out of the car, and there I was leaning against the fence of Arthur Godfrey's home!"

## L. A. Stations Counter TVA Wage Scale

HOLLYWOOD, Dec. 9.—Five local TV outlets this week joined to make a group counter-proposal in continuing contract negotiations with Television Authority (TVA). Stations involved are KTLA, KNBC, KTLN, KECA-TV and KLAS-TV, which made a counter-offer embracing performer rates ranging from 64 to 75 per cent of the minimum Screen Actors' Guild (SAG) picture scales. Other two stations here, KFI-TV and KTTV, refuse to negotiate at all until TVA gains certification.

TVA had not replied to the counter-offer by the week-end. The stations' offer to TVA included: Free lance (weekly), \$110.25; four-week staff performer, \$104.74; 13-week staff performer, \$99.23; incidental performers, \$50; beginners, \$45. Day players, \$29 hours, \$15.45; four hours, \$22.95; eight hours, \$36.75. Stand-by acts, one person, \$40; two persons, \$60. Each additional, \$20. Group dancers and singers, four persons, \$57.80; each additional, \$10; extras, \$10.11.

## WFDR Realigns for Straight Adult Audience

NEW YORK, Dec. 9.—WFDR, local FM station owned by the International Ladies Garment Workers' Union (ILGWU), is revamping its program structure in line with a revision of station policy effected by its general manager, Lou Frankel. Because of the union ownership of WFDR, original programming aimed at the so-called "labor" audience. Now, however, the thinking is that, in a city the size of New York, there is no such animal and that stations must broadcast along specific audience lines.

Accordingly, the WFDR program revamp is being aimed at a straight adult audience and will offer, if its plans materialize completely, programs not available elsewhere. In no other way, opines Frankel, can WFDR, or any other station, establish an audience. Current Pulse, Inc. figures place the FM set figure for metropolitan New York at 750,000.

New shows to be aired include the following: A review of both radio and video programs, which may be conducted by Bob Landry, publisher-editor of *Space and Time*, advertising news letter; a cultural review of New York City life—theater, film, concerts, mu-

### HALLICRAFTERS

## "Won't Make Complete Color Sets"

CHICAGO, Dec. 9.—Prompted by a story which appeared in the November 25 issue of The Billboard, the following letter was received this week from W. J. Hallicrafters, president of the Hallicrafters Company:

"To The Billboard: "We were indeed quite surprised when the story carried on page 12 of your November 25, 1950, issue was brought to our attention. With a two-column headline, the story says—'Hallicrafters Gives In'—and goes on to explain that we had decided to develop color sets and equipment thus departing from our previous criticisms of the FCC color decision. I consider this story a gross misrepresentation of our position.

"We definitely have not given in." As stated October 22, 1950, Hallicrafters could not be more solidly opposed to the FCC color decision. We do not now plan, and never have planned, to manufacture complete color TV sets (Continued on page 10)

## Theaters Warned On Rose Bowl TV

HOLLYWOOD, Dec. 9.—CBS's Coast Veepee Howard Meighan shook the net's legal finger at local theater exhibitors this week, warning them against charging admission for large TV screen showing of the Rose Bowl game.

Two years ago Theater exhibitors sought to fight TV's Rose Bowl audience hold by including large screen tele exhibition of the grid classic in their regular New Year's Day entertainment program. Since then CBS has reminded exhibitors that the net holds an exclusive on the Rose Bowl's AM-TV rights and that "proper legal proceedings" will be taken against anyone violating those rights.

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Other Series Tom Brophy, actor and Broadway character, is also doing two shows, one a late hour delay session "not originating in a restaurant" the other a New York City color series. Iron Curtain Forum will present news analyses of de-

## CBS Up 3, Down 1 in TV

NEW YORK, Dec. 9.—CBS-TV this week wrapped up three sponsors who purchased an hour and three-quarters of Saturday time. At the same time the web lost one of its video buyers. New accounts are Sealtest, Oldsmobile and Gibson Refrigerators.

Sealtest, thru the N. W. Aver Company, is bankrolling The Big Top, to be programmed 12-1 p.m. The circus show originates in Philadelphia and features the Hamid-Morton Circus. Oldsmobile bought Saturdays, 7-7:30, beginning January 27 for a new audience participation program featuring Sam Levenson. The comic has been signed for three years by the web. The client (Continued on page 10)

## Spike Jones Mulls Live Video Show

HOLLYWOOD, Dec. 9.—A live TV shot is in the works for Spike Jones, with negotiations currently under way for the musical depreciant to take his zany crew to New York sometime in late winter. If a single live show materializes it will be contrary to Jones' previously repeated statements that he would only go on TV via reels. Jones has produced two pilot reels (Continued on page 10)

## U. S.-Canadian TV Film Co.

WASHINGTON, Dec. 9.—A TV film company has been launched in Canada by U. S.-Canada interests with plans for immediate production of video film shorts for U. S. and overseas markets, according to a report by Nathan D. Golden, movie division chief at Commerce Department. Shooting of the TV movies will (Continued on page 10)

# *PHEW!*

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# TBA STUDIES WEDDING DAY TO NAB, OR MAYBE RTMA

NEW YORK, Dec. 9.—The merger of the Television Broadcasters' Association (TBA) with the National Association of Broadcasters (NAB) moved closer this week when the TBA board authorized President Jack Poppel to appoint a four-man committee to study ways and means to wed the organization with other industry "groups." Use of the plural was regarded as significant, since TBA execs are known to be investigating possible marriage with the Radio and Television Manufacturers' Association (RTMA).

should the NAB deal fall thru. It also is regarded as a lever to put the TBA in a better bargaining position with the NAB.

Poppel was re-elected to his seventh term as TBA president in the course of the group's annual meeting and clinic. Will Baltin was set for his eighth term as secretary-treasurer. Ernest Loveman, of WPTZ, Philadelphia, was re-elected vice-president, and Paul Raibourn, of Paramount, assistant secretary-treasurer.

General Manager John M. Outler, of WSB-TV, Atlanta, drew one of the top hands at the clinic for his comment on the need for more good local programming. Outler noted that his station now airs 92 hours during all seven days, of which 20 per cent is live local shows. He said that while the TV audience grows more selective after the initial period when the receiver is new, the industry has not yet refined its programming structure proportionately. Outler said that while web shows make a station's wheels go around,

viewer reaction is impersonal, and that local shows, such as news, are vital to an outlet's transmissions.

### Cohn's Squawk

The problem of the film makers in moving into TV was underlined by Ralph M. Cohn, manager of Screen Gems, Inc., TV subsidiary of Columbia Pictures. Cohn said that his firm recently reverted to a practice not used by the theatrical film industry in over 25 years by trying to pre-sell his product before it is made. He called on 25 stations with samples

(Continued on page 49)

## Cowan, Moses In 70G Parks, "Name" Suits

NEW YORK, Dec. 9.—Louis G. Cowan, radio and tele packager, and John Moses, until recently on Cowan's TV production and sales staff are involved in a legal hassle wherein each is suing the other for around \$70,000. It was learned this week, Moses is now in the video department of General Artists Corporation (GAC). The actions concern two TV shows, the Bert Parks daytimer and What's My Name?

First suit was filed last month by Moses. It is a Municipal Court action seeking \$197,500 alleging breach of oral contract for commissions in the Parks and Name shows. The total Moses would collect would come to \$70,000 or so.

(Continued on page 49)

## Richman MCA Topper

NEW YORK, Dec. 9.—Bill Richman has been named head of the Music Corporation of America's (MCA) daytime TV sales operation, under Veepee Herb Rosenthal. He succeeds Roger Carlin, who's now servicing the Kate Smith hour-long NBC-TV daytime show.

## KTLA Gets 52 Art Rank Pix

HOLLYWOOD, Dec. 9.—Paramount's KTLA, area's heaviest feature film user, bought 52 J. Arthur Rank (British) productions on a two-year-unlimited-run basis. Station is reportedly paying \$130,000 for the films. Almost all the pix have not been previously seen in this country. Deal breaks down to KTLA paying \$2,500 per pic for the 2-year local unlimited exclusive rights.

Transaction was closed by Klaus Landsberg, of KTLA, with Robert Wormhoudt reping Standard Films Corporation, Rank's U.S. rep. Landsberg also purchased 19 theatrical features from Flamingo Films. Flicks had not been released previously to TV. Figure on latter deal could not be learned.

## AIR WITH SOUL

# AM, TV Do Top Job in New Joint Set-Up

DETROIT, Dec. 9.—Concentration of fund-raising drives in Detroit's United Foundation, which just completed its second annual drive, has proved a boon to radio and television stations, enabling them to do a more thorough job by a concentrated drive and actually devote less air time than necessary with a multitude of separate agencies conducting their individual drives.

The Foundation itself is a grouping of 146 separate agencies which has aroused almost unanimous support from industry and marked interest in other cities despite the reservations of numerous fund-raising groups which are inclined to want to run their own campaigns.

Total of \$10,404,000 was raised

(Continued on page 49)

# IMPPA Offers AFM 25% Plus 5 on TV Pix

HOLLYWOOD, Dec. 9.—To lift the American Federation of Musicians' (AFM) 1946 TV-film music barrier, Independent Motion Picture Producers' Association (IMPPA) has offered to pay AFM 25 per cent of the original sound tracking fees plus a continuing 5 per cent royalty of each film's TV net earnings.

AFM's James C. Petrillo is expected to accept the IMPPA offer, thus releasing to TV approximately 400 indie-produced films. If accepted, approximately \$50,000 will be distributed here among musicians who sound-tracked the films, while AFM's coffers would be enriched by an additional \$15,000 annual royalty receipts from the films' earnings.

## TV Outlets Flock To NAB Chi Meet

WASHINGTON, Dec. 9.—The National Association of Broadcasters (NAB) announced that half of the nation's TV stations already have indicated that they will be represented at NAB's upcoming January 19 NAB-TV organizational conference at the Stevens Hotel, Chicago. NAB officials said that, at this time of acceptance, practically all of the TV stations in the land will be represented.

Invitations to attend are open to all TV stations, whether or not they are members of NAB. Expectations are that the conference will result in formation of a separate TV set-up, paralleling and co-operating with NAB.

## WEBS IN PARLEY

# Seek To Plug Present Gaps In TVA Code

NEW YORK, Dec. 11.—Negotiations will resume today between the television networks and Television Authority (TVA) over gaps still present in the projected code. The webs are particularly anxious to amend the section dealing with announcers' fees on commercials, and would like to write in a provision calling for a single fee for multiple commercial plugs instead of the current per-announcement basis.

Other items on the agenda include provisions for reshows of kinescope prints, doubling and the length of the work day. Under the latter item, one unsettled problem is that of programs which are filmed in whole or part, with cast members required to travel to location. This requires additional time for travel, rehearsal and stop-over at location, none of which is covered at present.

To be settled also is the multiple show problem, wherein some stations air more than once a week. When the web difficulties are settled, TVA is expected to start exploring the local scale structure.

## Benny's TV Mid-January

Jack Benny will do his second TV show on either January 13 or 14 on CBS-TV for Lucky Strike. If he is telecast Saturday 13, it will probably be in the 7-7:45 p.m. slot. A Sunday scheduling would mean appropriation of the sponsorship's "This Is Showbusiness" time and an additional 15 minutes, perhaps from "Toast of the Town."

# Looming Auto Shutdown May KO B'cast Programs

WASHINGTON, Dec. 9.—A complete cessation of civilian automobile production by September 1, 1951 will be ordered by the National Security Resources Board (NSRB), headed by W. Stuart Symington, according to authoritative reports gathered here this week. The NSRB is initiating a series of meetings with industry so as to start war conversion by April 1, and to complete it by September 1.

This move will thus place the auto industry on a war-production basis comparable to that which existed in the last war. From a show business aspect, it will mean enormous curtailment of radio and television budgets, in which the auto makers are leading spenders.

During World War II, the automotive industry continued advertising, but only on an institutional basis. This will probably be repeated after conversion, but nevertheless the move will take heavy toll of radio-TV expenditures, virtually eliminating all auto spot campaigns. The latter are of major importance in the auto advertising picture, since they carry the chief selling burden in the field, as opposed to the institutional nature of most web programs.

Virtually all of the companies are now active in TV or radio, or both, including Chevrolet, Oldsmobile, Ford, Pontiac, Dodge, Plymouth, Packard, Hudson, Kaiser-Frazer and Nash.

## GONE'S THE AGONY ON TV

# Sweetness Rules Roles on Video's Batch of Soapers

NEW YORK, Dec. 9.—Television soap operas, which teed off with Procter & Gamble's (P&G) First Hundred Years on CBS this week will spread sweetness and light and an optimistic philosophy, in contrast to their radio progenitors. The video serials will shy strictly away from the stock in trade of the AM weepers these many years—divorces, illegal surgery, triangles, deaths and miscarriages—of justice and otherwise.

The sentiment among agency and web execs is that the greater impact of tele, plus its realism via the graphic, would mean the psychiatrist's couch for many fem viewers if given repeated doses of the radio formula. The result is that all efforts are being bent toward enging the TV serials along lines of optimism, uplift and the good old home-and-heartline.

working for Frank and Anne Hummert. Carol Irwin, packaging Candy and Bill for NBC, formerly headed the daytime radio division of Young & Rubicam. In cases where the scripters have no TV experience, they are nevertheless being given their head, with reliance on the production staff to insert picture value.

So Tender! Story lines indicate the direction being followed. First Hundred Years is a tender tale of young marriage, while Candy and Bill is a domestic comedy. Hawkins Falls, stressing small town humor, tends to glamorize the goodness of people. Susan Peters' vehicle, Miss Susan, will be a tale of the heroic try of a gal to make her way despite being confined to a wheel chair, paralleling the saga of Miss Peters herself.

NBC execs indicate that, although the core may be gone, the cliff-hanger aspects of soapers will remain. But it won't be on the basis of the gal nearing the buzzsaw or lying tied to the railroad tracks. The complications, instead, will have to be angled to avoid dread. In some quarters, it's expected that this may force the creation of an entirely new brand of literature, that of writing a cliff-hanger sans cliff.

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# MUTUAL MAY CLEAN UP WITH BABO NEWS B'CASTS

NEW YORK, Dec. 9.—One of the biggest AM time sales of the year may be firming up by Mutual next week. The account involved is B. T. Babbitt, which is buying five 5-minute news programs five days a week. The show is to be titled *Babo Reporter*.

Sale now hinges on Mutual's ability to clear time, with Babbitt understood to be seeking the full complement of MBS stations. The buy, representing a notable hunk of billings, is predicated on the belief that via its across-the-day, across-the-board spread, the cleanser outfit will be hitting all segments of the audience at a time when interest in news shows is especially high.

Babbitt's agency is William Weintraub. The account this week canceled out on its soap opera, *Nona From Nowhere*, on CBS, as part of its move to get away from this type of programming. A half-hour, week-end video show also is under consideration.

# AM Billings Up AT CBS Despite 3 Client Losses

NEW YORK, Dec. 9.—Despite the loss of three AM clients this week, CBS moved substantially ahead in radio billings as it nailed down two new segments of business. *Strike it Rich*, now sponsored across the board 4-4:30 by Colgate, is expanding its network from 38 to 180 stations shortly. CBS also sold Chrysler Motors eight one-time half-hour spots to introduce its new model cars. The packages haven't been selected. Campaign starts February 5.

B. T. Babbitt, the bankroller of *Nona From Nowhere*, will drop the soap opera strip after its January 5 broadcast. Show is now in the 3-3:15 time weekdays. Lever Bros. also has canceled *Junior Miss*, programed 11:30-12 a.m. Saturdays for its *Rayve Home Permanent* as of December 30. Procter & Gamble also is dropping Ed Murrow on 38 stations in the Midwest after December 29.

Meanwhile, CBS was pitching its old package, *Romance*, at *Toon*, which dropped *Give and Take* in the 1:30-2 p.m. Saturday slot, but retained the time. *Toon* wants a program slanted more directly at females for a new product.

# Loesser Sued Over "Bushel" Lyrics; Airings Enjoined

NEW YORK, Dec. 9.—A new tactic in plagiarism suits turned up this week when 10 local radio and TV stations were named as co-defendants in an action brought against songwriter Frank Loesser and 13 others for alleged piracy of the hit tune, *A Bushel and a Peck*, from *Guy and Dolls*.

The suit, which was filed here Tuesday (5) by Tucson, Ariz., tunesmiths Edwin Eugene Holder, Charles S. English and Otto Nihof, charged WNEW, WMGM, NBC, CBS, ABC, WOR, WPIX-TV, DuMont, WMCA and WINS with copyright infringement for continuing to broadcast the song after receiving notification of the impending action last week.

According to legal opinion, the move to silence the broadcasters is probably the first such action in the history of the American Society of Composers, Authors and Publishers (ASCAP).

Since *Bushel* is currently high on the list of the nation's most-played tunes, an air shut-out at this time could do serious damage to the number's financial take. In view of this, Loesser's Susan Music and Edwin H. Morris subsidiary have supposedly indemnified ASCAP, which, in turn, has indemnified the stations against the possibility of having to shell out \$250 for every air performance of the song.

The Arizona boys claim they copyrighted the lyric, "A bushel and a peck and a hug around the neck" last July 7, and their attorney

(Continued on page 11)

# TV Tyros Play Selves as Suckers; Some Angles Just Over Their Heads

NEW YORK, Dec. 9.—Biggest chumps in the television business, and contributing substantially via their sucker characteristics to the high cost of TV programming are some advertising agency executives, who suddenly find themselves buying scripts, talent and otherwise making video show deals without any previous experience in this direction.

Typical instance was the recent case revolving around a Procter & Gamble show. An independent film producer submitted a budget for bringing in the same show at something like 20 per cent less than the soapmakers had been paying. Just before the deal was to be closed the film man was told he could have the job but that casting on the show would remain with the advertising agency. The film man had to forego the business because the agency was paying as much as double the going rate for all actors on the show, from stars down thru bit players.

In another case Pabst Beer turned the job of filming commercials for a show over to a film producer, but left the casting job with the advertising agency. The commercial script called for a good competent announcer, who could be had for about \$200 for all the films necessary, the equivalent of about a day's steady shooting. The advertising agency, however, made the deal with an announcer (and not a big name), calling for said announcer to get \$25 for every sta-

tion carrying the commercial. The announcer snared far more than the \$200 going rate for the job.

### Fixed Fees Up Costs

Still another deal saw Ruthrauff & Ryan paying a music publisher a \$5,000 advance to take on a song involved in a promotion on one of the agency's clients. Normal practice in the music business, of course, is for the publisher to pay an advance to the writers and/or other owners of a song, for publication rights.

Situation is somewhat akin to the days when advertising agencies moved heavily into the radio production picture. Most trade observers are of the opinion that the whole deal is a part of video's growing pains and that in due time clients will get wise to the no-talent guys; that they will drop by the wayside and others will climb to the top of the program and production heap. Agencies, it is pointed out, produced such program hotshots as Sylvester (Pat) Weaver, who has done an out-

standing job with National Broadcasting Company video in a top program slot.

# Jock Can't Go on Rival Station for Year, Court Rules

AKRON, Dec. 9.—The Ninth District Court of Appeals has upheld Station WAKR in its fight to enforce a contract provision barring disk jockey Alan Freed from broadcasting within 75 miles of Akron for a year after quitting the station last February. John A. Russell, Freed's attorney, said he would appeal the decision to the Ohio Supreme Court.

Last February 11 Freed and WAKR split and Freed left to go to WADC, also in Akron. WAKR was then granted an injunction, which Freed appealed, attacking the restrictive clause.

The appeals court upheld the clause which barred Freed from broadcasting within 75 miles of Akron for a year on the ground that the restriction was a proper protection of the business of WAKR.

Since the first court decision, Freed has been with WKEL-TV, Cleveland, doing a disk jockey program at night. While Cleveland is only 35 miles from Akron, the TV angle of his employment apparently did not infringe on the disputed contract angle.

# Transit Ad Exec Is Kidnap Victim

ST. PAUL, Dec. 9.—Myles Johns, president of Broadcasting Services, Inc., which operates transit radio in Twin Cities street cars and buses, Monday night (4) said he

(Continued on page 10)

# WJBK-TV HERD RIDES FOR G.I.'S

DETROIT, Dec. 9.—New use for its entire library of feature and Western films is being started Monday (4) by WJBK-TV, when films will be supplied for the entertainment of new draftees at the local induction center at Fort Wayne. About 400 men are at the center daily.

With no recreational facilities available, in contrast to conditions prevailing during the late war period, the WJBK-TV loan will provide a needed public service.



What's *law* got to do with Advertising? Plenty! Our business is promoting *sales*. Ever stop to think how many things are bought and sold because somebody *loves* somebody else? Well, it's astronomical. Take all those nourishing foods and warm clothes Mom and Pop buy for a couple of kids they love so much. And, of course, there's young love . . . romantic love! Now, you're really getting into big business. Wedding rings, trousseaus, honeymoons, furnished flats, pop-up toasters! Yes, things really start perking when Love comes along.

Maybe it's because Campbell-Ewald Company has long recognized the importance of the *heart department* that

we have always tried to make our clients' advertising messages a little warmer and friendlier and closer to the target of Dan Cupid's arrow. We found out a long time ago that Dan is a very handy little fellow to have around in any kind of media. And in *television* (one of our specialties), he's terrific! You can't beat a good love story on the video. That's why Campbell-Ewald TV programs, such as TRIPLE FEATURE THEATRE, sponsored by Chevrolet Dealers on Los Angeles Station KECA-TV, have always been so popular. People *love* them, and we love producing them.

Love may laugh at locksmiths . . . but don't you laugh at *love*. It's your best salesman.

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## The First Hundred Years

Reviewed Wednesday (6), 2:30 p.m. EST. Sponsored by Procter & Gamble for three months. Hosted by Bowles via CBS-TV. Producer, Hoyt Allen; production supervisor, William Vallee; director, Everett Gammon; assistant, Betty Burton; sets, Bradford Ashworth; lighting, Ted Lawrence; announcer, Cy Harrice; organist, Clark Morgan; writer, Jean Holloway. Cast: Olive Stacey, Jimmy Lydon, Nana Bryant, Robert Armstrong, Nancy Malone, Valerie Cassatt, Dan Tobin.

Television got its first soap opera this week when Procter & Gamble's *The First Hundred Years* opened a run on CBS-TV which the network doubts will last as long as its title. Maybe it will, but the guess is that it will have to undergo some alterations to last the distance.

Basic fault is that production staff seems to have tossed the TV book out of the window and applied radio writing and acting values to the program. It just doesn't pay off. The result seems heavy-handed and the writing is overacted. Video impact is just too potent. Three lines were usually used where one would do, and emotions were scripted too close to the surface, making them embarrassing rather than realistic. Same applies to the thesping. The director, Ev Gammon, would do well to hew closely to the underlying playing lines as the serial progresses.

## Schmaltz

It's true that some of the schmaltz was probably deliberately included for purposes of humor. After all, CBS said the sooper proposes to emphasize "hilarious comedy bordering on the farce, about the ludicrous aspects of young married life." However, the average hausfrau, viewing this show, is unlikely to see the web's press releases. It's dollars to doughnuts the whole thing is taken completely seriously.

That's because the humor seems forced and unnatural as written within the typical sooper framework. The same lines and the same action could well have been written identically and with no more exaggeration than shown here, with serious intent in a radio version. Why then should the viewer suddenly, without warning, be expected to start laughing uproariously at a punch which has been dished out solemnly for many years?

The episode caught, for example (titled *Wedding Prelude*), had its counterpart in real life only three days earlier. The chapter dealt with the bumbling attempts of the prospective bridegroom's parents, on the eve of the wedding, to discuss with him the birds and the bees. Perhaps the grotesque stupidity of Mr. and Mrs. Ripley in their handling of this topic was supposed to seem humorous, but the only real laughter evoked was likely of a supercilious nature at the whole concept and at the characters, rather than sympathetically with viewers who didn't feel this way and probably took it all in dead earnest. Writer Jean Holloway, had she read the "Inquiring Photographers" feature in the previous Sunday's *New York Daily News*, would have found that, sad to say, the average parent is just as stupid and remiss on this subject, and likely would have found nothing funny in the treatment.

Besides this aspect of the show, the episode opened with the traditional weeping mother, trying to sentimentalize on the day of the wedding, while the father sought to hide his feelings behind the morning paper. This brought about a snappy exchange, with the mother charging hubby doesn't love her any more, to which he answered he supports her, doesn't he, and does she want to know how much she costs him per month. Her reply was a classic: "You can't buy a woman's (sob-sob) love!" Real funny, but not the way it was intended, unfortunately.

Production was mounted handsomely (and obviously, expensively) in the single set used, in this installment. Initial plug for Tide was by two housewives gossiping while the wash was being hung, with their chatter leading neatly into the action. The story line as a whole is a promising one for a long-range series.

Cast members showed okay but will have to keep their emoting in check. What's needed is clearer definition in the staff's mind of what is and is not likely to be regarded as funny or serious by the viewer, and of the essential difference in the production of a video play as against radio. Without a clear and fundamental dissection of the proper relationship of the serial is apt to founder long before it has lived out its own first 100 years. Sam Chase.

## Basketball

Reviewed Tuesday (5), 8-11:30 p.m. Sponsored by Webster Cigars thru N. W. Ayer, and Standard Brands thru Compton, over WPIX, New York. Director, Jack Murphy; associate director, John Egan; sportscasters, Jimmy Powers and Curt Gowdy.

Coverage of Madison Square Garden events (except the Friday fights) this year is split between WPIX, which covers weekday and Sunday events, and DuMont, which carries the Saturday night programs. Latter is sponsored by DuMont TV receivers. On

WPIX, Webster Cigars and Standard Brands (for Chase & Sanborn Instant Coffee) each take one-half evening of 60 events, with the local Chevrolet dealers taking another 60. Jimmy Powers does all the color on the WPIX coverage, with Curt Gowdy doing play-by-play of basketball, and Win Elliott handling hockey.

The basketball bill covered was bankrolled by the Webster-Standard Brands team, and featured New York University's 75-85 win over Oregon State, and national champion City College's 71-69 squeaker over Brigham Young. Gowdy's calling was competent throat-cut, the erstwhile Yankee baseball sportscaster being a former hooper. Only weak link was his failure to give an adequate report on time remaining in the closing moments of the second tilt, when only two points separated the teams and the clock was a major factor.

## Camera Work

Camera work was uniformly good, with occasional floor-level close-ups from a corner behind one basket. These shots were particularly effective during shooting of fouls, but sometimes tended to confuse when used during actual play.

Between halves of the games there were the usual interview periods. The first game's interview was done by Powers and Gowdy interviewing some City College cheer leaders, who rendered a loud "Allagaroo" for the viewers. Also on hand were the coach and the athletic director of Denver U., which was to play in the Garden later in the week, to take a bit about their team. A couple of models who attended the game also showed up; they had nothing to contribute but their looks. Between halves of the second game, Announcer Joe Ripley, who delivered the Webster pitches, exchanged words with sportswriter Bill Roeder.

Commercials in the first game plugged Chase & Sanborn Instant Coffee, with Maggie Hayes at the controls. C&S Bar showing how the brew is made. The Roeder interview, also done from a room at the Garden, was tagged as originating at the "Havana Cabana." Plugs were excellent. The coffee pitch dealt with economy in an era of rising coffee prices, while the cigar commercial stressed the pure Havana filler and the Webster Christmas gift boxes. Sam Chase.

## Televions of the News

Reviewed Tuesday (5), 7-7:15 p.m. EST. Sponsored by Studebaker Dealers of New York and New Jersey thru Roche, Williams & Cleary of Chicago via WPIX, New York. Producer, Walter Engels; director, Allen Martin; newscaster, Ed Thorgeron.

Ed Thorgeron, long identified with Fox Movietone newsreels, is doing this nightly 15-minute newscast over WPIX, New York. Show utilizes films and stills for its visual content, besides heavy play to a single shot of Thorgeron looking dead ahead. The newscaster now sports a mustache and glasses, but is a familiar face, nevertheless, to most TV viewers who also are filmgoers.

Thorgeron has an unfortunate tendency to work deadpan thru-out the show, evidencing no change in facial or vocal expression. Thus, the direct war news and such lighter material as was presented were delivered in identical fashion. He also coined what seemed to be a new word in the course of the program: "Interventionalist." His staring-straight-ahead concentration also seemed to denote that he was reading from a cue-board placed directly above the camera.

Apart from these items, Thorgeron is competent and efficient and gives the proper authoritative ring into his voice. Studebaker commercials were aired via film, plugging the new model. Sam Chase.

## Only Human, With Sidney Fields

Reviewed Sunday (3), 2-2:30 p.m. EST. Sustaining via WOR, New York. Producer-director, Jack Farren; emcee, Sidney Fields. Guests: Rex Harrison, Lilli Palmer, James P. Taylor, Dr. Norman Vincent Peale.

N. Y. Mirror columnist, Sidney Fields, is an extremely self-effacing emcee. He possesses a peculiar chameleon quality, in that he underplays his mike personality, yet casts a flattering reflection of his guests' particular brand of charm by injecting an apt question or comment to allow the visitor a brief breather. This vocal reticence is a distinct reason for a deluge of emsees who apparently operate under the delusion that their guests should be neither seen nor heard. His only liability is a distinct tendency to echo the last words of his visitors. (i.e. "I was fouled.—Oh, you were fouled?")

Fields' preem program featured an interesting guest line-up, ranging in natural habitat from Sardi's to Stillman's Gym. The former set was represented by the big-name coup of Rex Harrison and wife, Lilli Palmer, currently co-starring in *Bell, Book and Candle* on Broadway. After the usual plugs for past, present and future shows, the Harrisons discussed their respective careers with considerable poise and vivacity. Miss Palmer was surprisingly candid. She described herself as looking "like a boiled potato" in her first screen test, and attributed a delay in their marriage to the fact that "Rex was married before and it took a little time."

In marked contrast to the biographies of the Harrisons, Fields' other guest was designer of athletic safety equipment, James P. "Foulproof" Taylor. The conversation took a rather forthright turn with Taylor's appearance, via a bombastic description of the many art of self defense and Taylor's own contribution to fighters' safety. Taylor, who tests all his products personally, boasts of receiving 800 test blows in one afternoon. Right now he's perfecting a "bust-proof bra" for lady wrestlers, with his loyal frau subbing as a human punching bag.

The idea of delivering an inspirational message on each broadcast is praiseworthy, but Dr. Norman Vincent Peale's advice on the "art of forgiving" was a bit too naive to be convincing. June Bundy.

## Poole's Paradise

Reviewed Monday (4), 3-4 p.m. EST. Participating via Mutual, New York. Producer-director, Larry Dorn; writer, Bob Poole.

This is a fast-moving disk-chatter-comedy-quiz show that can't be listened to with full an ear. It requires the full attention of the listener to pick up the various gimmicks used. Yet it doesn't break down into a nervous affair—and that's due to Bob Poole's soothing bass voice which keeps the proceedings moving along in a relaxed way.

Format calls for Poole to spin pop records, make phone calls to listeners, interview celebs and work in short, three-to-five-minute comedy bits built around such material as "You can tell the color of the hen's eggs by the color of her ear lobes." Disks are either of the pop ballad or novelty variety, except for the closing number, a hymn. Obviously geared to reach a housewife audience, the segment is replete with sentimental music and chatter. The phone call gimmick calls for listeners to send in cards with their names and phone numbers. Calls made from the cards give the listener a \$25 bond for answering such absurdly simple questions as "Who is the band leader husband of Betty Grable?"

Show also tosses in a jackpot for identifying a mystery singer or mystery song. First half hour's calls to GJ's in overseas and home stations, with the Armed Forces Radio Network carrying this portion of the show. Second-half calls go to fem listeners.

Heavy use is made of sound effects and transcribed voice spots intricately woven into the Poole script. This has a big following is borne out by his recent selection as the top disk jockey of Radio Mirror fan mag readers and as the disk jockeys' own favorite spinner in the annual Billboard poll. Joe Martin.

## Margaret Arlen Show

Reviewed Wednesday (6), 10-15-11 a.m. Sustaining via WCBS-TV. Producer-director, Bill Allyn. Cast: Margaret Arlen and Woody Klose. Guest: Father James Keller.

Long a local radio standby on WCBS, New York, Margaret Arlen should do equally as well on TV.

The decorative female commentator displays a poise and a know-how in front of a lens that many more video-experienced performers might envy.

Miss Arlen, however, is stepping into a type of video programming—the daytime women's service show—which has already been much too over-exploited. Her show needs more than she presented on the stana viewed—the guest, the cooking of a distinctive food, instructions on how to mail Christmas packages and other items. The guest, Father James Keller, of the Christophers, was unique nevertheless in that he had something to say and held interest.

What the program obviously needs is more character of its own kind, that television can differentiate it from others of its kind. But Miss Arlen has only been on a short while and, after further shaking down, the show should improve.

The presentation did make an effort to spark human interest by creating an ersatz dispute between the star and her very competent male aid, Woody Klose, over whether men or women can cook better. Neither, however, had their hearts in the argument. Klose might also be used more. He could show females, for example, what they might do to make their spouses more content. Leon Morse.

## Your TV Surprise Show

Reviewed Monday (4), 10-10:30 p.m. CST. Sponsored by Tele-Tronics, Inc., for Sentinel, thru Malcolm-Howard Agency via WENR-TV, Chicago. Produced by Malcolm-Howard with George Jandl, Director, Dick Locke, writer, George Jandl; announcer, Charles Flynn. Cast: Dinning Sisters, Art Morton, Al Trace and His Silly Symphony.

This is the show that had crooner Billy Farrell signed for 52 weeks. Farrell didn't click, his Dick Locke cutting up the seats in

ABC's Chicago pride and joy, the Civic Theater studio, and Farrell and the show parted company. The program now has become a pleasant, unpretentious variety show. Monday show was strictly music, most of it pretty corny, but doing exactly what it was meant to do.

The Dinning Sisters, girl trio, were guests. Their arrangements haven't varied over the years and they become monotonous to steady listeners, but the girls were definitely photogenic. With more variety in their arrangements they should do well in TV. Al Trace and His Silly Symphony did some standard corn which came off well. Trace's deep-Bronx face and ractrack tie clashed with his hillbilly intonations, but otherwise his assortment of musical saws, banjo solos and funny hats hit the mark. Singer Art Morton did a competent job on two numbers which should be particularly appealing to females.

Announcer Charles Flynn apparently will always look exactly like his radio character, Jack Armstrong, the All-American Boy. He is a very capable emcee, with a friendly grin and a convincing sales patter. Camera work, lighting and direction were all first-rate, with the highest recommendation of the show being that they didn't try to over-produce. Jack Mabley.

## Hollywood Quideq

Reviewed Sunday (3), 3-3:30 p.m., over WPIX, New York. Sponsor, Winston Advertising, Inc., and Benefield, Godley Advertising; producer, Al Black; associate producer, Bob Nash; director, Bob Bush. Cast: Hal Tunis, Marion Carter and guest stars.

This twice-a-weeker (Thursdays a.m. and Sundays p.m.) is just another leaf out of the telephone quizzer hand-book. Gimmeck this time is to base questions on familiarity with metropolitan screen showings, thereby giving local movie fare a plug along with the show's sponsors. Potential guessers are invited to postcard

## Voice of the People

Reviewed Sunday (3), 7:15-8 p.m. Sustaining via WPIX, New York. Producer, Lowell Lipman; director, Pete Malnar; announcer, John Tillman; moderator, John K. M. McCaffrey.

With any panel show the net result is almost completely dependent upon the color and volubility of its participants. That's exactly where this opus fell down completely. Basis for the

box pop discussion was the Brooklyn gambling investigation, and its ultimate disclosure of police corruption. Certainly the topic was sufficiently ripe for some good visual and aural fireworks. Using as panel members the reporter who unveiled the mess, an officer of the bar association, a representative of the police department and a *Daily News* reporter; the cases must have sounded like a live one. Yet their reticence and refusal to ret controversial added up to a fairly dull three-quarters of an hour.

Moderator John K. M. McCaffrey did a yeoman job in trying to get the panel to open up on the subject. "Did the investigation accomplish anything or was it political maneuvering?" But the first half hour was almost entirely devoted to exchanging platitudes on the back, platitudes and evasions. McCaffrey's efforts finally brought forth when he needles the panel into discussing whether there might be either corruption or preordained laxity on the part of some city magistrates.

More careful selection of panel members should make a fine public service segment out of the video version of the daily column appearing in *The Daily News*. WPIX's parent outfit. Might be a good idea, too, to squirt a little oil on McCaffrey's swivel-chair. The squeaks were unnerving. Joe Martin.

## The Deserted

Reviewed Saturday (2), 6:45-7 p.m. EST. Sustaining via WRC, Washington. Producer and editor, Jack May. Narrator, Maurice McGary.

The immediate importance of this show is that it has encouraged WRC to plan more of the same in a sub-series on a unit series. Chances are that the idea might click elsewhere too.

The show is a serious documentation of how a local government cares for abandoned children, a problem which radio hitherto has touched gingerly or has completely neglected. Originally the program was planned by WRC as a single-shot show, but the problem was discovered to be so vast and worthy of treatment that Station Manager William Andrews, who thought up the idea, decided to have it presented in four parts on successive Saturdays.

The show caught was the fourth in the series. Although less lively than some of its forerunners, it nevertheless pointed up the theme and proved to be a quiet, understated expose. Most public officials who were interviewed via tape recorder on the show exercised the usual caution shown by any bureaucrat when faced with a "mike," but nevertheless there were some remarkable disclosures. One D. C. official, for instance, made the first-time public confession that the child welfare division of the District of Columbia handles some 20,000 cases yearly involving children "deserted" by parents, but that the actual number requiring treatment is over 50,000.

The show, operating on a low budget and assembled rather fast, used few dramatic gimmicks, had no background music, and depended solely on narrator Maurice McGary and the voices of interviewed parents and officials to tell the story. Jack May, show producer, did a top-notch job of reporting and editing. May tape-recorded cases and histories as told by officials or parents, and in some instances the children themselves and case-workers commented on the situation. Ben Atlas.

Their names and addresses to program. Apparently selections are then made at random, and a list of calls drawn up for each segment. Questions are hardly trying for an average movie spotter and, as usual, prizes are awarded—win or lose.

Hal Tunis handles the phone calls, with an assist from Marion Carter, familiar to viewers on other WPIX product-boosting stints. Both are sufficiently pleasant and ingratiating at their (Continued on page 9)



# Another Look

Brief criticism and comment re TV shows previously reviewed in detail

## Chuck Wagon

CBS-TV, Wednesday

A combination long shout after, but little achieved in TV—entertainment plus education—has finally been developed in WCBS-TV's *Chuck Wagon* if the program viewed is indicative of its usual shows. The stanza, which boasts an expanded production budget, should have a potent appeal for youngsters above 10 and a few adults too. Fashioned around the massacre of General Custer at Little Big Horn, the program did much more than contain the routine bad guys versus good guys comments on the affair. Sheriff Bob Dixon, the affable cowpoke who presides, showed photos both of the stockade where the massacre occurred and of Custer, and then introduced Little Crow, Wolf, an Indian, who displayed relics of the conflict.

Such items as cavalry sabers, Indian moccasins worn by red men killed at the battle, a single loading rifle used in it, a scalp knife and an Indian buckskin doll were displayed. Wolf's commentary was more than superficial. The kids learned, for example, that the buckskin doll had no face so that the Indian moccasins could use their imagination to put whatever face they wished on the toes, and that a tomahawk was not an Indian invention, but was introduced by the English in America.

With more visual production to give the show more scope, the program should build into an attraction. *Leon Morse.*

## Simple Simon

WENR-TV, Chicago, Mon. (4)

Ernie Simon has had marked success as a radio disk jockey and doing a night TV man-on-the-street show, but he can't seem to click in a TV variety program. His 30-minute stanza Monday for *TV Forecast Magazine* was moved from a late evening time to the 7.30 to 8 spot. Even with the incentive of prime time, the show didn't hang together. One sock visual gag was doing the show in the 800-seat Civic Theater before an audience of one plant. Simon made the most of this, doing an audience interview (a la Jerry Lester) and noting that his audience at his last theater appearance had been twice as large.

Chet Robie, one of the best performers among all jazz artists in this area, was completely lost doing a ballad, but did better on *Wreck of the Old 97*. Shirley Richards has looks, swell voice and personality, and no material. *All I Want for Christmas Is My Two Front Teeth* is a waste of her talents. Mary Hartline, *Supper Circus* queen, was guest, and the show bogged miserably as she led the cast thru some routine kid games from *Supper Circus*. Simon needs a better framework for his show, and needs to get more good material or else cut the time in half. *Jack Mabley.*

## Show Time USA

ABC-TV, Sunday (3)

Mixed in with smooth performances by some top-notch legit talent and suave emcee Vinton Freedley were two fugitives from other media, Veronica Lake of the movies and Buddy Lester of the theaters.

The naturally telegenic Miss Lake displays a tense, nervous manner and faulty memory in her co-emcee role; while Lester's zany personality threw the whole show out of tune. The comedian's mad out mugging, meaningless gags and generally thin material may seem funny after a few drinks, but it doesn't have enough smartness nor substance for the American National Theater and Academy airer.

The revue's most impressive segment was supplied by Paul Kelly and Uta Hagen in a scene from their current legit click on Broadway, *The Country Girl*. Brenda Forbes, of *Ring 'Round the Moon*, projected a skilful blend of pathos and high comedy as Deas' wild flower model in the famous *Bears for This Number* from *The Little Show*, and Ray (*South Pacific*) Middleton boomed forth his original version of *The Girl That I Marry* from *Annie, Get Your Gun*. The Dodge commercials put great emphasis on how easy it is to get in and out of their car, via film, of course. *June Bundy.*

## Frank Sinatra Show

CBS-TV, Sunday (3)

CBS is still trying too hard with the Sinatra video format. The singer's basic charm lies in intimate simplicity, not a big, brash Milton Berle-styled variety circus. His personality isn't aggressive enough to carry this type of show, and even the presence of Berle himself as a guest didn't spark the necessary hoop-la pace.

Sinatra's boyish appeal registered best on an opening ballad, but attempts at slapstick comedy with Berle and Ben Blue were generally feeble. The main gag revolved around Sinatra's plot to break up Berle's monolog via a series of magic tricks. Unfortunately, tho, the only thing broken was the Texaco star's timing.

The trio, attired in baggy tights, did a take-off on an acrobatic act that had wonderful possibilities, but here again the obvious try at selling Sinatra as a tumult comic misfired on camera. Berle and Blue undoubtedly would have socked the routine over alone, and Sinatra could have teamed up effectively with Berle on a song-and-dance act, a la the slicker numbers he's done in films with Gene Kelly and Jimmy Durante. *June Bundy.*

## Dave Garroway Show

NBC-TV, Sunday

First of the shows to use crane cameras newly acquired by NBC-TV, was, fittingly enough, the Sunday night Garroway, stanza, fittingly enough, in the light of this show's commanding lead for TV technical excellence. The crane camera permits shots from the perpendicular to any angle and, as demonstrated by Ted Mills, producer of the show, angles can be changed with remarkable speed. This was shown by starting out with a direct overhead shot of Garroway, with the camera then starting to chase him around the studio, finally almost running him down as he lay prone.

Otherwise, not too much use was made of the new equipment, altho the standard opening shot, in which the camera dollies along the band (a remarkable shot, too, in that the dolling was done "free-hand") was changed to a mid-orchestra overhead comparable to a Hollywood boomshot. Garroway's stanza remains at the top of the heap for productive values. Its air, its high degree of inventiveness and the all-round work turned in by Bette Chapel, Connie Russell and Cliff Norton is socko. Miss Chapel, however, still is surfeitied saeccharine. *Jerry Franken.*

## Prudential Family Playhouse

Alternate Tuesdays 8-9 P.M.

This show continues to rank with the best in video dramatic presentations. Its version of the

# Brown Shoes Sez It Via TV

NEW YORK, Dec. 9. — The Brown Shoe Company for its neutralizer division this week purchased Say It With Acting. The former WNET locally sponsored show will alternate with Smiling Ed McConnell beginning Saturday (6) in the 6:30-7 slot on NBC-TV. The new emcees are Bud Collyer and Maggi McNellis.

If the show should click, it is the intention of the client to move "Smiling" Ed to an earlier time slot and go on a once-a-week basis. Leo Burnett is the agency. MCA owns the package.

## Hollywood Quideo

Continued from page 8

rent chores, even if the material is strictly off the arm.

High spot of the half-hour is an interview by Tunis of a guest. This show's (3) studio visitor was David Kaye, ex-cameraman of silent pix, and more recently pearl shell novelty tycoon and an occasional independent movie producer. Interview was hurried and sketchy, due to curtailed time. Kaye, however, managed to touch on all points, and likewise came up with a statement that TV has snared away 40 per cent of the pic business — a video observation which is not apt to endear him to Hollywood conferees.

Intermediate plugs were via film spot locations of Winston Television Stores and a product or two on their floors. Also plugged was firm's ability to render top tele service to buyers. Integration of the format was good, as was the camera work and direction, considering the limited area involved. *Bob Francis.*

*Barretts of Wimpole Street*, featuring Helen Hayes, was excellent. Miss Hayes was, if anything, more magnificent than ever in her playing of Elizabeth Barrett Browning. Her work was fully worth the first down payment of a TV set as she lifted the part to poetic heights.

And television can also be said to have discovered a potent, young leading man in Robert Pastene, who should in the future burn up the legit boards. His interpretation of Robert Browning, a part that calls for sensitive prudent playing so as not to get soggy with sentiment, was tender, manful and full of varied shading.

Gene Lockhart was an able harsh father, and Bethel Leslie, Elizabeth's persuasive suffering sister.

But most of the credit belongs to producer Donald Davis and his hard working wife, Dorothy Mathews, whose toil has paid off in results. The program, however, because of its time period, opposite Milton Berle, is not getting the audience it deserves. The sponsor might well move it to a spot where it can entice more televiewers — perhaps late Sunday afternoon, if an evening time slot is not available. *Leon Morse.*

# Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

## The Big Show

NBC, Saturday (2)

The *Big Show* is still riding high with femcee Tallulah. But good carrying the major share of the talent load with a king-sized assist from radio's most literate troupe of scribes. Fred Allen, Phil Silvers and Joan Davis managed to hold their own with the devastating Tallulah, altho the latter ran up against the usual "straight man" stalemate that fem guests encounter in trying to return the Bankhead guff with comparable verve and venom and still be funny.

The surprise of the evening and talk of the trade the next day was Mr. Truman's little daughter, Margaret, who more than proved her mettle as a performer by parlaying chatter and jokes with the toughest cast of pro talent that ever upstaged one another. Her warbling delivery and perceptive comedy sense were real revelations. The producers are to be commended for realizing the girl's potentialities and showcasing them in the most flattering format. Most of the biggest laugh lines were built around Miss Truman's appearance on the show, and needless to say, she didn't lift her voice in song until after 7 p.m.

Silvers elicited best with a monog skit, lampooning his roles in Hollywood musicals, and Allen was funnier than he's been for a long time with one of his sharply satirical sponsor bits. Others on the 1 1/2-hour airer included canary Mindy Carson, film actor Douglas Fairbanks Jr. and Meredith Willson. If the Bankhead bounce endures and the scribes stay up to standard, it looks as if *The Big Show* is in for good. *June Bundy.*

## Club 15

CBS, Tuesday (5)

Aside from the songs there is very little change in the format of this Monday-thru-Friday 15-minute salesman for Campbell's Soups. Following the Jack Smith Show, it rounds out for CBS a substantial consecutive half-hour of breezy popular musical listening, replete with top pop personalities.

Format runs down four current pop tunes and makes room for the easy emcee delivery of Bob Crosby, who reads some fairly obvious cornball gags and puns between songs. Jo Stafford and the Modernaires round out the Tuesday-Thursday bills, while the Andrews Sisters fill the remaining three evenings' slots. Jerry Gray's band, on the build via record and recent personal appearances, serves up the tasty background music across the board.

There's nothing subtle about the show. Its attempt at breezy entertainment comes off a bit heavy-handed. But the show and the individual participants sell, and that's what counts. *Hal Webman.*

## Jack Smith Show

CBS, Tuesday (5)

One of the most effective shows of its type of the air, this hardly five-day-a-week radio veteran still manages to stir up a regularly refreshing and breezy musical 15 minutes. Cramping five songs, three brief pitches for Oxydol, and some innocuous but light-scripted conversation into the 15-minute mold, the show accomplishes the remarkable feat of creating the impression that there's a lot more than 15 minutes of this ear-cracking entertainment.

"Happy" Jack Smith's easy, smiling manner sets the brisk pace for the proceedings. Frank DeVol, who is hired to lead the band but who also works as straight man and vocalist, is greatly responsible for the high musical qualities and rapid pacing of the seg with superb arrangements which achieve remarkable changes of musical mood and temperament out of the maelstrom which is hammered out in the short space of time. Dinah Shore, who works the show on Tuesdays and Thursdays, alternating with Margaret Whiting (Mondays-Wednesdays-Fridays), serves as the warm, ingratiating contrast for Smith's ringing enthusiasm. Finally, the selection of material is beyond reproach. Songs are programmed with apparent skill and understanding of current and standard values, as well as topical, and this perhaps is the major underlying factor in the success of the airer. *Hal Webman.*

## Career Clinic

WINS, New York, Tuesday (5)

This 15-minute local public service airer is presented in co-operation with the evening and extension division of the City College of New York (CCNY) School of Business. The series is aimed at briefing young men and women on job opportunities via advice from a panel of experts in various fields. This particular program featured a lad in search of a career in radio and television. The panel included radio-TV packager Raymond E. Nelson; Jo Ranson, WGMG publicity director, and Earl H. Ryan, supervisor of the radio and TV courses at CCNY.

The panelists were all pleasant and willing, but very little of the advice dished out seemed detailed enough to be of any really constructive help to tyros. The gist of their info was that newcomers should case indie stations in suburban areas or start as guide or mail-room clerks with one of the webs. However, nothing was said of the procedure involved in tracking down such positions — proper brochures, tips on interview behavior, personality problems, qualifications, etc. TV was brushed over much too lightly.

Actually, the entire clinic shaped up as one big plug for Ryan's radio-TV course. Dr. Robert A. Love, director of CCNY's evening and extension division, served as moderator. Judging by the good doctor's faulty diction and generally sloppy speech, he could well afford to enroll in the course himself. *June Bundy.*

# 18 Hrs. a Day For WXYZ-TV

DETROIT, Dec. 9.—Beginning Monday (11), the local ABC outlet, WXYZ-TV, will increase its daily programming to 18 hours, from 7 a.m. to 1 a.m., thus staking out a claim to having the most extensive video schedule in the country. The new extension is based upon eight weeks' operating experience with early morning 7 a.m. shows. However, until now the station has gone off the air from 10 a.m. to noon.

The increase was prompted by the station's theory that daytime TV commercials can carry more sales impact than evening video plugs because few daytime viewers are in a more receptive mood for immediate buying response.

way legit shows list English casts, and chances are that most of them have played in the pantomimes at one time or another. Gertrude Lawrence, Noel Coward and their ilk all started in the kid revues. With the right kind of production, it would supply a needed novelty for TV Noel programming. *J. B.*

# TV Talent and Show Tips

## Connie Sawyer

An attractive blonde comedienne with a stand-up delivery reminiscent of some of the better male comics. Her material is mostly situation stuff. Amusing burlesques on everyday topics, makes her a funny gal to watch. She projects easily and skillfully. Gal's had one or two guest shots on TV but is good enough to hold down the comic slot on most moderately budgeted TV variety shows. *B. S.*

## Mr. and Mrs. W.

A good bet for a Mr. and Mrs. Show, either on the West Coast or national hook-up, are handsome Bob Waterfield, quarterback of the Los Angeles Rams pro football club and Mrs. Jane Russell. Not only are Mr. and Mrs. W. far easier to look at than most man and wife teams around, but their backgrounds, present occupations and personalities make them natural for a live, interesting session logically embracing sports, entertainment and general affairs. *J. C.*

## Children's Drama Show

Video screens have had their fill of the affected prancings of professional moppets, but stations might get a fresh slant on young thesping by telecasting a children's play, with a cast of local school kids. It would probably be best to pick up a real school play intact, since the charm of such shows would rest on the makeshift settings and prop devices and the genuine inexperience of the players (a la the Nativity dramatization scene in Bing Crosby's old flicker, *Bells of St. Mary*).

The show would appeal to youngsters, but the real pull would be for parents and fem daytime viewers. A food or clothing sponsor might be able to make a deal with school officials, whereby they contributed the cost of the show to the Parent Teacher's Association or a local civic charity. The program would have more value if the players were grammar-school age, and the plays could be standards or written by the children. *J. B.*

## The Great Montague

NBC's new radio series *The Great Montague* has already attracted favorable critic reaction, and its tongue-in-cheek take-off on radio's professional advice experts should be a natural for TV. The series' value as a television package is particularly strong because of the fine visual talents of its leading players, Monty Woolley, Pert Kelton and Anne Seymour. *J. B.*

## Christmas Pantomime

A yule-time switch on the usual Santa Claus-Scrooge repertoire for radio and TV would be the presentation of an authentic English pantomime. These (lavish musical pageants depicting fairy tales and other folk lore) have been big bits with British kids for centuries, and it's possible that some TV web could swing a deal to film an English company and show it over here. It might also be set up on a charity basis, via benefit performances by British thespians in New York. At least three Broad-

# Zooming TV Rates Hit Local Advertisers

Continued from page 1

gain. One top rep said this week that his office has an enormous backlog of national spot "wait orders," meaning that as soon as time becomes available, these spots move in. Including station breaks, two hours of time may involve as many as 12 spots, totaling to a tidy hike in rep billings.

The reps are finding video a greater boon than even they expected. Their commissions come to more because of TV's higher rates, and this in the face of the fact that TV stations are still on the air for much less time than their AM counterparts. Nevertheless, in instance after instance, the TV billings are doubling and tripling the AM billings. What

## Ratings Alone

Continued from page 4

of the household is from 45 to 60 years old.

Significant in selling consumer goods is a comparison of basic marketing factors and the factors applying in the typical TV home. The TV market generally consists of larger families, with a very large number of young children, but not as many teen-agers; moppets have great influence in brand selection whereas households with aunts and uncles tend to stick to old brands. TV families in the main are property owners, including houses, autos and gadgets, making them good market for household appliance products.

Income is a discriminating measure where luxury-type items are concerned or where consumer credit is an important factor in purchase of the product. TV homes include very few low income households, and not as much concentration in the upper one-third bracket as usually believed. With present monetary policies bringing credit restrictions, the extreme low income group is unlikely to become a significant proportion among TV families. This must be considered by sponsors whose products are keyed for these homes.

## Gillette Grid TV

Continued from page 4

contests are on Monday, January 1, Gillette can't find a middle-of-the-evening time during the week which is acceptable.

The open 7-7:30 slot across the board can't deliver a web and the only other time available seems to be after 11 p.m. It may be that Gillette will decide to wait until Saturday before showing the film.

On the Coast the Rose Bowl will be shown live on KTTV, Los Angeles; KPIX, San Francisco, and KFMB, San Diego, and with Gillette sponsoring. Maxon is the agency.

these grosses mean can be gathered from the fact that one leading station rep office will bill \$4,500,000 in national spot—video only—this year.

## FCC Will Get Bid

Continued from page 4

years, would be needed for gearing for commercial production.

**Refutes FCC Finding**  
From several set manufacturers and others it is generally agreed that RCA has made a remarkable improvement at a point which Sarnoff has stressed as refuting FCC's color decision statement that RCA could not make improvements "in the foreseeable future."

The absence of FCC from the current demonstration has developed into a cause celebre, with FCC Chairman Wayne Coy engaged in a public scuffle on the issue with Sarnoff and Editor John T. O'Rourke, of *The Washington Daily News*.

Sarnoff issued a denial to a charge made by Coy that RCA is keeping color from the public by aiming to block FCC's ruling.

Editor O'Rourke, who witnessed the color demonstration, has been critical of Coy on his paper's editorial page. In his Friday (8) blast he likened Coy to a judge who refuses to consider important new evidence in a case because the new evidence might alter a previous verdict.

Coy insisted that FCC will consider any new evidence in a manner previously prescribed by the commission.

## Robinson Story

Continued from page 4

part audience participation emcee. Robinson and Phil Rizzuto of the Yankees also are under option to the station for a sports commentary show.

The kid stanza, which will be transcribed at the Johnny Victor Theater, will have three kinds, culled from the studio audience, and labeled the "Three Little Umpires." The kids will listen to records spun by Robinson and review them by grading them as one-base hits, two-base hits, three-base hits and home runs.

With Robinson, whose network show on ABC winds up this month, going into the 9 a.m. slot, the Saturday line-up will open at 8:30 with Frank Luther. H. V. Kaltenborn's moppet analysis of the news will follow Robinson for five minutes.

The 9:35 to 10 a.m. period will be filled shortly with Leopold Stokowski's forthcoming musical application show.

## U.S.-Canadian TV

Continued from page 4

take place in Ontario. Actors and writers will be Canadians; U. S. technicians will be used until Canadians are trained, Golden said.

The project has an initial financing of \$50,000. "The Canadian motion picture industry is watching this new venture with keen interest," Golden said. "Some Canadian producers hope that television films may be the vehicle for developing acting and writing talent, technical experts and capital, the lack of which has heretofore kept them out of the lucrative entertainment motion picture field."

Commerce also reported launching of the largest color puppet show ever made in Europe. The puppet, a puppet cartoon film, is being made by Jopp Geezink, a producer in the Netherlands, and will be given world-wide distribution for TV as well as movies.

## Spike Jones Mulls

Continued from page 4

which are being considered by Gotham agencies. Another change in Jones's plans is the fact that he will take his troupe on a four-month one-nighter tour. At conclusion of his last tour Jones said he would leave the road and base his operations in Hollywood, where he and his company would work on a telepic series. Jones opens his tour January 13 at the Long Beach Auditorium. Projected live TV show will come sometime during the middle of the tour.

# CBS To Offer Own Competish In KTSL Debut

**HOLLYWOOD, Dec. 9.**—KTTV is preparing for its role as an indie outlet by adding remotes to its regular schedule. Station, jointly owned by *The Los Angeles Times* and CBS, will lose its affiliation with the net when CBS takes over its recently purchased KTSL. Breakaway from the net, however, will be gradual, allowing KTTV sufficient time to build its programming as an indie. Although Federal Communications Commission's (FCC) blessings on the KTSL transfer is expected soon after the first of the year, CBS programs (Continued on page 507)

## Hallicrafters

Continued from page 4

for any mechanical, whirling-disc system.

### Circuit Connector

"The color circuit connector built into all Hallicrafters chassis since October 25, 1950, is provided to protect customers against any future developments in either electronic or mechanical color. Because this connector feeds the composite video signal along with the accompanying sync pulses, it can be used with an external converter for either 405-line mechanical or 525-line electronic color pictures.

"On October 22, 1950, we promised to build a color attachment that will make color reception possible." This is planned for about January 1, 1951, or when required and as materials become available, as clarified later.

"For your reference I am attaching copies of our news releases put out on October 22 and October 20, 1950, stating our position. Since October 20, 1950, no public statement has come from this company in any way altering our stand. I regret to say your November 25, 1950 story had been a source of no little embarrassment to our company. I shall, therefore, greatly appreciate your publicizing this correction with the same prominence given the original story."

## WFDR Realigns

Continued from page 4

velopments in Yugoslavia, Poland and Czechoslovakia by anti-Communists from those nations. Stanley Weyman, British correspondent (but a U. S. citizen) will do a United Nations program from Lake Success, and Don MacArdie, a classical music reviewer.

The station is also tying up with neighborhood weeklies in the city, first being *The Meadow Lark*, Fresh Meadows, L. I., which is supplying a half-hour weekly program on local problems and giving extensive bally on its own pages.

## CBS Up 3

Continued from page 4

already has a 7:30-7:45 news strip on the web. D. P. Brother is the agency.

Gibson Refrigerator Company has also purchased 7:30-7:45 for a new women's program to star Laura Gibson which will begin January 20. Wallace-Lindeman is the agency.

Arnold Bread, however, has cancelled its Robert Q. Lewis program after its Sunday (7) telecast. Program is slated 11-11:15. Benton & Bowles, the client agency, has taken an option on the time and talent for another of its advertisers.

## Transit Ad Exec

Continued from page 7

was kidnaped, beaten and shot at by two unknown assailants.

The incident occurred the night before John was to appear before the Hennepin County Grand Jury, Minneapolis, investigating transit activities, to tell what he knew of alleged "greasing" of Minneapolis city councilmen. During the ride he said he was told he "wouldn't testify before anyone again." Only the fact that he rolled into a ditch saved Johns from being shot, he told officials.

Johns operates transit radio thru an arrangement with WMIN, local indie, and thru a contract with Twin City Rapid Transit Company, owners of the trams and buses.

# Short Scannings

Brief but important video news

## Pubserv TV-Films

The film division of the American Jewish Committee has compiled a catalog of human relations films which it is making available to TV stations across the country as a public service programming aid. The booklet lists and describes the contents of over 50 films, indicating which are free and clear for telecasting.

## Spots on Spot

The problems of rate discrimination against local and spot advertisers in favor of national network sponsors will be discussed at the next meeting of the American Television Society (ATS) Thursday (14) night by a panel of radio reps and agency execs. Forum members will include John Porterfield, sales; Paul H. Raymer; Scott Donahue, Joseph Katz Company; Douglas McClatchie, Edward Peiry, and Robert Button, NBC spot sales. Don McClure, ATS nighttime forum chairman, will serve as moderator.

## Colgate Contest

In a move to hype station promotion on NBC-TV's "Colgate Comedy Hour," Colgate-Palmolive-Peet Company will launch a contest next month to determine which NBC television outlet is doing the best job of merchandising the show and its products locally, via wholesale and retail fields. The contest will run from January 1 thru February 28, 1951.

## Cronin Series

The William Esty Agency last week contracted to film a series of half hour TV dramatic shows built around various stories written by A. J. Cronin. The sponsor is not identified.

## Riordon Joins WBBM

Stuart Riordon, formerly with American Airlines sales promotion, is new director of public relations at WBBM-CBS, Chicago, succeeding Dave Moore, resigned.

## ABC Coast Promotions

Two promotions within ABC's Coast ranks last week boosted Ned Hullinger to stations relations manager and Jerry Ross to head of net's Western publicity department. Hullinger previously held the publicity post, while Ross worked as a unit man on Hullinger's sack staff. Hullinger

replaces Fran Conrad, who was recently moved from the stations relations post to become manager of the net's KECA (Hollywood). Latter post had remained unfilled since the death of Clyde Scott.

## Spot Announcements

CBS-TV will make a kind of its radio package "Rate Your Mate," featuring Joey Adams, within the next two weeks. . . . David Press as director of the "Nash Airlythe Theater," replacing Marc Daniels, who goes to the Coast to make a film for Wald-Krasna. . . . Burl Ives has signed with Marion Gerling to make a series of fairy tales for TV.

Hubbell Robinson, CBS AM-TV program veepee, vets legit musical comedy singer Vivienne Segal Sunday (17) in Stamford, Conn. . . . With the first edition of the "Best Television Plays of the Year" due out shortly NBC's William S. Kaufman, editor, is looking for scripts for the second anthology. . . . Eugene Halliday, former assistant sales manager of KSL, Salt Lake City, has been appointed sales manager for KSL-TV. . . . Margaret Truman returns to CBS-TV for her second visit to "Toast of the Town" January 14.

W. E. (Bill) Craig, of Procter & Gamble, will headquarter in New York for the next several months to supervise the company's growing TV activities. . . . Jerry Layton, now parted from Wilbur Stark, has become the sales representative for John Nash's TV series, "Holiday in Paris." . . . Gross-Evans Associates has been appointed to handle all advertising and publicity for Sterling Films, Inc.

Ernie Glucksman, producer of the Jack Carter show on NBC-TV, is looking for free-lance sketches or special material for the show. . . . Ralph G. Allrud has joined Blair-TV. . . . Jerry Fairbanks has appointed Margery Luce production co-ordinator and appointed Philip Kornblum chief accountant. . . . Norman Ginsberg has joined the advertising and sales promotion department of DuMont web.

Ziv TV Productions records five additional sales of its "Cisco Kid" film package to WNBW, Washington, has sold Peoples Drug-store a \$10,000 a month TV package which will run 1-2 p.m. across the board, beginning Monday (11).

# Air Checks

Brief but important radio news

## Agency Names 3 Execs

William H. Weintraub, New York, last week assigned three new exec posts as part of a planned expansion of the agency's top level executive staff. Veepee John F. Reeder was named chairman of Weintraub's newly created planning board and copy chief Roger A. Purdon was upped to veepee in charge of copy. Earlier in the week, N. Ray Kelly, who joined the agency last May, was tagged business manager for Weintraub's radio and TV department.

## Crosley Ups Musnik

Bernard Musnik has been appointed Eastern sales manager for Crosley Broadcasting Corporation, Cincinnati. He succeeds Warren Jennings, who resigned to join the spot sales staff of ABC. Musnik has been with Crosley 10 years.

## Station Breaks

"The Great Montague" cast last week was busy transcribing enough shows to last thru Christmas so they can remain in New York during the holidays while star Monty Woolley goes to the Coast to make a 20th Century-Fox indie. Radio and TV packager Mildred Fenton was to wed ad man William Goetze in San Francisco last week-end.

Samuel Elfert, former program director of WLBB, New York, has been appointed head of the radio and television department of the Israel Office of Information. . . . Mark Forbes has joined the Biow

Company as a copywriter. . . . A new "Handbook of Broadcasting," by Waldo Abbott, professor of broadcasting at the University of Michigan, is being published by McGraw-Hill. . . . Yale Newman becomes news director for WNAW, Springfield. . . . Billy Redfield returns to his role in "Young Dr. Malone" after the legit musical "Out of This World," in which he is cast, preems December 12. . . . Marty Glickman, WMGM, New York, sportscastr, has inaugurated a "Sports Award of the Week." . . . Polly Jenkins has joined the "Saturday Night Jamboree" at WMAQ, Miami.

Al Albiner is the new general manager of KTMS, Santa Barbara, Calif. . . . William T. Stubblefield becomes account executive at the Associated Program Service. . . . Jean Pugsley, actress-announcer, is being represented by Foley-Brockway. . . . Nancy Condon has been appointed women's program director at KFAB, Omaha.

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8x10 Glossies, photo post cards in quantity. The same studio service you've for over 15 years with glossy reproductions as good or better than your originals now offers large blow-ups mounted on heavy cardboard, very low prices. Send today for complete price list, free samples, etc.

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165 West 40th St., New York 18, N.Y.  
**GLOSSY PHOTOS IN 1 DAY!**  
5¢ EACH  
In 5,000 lots \$500 per 1000  
In 1,000 lots \$7.50 per 100  
Postcards 325 per 1000 - Mounted Entertainers (36x48) 115¢  
Made from your negative or photo. Unsurpassed in quality at any price. Under supervision of famous James J. Kreisgmann.

# MUSIC

## Decca Hikes Pops To 85c, 10-Inch LP's Boosted to \$3 Other Majors Stand Pat for Time But Are Wary as Costs Go Higher

NEW YORK, Dec. 9.—Decca Records, along with competing manufacturers, faced him constantly increasing costs of material and labor, this week pioneered a platter price increase. Effective December 15, the diskery's pop was on both 78 r.p.m. and 45 r.p.m. records will be upped a dime to retail at 85 cents plus tax.

Diskery also will raise the price tag on its 10-inch 5000 series long-play platters to \$3, including excise tax, from the previous \$2.85 level.

No other major would admit that a price rise will be put into effect soon. Paul Barkmeier, head of the record division of RCA Victor, stated there's no doubt costs are rising, but added no increase in price is planned at the moment. "I don't know what we will do eventually," Barkmeier added. Ted Wallerstein, Columbia Records chief, stated that his company

had no immediate plans for a price rise. Talks with reps of other diskeries indicated that a rise was being considered, but no immediate action planned.

**Indies Striving**  
Decca's move came on the heels of an apparent stir in independent diskery circles to adjust price levels to meet the rising costs of resins, raw materials and labor. The first actual price step-up among the Indies was announced.

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## "Bat" Stirs Up 3-Way Hassle Over Disking

NEW YORK, Dec. 9.—The first Metropolitan Opera performance in 45 years of Strauss' *Die Fledermaus* (*The Bat*), scheduled for December 20 under the regis of General Manager Rudolf Bing, has kicked off a three-way battle of the bats among the RCA Victor, Columbia and London diskeries. London has issued a complete German version of the operetta. Columbia's set will be the Howard Dietz English version as performed by the Met, and RCA Victor this week announced the release of excerpts from *Die Fledermaus*, also sung in English, but using the Ruth and Thomas Martin version performed on TV last year.

Further complications in the picture are focussed on Columbia's contract with the Met for original cast diskings. The diskery will not, however, have the use of Patrice Munsel and Rise Stevens, RCA artists, who will play roles in the Met presentation.

## Lieberson To Go to Hospital for Operation

NEW YORK, Dec. 9.—Goddard Lieberson, executive vice-president of Columbia Records, Inc., goes into a hospital here Thursday (14) for an ulcer operation and a 10-day convalescent period, following which the Columbia topper and his family will take a three to four-week vacation.

Lieberson will be back in harness some time in late January or early February.

## McAllister to B&B From Col

NEW YORK, Dec. 9.—Ken McAllister has resigned as director of promotion and advertising for Columbia Records to join the Denton & Bowles (B&B) ad agency. The wazery has not yet designated a replacement.

McAllister, who was named coordinator of LP activities in 1947, was active in the diskery's LP drive. An engineering graduate, he worked closely with Columbia's engineers and Philco, in addition to his efforts on the sales and promotional fronts.

McAllister joined the diskery in 1941 as manager of pop record promotion after having served in ad and public relations capacities with General Electric and WGY in Schenectady. He left Columbia in 1943 for a three-year hitch in the navy, and on his return entered the lists for LP.

## Henderson Quits SPA Council Post

NEW YORK, Dec. 9.—Songwriter Ray Henderson resigned as council member of the Songwriters' Protective Association (SPA) this week. Louis Alter was elected by the council to replace him.

Henderson, who was recently re-elected to the council for three years, resigned because he was unable to find time to attend meetings.

## DISK COSTS UP—PRICE WAR'S ON!

NEW YORK, Dec. 9.—Separate stories on this page point up an unusual situation in the record business. On the one hand, diskeries are under considerable pressure to raise the price level. The pressure stems from increased production and labor costs and war-caused shortages. Decca is the first major moving to meet the situation, and accordingly will hike all records of the black label series December 15.

On the other hand, a price-cutting war, sparked by the recent decision against Columbia in the latter's fair trade suit, is being waged in New York and may spread nationally.

Pressure to hike costs is being felt on the manufacturers' level, whereas the price cutting is on the retailers' plane.

The situation is unique, mirroring an exceptionally complicated situation in a normally complex industry.

## JACKPOT AL, PLUGGERS' PAL

NEW YORK, Dec. 9.—Music Publishers' Contact Employees (MPC), the contact men's union, held its annual raffle yesterday, netting some \$1,100 which will go to the relief arm of the organization.

Prizes were six radio-phonograph-TV combos, with Al Galileo winning two; Jim Bullitt, Danny Engel, Bert Mann and non-professionist Jim Goldstein each winning one. Galileo's double was the result of his being both the buyer and the seller of a winning book.

## Govt. Plans Controls for Chlorine Use

WASHINGTON, Dec. 9.—Chlorine used extensively in preparation of vinyls for phonograph disks, will soon come under a control order by the National Production Authority (NPA), the Department of Commerce revealed this week. A proposed restrictive order is being readied for issuance soon.

A Commerce Department spokesman explained that means for increasing production of chlorine nationally are being developed, but he voiced belief that civilian usage of it will feel a squeeze sharply because of fast-growing demands for chlorine in military production. The production capacity for coke, lime, water and acid, which are vital to the preparation of chlorine, has already been stepped up greatly, the spokesman said, but at the rate of current and foreseeable military demands, chlorine will drop.

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## WNEW D.J.'s Hop Aboard Jazz Wagon

NEW YORK, Dec. 9.—Spotting a new trend in jazz record shows, Station WNEW here is stepping up its own platter programing with four jazz ailers according to program director Dick Paek. "The indie, which heretofore has steered clear of jazz wax, teas off *Jazz Goes to College* Monday (11) in co-operation with the division of general education of New York University (NYU).

Music expert Marshall Stern, who conducts a course in "Jazz Perspectives" at NYU, will pilot the cross-the-board series from 4:35 to 5 p.m. The other jazz

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## See New Threat of Disk Sale Price War

Macy's, Other N.Y. Stores, Start Spiral That May Spread Thruout Industry

NEW YORK, Dec. 9.—A general disk price-cutting war is in the making here. Series of events leading up to the present situation are traced by the trade back to the advent of the two new speeds, thru the half-price sales on shellac albums, the three-for-one programs last summer and the recent dismissal of Columbia's restraint suit against local dealers who cut price on the firm's LP disks.

Latest developments in the price war saw Macy's, New York, drop the price on Columbia disks for the second time. Last week, as reported in *The Billboard*, the department store dropped the price on Columbia pops to 55 cents. This week, in compliance with the store's policy of selling at "9 per cent below other stores, Macy's cut Columbia pops to 54 cents.

At the same time one of the largest TV-radio-record-appliance chains was starting to sell all records at 30 per cent off. The chain is half-heartedly attempting to cover up its actions by issuing sales slips to customers which only identify the purchase as "one phonograph record." While none of the retail outlets have thus far advertised the price slashes, many have interior and window display posters couched in ambiguous terms figured to build traffic.

Key dealers in other cities are reported ready to break the price

structure unless action is taken to stop the local war. Manufacturers, preferring to hide behind the cloak of anonymity, claim there is little they can do about the mess because "it has already gone too far."

As reported in last week's *Billboard* several are suggesting that discounts to dealers be cut—at least temporarily—to make it impossible to offer records at 30 per cent below manufacturer-fixed prices. One diskier suggested that the added money accruing to the manufacturer in such an event should be car-marked for large-scale record promotion aimed at the consumer. "In that way," he

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## Newman Gets Pop Build-Up Via Mercury

CHICAGO, Dec. 9.—Mercury Records will build Alfred Newman as a pop conductor a la Frank DeVol and Hugo Winterhalter, it was decided at a conference between the Hollywood studio bandleader and Art Talmadge, Mercury v.p., in charge of a and r, for the diskery. Talmadge said that Merc intends to cut six 10-inch disks during 1951, which will be in the pop vein. Up to now, Newman has cut semi-classical material for album and LP material for the firm. Newman also will do future Broadway legit musical scores for the firm. The size of his work will be reduced over the instrumentation he has used for his Hollywood Symphony diskings for Merc.

Ted Stauffer, whose rumba orchestra is currently at the La Perla nightery of the La Mirada Hotel, Acapulco, Mex., has been invited to do a series of sides for Merc.

## Loesser Sued Over "Bushel" Lyrics

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ney, Albert Sokodar, indicated that an attempt will be made to prove that Loesser had access to a copy of the song. However, Lee Eastman, Loesser's lawyer, contends that the songwriter penned the tune long before he secured a copyright on August 14 of this year and prior to July 7. The suit, which asks damages and an accounting of profits, also named as defendants the Gays and Doni company and its producers, Cy Feuer and Ernest Martin; Capitol Records, Columbia Records, Mercury, RCA, Coral, Decca and Loew's, Inc. (MGM).

## Credit Rules Affect Tape, Wire Recorders

WASHINGTON, Dec. 9.—Tape and wire recorders come under the terms of Regulation W when purchased for home use. The Federal Reserve Board (FRB) said recently in an interpretation of credit controls.

The 25 per cent minimum down payment and 15 months' maximum to pay provision does not apply to recorders purchased for use in radio-TV stations or other commercial establishments, FRB added.

## MERCURY SEES EDEN IN AHBEZ?

NEW YORK, Dec. 9.—Eden Ahbez is back and Mercury Records has got him! The bucolic clefter doubled as a recording artist for the diskery to lead the crew for the waxing of a couple of his new songs.

Ahbez draws billing on the label as "Nature Boy" and his work, and a lad named Bobby Please did the vocals on the tunes, *California* and *End of Desire*.

## Marek in New Over-All RCA Artists and Repertoire Post

To Head Up Pop and Red Seal; Green Continues as Pop A. & R. Manager

By Joe Galda  
NEW YORK, Dec. 9.—Concurrent with the move of key record department personnel from headquarters in Camden, N. J. to the 32d floor of the International Building here, RCA Victor record department Vice-President and General Manager Paul Barkmeier is once again realigning operations in the company's artists and repertoire department.

George R. Marek, who up until now has been the director of Red Seal artists and repertoire, takes over the newly created post of director of artists and repertoire for the RCA Victor record department. The job embraces both Red Seal and popular. Charles Green continues, under Marek, as manager of popular artists and repertoire.

The Frank M. Folsom, president of Radio Corporation of America, was not available for comment at

press time (due to being bedded with a heavy cold). It was determined that Manie Sacks, who in recent months had become quite active in the record department as artist and repertoire activities (both Red Seal and pop), would serve purely as a veepee (*The Billboard*, December 9) on the staffs of Folsom and Board Chairman David Sarnoff.

**Sacks on Assignment**  
This means that Sacks would enter into record department activities, and/or National Broadcasting Company AM or TV activities, only on specific assignment from Folsom and/or Sarnoff, or as requested by the departments involved (and in the latter cases, only if Folsom and Sarnoff felt free to release him from whatever other functions he may be pursuing at the moment).

Red Seal artists and repertoire will continue to be run by Marek,

with a heavy assist from Allan Kayes and Dick Mohr, while the pop a and r, staff under Marek and Green will remain intact, with Hugo Winterhalter and Dewey Bergman working in New York, and Henri Rene on the West Coast.

### Marek's Background

Marek is little known at the present time to RCA Victor (or for that matter, other companies') popular artists, or to popular music publishers. Hired by the late Joe Wilson, and with the company for less than a year, Marek has cut a wide swath in the corporation's record division. Prior to coming with RCA Victor he was vice-president of an advertising agency, and did a longhair record column for *House Beautiful*.

In his short reign as RCA Victor's Red Seal a. and r. topper, Marek has inaugurated many innovations in planning product, as well as

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# BLUE SLAVE WINS IN 802 POLL BID

### Suber Group Sweeps All AFM Posts As Incumbents Cop 3-Way Contest

NEW YORK, Dec. 9.—The Blue Ticket swept the Local 802, AFM, elections Thursday (7), preserving its winning record at the polls that began with the ascension of Jack Rosenberg 15 years ago.

The incumbent party won every executive office, all delegate spots, eight out of nine executive board seats and eight out of nine trial board seats, the two board seats going to Unity men.

The new officials, who will take office for a two-year term January 1, are Sam Suber, president; Jack Downey, vicepres; Charles Lucet

(incumbent), secretary; Jack Stein (incumbent), treasurer. Suber got 3,748 votes to Unity candidate William Feinberg's 3,207 and Independent Al Manuli's 2,152, with Cristos Vronides, candidate of the left-wing "All Union" group, getting 649.

A Unity spokesman blamed Feinberg's defeat on the obstreperousness of the lefties, who insisted on running their own candidate, Vronides' votes, he pointed out, would have put Feinberg over. A Blue rep said that there was no guarantee that Suber wouldn't have picked off the lefty votes, in view of what he termed an "extreme Red-baiting pamphlet" issued by Feinberg during the campaign.

# Suber To Back Rank-File on TV

NEW YORK, Dec. 9.—Sam Suber, newly elected proxy of Local 802, told *The Billboard* that he will back the rank-and-file radio-TV committee fully in the forthcoming negotiations with the webs. The trade anticipates a stiff battle when 802, along with Hollywood's 47 and Chicago's Local 10 tangle the TV-radio reps for a new pact (*The Billboard*, December 9).

Negotiations will begin, Suber said, soon after the Local 10 election, which will take place in two weeks.

Suber also indicated that 802 will boost club date scales in January. As to the negotiations with the hotel and restaurant committees, he said that they have offered 802 a boost which is not acceptable. The next session is scheduled for Tuesday (12).

# McCoy Joins Modern Staff

HOLLYWOOD, Dec. 9.—Austin McCoy, after two years as artist and repertoire man for Modern Records, signed this week with Mercury Records as a and r. rep for its rhythm and blues field on the Coast. Contract was worked out with Mercury's vicepres Harry Geller, and calls for one year with option. Modern Prexy Jules Bihari took over McCoy's job, a post he held prior to McCoy's going with Modern. Contract terms were not available.

McCoy, who arranged, played piano and directed wax sessions at Modern, will work out of Mercury's Beverly Hills office. Label expects to hypo its rhythm and blues field by placing r. and b. man on the Coast.

# New Coupling On "Thing"

NEW YORK, Dec. 9.—Ames Brothers' pairing of Music By The Angels and *The Thing* is being recouped by Coral Records because of distrib and dealer beefs that the market is saturated with *Thing* disks and the Angels side is therefore being hurt.

New Coral plat will pair Angels with a new Cavendish Music tune, *Love Is Believing*. *Thing* will also be recouped with another waxing.

# WITH SCOUTS THERE'S HONOR?

NEW YORK, Dec. 9.—Tunessmith Buddy Kaye and his quintet have signed to play on the New Amsterdam on a 12-day cruise to Panama and the West Indies, sailing from here midnight Thursday (21). Kaye invited his fellow tunessmith and pal, Bernie Wayne, to make the trip as pianist in the combo.

Here's the bit: Kaye has been authorized by Lou Levy to scout the Caribbean for interesting calypso or L.A. material for Levy's an ASCAP house. Wayne has been commissioned to do exactly the same thing for BMI.

# ROONEY WREATH A MICKEY FINN?

NEW YORK, Dec. 9.—Movie actor and BMI songwriter Mickey Rooney has sold four masters to Signature Records which feature him—egads!—as a singer. Rooney's first release for the label will crumple oldie *Among My Souvenirs* with the Flower Vase Song, a ditty which was written by Rooney.

# Decca Issues Second Merman "Madam" Pkg.

NEW YORK, Dec. 9.—The Call Me Madam album sweepstakes, which has Victor offering an "original" cast recording with Dinah Shore featured in the star role while Decca has a "sons from" package featuring the Berlin Show's featured personality, Ethel Merman, took on an even more complex aspect this week when Decca issued a second Madam package.

The new album is shipped almost day-and-date with the delivery of the Victor cast set. It includes seven of the selections from Decca's first eight-sided set, plus five of the material numbers which Berlin had restricted from recordings until the original cast album was completed and issued.

### 2d Decca Pkg.

The second Decca package, like the first, spotlights Dick Haymes, Eileen Wilson and Gordon Jenkins' work and shows in addition to headline Merman. The two new Merman sides include the show-stopping *The Hostess With the Moors*, on the Ball and Can You Use Any Money Today? The other

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# Dewey Mulls Schwartz for Supreme Ct.

NEW YORK, Dec. 9.—Arthur H. Schwartz, of the firm of Schwartz & Fiedlich, for years counsel for the American Society of Composers, Authors and Publishers (ASCAP), is being seriously considered by Gov. Thomas E. Dewey for appointment to the New York Supreme Court bench in the vacancy created by the resignation of Ferdinand Pecora. The latter, who ran for mayor here, has since been designated as special referee of the appellate division. Another candidate for the bench is Supreme Court Justice Charles Breitel, now sitting by appointment.

Schwartz, who is not to be confused with the senior partner of the firm, has had a long career with the ASCAP attorneys, tracing back to the days of Nathan Burkan, one of the Society's founders. Schwartz has been closely associated with Dewey, managing several of his gubernatorial campaigns and traveling across country with Dewey on the latter's presidential drives.

Appointment to the Supreme Court bench will mean service at least to December 31, 1951. To serve the full term of 14 years, the appointee will have to run for that office in the fall campaign of 1951.

### JOB IN SWEDEN

# Gov't Hires Hall To Set Disk Archive

NEW YORK, Dec. 9.—David Hall, artist and repertoire topper for Mercury Records' longhair division, who currently is abroad, has been named by the Swedish Government as director of a project to develop a permanent recorded archive of Scandinavian music. The project will be based in Stockholm and will be known as the Music Center of the American-Scandinavian Music Society. Hall will service the project with a complete library of the music of Sweden, Norway, Finland, Holland and Denmark.

Hall's trip abroad was chiefly for the purpose of preparing Mercury's longhair release schedule for the coming year from the diskery's European sources for materials, which includes the Scandinavian independent Tono as well as Blue Star of France and the Tapes of the Bavarian radio.

# Weiss To Top Col District

NEW YORK, Dec. 9.—Columbia Records this week made the fifth in a series of switches and replacements of district sales managers when it named Merle Weiss as district manager for its Detroit, Louisville and Indianapolis distributeries. The territory had formerly been part of Harry Kruse's jurisdiction; Kruse continues as district manager over Cincinnati and Cleveland.

Weiss comes to Columbia from a slot as tri-State rep for Peter Pan Records working out of Pittsburgh. He had previously served as branch manager of London's Pittsburgh distributery.

The reshuffle of personnel is part of the diskery's program of revitalizing its pop sales set-up (*The Billboard*, December 9, November 11).

# Pubs Caught in Cost Spiral, Printers' Hikes Likely in Jan.

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ation will hold a meeting to discuss the situation, but it is understood that whatever action any printer will take will be on an individual basis. The coming hike in printing costs stems from the paper shortage, which is aggravated by the war. According to Dave Kuperman, of Kuperman & Del Guercio, the paper situation is getting worse. Paper has gone up 2 cents a pound since September and another similar rise is about to become effective. "The printers," says Kuperman, are baffled by the situation and must now order paper four months in advance. Other printers were of the opin-

ion that paper mills expect federal controls to be put into effect and want to raise the price before that occurs.

The shortage of zinc and copper is also increasing printing costs, and this shortage will result in a rise in the "reprint price," it is stated. Formerly, printers kept zinc plates on hand for several years in order to service publishers. Owing to the shortage, however, plates which would normally be kept intact are being regrained and used over.

Another item pointing to a rise in production cost is the demand of the lithographers' union to re-

### PUBLISHERS' EDITORIAL

# Re Those Rumors

Anyone who really knows Joe Csida isn't paying any attention to the rumors that he is on Ralph Flanagan's and possibly RCA Victor's pay roll besides *The Billboard*. For us to even recognize such rumors is annoying, and this rather editorial would not be written were it not for the possibility that many persons in the industry who don't know Joe too well, might wonder why *The Billboard* remains silent.

In the 15 years Joe Csida spent with *The Billboard* before joining RCA his business was *Billboard* and nothing else in show business. In the year Joe spent with RCA, his business was 100 per cent RCA and nothing else. Now that Joe Csida is back at *The Billboard*, his business is again 100 per cent *Billboard*.

We are proud to have Joe back with us. In our opinion he is the nation's best trade newspaper editor, bar none. And the last worry in this world we would ever have would be over any talk that Joe is accepting a fast dollar on the side. He is far too honest and intelligent to jeopardize his own reputation as a top editor. And he has far too much integrity to hurt the name and reputation of the 57-year-old *Billboard*, which he works so hard to build into a still greater paper.

Reg and Bill Littleford, Publishers, *The Billboard*.

### WHIRLING GIMMICK

# D. J. Twist Pays Off in Youngstown Store Stunt

YOUNGSTOWN, O., Dec. 9.—Sponsoring a rhythm and blues deejay program, on which song titles are never announced, has been the best piece of radio promotion used by the Record Rendezvous, local disk shop located in the downtown area. The store's gimmick calls for the tunes played on the show to be numbered. Customers are told to visit the shop and ask for "Song No. 64" with clerks briefed on the show's program numbers and top-flight tie-in disks. According to the shop's owner, the pay-off has been terrific—better than a pop tune program on which titles are announced.

Other promotional gimmicks used by the shop include an offer to install 45 r.p.m. record playing attachment at no charge, whether or not the set to which the player is to be attached has a phone jack. Shop supplies a local foreign language radio station with disks in exchange for frequent mention of store name, and also ties in with local motion picture theaters on musical films by installing a display in house lobbies.

Alongside the cash-register, Record Rendezvous posts release sheets from manufacturers, *The*

# Trio Set Up Coronet Pub

NEW YORK, Dec. 9.—Clefber Harry Revel has set up a music pubbery in partnership with Murray Sporn and Murray Pudles here. The firm will be called Coronet Music.

The firm will kick off with two tunes clefted by Revel, who is best known for the pops and movie tunes he turned out in collaboration with Mack Gordon. More recently he has been devoting his professional efforts to his *Perfume Set to Music* series, one of which, *Jet*, will be a plug tune for publisher Tommy Valando (*The Billboard*, December 2).

Sporn and Pudles are deactivating their current pub venture, Frederick Music.

*Billboard's* best-seller charts, and a local best-seller list. Store Manager Krauss reports that *The Billboard* list gets the greatest share of customer interest, with the shop's own list rating second.

# Wakely-Goldsen Form Riverside

HOLLYWOOD, Dec. 9.—Western warbler Jimmy Wakely and music pubber Mickey Goldsen have formed an ASCAP firm, Riverside Music. Catalog will contain pop tunes. Wakely's Westminster Music, which he owns jointly with Capitol Records, is in the BMI fold and holds his sagebrush songs. Wakely and Goldsen will be 50-50 partners. Tunes are currently being sifted for inclusion in the Riverside roster.

# 2G Lee Suit Vs. Sacred

HOLLYWOOD, Dec. 9.—Religious diskery Sacred Records was sued Friday (8) by James G. Lee, of the James G. Lee Record Processing Company, to the tune of \$2,026.25 for services rendered and materials furnished. On June 17, 1950, Sacred also was sued by Ralph Record Manufacturing Company in excess of \$6,000. Latter suit still stands. Earle E. Williams, secretary of Sacred and also named in the latest suit, was reported to be in Kansas City, Mo., and not available for comment.

Sacred, actually incorporated as Campus Christian Recording Corporation, must answer the claim. (Continued on page 38)

# Featherweight, Inc., Makes Kid Albums

NEW YORK, Dec. 9.—The new kidiskery, Featherweight Records, making unbreakable 45's and 78 platters, has been incorporated by Harry Zimmerman, William Gordon and Benjamin D. Morrison. The company will confine itself to albums. The first release, titled *Nature Mouse*, hitting major New York outlets this week. The 45 album, containing two disks, sells for \$2.95 and includes 24 pages of story and full color illustrations. (Continued on page 38)

# MGM WEEK IN TORONTO

TORONTO, Dec. 8.—Opportunity for great sales promotion by MGM Records in town is being given by the personal appearances of some of their artists. Included are George Shearing and Billie Farrell, both booked into the Casino Theater, while the Frank Pettit Trio goes into the Edison Hotel, and Art Mooney and his band do a one-nighter at the Palais Royale December 14.



# LOUIS JORDAN

And His Tympany Five



COUPLED WITH

"CHARTREUSE"
"LEMONADE"

DECCA 27324 (78 rpm) and DECCA \*9-27324 (45 rpm)

## SPECIALS

Be My Love Too Young	VICTOR YOUNG Decca 27344 and *9-27344
Don't Say You Care (Unless You Really Do) I Wanna Ring Around My Bowie's Finger	JACK OWENS Decca 27342 and *9-27342
Cuban Mumbo Jungle Bird	BOBO MORALIS Decca 27347 and *9-27347

## NEW RELEASES

Till I Met You Every Day	MEREDITH WILLSON and EILEEN WILSON Decca 27334 and *9-27334
Song Of Delilah Delilah Dances	VICTOR YOUNG Conducting THE PARAMOUNT SYMPHONY ORCHESTRA Decca 27333 and *9-27333
Roxy Polka Pretty Sue	VAGABOND POLKA ORCHESTRA Decca 48184 and *9-48184
At The Rainbow's End You Never Say I Love You Any More	STUBBY and THE SUKCAHEERS Decca 48282 and *9-48282
The Florida Storm Hallelujah What A Song	MARIE KNIGHT with SAM PRICE ORG Decca 48189 and *9-48189

## COMING UP

Sleigh Ride The Telephone Song	ANDREW'S SISTERS Decca 27310 and *9-27310
A Bushel And A Peck Guys And Dolls	ANDREW'S SISTERS Decca 27252 and *9-27252
I'm In The Middle Of A Riddle Roxy Applen	EVERLYN KNIGHT and GUY LOMBARDO Decca 27279 and *9-27279
The Thing The Little White Duck	DANNY HAYE Decca 27350 and *9-27350
Timeless Loving	RUSS MORGAN Decca 27245 and *9-27245

## BEST SELLERS

### POPULAR

Harbor Lights The Petite Waltz (La Petite Valse)	GUY LOMBARDO Decca 27208 and *9-27208
Thinking Of You Here In My Arms	DON CHERRY Decca 27128 and *9-27128
Thirsty For Your Kisses Nevertheless (I'm In Love With You)	MILLS BROTHERS Decca 27233 and *9-27233
Coolnight Inna Yanna Yanna Yanna	GORDON JENNINS and THE WEAVERS Decca 27077 and *9-27077
A Marshmallow World Looks Like A Cold Cold Winter	BING CROSBY with LEE GORDON SINGERS and SONNY BURKE Decca 27210 and *9-27210
Play A Simple Melody Sam's Song (The Happy Tune)	GARY CROSBY and FRIEND Decca 27112 and *9-27112
Tennessee Waltz Get Out Those Old Records	GUY LOMBARDO Decca 27334 and *9-27334
We Can Come Back Anytime He Wants To Lucky, Lucky, Lucky Me	EVERLYN KNIGHT Decca 27182 and *9-27182
I Don't Mind Being All Alone (When I'm All Alone With You) I Got A Funny Feelin'	MILLS BROTHERS Decca 27267 and *9-27267
Harbor Lights Beyond The Reef	BING CROSBY Decca 27219 and *9-27219
All My Love The Swiss Bellringer	GUY LOMBARDO Decca 27118 and *9-27118
All My Love The Friendly Islands	BING CROSBY with JEFF ALEXANDER CHORUS and VICTOR YOUNG Decca 27117 and *9-27117
I'm Forever Blowing Bubbles You're Mine, You!	ARTIE SHAW and GORDON JENNINS Decca 27184 and *9-27184
Can Anyone Explain? (No, No, No) Dream A Little Dream Of Me	ELLA FITZGERALD- LOUIS ARMSTRONG Decca 27209 and *9-27209
Our Lady Of Fatima Stranger In The City	SMI Kanny of EME INESPOTS and GORDON JENNINS Decca 27256 and *9-27256

Patricia The Winter Waltz	RUSS MORGAN Decca 27258 and *9-27258
Time Out For Tears Dream Awhile	THE SPOIS Decca 27259 and *9-27259
Green Grass And Peaceful Pastures The Sea Of The Moon	GUY LOMBARDO Decca 27280 and *9-27280
Where Do I Go From You The Spirit Is Willing	JERRY GRAY Decca 27311 and *9-27311
I Cross My Fingers La Vie En Rose	BING CROSBY Decca 27111 and *9-27111

## COUNTRY

(Remember Me) I'm The One Who Loves You I Need Attention Bad	ERNEST TUBB Decca 48249 and *9-48249
Texas vs. Kentucky The Lovin' Bug	RED FOLEY and ERNEST TUBB ERNEST TUBB, RED FOLEY and MINNIE PEARL Decca 48278 and *9-48278
I Won't Be Home Dear Little Girl	RED FOLEY Decca 48277 and *9-48277
Our Lady Of Fatima The Rosary	RED FOLEY Decca 48256 and *9-48256
If You've Got The Money (I've Got The Time) I Overlooked An Orchard	MERVIN SHINER Decca 48274 and *9-48274

## SEPIA

Besome Mucho You Gotta Love Me Baby Too	THE RAY-D VACS Decca 48142 and *9-48142
Everybody's Somebody's Fool September In The Rain	LIONEL HAMPTON Decca 27176 and *9-27176
Ain't Nobody's Business If I Do I'll Never Be Free	ELLA FITZGERALD and LOUIS JORDAN Decca 17200 and *9-17200
Can Anyone Explain? (No, No, No) Dream A Little Dream Of Me	ELLA FITZGERALD and LOUIS ARMSTRONG Decca 27209 and *9-27209
Going Back To Jesus Little Boy "How Old Are You"	SISTER ROSETTA THARPE Decca 48177 and *9-48177

## WATCH THESE:

The One Finger Melody My Heart Cries For You	VICTOR YOUNG Decca 27333 and *9-27333
I Guess I'll Have To Dream The Rest Everything Happens To Me	DICK HAYMES and TOMMY DORSY Decca 27312 and *9-27312
Nobody's Chasing Me I Am Loved	EVERLYN KNIGHT Decca 27281 and *9-27281
The Roving Kind (The Wreck Of The) John B	THE WEAVERS Decca 27332 and *9-27332
I Don't Mind Being All Alone (When I'm All Alone With You) I Got A Funny Feelin'	MILLS BROTHERS Decca 27267 and *9-27267

\*Indicates 45 RPM Version

45 rpm and 78 rpm prices do not include Federal, State and Local taxes. Long Play prices include Federal tax, but not State or Local taxes.

RING OUT THE OLD YEAR  
BRING IN THE NEW YEAR WITH DECCA RECORDS

## AULD LANG SYNE • BING CROSBY

Happy Birthday— Auld Lang Syne Anniversary Song	Both with KEN DARBY SINGERS and VICTOR YOUNG ORCHESTRA Decca 24273 and *9-24273	Now Is The Hour (Major Forewell Song) Silver Threads Among The Gold	With KEN DARBY CHOIR Decca 24279 and *9-24279
Whitpool Song Kentucky Babe	Both with FRED WABING and THE GLEE CLUB Decca 23990 and *9-23990	Home Sweet Home Darling Nellie Gray	With Orchestra and Chorus under direction of VICTOR YOUNG With THE PAUL TAYLOR CHORISTES Decca 24203 and *9-24203

DECCA ALBUM A 883 - Four 10 inch 78 RPM Records. Price \$3.75 - DECCA ALBUM B-118 - Four 45 RPM Unbreakable Records. Price \$3.35 - DL 5028 - 10 inch Long Play Microgroove Unbreakable Record. Price \$2.85

ALL ALBUM RECORDS AVAILABLE AS SINGLES

Avalon Anniversary Song	AL JOHNSON Decca 23714 and *9-23714	Auld Lang Syne Home On The Range	GUY LOMBARDO Decca 24240 and *9-24240
Anniversary Song Uncle Remus Said	GUY LOMBARDO Decca 23779	December Happy New Year	GORDON JENNINS Decca 24747

\*Indicates 45 RPM Version

America's Fastest Selling Records



# Beneke-Haynes-Miller Team Hits Bumpy Road

### Orkster Wants Mrs. Miller in, But Loses Name, Arrangements, Manager

HOLLYWOOD, Dec. 9.—The Tex Beneke-Don Haynes-Mrs. Helen Miller combine, which posthumously perpetuated the Glenn Miller band, has split at the seams. As a result, Beneke has lost all legal right to the Miller name, right to play Miller arrangements, and will no longer be handled by his manager, Don Haynes. Forty-eight Miller arrangements have been pulled from his book, leaving the first of the Miller-styled bands in the peculiar position of being sans the tunes it helped keep alive. Order to pull the arrangements came from Mrs. Miller after Beneke and Haynes split.

Beneke and Haynes were 50-50 owners of Master Music Corpora-

tion, which handled the band. Master Music, in turn, paid Mrs. Miller 25 per cent of the band's net earnings. Split came when Beneke informed Music Corporation of America's (MCA) Larry Barnett that Beneke will henceforth approve all contracts and receive all moneys earned. Heretofore, Master Music collected all coin. Beneke is currently playing Salt Lake City and working his way into L.A. via one-nighter tour.

No action will be taken in settling the matter until Beneke arrives here to open a stand at the Palladium within a couple of weeks. Haynes will seek to collect 50 per cent of the band's take on all dates set by Master Music. Final date set by Haynes is a \$3,000 two-day booking at Clemons College, Clemons, S. C., May 4-5. Beneke recently backed out of the RCA Victor recording stable over a beef with the diskery's promotion of the Ralph Flanagan band. Beneke, in remaining in the band (Continued on page 49)

# Ballen Tangles With Chi ARD

CHICAGO, Dec. 9.—The newly formed local Association of Record Distributors (The Billboard, November 25) ran afoul of record manufacturer Irv Ballen this week, with the org only one day old officially. Group, which has been forming here for the past four weeks, elected officers at its first official meeting Thursday (7), with Jimmy Martin, James H. Martin Company, elected as proxy. Other officers are Milt Salstone, MS Distributing, v.-p.; Art Sheridan, American Distributing, secretary, and Ernie Laner, United Distributing, Treasurer.

Ballen notified The Billboard Friday (8) that he had run into trouble in Chicago in a switch of distributors, blaming the stated situation on the association. Ballen said that he had decided about three weeks ago to switch his Gotham line from Art Sheridan, of American Distributing, to Joel Cooper, who recently opened up Tell Music Distributing locally. Ballen said that he notified Sheridan to send his Gotham inventory to Cooper, which he did. He told Sheridan that if he didn't turn his inventory over to Cooper by November 30 he would send Cooper a brand new Gotham inventory. Because Sheridan failed to turn the disks over to Tell Music, Ballen said he sent Cooper a new inventory.

Ballen alleges that Sheridan complained to the association regarding the switch, and that the association agreed that Cooper must not handle Gotham until Ballen was settled up with Sheridan.

When contacted, both Sheridan and Cooper would not comment, but said that Jimmy Martin would speak for them as members of the association. Martin said that manufacturers have long made a practice of letting an old distributor hold the bag for money they were owed when they should have taken over an inventory when they switched to a new distributor. He said that members of the association have agreed that before a distributor-member can take a new line he must be advised that the old distributor has been paid for his inventory.

# Liberty Waxes Own LP Labels

NEW YORK, Dec. 9.—Liberty Music Shops is putting out its own LP label. Disks have been made up from masters of Liberty's own best selling 78's.

The Liberty LP's, selling for \$3.85 retail, include *Melodies of the Thirties* and *Melodies of the Forties*, two disks by Emile Pettit and ork; *Thirty Minutes With Beatrice Lillie*; *Cole Porter Songs by Lee Wiley*; *George Gershwin Songs by Lee Wiley*; *An Evening of El Morcero*, by Chaucery Gray and ork; *Melody Bouquet* by Emile Pettit and *Piano Styles of Cy Walter*.

Liberty, which recently opened a new Madison Avenue store, now has three New York stores and one in White Plains.

**THE BEAM LINE OF PHONOGRAPHS**  
is available exclusively to subscribers now! HIGH IN QUALITY... (Small text continues)

# SERENADE TO POETRY LOVERS

NEW YORK, Dec. 9.—Sammy Kaye's first Columbia album, *Sunday Serenade*, is being sold by the bandleader direct to a list of fans who've purchased his *Sunday Serenade Book of Poetry*. Designed as a promotional gimmick to increase radio listeners interest in Kaye disks, the plan was worked out after consultation with Columbia Records execs.

Deal calls for the Kaye office to buy the albums from Times-Columbia, local distributor and then resell them to the band's radio listeners at regular retail price. Albums are shipped from New York presser; there are no plans to sell any other Kaye diskings in the same manner.

# LATEST THING

## Howard Sets Production For "Thing"

CHICAGO, Dec. 9.—The Thing will be worked into a production number by guitarist Eddy Howard, for he's finally come up with a boxed gimmick that fits the musical production. Howard's "thing" will be a collapsible bass drum, which has been the property of MCA band booker Joe Kayser since 1920. Kayser, while drumming for Meyer Davis in New York, found that subway conductors frowned on him when he hauled in his huge bass drum, so he went to execs of the Barry Drum Company in Philadelphia in 1920 and demanded a 28-inch collapsible model. After several months, he received same in a black fiber box.

As far as is known, it is today the only collapsible bass in the business. Kayser had the drum in (Continued on page 38)

# Jordan Renews Decca's Pact

NEW YORK, Dec. 9.—Louis Jordan this week renewed his waxing deal with Decca Records for an additional three years. Jordan, who currently is on an extended vacation, flew here from his Tucson, Ariz., home to complete the deal with Decca artists and repertoire boss, Dave Kapp, who also returned to the city from a lengthy Hollywood sojourn. Jordan will begin his 13th year with Decca December 20.

# Willson Semi-Religioso Gets Fabulous Pop Plugs

NEW YORK, Dec. 9.—Tune which is getting one of the most fabulous plug campaigns in recent years is Meredith Willson's *May the Good Lord Bless You and Keep You*, which is now being performed every week by the entire cast and all guest artists on the NBC program, *The Big Show*. Tune was grabbed off by Pickwick Music, Leeds' affiliate, shortly after the first performance several weeks ago. Some half dozen publishers had been pitching Willson, musical director on the program, wrote the words and music.

The tune, a standard, secular type, has already been done by such top names as Lauritz Melchior, Tallulah Bankhead, Margaret Truman, Fred Allen, Perry Como, Bob Hope, Ed Wynn, Charles Boyer, Mindy Carson, Douglas Fairbanks Jr., Eddy Arnold, Sons of the Pioneers and others. Format calls for the tune to wind up the program, with each guest doing eight bars. Then the entire chorus and ork chimes in to send everybody off with a blessing.

Show, aired 8-7:30 p.m. Sunday night, has been on the air only several weeks. It has been decided

to continue the present format indefinitely. It's estimated, on the basis of five name guests a week, that in 10 weeks some 50 of the top names in show business will have performed the Willson tune to an audience estimated at 14,000,000 weekly.

Pickwick is promoting the piece as "the most heard secular song" and is printing up a standard edition to sell at 60 cents. Top diskeries have already assigned major artists to cut it.

# B. DeFranco Forming Band

NEW YORK, Dec. 9.—Clarinetist Buddy DeFranco is the newest entry into the movement to give the dance band business a shot in the arm with new names and ideas. DeFranco, recognized as a top instrumentalist among musicians, is having a library written and will go into rehearsal shortly. DeFranco, who has left the Count Basie group to try the dance ork idea, is set with General Artists Corporation (GAC) for his bookings. He inked a standard five-year management pact with the agency. Lenny Lewis is his personal manager. DeFranco is virtually set with a major diskery for records. He recorded under his own name previously for Capitol.

# Discovery Ups 78's to \$1.05

NEW YORK, Dec. 9.—Blaming the increased cost of vinyl and difficulties of getting adequate supplies of the disk material, Discovery Records is now issuing 78 r.p.m. jazz recordings on a gold label disk to retail at \$1.05. The same diskings on LP will sell for \$3.85 and on 45 r.p.m. for \$1. All prices include excise tax.

Switched to the higher priced label are the George Shearing, Red Norvo, Phil Moore, Georgia Auld, Paul Smith and Dizzy Gillespie sides.

# Brit Decca in New Telefunken Tie-In

### "Teldec" Plus New Talent Roster Is Boost for London's Parent Company

NEW YORK, Dec. 9.—London Records strengthened its position in the classical disk field this week via a deal made in Germany between its parent company, Decca Record Company Ltd., London, and Telefunken, and a flock of additions to the diskery's talent roster.

New European deal sets up a new firm, Teldec, a combination of the Decca and Telefunken interests. Chairman of the board of the new European combine is E. R. (Ted) Lewis, director of both English Decca and the London firm. Shares in the new diskery are held jointly by English Decca and its Swiss interests, and assigned to a new company, Decca Holding Company.

Disks released in Germany under the Decca and Telefunken labels will be sold in the United States and Canada under the London FFR and Capitol labels respectively. The new firm will manufacture and distribute both Decca and Telefunken labels in mid-Europe. Vice-chairman of the board of Teldec is Martin Schwab, president of Telefunken's board of directors. Other board members are James Gray, Maurice Rosengarten, Dr. Hans Heyne and Dr.

Herbert Haymann. Added to London's classical roster were the San Antonio Symphony and La Scala of Milan Singers, Giuseppe Campori, Rosetta Noli, Ferrando Ferrari and Ferrando Correna. Label also signed German artists Maud Cuniz, Marthe Model, Hans Hof, Robert Scharlebois, and Erich Kunz, of the Vienna State Opera. According to Remy Farkas, London's classical and r. top, the firm will record at the Bayreuth Festival in 1951. The Berlin Philharmonic and Northwest German Radio Orchestra were also signed.

# PLOW BOY

## Eddy Arnold Reaps Radio's Bumper Crop

NEW YORK, Dec. 9.—Eddy Arnold probably is getting more radio coverage than any other singer in show business, popular or country. The plow boy manager, Tom Parker, recently lined up a deal with the Treasury Department which calls for a 15-minute Arnold aiter over 1,408 stations, with saturation coverage indicated by individual State counts such as 117 percolators in Texas, 47 in New York State and 78 in New Jersey.

In addition to the job for the T-Men, Arnold's Purina show, running a half hour Fridays in some cities, and Saturdays in others, is presently being aired by 75 stations, including such 50-kw power-houses as WLW, Cincinnati; WSM, Nashville, and WSB, Atlanta.

Also going for the folk singer is a 15-minute stanza for Robin Hood Flour via 42 stations thru Michigan and Illinois. And to top it all off, Arnold does consistent guest spots on top aiterers out of New York and Hollywood. On Sunday (10), for example, he did NBC's *Big Show*.

Foregoing are all line and/or transcribed shows and do not include the warbler's RCA Victor disks, which give him constant coverage on virtually every country music deejay show in the country, all hours of the day and night.

Pay-off, of course, comes in hefty platter sales and such personal appearance jobs as the Fat Stock Show in Houston, January 31 thru February 11, for which Arnold is getting himself a solid \$15,000.

# TV-Phono Merchandising

NEW YORK, Dec. 9.—Paradoxical is the word for the current situation in the TV-radio-phono industry. Despite the very probable increase in set prices and decrease in set production, newspapers are being flooded with "Admiral" and "close-out" ads. Despite the same parts shortages, several manufacturers have released, or will soon release, 1951 lines. Distributors report they have little inventory, but dealers are being offered premium deals and dating plans. Fuel is, dating plans are expected to be offered by most TV firms within the next few weeks.

The latest wrap-up on distributor offers to local dealers are as follows: A one-week vacation at Lake Placid for the purchase of 21 Capehart sets; a \$100 fund available at each dealer for use as "p.m." or "stim" payments on the sale of Stromberg-Carlson sets; a 60-day dating plan on Admiral receivers plus a low, pre-November price on combinations when other merchandising is ordered; a 60 to 75-day dating plan on Magnavox sets; February 15, 1951, dating on Philco floor samples purchased now; and a \$100 per-dealer fund for window dressing on Motorola sets, provided combination models are ordered.

Further pointing up the paradoxical TV situation were a series of manufacturer statements and actions this week. Also DuMont unveiled a new partial line of sets with prices lower than comparable models in the previous line; the company also reported that the

component parts situation was getting worse. Both RCA Victor and Tele-Tone disclosed that they would not show new lines at the Winter Furniture Market, yet Video Corporation, of America and MP Television, Connecticut, showed new lines. Arvin introduced a 20-inch model, and Capehart raised prices of five sets by \$10. Phono manufacturers are not only uncertain about showing new lines, but are even questioning the advisability of making an appearance in Chicago during the Market.

**Trade Notes and Names**  
Bert Cole, general manager of Crosley Distributing in New York, was named district sales representative for Philco in the metropolitan New York area. DuMont announced that its authorized servicing dealers are now required to maintain escrow accounts in banks to cover every contract customer. Air King claims that first-quarter production in 1951 will be maintained at the same level as present production. Bendix purchased a new plant in Davenport, Ia., but for defense contract work on aircraft instruments. Majestic Television named Calvin L. Fox as public relations consultant. Bendix named William L. Cunningham as district sales manager in Chicago territory. Philips declared a 5 per cent stock dividend. Trav-ler declared a 10 cent per share dividend. Hoffman acquired two more subsidiary plants in Los Angeles, and named Frank Hevesy as ad manager of the Hoffman Radio Sales Corporation.

THESE  
**DECCA**  
ALBUMS

# ★ ★ ETHEL M ★ ★ ERMAN

*in 2 Great Decca Albums*  
*... Songs from*

## CALL ME MADAM



**Now... By Popular Demand!**

### "12 SONGS FROM CALL ME MADAM"

WORDS AND MUSIC BY IRVING BERLIN  
with DICK HAYMES • EILEEN WILSON  
and GORDON JENKINS and His Orchestra and Chorus

- Selections include:
- The Hostess With The Mostes' On The Ball  
Can You Use Any Money Today? ETHEL MERMAN and  
GORDON JENKINS and His Orchestra and Chorus  
Decca 27353 and \*9-27353
  - The Best Thing For You  
Marrying For Love ETHEL MERMAN and GORDON JENKINS  
and His Orchestra and Chorus Decca 27354 and \*9-27354
  - You're Just In Love  
Something To Dance About ETHEL MERMAN and DICK HAYMES  
ETHEL MERMAN  
Decca 27355 and \*9-27355
  - Washington Square Dance  
(Dance To The Music of) The Ocarina ETHEL MERMAN with GORDON JENKINS and His Orchestra and Chorus  
GORDON JENKINS and His Orchestra and Chorus  
Decca 27356 and \*9-27356
  - It's A Lovely Day Today  
Once Upon A Time Today DICK HAYMES and EILEEN WILSON  
DICK HAYMES Decca 27357 and \*9-27357
  - Lichtensburg  
They Like Ike GORDON JENKINS and His Orchestra and Chorus  
Decca 27358 and \*9-27358
- Album A-418 • Six 78 RPM Records • Price \$5.25  
Album 8-156 • Six 45 RPM Unbreakable Records • Price \$4.85  
DL 8035 • 12-inch Long Play Microgroove Unbreakable Record • Price \$4.85  
\*Indicates 45 RPM Version

All Records from Albums available as singles

### Already a Smash Hit! Selected "SONGS FROM CALL ME MADAM"

WORDS AND MUSIC BY IRVING BERLIN  
with DICK HAYMES • EILEEN WILSON  
and GORDON JENKINS  
and His Orchestra and Chorus

- Selections include:
- The Best Thing For You  
Marrying For Love ETHEL MERMAN and GORDON JENKINS  
and His Orchestra and Chorus  
Decca 27316 and \*9-27316
  - You're Just In Love ETHEL MERMAN and DICK HAYMES with  
GORDON JENKINS and His Orchestra and Chorus  
Decca 27317 and \*9-27317
  - It's A Lovely Day Today  
Once Upon A Time Today DICK HAYMES and EILEEN WILSON  
DICK HAYMES  
Decca 27318 and \*9-27318
  - (Dance to the Music of) The Ocarina  
(1) It's A Lovely Day Today GORDON JENKINS and His Orchestra and Chorus  
Decca 27319 and \*9-27319
  - (2) You're Just In Love GORDON JENKINS and His Orchestra  
Decca 27319 and \*9-27319
- DECCA ALBUM A-813  
Four 10-inch 78 RPM Records • Price \$3.75  
DECCA ALBUM 9-153  
Four 45 RPM Unbreakable Records • Price \$3.35  
DL 5204 • 10-inch Long Play  
Microgroove Unbreakable Record • Price \$2.85  
\*Indicates 45 RPM Version

### OTHER DECCA SONG HIT SINGLES FROM "CALL ME MADAM"

- Marrying For Love BING CROSBY  
Decca 27350 and \*9-27350
- The Best Thing For You
- It's A Lovely Day Today TOMMY DORSEY and His Orchestra  
Decca 27313 and \*9-27313

\*Indicates 45 RPM Version



*America's Fastest Selling Records*

# Music As Written

## Geisz on 7-Wonder

Erna Geisz and His Seven Wonders have two sides on the latest gold-rain release, "I Dreamed I Was a Matador" and "Flower Valley," an instrumental waltz. . . . Erroll Gerner and his trio entertained the entire student body of Bishop School in Detroit, working in the school corridors, during their appearance at the Paradise Theater, in addition to a recording on Detroit radio and video.

## On Bach Kick

A group of the leading musicians who appeared at the Prudes Bach Festival began a series of eight concerts at the YMCA in New York beginning Sunday (3). Repertory included the Bach music, played and recorded by Columbia at the festival. Columbia and r. topper Much Miller plays the oboe parts.

## MGM's 45, 33

MGM diskery will release both 45 and 33 albums of previously issued Ziggy Elman and Arthur (Guitar Boogie) Smith. Elman package will include "My Reverie," "Body and Soul," "Always," "Irresistible You," "The Night Is Young," "Take Me in Your Arms," "Cheek to Cheek" and "You're Mine, You." Eight Smith sides are "Guitar Boogie," "Boomerang," "Banjo Boogie," "Banjo Rag," "Mountain Be Bop," "Mandolin Boogie," "I. H. Boogie" and "Twelfth Street Rag."

**BLUETAIL THE RED FOX**  
"His tail would shine like a neon sign"

Frankie Laine's Great Holiday Hit!  
**WHAT AM I GONNA DO THIS CHRISTMAS**  
Don't miss it on —  
Mercury Record No. 5553  
J. J. ROBBINS & SONS, Inc.  
1619 Broadway, N. Y. C.

recorded and featured by FRANK DE VOL & HIS ORCH.  
Capitol  
RICHARD HAYLIS - KITTY KALEN  
THE INK SPOTS  
Decca  
HEPP LAINE  
Columbia  
VAUGHN MONROE  
VCA Victor  
NEEL TORNE  
M.G.M.  
MILLER MUSIC CORPORATION

**BREAKING!!**  
"LUCKY, LUCKY, LUCKY ME"  
AS RECORDED BY  
EVELYN KNIGHT  
DECCA 227182  
SANTLY-JOY, INC.  
1619 Broadway New York 19, N. Y.

**MUSIC BOURNE TO LIVE**  
ARTHUR GODFREY  
SINGING  
THE HIT VERSION OF  
"YEA BOO"  
COLUMBIA 37666  
BOURNE, INC. 1700 A. N. Y. N.Y.

## Choir on Victor

RCA Victor has recorded the Charlotte Boys Choir, doing two medleys of standards. Records, made at the request of RCA's Charlotte distrib, James McMillan, will be released in the Charlotte area initially. Sides were waxed under the direction of RCA staffer Steve Sholes.

## Valentine to Decca

Decca Records last week added singer-pianist Billy Valentine to its growing rhythm and blues artists' roster. Valentine, who currently is making a fling on his own, formerly worked with Johnny Moore's Three Blazers. He last recorded for Mercury Records.

## New Coraliers

Coral Records last week inked a pair of new artists. For the diskery's rhythm and blues department, the diskery's artists and repertoire topser, Jimmy Hilliard, inked a Philadelphia-based group, Bonnie Davis and the Piccadilly Pipers. Hilliard also signed Edwin Smith, an organist-vocalist.

## Arena Inks Contino

Accordianist Dick Contino was signed to personal management pact by Arena Stars, Inc. Contino is in the heavier coin class, getting as much as \$4,000 per week on theater dates. Contino will get \$2,000 per week playing Hollywood's Ciro's, opening December 20. Arena's pact starts with Contino's December 8 opening at Detroit's Fox Theater.

## Swing Time to 45

Swing Time Records, indie rhythm and blues diskery, became one of the first of its kind to enter the 45-r.p.m. field. It was learned that the label will issue 45's early next month. All of Swing Time's standards, as well as about 20 per cent its future waxings, will be cut on 45's. In preparation for the move Swing Time recently purchased 83 masters from Supreme Records.

## Richards to Discovery

Johnny Richards signed a one-year contract last week as musical director of Discovery Records. Richards will supervise sessions and material and is expected to wax 24 sides with his own orchestra. Blatner recently arranged and directed Danny Gillespie's cutting with full-string orchestra backing. New music head is prepping a "Johnny Richards Presents" album which will be released on all three speeds. Work will feature solo by pianist Paul Smith and other Discovery artists as yet unannounced.

## Record Laine Gross

Frankie Laine broke a two-day record for gross big at Jerry Jones's Rainbow Rendezvous, Salt Lake City, when he took in \$8,865.44 December 1 and 2. Laine netted \$4,432.17 in his third Rendezvous appearance since 1949. Admission was \$1.50.

## Marcus for Peacock

Irving Marcus has been named national sales manager of Peacock Records, Houston. Marcus was recently president of Mercury Distributors, Atlanta. He has also been assistant to Sid Nathan, King Records president, and at one time was branch manager for Mercury.

## New York:

Thrush Jane Harvey left the "Broadway Open House" TV show to take over Joan Merrill's part in the "Bliss You All" legiter, which currently is playing an out-of-town run in Philadelphia. Dick Jones, Capitol Records' longhair repertoire man, took off for the Coast after a several-week business trip here. . . . Marvin Kessler, brother of Columbia Records' promotion man Danny Kessler, has been hired by Kaylor Distributors of Philadelphia as sales promotion manager to succeed Walt Maguire who now is with London Records. . . . Decca Records has appointed Bernard Distributing Company as its Toledo distributor, as a replacement for Kane Company there. . . . Agent Willard Alexander has taken off for a couple of weeks'

vacation-business trip to Florida. . . . Joe Mooney, now working as single and playing console organ, has opened at Frank Dailey's Sherbrooke nitery for at least a one-month engagement.

Bourne, Inc., and ABC Music, both under the general management of Larry Spier, closed their Chicago office recently, letting out Hank Markbreit. Last week, Charlie MacGregor exited the ABC set-up in New York. . . . Dick Thomas, country warbler, has been inked to an exclusive London disk deal by London and chief Joe Delaney. Thomas, who had previously appeared on Museraft and National, was until recently tied with Decca. He's under the personal management of Elliot Wezier.

Leonard Feather will do a weekly jazz disk show over WOR, New York, Saturdays from 4 to 5 p.m. . . . Horace Grinnell Children's Record Guild topser, back from a Chicago trip on which he obtained board of education approval for the line. . . . Jerry Lipskian, Adam Records general manager, on a distrib-deejay tour covering Pittsburgh, St. Louis and Chicago. . . . Sam Donahue, New York playing Glen Island Casino

on December 16, 23 and New Year's week-end, and Ritz Ballroom, Bridgeport, Conn., December 17. . . . DeeJay Milo Boulton has added a midnight to 2 a.m. stint to his regular afternoon chores at WPAT, Paterson, N. J. . . . Hank Williams cut a 15-minute radio transcription for the March of Dimes. Other MGM Records talent cutting spots for the campaign are Billy Eckstine, George Shearing, Art Lund, Howard Keel, Arthur Smith, Johnny Desmond, and the Benny Fields-Blossom Seeley team. . . . Lee Harrison and Joe Delaney, London Records execs, week-ended in Chicago for a conference with Chicago, Detroit and St. Louis area distributors.

## Chicago:

Doc Chin, prexy of the National Ballroom Operators' Association, reports that he is back at work at his Crystal Ballroom, Fargo, N. D., after suffering a stroke about six weeks ago. . . . Carl Sands, who led the house band at the Oriental here for two years up to November 1, is reorganizing his hotel band. Sands has not yet made an agency affiliation. . . . Irv Green and Art Tallmadge, prexy and v.-p. of Mer-

## Music-Minded U. S. Goal Won, Sez AMC Prexy

CHICAGO, Dec. 9.—The goals set in the American Music Conference's (AMC) five-year plan to make America music conscious

have been reached in a little more than three years. That was the highlight of a year-end statement issued this week by Louis G. LaMair, president of the promotional subsidiary of the National Association of Music Merchants (N.A.M.M.).

LaMair also disclosed that Dr. John C. Kendel, director of music instruction for Denver public schools, has been named vice-president in charge of operations for AMC, effective January 2, 1951.

**Must Keep Up**  
Pointing to the tremendous amount of radio, newspaper and magazine coverage of AMC activities, LaMair reported that interest in music has reached a new high level but that AMC efforts would have to be continued. "American people forget easily. Unless the merits of music are kept constantly before them, competing with the other demands on their interest, music will again decline."

At the same time, the N.A.M.M. announced the availability of a new dealer manual *How To Make Your Advertising Pay*. The Association also started gathering dealer information in preparation of a cost-of-doing-business survey. The survey is being handled by Dr. Albert Haring, Indiana University School of Business.

## ASCAP SINGS

### In Praise of Self, Bally Beats Drums

WASHINGTON, Dec. 9.—Latest projected to boost the prestige of the American Society of Composers, Authors and Publishers (ASCAP) is new printing of *The ASCAP Story*, a booklet which has exhausted its first printing of 35,000 and is now going into another 15,000. Distribution has been nationwide, with heavy coverage of colleges and various governmental agencies, including Congress and the State Legislatures.

The ASCAP Story is being brought up to date to take care of such changes as the new presidency—Oke Harbaeh in place of Fred A. Ahert—and the continuing negotiations by ASCAP with the TV industry. Chief author of the booklet is Merle Colby, of the D. C. public relations firm of Arthur Newmyer & Associates. Colby, a top-flight writer, authored the recent fiction best-seller, *It's a Secret*, which has sold over 400,000 copies. . . . Meanwhile, ASCAP is continuing to issue a clever series of brochures addressed to the specific businesses and trades which use music. Each brochure is designed to speak the language of the particular trade.

**Bar Boon**  
For instance, brochure distributed to taverns, bars and cocktail lounges displays a front-cover picture of a big cash register captioned, *It's the Ring in the Cash Register*. The brochure goes on to explain how "ASCAP music rings the cash register" at taverns, and that "shrewd, successful tavern owners know good music promotes careful spending. Keep customers lingering longer, brings them back again."

To ballrooms and skating rinks goes a tan brochure titled, *Music Makes the Box Office Click*. . . . To niteries and hotel supper rooms goes a dignified brochure which asks, "Do You Need a Velvet Rope?" ASCAP's answer is that a velvet rope will be needed to hold crowds back if ASCAP music is used.

Radio and TV broadcast stations get a handsome brochure which informs them that it's ASCAP music that keeps the folks listening.

cury Records, landed a 10-foot sultish apiece last week at Acapulco, Mex. . . . Steve Chandler, local reality agent, has started Chance label. First r. and b. releases are by John (Schoolboy) Porter, tenor saxman, and his trio.

Patli Page plays fast repeat date at the Chicago Theater, opening two weeks, January 12.

**Vic Damone**, who finishes his first flicker for MGM late in January will do a month of personal appearances before he returns to the studios for his second flicker, which will probably be "The Student Prince." . . . John C. Kendle, formerly director of Music Educators' National Conference, replaces Bill Mills as secretary of the American Music Conference January 2. . . . Dick Bradley, Tower Records prexy, has worked out a deal with Wine Corporation of America and Continental Baking Company, whereby the firms will send out a small jug of wine and a loaf of bread to 2,000 d. j.'s in connection with the mailing of Bernie Mann's first release, "Toast o' Happiness."

## Philadelphia:

Tommy Ferguson Trio now a staff unit at the WCAU studios. . . . Peter Hanley, who used to write the lyrics with Hugo Winterhalter's music in New York, takes over the singing spot on George Skinner's WPTZ video show. . . . Les Saunders, publicity and promotion director for RCA Victor, who waxes in this territory via the Raymond Rosen & Company distributing firm, goes into the navy next month. . . . Teddy Walters, local lad who vocalized for the Dorseys and Artie Shaw in earlier days, hitting the comeback trail at Big Bill's nitery here.

## Detroit:

George Boutros is doubling the capacity of Patrix Plating Company, independent firm which he operates here, and moving to a new plant on the East Side, where he will specialize in work for Capitol and EMI Records. . . . Lou Parker, owner of Citation Records, has appointed Robert Hawkins, radio and television arranger, as musical director for the label.

**"THE WINTER WALTZ"**  
recorded by  
GEORGE GATES  
CORAL 40328

Gale and Gayles  
Incorporated  
1619 BROADWAY, NEW YORK 19, N. Y.

**LITTLE RED CABOOSE**  
LONDON #783  
GEORGE PAXTON INC.  
1670 Broadway New York 19 N. Y.

**Another EMI Pin-Up Hit!**  
IT IS NO SECRET  
Published by EMI  
Recorded by  
To Stafford . . . (Columbia)  
Three Suns . . . (Decca)  
Bill Kenny . . . (Capitol)  
Bob Houston . . . (Columbia)  
Suzette Harmon . . . (Coral)  
Omie Walker . . . (Mercury)  
Kitty Kallen-Richard . . . (Mercury)  
Hazel Allen-Eaton . . . (Mercury)  
Exclusively licensed by  
**BROADCAST MUSIC, INC.**

**THE LITTLE GENERAL**  
Sings  
**"A LITTLE WHITE DUCK"**  
"WILL BE IN SEASON ALL THE WAY THROUGH EASTER"  
GENERAL MUSIC  
400 Madison Ave., N. Y. C., PL 3-7342



**OPERATORS**



**RETAILERS**



**DISK JOCKEYS**



# Eddy Arnold

The Tennessee Plowboy



**GIVES YOU A RUNNING START  
ON A PROSPEROUS NEW YEAR**

WITH **TWO GREAT**  **RCA VICTOR Recording** 

## HITS!

**THERE'S BEEN A CHANGE IN ME  
TIE ME TO YOUR  
APRON STRINGS AGAIN**

RCA Victor No. 78 rpm. 21-0412  
RCA Victor No. 45 rpm. 48-0412

**Still Going Strong!**  
**LOVE BUG ITCH**

**PRISON WITHOUT WALLS**  
RCA Victor No. 78 rpm. 21-0382  
RCA Victor No. 45 rpm. 48-0382

affiliated **HILL and RANGE SONGS Inc.** BEVERLY HILLS, CALIF.

**EXCLUSIVE MANAGEMENT THOMAS A. PARKER** Box 417 MADISON, TENN.

# 3 EXCITING EXTRA SPECIALS!

## "SMILE, SMILE, SMILE"

Sensational HIT!

backed by  
"WILLOW, WILL YOU WEEP FOR ME?"

### PRIMO SCALA

And His Banjo and Accordion Band with the Keynotes  
NO. 823 (78 rpm) NO. 45-823 (45 rpm)

## "YEA BOO"

O'DAY SHOUTS "YEA!" AVAILABLE 2 WAYS...

### ANITA O'DAY

Sung by  
with The All Stars

backed by  
"IF I COULD STEAL YOU FROM SOMEBODY ELSE  
(Then Someone Could Steal You From Me)"  
NO. 879 (78 rpm) NO. 45-879 (45 rpm)

backed by  
"TENNESSEE WALTZ"  
NO. 867 (78 rpm) NO. 45-867 (45 rpm)

## "I STILL FEEL THE SAME ABOUT YOU"

EVE HAS A NEW WAY TO SAY...

### EVE YOUNG and THE TWO ADAMS

backed by  
"SOMEWHERE, SOMEHOW, SOMEDAY"  
Eve Young with Jack Pleis and His Orchestra  
NO. 874 (78 rpm) NO. 45-874 (45 rpm)

# LONDON RECORDS

## THE BILLBOARD Music Popularity Charts

### HONOR ROLL OF HITS

#### The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a special tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Based on records received December 6, 7, 8.

Last Week This Week

#### 2. 1. The Thing

By Charlie Crean—Published by Heile (BMI)  
RECORDS AVAILABLE: Ames Brothers-R. Ross Ork., Coral 60333; A. Godfrey-A. Bryson Ork., Col 39038; T. Brown-H. Jerome Ork., London 875; Phil Harris, V 20-3948; Tom Ten Have-B. Le Winter Ork., Mer 5548; Steve Elliott-Red Cop, V 20-3986; Danny Kaye, Dec 27254; S. Jernell, Dana 717; S. Wechsler, Banner 243; T. Tucker Ork., MGM 10864.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

#### 1. 2. Harbor Lights

By Jimmy Kennedy and Hugh Williams—Published by Chappell (ASCAP)  
RECORDS AVAILABLE: R. Anthony Ork., Cap 1190; J. Byrd-J. Ward, Mer 3443; R. Flanagan Ork., V 20-3921; E. Griffin, Col 38963; S. Kaye, Col 39063; 0816-784, (8311-784); B. Crosby-L. Murray Ork., Dec 87219; G. Lombardo, Dec 37208; L. Kalse-C. Parnan Ork., London 781; D. Washington-J. Carroll Ork., Mer 5488; T. Papa Ork., Tower 1482; Snap Fields Ork., MGM 10823; J. Clay-S. Fisher, Hi-Tone 335; S. Jernell-R. Bayl, Dana 718.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Teddy Powell, Lang-Worth; Frank Masters, Associated; George Wright, Thesaurus; The Bachlers, Standard.

#### 4. 3. Tennessee Waltz

By Pee Wee King and Red Stewart—Published by Acuff-Rose (BMI)  
RECORDS AVAILABLE: Ray Acuff, Col 382853; (332-150); Cowboy Copas, King 694; Fontana Sisters, V 20-3979; E. Hawkins Ork., Coral 60133; Wayne King, V 20-3435; Pee Wee King, V 20-3680; Anita O'Day, London 843; P. Page, Mer 5550; Johnny Mercer and Les Clark, Dec 44232; Dr. Scudder-Watson Ork., Col 39065; G. Lombardo, Dec 87336; Les Paul, Cap 1316; J. Jernell-R. Bayl, Dana 718; T. Tucker Ork., MGM 10864; Cowboy Copas-Ruby Wright, King 919; Mel Linn, Hi-Tone 330.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Duchow and Red Haver Ork., L. RNA, Thesaurus; Sable Cadey, Standard.

#### 3. 4. Nevertheless

By Harry Ruby and Bert Kalman—Published by Chappell (ASCAP)  
From the MGM film, "Three Little Words"  
RECORDS AVAILABLE: R. Anthony, Cap 1190; R. Flanagan Ork., V 20-3904, (8314-1904); F. Laine, Mer 5395; M. Lewis-M. Mooney Ork., MGM 10772; Mills Brothers, Dec 27253; P. Weston Ork., Col 38982; P. Sinatra, Col 39044; The Emckay Trio, Master-Tone 75-100; Anita Ellis, MGM 39248.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Claude Gordon Ork., Capitol; Teddy Powell, Lang-Worth; Phil Brice, Associated; Johnny Desmond-Hugh Winterhalter Ork., Thesaurus; Kay Starr-Bob Crosby, Standard.

#### 5. 5. Bushel and a Peck

By Frank Loesser—Published by Sonan (ASCAP)  
From the musical "Guys and Dolls"  
RECORDS AVAILABLE: P. Cobo-B. Hutton-M. Ayres Ork., V 20-3950; B. Day, Col 39003; J. Demme-J. Martino Ork., MGM 10000; C. Williams, Coral 45199; Kitty Kalen-R. Hayes, Mer 5502; M. Whiting-J. Wooten, Cap 1234; Andrew Sisters-V. Scheen Ork., Dec 87258; J. & M. Vogel, Dana 716.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Web, Standard; Johnny Desmond-Hugh Winterhalter Ork., Thesaurus; Henry Jerome, Lang-Worth.

#### 6. 6. All My Love

By Paul Durand, Mitchell Parish and Neal Hefti—Published by Milt (ASCAP)  
RECORDS AVAILABLE: M. Babinic, Coral 60290; B. Crosby-J. Alexander Charney-V. Young Ork., Dec 27177; M. Copal Ork., Col 38913; D. Day-C. Dent Ork., V 20-3907, (45147-3876); P. Faith, Col 38918; E. Grant, Cap 1183; G. Lombardo, Dec 87138; P. Page-H. Geller Ork., Mer 5455; R. Case Ork., MGM 10792; J. Smith, Col 39000; J. Francis, Polygram-Vas 550-095.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Holmes-John Corne, Associated; Betty Chappell, Thesaurus; Joe Beckman, Standard; Guy Lombardo, Zito Ralph Norman, Musik; Henry Jerome, Lang-Worth.

#### 7. 7. Thinking of You

By Harry Ruby and Bert Kalman—Published by Remick (ASCAP)  
From the MGM film, "Three Little Words"  
RECORDS AVAILABLE: Bobby Byrne Ork., Coral 60248; D. Cherry, Dec 87128; A. Merzouk-P. Weston Ork., Capitol 1104; M. Tilton, Coral 7810279, (4519-60279); S. Vaughan, Col 38923; E. Fisher, V 20-39018.  
ELECTRICAL TRANSCRIPTION LIBRARIES: The Saffires, Associated; Richard Libert, Thesaurus; Bob Chester Ork., Standard.

#### 8. 8. Rudolph, the Red-Nosed Reindeer

By Johnny Marks—Published by S. Nicholas (ASCAP)  
RECORDS AVAILABLE: M. Bonito, Coral 60271; G. Aury, Col 38918, (8311-375); S. Burstein-E. Scott Ork., Cap 39333; B. Crosby, Dec 86256; R. Foley, Dec 86162; A. Godfrey-Happy Tones, Hi-Tone 335; E. Griffin, Col 38961; E. Howard, Mer 5360; E. Howard Ork., Mer MMP-67; Spike Jones, V 20-3934; Monna Stone, V 21-0392; "Sugar Child" Reimann, Cap CAS-308; P. Scala, London 740; Evi Brack Ork., Dana 2061; L. Cook, Abbey 15024; Korn Kobovics, MGM 60005.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Johnny Guarnieri, Thesaurus; Joe Gardner, Capitol; Henry Jerome, Lang-Worth; Claude Gordon Ork., Lang-Worth; Four Knights, Lang-Worth; Gino Diner, Musik; Lawrence Web, Standard; Saffires, Associated.

#### 9. Frosty, the Snowman

By Steve Nelson and Jack Rollins—Published by Milt & Rance (BMI)  
RECORDS AVAILABLE: G. Aury, Col 39007; M. Babinic, Coral 60271; "Tom-Tom" Babers, Bernard's Marmornatics, Mer MMP-74; M. "King" Cole, Cap 1763; J. Durand, MGM 30257; P. Faith, Dec 86267; G. Lombardo Ork., Dec 87257; J. Martini & Frosty-B. Day Ork., Cap CAS-3079; E. Markey-T. Vale Ork., London 772; V. Merve Ork., V 20-3915; R. Rogers, V 21-0394.  
ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Clarke, World; Claude Gordon Ork., Capitol; Saffires, Associated; Lawrence Web, Standard; George Wright, Thesaurus.

#### 10. My Heart Cries for You

By Carl Sigman and Phee Mann—Published by Masey Music (ASCAP)  
RECORDS AVAILABLE: G. Mitchell-M. Miller, Col 39047; Al Morgan, London 873; E. Snow-H. Ester Ork., V 20-3978; J. Wooten, Cap 1328; V. Young Ork., Dec 27382; B. Farrell, MGM 10864; V. Danne, Mer 556.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

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**DEALERS!  
OPERATORS!  
DISC JOCKEYS!**

# Capitol Buyer's Guide

## COMING UP FAST!

	<b>78</b>	<b>45</b>
	<small>rpm</small>	<small>rpm</small>
"LITTLE ROCK GETAWAY," "TENNESSEE WALTZ" Les Paul .....	1316	F1316
"HOT ROD RACE" Ramblin' Jimmie Dolan .....	1322	F1322
"THE CHARLESTON" Pee Wee Hunt .....	673	F673

## HOT SELLERS!

### POPULAR

"I MUST GO NUTS AT CHRISTMAS," "YINGLE BELLS," Yogi Yorgesson .....	781	F781
"TENNESSEE WALTZ," "LITTLE ROCK GETAWAY" Les Paul .....	1316	F1316
"I'LL NEVER BE FREE" Starr-Ernie .....	1124	F1124
"CHRISTMAS CANDY," "SILVER BELLS" Margaret Whiting, Jimmy Wakely .....	1255	F1255
"HARBOR LIGHTS," "NEVERTHELESS" Ray Anthony .....	1190	F1190
"A BUSHEL AND A PECK," "BEYOND THE REEF" Whiting-Wakely .....	1234	F1234
"I'LL ALWAYS LOVE YOU," "BABY, OBEY ME" Dean Martin .....	1028	F1028
"OH, BABE," "EVERYBODY'S SOMEBODY'S FOOL" Kay Starr .....	1278	F1278
"ORANGE COLORED SKY" Nat Cole, Stan Kenton .....	1184	F1184
"AUTUMN LEAVES," "MR. ANTHONY'S BOOGIE" Ray Anthony .....	1280	F1280
"BONAPARTE'S RETREAT" Kay Starr .....	936	F936

### WESTERN & FOLK

<b>TENNESSEE ERNIE</b> "The Shot Gun Boogie" .....	1295	F1295
<b>GENE O'QUIN</b> "Devil on My Shoulder" .....	1315	F1315
<b>HANK THOMPSON</b> "A Broken Heart and a Glass of Beer" .....	1327	F1327
<b>TEX RITTER</b> "Daddy's Last Letter" .....	1267	F1267
<b>TEX WILLIAMS</b> "Alimony" .....	1286	F1286



Week ending  
**DEC. 16, 1950**

Hot Sellers based on  
Actual Sales Reports

## THE BIG ONE TO WATCH!

All Aboard With

Peggy  
**LEE**



"AY AY  
CHUG A CHUG"

(The Story of the Jumping Bean Express)

*Coupled with a new and beautiful interpretation of*

"WHERE ARE YOU?"

CAPITOL RECORD NO. 1298 on 78 rpm • F1298 on 45 rpm

## NEW RELEASES ON Capitol

<p><b>POPULAR</b></p> <p><b>PAUL NEIGHBORS</b> and his orchestra</p> <p>"HULLABALOO" Vocal by Paul Neighbors and Ensemble</p> <p>"NO ONE BUT YOU" Vocal by Paul Neighbors</p> <p>78 rpm No. 1341 45 rpm No. F1341</p>	<p><b>POPULAR</b></p> <p><b>FRANK DEVOL</b> and his Band of the Century</p> <p>"TEARDROPS FROM MY EYES" Vocal by Helen O'Connell</p> <p>"IT'S A LONESOME OLD TOWN" "WHEN YOU'RE NOT AROUND"</p> <p>78 rpm No. 1340 45 rpm No. F1340</p>
<p><b>POPULAR</b></p> <p><b>JOHNNY PECON</b> "What Do I Care—Pella" and his Orchestra</p> <p><b>MICKEY KATZ</b> and his band "Geshray Of DeVilde Katzke"</p> <p>78 rpm No. 1336 45 rpm No. F1336</p>	<p><b>WESTERN &amp; COUNTRY</b></p> <p><b>MERLE TRAVIS</b> with Harmonized Accompaniment</p> <p>"DRY BREAD"</p> <p>"Wontcha Be My Baby"</p> <p>78 rpm No. 1337 45 rpm No. F1337</p>
<p><b>WESTERN &amp; COUNTRY</b></p> <p><b>JIMMIE SKINNER</b> with Harmonized Accompaniment</p> <p>"THERE'S NOTHIN' ABOUT YOU SPECIAL"</p> <p>"IT'S MY WORLD"</p> <p>78 rpm No. 1339 45 rpm No. F1339</p>	
<p><b>LEON PAYNE</b> "The Great American Eagle" with Harmonized Accompaniment</p> <p>"Fatal Letter"</p> <p>1338 F1338</p>	

*OVER*  
**400,000** RECORDS SOLD  
 IN JUST **3** SHORT WEEKS



.... Columbia salutes  
 its **NEW**  
 best seller .....

**Guy Mitchell** *singing*

**"MY HEART CRIES FOR YOU"**

*backed by*

**"THE ROVIN' KIND"**

COLUMBIA 39067

**Columbia Records**

THE BILLBOARD

Music Popularity Charts

Records Most Played by Disk Jockeys

based on reports received December 6, 7 and 8

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

Table with columns: Rank, Record Title, Artist, Label, and other details. Includes records like 'THING, THE', 'TENNESSEE WALTZ', 'BUSHEL AND A PECK'.

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago, and Los Angeles...

Table with columns: Rank, Song Title, Artist, and other details. Includes songs like 'All My Love', 'Autumn Leaves', 'Best Thing for You'.

VOX IOX

Preems

Art Hellyer is free-lancing in Chicago, via WCFL, WIND and WBK-B-TV. The WCFL ailer is sponsored by Walgreens...

"Things" in General

The king of the gimmicks this month is "The Thing." DJ's currently running contests to name the enigmatic musical monster include Pete Tufts, KTUC, Tucson, Ariz...

Ad Lib Cuttings

Jimmy MacDowell, WHFB, Benton Harbor, Mich., writes: "Decca is now giving us superb service. Their representative comes around once a month with about 25 records, including the latest Crosby. It pays because we play 'em."

Best Selling Sheet Music

based on reports received December 6, 7 and 8

Tunes listed are the national best selling sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers...

Table with columns: Rank, Song Title, Artist, and other details. Includes songs like 'RUDOLPH, THE RED-NOSED REINDEER', 'FROSTY, THE SNOWMAN', 'HARBOR LIGHTS'.

England's Top Twenty

Table with columns: Rank, Song Title, Artist, and other details. Includes songs like 'RUDDLPH, THE RED-NOSED REIN-DEER', 'GOODNIGHT, IRENE', 'MONA LISA'.

Songs With Most TV Performances (RH Tele-Log)

The Richard Number (RH) Tele-Log is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago...

Table with columns: Rank, Song Title, Artist, and other details. Includes songs like 'Thinking of You', 'Nevertheless-Crawford', 'White Christmas-Berlin'.



Dealers are making a  
"Barrel and a Heap" on  
**PERRY COMO and BETTY HUTTON'S**  
smash hit...

# "A Bushel and a Peck"

78 rpm—20-3930

45 rpm—47-3930

This week's

## New Releases ...on RCA Victor

Release 50-50

Ships Coast to Coast, Week of December 17

### POPULAR

- BOB DEWEY** and His Orchestra  
Castles in the Sand  
(Remember Me) I'm the One Who Loves You 20-3992—(47-3992)\*
- BUDDY MORROW** and His Orchestra  
I'm Moving On  
Little Grey Home in the West 20-3993—(47-3993)\*
- BUDDY MORROW** and His Orchestra  
Rio Rita  
Shadow Waltz—Fox Trot 20-3994—(47-3994)\*
- FRAN WARREN** with Hugo Winterhalter and His Orchestra  
Teardrops From My Eyes  
Hands Off My Heart 20-3995—(47-3995)\*
- FREDDY MARTIN** and His Orchestra  
Hullabaloo  
Poetry 20-3996—(47-3996)\*

### COUNTRY

- JOHNNIE & JACK** and Their Tennessee Mountain Boys  
A Smile on My Lips (And an Arched in My Heart)  
I Can't Tell My Heart That 21-0415—(48-0415)\*

### WESTERN

- ROY ROGERS**  
Ride, Son, Ride  
The Story of Bucky an' Dan 21-0414—(48-0414)\*

### BLUES

- PIANO RED**  
The Wrong Way  
My Gal Jo 22-0106—(50-0106)\*

### POP SPECIALTY

- ERNIE BENEDICT** and His Polkateers  
Carousel Polka  
Love Waltz 25-1183—(51-1183)\*

\*45 rpm. Nat.

## Going Strong...

\$ indicates records which according to actual sales, are recognized hits. The trade is urged to keep ample stock of these records on hand, or to reorder promptly when current stocks begin to approach the "sold out" stage.

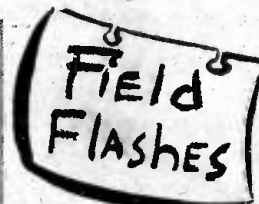
- \$ **The Thing**  
Phil Harris and His Orchestra ..... 20-3968—(47-3968)\*
- \$ **Mommy, Won't You Buy a Baby Brother?**  
Spike Jones and His City Slickers..... 20-3934—(47-3934)\*
- \$ **Christmas in Killarney**  
Dennis Day ..... 20-3970—(47-3970)\*
- \$ **A Bushel and a Peck**  
Perry Como and Betty Hutton ..... 20-3930—(47-3930)\*
- \$ **Thinking of You**  
Eddie Fisher with Hugo Winterhalter's Ork ..... 20-3901—(47-3901)\*
- \$ **I'm Moving On**  
Hank Snow and His Rainbow Ranch Boys ..... 21-0328—(48-0328)\*
- \$ **Ave Maria**  
Perry Como with Choir and Organ, Mitchell Ayres... 28-0436—(52-0071)\*
- \$ **The Golden Rocket**  
Hank Snow and His Rainbow Ranch Boys ..... 21-0400—(48-0400)\*
- \$ **Nobody's Chasing Me**  
Dinah Shore with Henri Rene's Orchestra..... 20-3978—(47-3978)\*
- \$ **Patricia**  
Perry Como ..... 20-3905—(47-3905)\*
- \$ **Our Lady of Fatima**  
Phil Spitalny, Hour of Charm All-Girl Ork ..... 20-3920—(47-3920)\*
- \$ **A Marshmallow World**  
Vaughn Monroe ..... 20-3942—(47-3942)\*
- \$ **Tennessee Waltz**  
The Fontane Sisters ..... 20-3979—(47-3979)\*

## Coming Up...

★ indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top selling hit category. The trade is advised to watch these records carefully in order to maintain stock consistent with demand.

- ★ **Be My Love**  
Mario Lanza 10-1561—(49-1561)\*  
No. 2 Retailers Pick, Billboard, Dec. 9;  
No. 9 Disk Jockeys Pick, Billboard, Dec. 2.
- ★ **Oh, Babe**  
Ralph Flanagan 20-3954—(47-3954)\*  
No. 7 Retailers Pick, Billboard, Dec. 9;  
No. 5 Operators Pick, Billboard, Dec. 2.
- ★ **It Is No Secret**  
The Three Suns 20-3976—(47-3976)\*  
No. 9 Retailers Pick, Billboard, Dec. 9
- ★ **I Can't Give You Anything But Love**  
Buddy Morrow 20-3947—(47-3947)\*  
No. 10 Disk Jockeys Pick, Billboard, Dec. 2

## TIPS HANDS OFF MY HEART FRAN WARREN 20-3995—(47-3995)\*



By popular demand The Sons of the Pioneers have been brought up to RCA Victor's pop label. The Pioneers, whose records have been big sellers and who have been responsible for establishing several standards over the past few years, are now arranging their songs with a 100% pop slant. Big plans are in the making to publicize the Pioneers' move into the pop field. The decision to go pop came as a result of hue and cry by disc jockeys and retailers to put the long recognized hit vocal team on tunes and arrangements that had strictly pop appeal.

Take Eddie Fisher out of the "most promising" class. This young singing star HAS ARRIVED. His THINKING OF YOU has been one of RCA Victor's ten best sellers for last two months. Watch Eddie's upcoming great recorded performances, one with Hugo Winterhalter's ork and one with Phil Spitalny and Hour of Charm Choir.

Mario Lanza happy as a kid at the way disc jockeys are spinning his hit rendition of BE MY LOVE, from MGM's THE TOAST OF NEW ORLEANS.

Three more records by Perry Como have gone over the million mark in sales: BECAUSE, PRISONER OF LOVE, and HUBBA, HUBBA, HUBBA. Gold sputtered versions of each are now being processed for presentation to Perry.

Watch THE FONTANE SISTERS starting in January. The girls cut a truly sensational new record last week at RCA Victor's 24th Street studios that will melt the January snows faster than a heat wave. The Fontane's version of the TENNESSEE WALTZ, as if you didn't know, is their best selling record to date. (See RCA Victor's "Going Strong" list at left.)

That wasn't a five thousand watt incandescent that lighted up the Manhattan sky last Thursday night... It was Liza Kirk's smash opening at the Waldorf Astoria. Liza's recording of JA-DA is seen reviving that 1918 hit. Juke box operators are going for the song in a big way.

Fran Warren is now cutting MR. IMPERIUM with Ezio Pinza at RCA Victor's Hollywood studios.

The stars who make the hits  
are on

# RCA VICTOR Records



RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



*Tower Records Proudly Presents*

# BERNIE MANN

and his

## All American Band

Presenting the first in a series of spectacular interpretations in Americana

# “A TOAST TO HAPPINESS”

A Traditional Festive Melody destined to become an All-American Hit!!  
backed with

# “WHEN YOU'RE SMILING”

An American Favorite Recorded in a New and Distinctive American Style

Featuring the New Vocal Sensation . . . TOMMY HUGHES and the Yankee Doodlers

Arrangements by Arnie Holop

TOWER RECORD NO. 1493

EXCLUSIVE ON  
TOWER RECORDS

Available Immediately  
on 45's and 78's

Watch for More Releases  
by Bernie Mann  
on Tower Records

Another TOWER-IFIC First!

Order From Your Distributor  
or Write Direct to

**TOWER RECORDS** 100 E. OHIO ST., CHICAGO, ILLINOIS

Booked Exclusively by MCA





**New Releases  
NOW ON SALE**

**DANNY SCHOLL**  
9134  
"I'LL GET BY"  
"AIN'T NO GAL GOT A  
BRAND ON ME"

**BILLY ECKSTINE**  
9132  
"SERENADE IN BLUE"

**GEORGE NOLAN**  
9135  
"LOUISA"  
"I'M SO OUT OF PLACE  
IN YOUR ARMS"

**THE RAVENS**  
9131  
"I'M GONNA TAKE  
TO THE ROAD"  
"PHANTOM STAGE  
COACH"

**RIDING HIGH!**  
**EILEEN BARTON**  
9123  
"BABY ME"

**DANNY SCHOLL**  
9119  
"I'M GONNA LIVE  
TILL I DIE"  
9122  
"THANKS, AMERICA"

**GALLI SISTERS**  
9133  
"SANTA SEND  
SOMEONE TO ME"  
"BECAUSE HE'S  
SANTA CLAUS"

**THE RAVENS**  
9062  
"WHITE XMAS"  
"SILENT NIGHT"

**FLORENCE WRIGHT**  
9124  
"FADE YOU WITH  
THE BLUES"

**LYNNE HOWARD**  
9126  
"MAMA, I'M SO IN LOVE"  
9136  
"DOGPATCH TROMP"  
"EVIL EYE FLEGGLE"

**CHRIS COLUMBO**  
9128  
"DON'T SAY YOU CARE"

**JOE TURNER**  
9100  
"HOLLYWOOD BED"  
"NEW OO-WEB BABY  
BLUES"

**NATIONAL  
RECORDS**  
*Cross-to-Cross*

**THE BILLBOARD Music  
Popularity Charts**

**• Most Played  
Juke Box Records**

... based on reports received December 6, 7 and 8

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 5,500 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hit Music Popularity Chart, Part I.

POSITION	Last	This	Week	Week	Record	Artist	Label
4	2	1.	TENNESSEE WALTZ	P. Page	Mercury (78)15534; (45)5534K45—BMI		
4	3	2.	THING, THE	P. Harris	V-78120-396B; (45)47-396A—BMI		
15	1	3.	HARBOR LIGHTS	S. Kaye	Capitol (78)3996; (33)1-784 (45)4-784—ASCAP		
6	5	4.	NEVERTHELESS	Mills Brothers	Dec. (78)27253; (45)9-27253—ASCAP		
16	4	5.	ALL MY LOVE	P. Page	Mercury (78)5455; (45)5455X45—ASCAP		
7	7	6.	BUSHEL AND A PECK	M. Whiting J. Wakely	Capitol (78)1254; (45)F-1254—ASCAP		
10	6	7.	HARBOR LIGHTS	G. Lombardo	Dec. (78)27206; (45)9-27206—ASCAP		
5	11	8.	HARBOR LIGHTS	B. Crosby	Dec. (78)27219; (45)9-27219—ASCAP		
8	9	9.	THINKING OF YOU	D. Cherry	Dec. (78)21126; (45)9-21126—ASCAP		
6	8	10.	BUSHEL AND A PECK	B. Hutton P. Come	V-78120-3930; (45)47-3930—ASCAP		
11	13	11.	ORANGE COLORED SKY	King Cole S. Kenton	Capitol (78)1104; (45)F-1104—ASCAP <small>(Lynn Bruce-M. DeLugy, King 15061; Boris Day-P. Cavanaugh Trio, Cal 38980; D. Kaye-P. Andrews-V. Schoen, Dec. 2261; B. Hutton, V 20-3900; J. Lester, Coral 60385; Roberta Quinlan-Jam. August, Dec. 5508)</small>		
10	14	12.	ALL MY LOVE	B. Crosby	Dec. (78)21117; (45)9-21117—ASCAP		
6	12	13.	OH BABE	L. Price	Capitol (78)117; (45)F-117—ASCAP <small>(J. Prizem-B. Evans, Derby 746; K. Starr-F. DeVal, Dec. 1230; B. Williams, Rainbow 30035; R. Flanagan, V28-3954; B. Goodman, Cal 39045; Kay Brown, Mer 5538; L. Harolam, Dec. 27305; Leroy Holmes, MGM 10850)</small>		
4	21	14.	NEVERTHELESS	F. Laine	Mercury (78)5455; (45)5455X45—ASCAP		
4	16	15.	OH BABE	K. Starr	Capitol (78)1278; (45)F-1278—ASCAP		
17	18	15.	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Capitol (78)1124; (45)F-1124—ASCAP		
7	15	17.	NEVERTHELESS	R. Flanagan	V-78120-3904; (45)47-3904—ASCAP <small>(E. Fitzgerald-L. Jordan, Dec. 27200; J. Ledig, Pied Mt, London 654; P. Garsen, Cal, Royal 3250; D. Washington, Mer 8117; G. Bradley, Coral 60295; L. Hampton, Dec. 24811; L. Milliner, Dec. V 20-3922; Art Mooney, Dec-Slywick, MGM 10879)</small>		
1	—	18.	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Capitol (78)39067; (33)1-918—ASCAP		
8	19	19.	NEVERTHELESS	P. Weston	Capitol (78)39062; (33)1-813—ASCAP		
11	22	19.	HARBOR LIGHTS	K. Griffin	Capitol (78)3889; (33)1-710; (45)8-710—ASCAP		
4	24	21.	OH BABE	Ames Brothers	Coral (78)60327; (45)9-60327—ASCAP		
5	27	21.	THINKING OF YOU	M. Winterhalter-E. Fisher	V-78120-3901; (45)47-3901—ASCAP		
23	10	23.	GOODNIGHT, IRENE	G. Jenkins-Weavers	Dec. (78)27077; (45)9-27077—BMI <small>(B. Foley-E. Tubb, Dec. 46255; E. Grant, Cap (78)1158; (45)F-1158; G. Aubry, Cal (78)20738; (33)2-767; Leadbelly, Atlantic 917; F. Sinatra, Cal (78)3889; (33)1-718; Madman, Mercury 524; D. Gray, Dec. 46258; Alexander Brothers, Mer 8148; J. Stafford, Cap 7182; C. Steward, Coral 60266; M. Mullican, King 880; Gunter Lee Carr, Dec. 48187; D. Day-E. Doss, V-78120-3878; (45)47-3878; J. Shon-O. Dillard, O. Bradley, Coral 60231)</small>		
6	20	24.	TO THINK YOU'VE CHOSEN ME	E. Howard	Mercury (78)5517; (45)5517X45—ASCAP <small>(S. Kaye, Cal 39036; A. Mooney, Dec-B. Manning-Skyline, MGM 10859; S. Oliver, Dec-R. Young, Dec 27262; J. Stafford-Gordon Mac-Rae, Cap 1307; Three Suns, V 20-39763)</small>		
12	25	25.	PATRICIA	P. Come	V-78120-3905; (45)47-3905—ASCAP <small>(D. Jerome, Cal 38165; E. Howard, Dec, Mer 5412; Ross Morgan, Dec 27238; S. Kaye-Kayette, Cal 39030; B. Vaughan, Dec, Coral 60316; L. Lawrence, London 821)</small>		
11	16	26.	ALL MY LOVE	G. Lombardo	Dec. (78)27118; (45)9-27118—ASCAP		
2	—	26.	BUSHEL AND A PECK	Doris Day	Capitol (78)39068; (33)1-838—ASCAP		
1	—	28.	TENNESSEE WALTZ	G. Lombardo	Dec. (78)27336; (45)9-27336—BMI		
4	26	29.	NEVERTHELESS	R. Anthony	Capitol (78)1180; (45)F-1180—ASCAP		
27	22	29.	MOHA LISA	Hot "King" Cole	Capitol (78)1010; (45)F-1010—ASCAP <small>(Alexander Bros., Mer 5487; D. Day-H. Rene, Dec. V 20-3751; F. Cullery, Dec, Atlantic 918; B. Dow, Cap (78)1104; (45)F-1104; Slim Javert, Harmony Bells, Dec, Dora 706; C. Sphar, Dec, London 617; R. Flanagan, V 20-3888; L. Noble, Coral 60252; M. James, Dec, Cal (78)38768; (33)1-580; "Y" Texas 579; 4 Star 1814; A. Lord-L. Holmes, Dec, MGM 10489; M. Mullican, King 880; J. Wakely, Cap 3152; V. Young, Dec, Dec 27018)</small>		
19	28	29.	CAN ANYONE EXPLAIN IT	Ames Brothers	Coral (78)60253; (45)9-60253—ASCAP <small>(S. Churchill, Arco 1259; R. Anthony, Dec, Cap 1131; V. Gannon, Mer 5474; L. Green-Navydrummers, V 20-3902; D. Maynor, Dec 27161; H. Ranch, Dec, MGM 10773; Soft Notes, Mer 5464; A. Morgan, London 760; E. Fitzgerald-L. Armstrong, Dec. 27201; D. Shore-H. Zimmerman, Cal (78)38827; (33)1-759)</small>		



1 America's number one Ballad—Now in its 14th smash week on the Hit Parade

**"ALL MY LOVE"**  
(French title "BOLERO")

2 A Winter Winner for two consecutive seasons

**"SLEIGH RIDE"**

Leroy Anderson—Decca Percy Faith—Columbia  
Andrews Sisters—Decca The Madcaps—London  
George Cates—Coral Freddy Martin—Victor  
Johnny Desmond—MGM Ethel Smith—Decca  
Boston "Pops" Orch.—Victor Three Suns—Victor  
Capitol Symphonic Band—Capitol

3 An all-time favorite more popular than ever

**"I DON'T MIND  
BEING ALL ALONE"**  
(When I'm All Alone With You)

Ames Bros.—Coral Larry Green—Victor  
Russ Case—MGM Mills Bros.—Decca  
The Colemans—Regal Anne Shelton—London

4 They'll soon be singing this fast-rising novelty song

**"HULLABALOO"**

Jung Barton—Modern Paul Neighbors—Capitol  
Freddy Martin—Victor Tommy Tucker—MGM  
Buckeye Boys with Jeff Curtis & Vernon Cross—  
London

5 The most exciting string specialty since "FIDDLE FIDDLE"

**"BUBBLE, BUBBLE, BUBBLE"**  
(Pink Champagne)

Hear it as recorded by Henri Rene and his orchestra on RCA Victor

6 There is a good, good, record of

**"BAD, BAD WHISKEY"**

Headin' right for the top—  
Recorded by Amos Milburn on Aladdin

**MILLS MUSIC, INC.**  
1619 Broadway, New York City

# THE BILLBOARD Music Popularity Charts

## Country & Western Records Most Played by Folk Disk Jockeys

based on reports received December 6, 7 and 8

Records listed here in numerical order are those played most by the nation's leading Country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in Country and Western tunes.

POSITION	Weeks Last   This to date   Weeks	ARTIST	TITLES	RECORD NO.	COMPANY
25	1	1	I'M MOVIN' ON	H. Snow	V-78121-0328; (45)48-0328-BMI
6	5	2	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Cap 7812073; (45)18-770; (33)2-770-BMI
5	6	3	MOANIN' THE BLUES	H. Williams	MGM 178110832; (45)K-10832
7	4	4	I LOVE YOU A THOUSAND WAYS	L. Frizzell	Cap 7812073; (33)2-770; (45)18-770
14	7	4	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap 781124; (45)F-1124-ASCAP
4	8	6	GOLDEN ROCKET	Hank Snow	V-78121-0400; (45)48-0400
20	2	7	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Cap 78120714; (33)2-692; (45)9-692-BMI
12	3	8	LOVEBUG ITCH	E. Arnold	V-78121-0382; (45)48-0382-BMI
4	10	9	NOBODY'S LONESOME FOR ME	H. Williams	MGM 178110832; (45)K-10832
1	—	10	SHOTGUN BOOGIE	Tennessee Ernie	Cap 7811295; (45)F-1295

## Most Played Juke Box Folk (Country & Western) Records

based on reports received December 6, 7 and 8

Records listed are Country and Western records most played in juke boxes according to the Billboard's special weekly survey among a selected group of juke box operators whose locations cover Country and Western records.

POSITION	Weeks Last   This to date   Weeks	ARTIST	TITLES	RECORD NO.	COMPANY
22	1	1	I'M MOVIN' ON	Hank Snow	V-78121-0328; (45)48-0328-BMI
10	3	2	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap 781124; (45)F-1124-ASCAP
6	4	2	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell	Cap 7812073; (33)2-770; (45)18-770-BMI
11	2	4	LOVEBUG ITCH	E. Arnold	V-78121-0382; (45)48-0382-BMI
4	4	4	MOANIN' THE BLUES	H. Williams	MGM 178110832; (45)K-10832
5	7	6	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	E. Tubb	De 78146269; (45)9-46269-BMI
3	8	7	GOLDEN ROCKET	H. Snow	V-78121-0400; (45)48-0400
14	4	8	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Cap 78120714; (33)2-692; (45)9-692-BMI
4	9	9	I LOVE YOU A THOUSAND WAYS	Lefty Frizzell	Cap 7812073; (33)2-770; (45)18-770
1	—	10	BUSHEL AND A PECK	M. Whiting-J. Wakely	Cap 7811234; (45)F-1234-ASCAP

## Best Selling Retail Folk (Country & Western) Records

based on reports received December 6, 7 and 8

Records listed are Country and Western records that sold best in stores according to the Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase Country and Western records.

POSITION	Weeks Last   This to date   Weeks	ARTIST	TITLES	RECORD NO.	COMPANY
24	1	1	I'M MOVIN' ON	H. Snow	V-78121-0328; (45)48-0328-BMI
12	4	2	LOVEBUG ITCH	E. Arnold	V-78121-0382; (45)48-0382-BMI
4	2	3	MOANIN' THE BLUES	H. Williams	MGM 178110832; (45)K-10832
8	5	4	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	L. Frizzell	Cap 7812073; (33)2-770; (45)18-770-BMI
3	3	5	GOLDEN ROCKET	H. Snow	V-78121-0400; (45)48-0400
16	6	6	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen	Cap 78120714; (33)2-692; (45)9-692-BMI
13	7	7	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Cap 781124; (45)F-1124-ASCAP
6	8	8	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	E. Tubb	De 78146269; (45)9-46269-BMI
2	10	9	PROSITY, THE SNOW MAN	G. Aultry	Cap 7813907; (33)1-742-BMI
1	—	10	SHOTGUN BOOGIE	Tennessee Ernie	Cap 7811295; (45)F-1295
1	—	10	RUDOLPH THE RED-NOSED REINDEER	G. Aultry	Cap 78138610; (45)1-375-ASCAP

## FOLK TALENT AND TUNES

By Johnny Sippel

### ARTISTS' ACTIVITIES

Red Foley has started a half-hour regional network show five times per week, bankrolled by a milling concern. The morning airer was sought by a number of other country stars, before Foley wound up with the account. Jim Stanton, proxy of Rich-R-Tone, reports that he is inking the top five selling acts on the label to five-year pacts. Already linked to such pacts are the Church Brothers and their Blue Ridge Ramblers and the Payne Family Quartet. Each group will wax a minimum of eight sides per year. Rich-R-Tone has added Bill Ward, WKPT, Kingsport, Tenn., Buster Pack and his Lonesome Pine Boys, WJHL, Johnson City, Tenn., and George Simech, also of WJHL. Texas Bill Strength (4 Star) who has been working labor meetings for the CIO during the past 14 months, was featured singer at the CIO's national convention in Chicago two weeks ago. The labor org intends to cut a six-disk album shortly of labor songs by Strength.

Banner F. Shelton, formerly with Cecil Campbell's Tennessee Ramblers, is now doing a live and a 15 show daily at WGGD, Chester, S. C. Chuck Brady Chisler and Betty Jean are back to work with Smokey Ward and his Barrelhead Gang at WFPB, Middletown, O. Personnel also includes Pee Wee Wade Baker, Little Eller, Old Joe Clark, all formerly with Renfro Valley, and Dave Woolen. The group will do a weekly TV show from WHIO-TV, Dayton, O. Lenny Lee, of the Rhythm Ryders, reports the group has closed at Pete's Club, Gallup, N. M., and are doing personals in the Southwest. Billy Starr writes that Cowboy Copas and his Oklahoma Cowboys are finishing three months in the Fox Midwest theaters December 10. The Copas entourage is now working two half-hour shows over WSM Saturday nights. . . . Don Reynolds, the Australian yodeler, reports he is working a two-weeker at the Hotel Northwest, Sault Ste. Marie, Mich. Bob Beck, formerly at KFJH, Wichita, Kan., is now working his own band five shows per week over WSAZ-TV, Huntington, W. Va.

For the first time in 18 years the "WVVA Jamboree" Wheeling, Va., Saturday night feature did not go on the air November 25 from the Virginia Theater. The show was worked in the WVVA studios, because the sudden heavy snow eliminated any attendance at the theater. Hawkins Hawkins is currently at the Roosevelt Lounge, Detroit, for a month. He returns to WVVA Saturday nights for the jamboree. Doc Williams and the Border Riders, WVVA, have returned to the station after three weeks of touring New England. A former member of Williams' band, Jimmy Hutchinson, now with the Sage Riders, at WLS, Chicago, became father of a son recently.

Rod LaFarge reports that 53 callers assembled for the square dance callers' jamboree held at Carlstadt, N. J., recently. Bob Mason, WIMA, Lima, O., has opened his Country Barn, four miles out of Lima. The dancery will operate Saturday nights and Sunday matinees. The Saturday show is mostly dancing, while a jamboree type show is used Sundays. Mason is using names for the Sunday dates. The barn has a reversible stage, which can be moved to work before an outdoor dance floor or inside the barn.

Lefty Frizzell, the new Columbia sensation, will guest on the "Grand Ole Opry" December 30. Frizzell, who wrote both sides of his current hit, was discovered by Jim Beck, Dallas agent, when he was singing in riteries thru the Southwest. The 22-year-old warbler earned his nickname, Lefty, while an amateur boxer. Frizzell has another dinking session coming up in January.

Clay Long, once with Gid Tanner and the Skillet Lickers, has gone with Abbey label. Long is now located in Birmingham. . . . Chuck Rogers reports he has

## Advance Folk (Country & Western) Record Releases

Any There Angels in Korea—Bub McNewer & Don Abrams (Q's Great) Abbey 15028  
As Long as I Have My Dreams—Betty Jo & Saddle Chaps (Bouillon Mountain) Trill 7777  
Be Kind and Make Me Love You—Clark & McWaters (In There) Abbey 15024  
Boston—Hanson—Betty Jo & Saddle Chaps (LA Long) Trill 7777  
Cry Baby Blues—Bob Newman (Over and) King 916  
Daddy Wah Boogie—Al Dexter (You've Been) King 913  
Hedgehog—Winged—Pre Wet Wing (Tennessee) Wm 21 (45)48-0407  
I Don't Care What You Used To Be—B. Weaver—M. Barr (Santa's Coming) Abbey 15025  
I Like You Best of All—J. L. Willis & His Boys (I'm Leaving) Butler 724  
I Love You a Thousand Ways—Barnes—Hawkins (Tennessee) Frank King 918  
I Want a Sweetheart—Betty Jo & Saddle Chaps (You Ought) Trill 7778  
I Was Sort of Wanderin'—Moon Mulliken (The Loveliest) King 917  
If Tears Would Bring You Back—B. Shoar (Why Should) MGM 10862  
I'm Leavin' (Yes Indeed)—Johanna Lee Willis & His Boys (I Like) Butler 724  
Is There Somebody Else—Clare & McMullen (Bo Diddley) Abbey 15024  
It Is No Secret—E. Britt—R. Allen (LA Little) (45)48-0405  
It's Great To Be a Nephew of Uncle Sam—Bud Weaver (Are There) Abbey 15028  
Just for Old Times Sake—Mark Proby (Tater Pie) (45)48-0406  
Keys to My Door—Marta Male (Statue) MGM 10865

## Country & Western (Folk) Record Reviews

based on reports received December 6, 7 and 8

ARTIST	TUNES	COMMENT	RECORD NO.
<b>HANK THOMPSON</b>	<b>A Broken Heart and a Glass of Beer</b>	37--73--71--75	CAPITOL 1327—Shiny single at a medium beat moves along easily in Thompson characteristic and country combo swings light and smart.
	<b>If I Cry</b>	64--65--64--63	Warlike gives this ballad tender a good try, but result don't impress.
<b>JOE ALLISON (Nashville Boys)</b>	<b>The Statue in the Bay</b>	43--46--43--40	CAPITOL 1308—Heavy-featured ballad based on the Statue of Liberty has firm appeal. Allison has good voice and presence, but can't overcome material here.
	<b>It Is No Secret</b>	73--74--74--70	This low Six Harmon member sets a beautiful, sincere cover from Allison.
<b>SHORTY WARREN &amp; WESTERN RANGERS (Smokey Warren)</b>	<b>Sooner Or Later</b>	42--40--42--44	LONDON 1644—Weak warbling of a rhythmic melior. Combo work lacks country feel.
	<b>You're Breaking the Only Heart</b>	56--54--56--58	(See McGee) Slow tender is somewhat of an improvement over Rip—tender is more robust.
<b>THE BUCKEYE BOYS</b>	<b>By Heck</b>	73--73--72--74	LONDON 858—Medium key treatment of the good side of buck country combo, featuring steel accordion and rhythm. Brightly arched and recorded.
	<b>Little Liza Jane</b>	75--75--74--76	Amateurish, lumpy side with useless chanting of refrain only. Combo's a real sparkler here.
<b>"SKEETS" DONALD</b>	<b>Please, Daddy, Don't Go to War</b>	60--60--60--60	LONDON 1404—Tender treatment about a little boy who wants to keep daddy a civilian. See songs.
	<b>So I Cried Myself To Sleep</b>	69--63--62--64	Melancholy, slow waltz, marbled in.
<b>LULU BELLE AND SCOTTY</b>	<b>I Am a Pilgrim</b>	47--47--49--45	LONDON 1647—Dull bonny chanting and backing on this semi-sacred woe.
	<b>You're Not Alone</b>	69--72--70--66	Another religious here, show much more expressively by the duo. Chanting and organ-string backing hit the right mood of tranquil devotion.
<b>RAY SMITH &amp; BUCKEYE BOYS</b>	<b>You Gotta Walk the Straight and Narrow</b>	72--73--73--70	LONDON 857—Swings down into brightly chanted and played.
	<b>When the Saints Go Marching Home</b>	76--76--76--76	Smith and the boys really work up the old-time fever with a nice handling on the street line.
<b>EARL SONGER (Rocky Road Ramblers)</b>	<b>Whose Naughty Baby Are You?</b>	45--45--45--45	FORTUNE 164—Buck-country line at brisk tempo with perpetual-molten guitars and boyal nasal vocals. Bad balance nullifies the charming.
	<b>Spanish Fire Bells</b>	40--40--40--40	Melancholy, slow waltz, marbled in.
<b>TINY HILL ORK</b>	<b>Hot Rod Race</b>	84--85--83--83	MERCURY 5547—Something very different and captivating here—recitation about an auto race on the highway with a hot rod winning. Instrumental portion has a sweeping, racing effect. Could grow.
	<b>Lovebug Itch</b>	77--78--77--76	Top and company turn out a brisk, happy cover job on the country cliché. Beat is good, and linden chanting on breaks is catchy.
<b>STUBBY &amp; THE BUCCANERS</b>	<b>You Never Say I Love You Any More</b>	63--63--61--65	BECCA 46282—Straightforward and understated country ballad item, well covered by Tiny Stubby with adequate string combo support.
	<b>At the Rainbow's End</b>	73--73--73--73	Mild trio version a nice sentimentalizer to good effect.
<b>CORKY ADMINISTER (Kans Coral Gang)</b>	<b>Don't Cry, Sweetheart</b>	70--70--70--70	CORAL 615—1151—Scherza-like is warbled by group in smooth Western harmony style. Nothing too special, however.
	<b>Twins Guitar Boogie</b>	67--65--66--70	Western string instrumental is an okay dance side.
<b>ERNIE LEE</b>	<b>It Is No Secret</b>	70--70--70--70	MERCURY 6294—Lee's version of the Hamblen religious opus may go to the territory where Lee is situated.
	<b>In the Land Where the Angels Sing</b>	68--68--68--68	Singing tune, telling the virtues of faith, has infectious appeal, the Lee's rendition is without stain.
<b>LOUIS INNIS (String Dusters)</b>	<b>My Dreamboat Struck a Snag</b>	74--75--73--73	MERCURY 6295—Catchy, entertaining refrain helps this one, the Lee doesn't quite live up to its initial promise.
	<b>Oh, Babe</b>	73--74--73--73	Old country version of the rhythmic smash may do well if the tune stays around.

ARTIST LABEL AND NO.	TUNES COMMENT	RECORDS
<b>OZIE WATERS (The Kentones)</b> It Is No Secret CORAL 4004—Effective semi-pop version of the Hamilton song, including the refrain, may register where other versions haven't been discovered.		71--72--71--71
<b>The Place Where I Worship</b> Not too much competition for the Al Morgan disk here. Later has a big head start.		74--73--73--75
<b>GENE O'QUIN</b> You're Smiling At Another CAPITOL 1315—Ordinary run-of-material is rendered here with a heavy bluegrass tang. Beat is good.		67--67--67--68
<b>DAVE ON MY SHOULDER</b> Serious, pulsating country blues has considerably more quality in its suggestive lines. Should do some business.		78--78--78--78
<b>RAMBLIN' JIMMIE DOLAN</b> Walkin' the Blues CAPITOL 1322—Intriguing boogie bass enhances the flavor of this blues slice, effectively chanted by Dolan.		77--77--77--78
<b>Hot Rod Race</b> Patter ones is showing signs via its initial Four Star marking, and is getting heavy coverage. This one should sell wherever it gets first distribution.		80--80--80--80
<b>LEON PAYNE</b> Because You Love Me CAPITOL 1321—Pretty ballad is warmly marked by Payne. Has heavy element of wistful thinking.		73--74--73--72
<b>My Daddy</b> Answer to "Daddy's Little Girl" and "Daddy's Little Girl" impresses modestly.		71--72--71--70
<b>CARL STORY (His Rambling Mountaineers)</b> Every Time Somebody Calls Your Name MERCURY 4292—Acceptable mountain side-romancer is done briskly with solo warbling by Story, tempo hurry on refrain, and straining strings.		67--65--69--67
<b>Faded Love</b> Story and trio get off an easy baritone tender with more pull than his.		72--70--72--74
<b>JIMMIE SKINNER</b> If There Was No You DISC JOCKEY SPECIAL 257—Skinner charts robustly with well material with bang and rhythm backing. Bitty is repetitive and punchless.		40--40--40--40
<b>I'm a Regular Daddy</b> Linger that his Skinner gets some make into a jangle that moves along.		60--60--60--60
<b>PEE WEE KING (Golden West Cowboys and Redd Stewart)</b> Tennessee Waltz VICTOR 451 48-0401—This is the disk that started all the fun—it was a country hit two years ago. The Pee Wee revival will doubtless mean action for this re-issue of the original disk.		82--82--82--82
<b>Hillegged Hillegged</b> Sparking little Tennessee ditty gets a rousing dance treatment from combo and duo vocal from Stewart.		80--80--80--80
<b>HANK PENNY (Californian Cowhands)</b> 'Tater Pie VICTOR 150 48-0406—Penny and crew do a rocking, infectious job on this intriguing jangle. Band settings mighty. Penny sets strains.		83--83--82--84
<b>Just for Old Times' Sake</b> Simple, old-fashioned love ditty is warbled attractively by Penny.		75--75--75--75
<b>ELTON BRITT-ROSALIE ALLEN (Skytoppers)</b> It Is No Secret VICTOR 453 48-0405—Fun's a natural for this duo. They do a slow, devoted job, sure to please their old fans and make new ones.		78--78--78--78
<b>A Little Bit Blue</b> Slightly harmonizing on a lingering tender.		72--73--72--74
<b>BLAINE SMITH-NIGHTY WHEELER</b> Sweet Little Cherokee DOMS 1120—Day and does a strictly pro-mo on a slow Western ballad to an easy boogie beat set by guitars. Tune's quite ordinary.		53--56--52--50
<b>Is It So</b> Warbler solo on a light ballad, here more in country style, but there's no sock.		48--50--48--46
<b>MONTE HALE</b> Statin in the Bay MGM 1085—Hale, with organ and strings, does a festive mood and radiation bit, but the idea of prayers for the statue in New York harbor is a little forced.		69--71--69--67
<b>Key to My Door</b> Mad-on-canto tender is done with a strong beat, but in city, not country style. Tune's fair. He'll be shaking along.		64--64--64--64
<b>BRAXTON SHOOFORD</b> Why Should I Cry MGM 1086—Shooford charts in a high, quavery, thin voice, in the backwoods style, with strong combo in the same vein. Ditty's a routine tender.		56--56--56--56
<b>If Tears Would Bring You Back</b> Much in the same vein.		56--56--56--56
<b>BILLY BROWN</b> I Never Knew I'd Miss You COLUMBIA 20766—Warbler unveils a light, relaxed, and heartful style on this slow and slight tender. Performance is much superior to material.		65--65--65--65
<b>Jealous Stars</b> Another slow country ballad of small calibre.		60--60--60--60
<b>AL DEXTER</b> Diddy Wah Boogie KING 913—Dexter charts a single with a nonsense refrain, backed by a swing harmonic-string group. Lightweight stuff.		62--62--61--63
<b>You've Been Cheating, Baby</b> Another bit of fluff to roadside country dance tempo. Little here.		57--57--57--57
<b>MOON MULLICAN</b> I Was Sort of Wonderin' KING 912—Mulligan has little to work with in this routine tender. Execution's good, but content weak.		67--67--66--65
<b>The Leaves Mustn't Fall</b> Tender about an orphan boy makes moving usage of a touching image about the falling leaves. Also sets it with well beats.		84--84--84--84
<b>HAWKSHAW HAWKINS (Seeing Band)</b> I Love You a Thousand Ways KING 918—Effective but late coverage of the Faust cliché. Can do bit where Frisell's disk hasn't penetrated.		73--74--74--70
<b>Teardrops From My Eyes</b> Hawkins does the blues cliché in sprightly style to a shuffle boogie beat. Heavy combo would have made a more impressive slide.		72--72--71--73
<b>GRANDPA JONES (His Grandchildren)</b> Stay in the Wagon KING 912—Grandpa gets off a bit one for the down-home folk, with banjo and fiddle at head-down tempo. Story's a tongue-in-cheek about a farmer who gets loaded and taken in town.		69--71--69--67
<b>Melinda</b> More country, harmonium humor about a country sweetheart. Grandpa has a few hayseed touch.		67--69--67--65
<b>CARL SMITH</b> I Want to Be at Home COLUMBIA 20765—Fine lyric idea and an apt melody makes this ditty something. Smith projects well.		77--77--77--77
<b>This Side of Heaven</b> Tender is warmly projected to good effect.		75--75--75--75
<b>GENE AUBRY</b> Let Me Cry On Your Shoulder COLUMBIA 20763—The Aubry means should stick up on this weeper, the full orchestra backing repeats with brass and reed sections goes it in the pop class.		71--70--69--74
<b>Rosa Colored Memories</b> More pop-flavored wailing and a routine Aubry effort on a dream ballad of better-than-average class.		70--70--70--70

# PLATTERS THAT'LL BRING IN THE GRAVY!



**HOMER and JETHRO'S**  
latest release

## "DISC JOCKEY'S NIGHTMARE"

Written by Homer Haynes & Jethro Burns (BMI)

RCA Victor 45 rpm 448-0404  
78 rpm 221-0101



**CARTER SISTERS'**  
latest release

## "GOTTA FIND ME SOMEBODY TO LOVE"

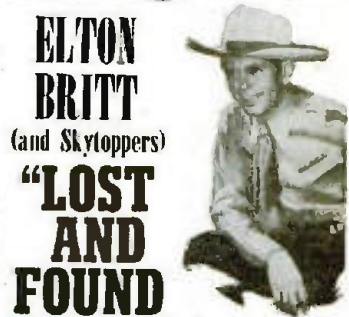
Written by Fred Rose (ASCAP)  
RCA Victor 45 rpm 448-0394  
78 rpm 221-0394



**ROSALIE ALLEN and ELTON BRITT**  
(with Skytoppers)

## "A LITTLE BIT BLUE"

Written by Connie Taylor (BMI)  
RCA Victor 45 rpm 448-0405  
78 rpm 221-0405



**ELTON BRITT**  
(and Skytoppers)  
"LOST AND FOUND BLUES"

Written by Elton Britt and Jim Hand (BMI)  
RCA Victor 45 rpm 448-0408  
78 rpm 221-0408



**CHET ATKINS**  
(and His Guitar Pickers)  
"CONFUSIN'"

Written by Louis Imitz (BMI)  
RCA Victor 45 rpm 448-0402  
78 rpm 221-0402

WE DO NOT SELL RECORDS  
SHEET MUSIC  
AVAILABLE . . . . .



... 2510  
FRANKLIN ROAD,  
NASHVILLE 4, TENNESSEE

# THE BILLBOARD Music Popularity Charts

## • Most-Played Juke Box Rhythm & Blues Records

Based on reports received December 6, 7 and 8

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations receive rhythm and blues records

Weeks Last in Rank	This Week	Rank	Title	Artist	Label
8	3	1	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375-BMI
4	4	2	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919-BMI
19	2	3	BLUE SHADOWS	L. Fulson	Swingtime 226
11	1	4	ANYTIME ANYPLACE ANYWHERE	J. Morris	Atlantic 914
3	—	5	BAD, BAD WHISKEY	A. Milburn	Aladdin 506B
3	8	6	OH BABE	L. Darnell	Royal 7813298-ASCAP
4	—	7	EVERY NIGHT ABOUT THIS TIME	Fats Domino	Imperial 5099
2	—	8	OH BABE	W. Harris-L. Millinder	King 4410-ASCAP
5	—	8	BESAME MUCHO	Ray-O-Vacs	Dee 7814812-BMI
2	7	10	OH BABE	R. Milton	Specialty 381-ASCAP
2	—	10	STREET WALKING DADDY	M. Day	Dee 1010

## • Rhythm & Blues Record Releases

Big Fat Mama—S. Phillips (Rock Bottom) RPM 312

Chief Tom the Hero On Me—Cap-Tans (Wax All) Dee 1018

Christmas Celebration—J. Thomas-L. Green Combo (I Can't) Swing Time 240

Don't Blame Society for That—Tampa Red (Seven Lines) V 22 0107

Faded My a Sugar Daddy—Nic Haro (Gonna Have) RPM 313

Gonna Have a Merry Xmas—Nic Haro (Gonna Have) RPM 313

Good Time Woman—Memphis Eddie (Highway 61) RPM 310

Highway 61—Memphis Eddie (Good Time) RPM 310

How I Hate to See Xmas Come Around—J. Witherspoon (Starline) Swing Time 244

I Can't Stop Myself—J. Thomas-L. Green Combo (Christmas Celebration) Swing Time 240

Lonesome Christmas (Parts 1 & 2)—L. Fulson, Swing Time 242

Merry Widow Waltz—E. Bostic Ork (Way Down) King 4420

Other Night Blues, The—S. B. King (Walker) and RPM 311

Saturday Blues—J. Witherspoon (How I) Swing Time 244

Sorry Honey You—Tony Joe Hunter (You Thrill) MGM 17061

Sweet Little Angel—Tampa Red (Don't Dream) V 22 0107

Walkin' and Cryin'—S. B. King (Other Night) RPM 311

Way Down—E. Bostic Ork (Merry Widow) King 4420

## • Best Selling Retail Rhythm & Blues Records

Based on reports received December 6, 7 and 8

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 these customers purchase rhythm and blues records.

Weeks Last in Rank	This Week	Rank	Title	Artist	Label
8	4	1	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375-BMI
8	1	2	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919-BMI
11	2	3	ANYTIME ANYPLACE ANYWHERE	J. Morris	Atlantic 914
5	3	4	BAD, BAD WHISKEY	A. Milburn	Aladdin 506B
15	—	5	BLUE SHADOWS	L. Fulson	Swingtime 226
3	5	6	OH BABE	L. Darnell	Royal 7813298-ASCAP
1	—	7	OLD TIME SHUFFLE BLUES	L. Glenn-L. Fulson	Swingtime 237-BMI
10	—	8	LOVE DON'T LOVE NOBODY	R. Brown	Decca 3506-BMI
3	—	9	I'M YOURS TO KEEP	H. Fisher	Mersey 20 753
2	7	10	FAR AWAY BLUES	"Little" Esther-J. Otis	Swing 754-BMI
3	10	10	OH BABE	R. Milton	Specialty 378-ASCAP
2	—	10	STAK—A'LEE (Parts 1 & 2)	Archibald Ork	Imperial 506B-BMI

## • Rhythm & Blues Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	RECORD	RECORD	RECORD	RECORD
TINY BROWN Merry-Go-Round Blues CAPitol 1305—Trench "an oldie a blue drag blues as the old music is. Greater vocal presence in the wailing vocal howl made this a very effective side.		73	73	71	75
Good Lookin' Fellow Razle Gable (Vocal at breakfast table. Thrush does a neat job with the lyrics.		71	71	71	71
HERB FISHER Too Many Fish in the Sea MODERN 30-79—Fisher shows a philosophical blues with a rather tepid theme and lyric. Combo laid down a neat "blue boogie.		72	72	70	74
Don't Take Me Away This medium tempo blues is a bit more in the lines protest against being scatted.		67	67	67	67
LITTLE JIMMY SCOTT It's the Talk of the Town ROOST 1242—Scott went up to par for his number of this new oldie, but his following will be heartless.		70	70	70	70
The Loneliest House on the Street Scott delivers a rock reading of a few new ballad with a feel similar to "Gather For Sale." Could pick up down some late time and steady.		84	84	84	84

(Continued on page 81)

**DOT'S**  
BLAZIN' WITH THESE PLATTERS

"CRYING TO MYSELF"  
BY CECIL SAND  
DOT #1016

"LITTLE RED ROOSTER"  
Backed by  
"BLUES ALL ALONE"  
BY MARGIE DAY  
WITH GRIFFIN BROS.  
DOT #1019

"WITH ALL MY LOVE"  
Backed by  
"CHIEF, TURN THE HOSE ON ME"  
BY CAP-TANS  
DOT #1018

Write, Wire or Phone...


Xtra Profits for Xmas!  
PLEASE SEND ME SOMEONE TO LOVE  
BY PERCY MAYFIELD  
Specialty 375



Specialty records  
8305 Sunset Blvd. Hollywood 16, Calif.


HOT IN THE NATION'S JUKE!  
Sweeping the Country like WILDFIRE!

SAVOY #700  
"ROCKIN' BLUES"  
backed by  
"MY HEART TELLS ME"  
featuring MEL WALKER



Savoy RECORD CO., INC.  
58 Market St., Newark 1, N. J.

MODERN'S HIT PARADE  
"AIN'T A BETTER STORY TOLD"  
LITTLE WILLIE LITTLEFIELD MOD. 781  
"THERE AIN'T NOthin' BETTER"  
JIMMY WITHERSPOON AND HIS GAL FRIDAY MOD. 782  
"POSSUM HUNT"  
SMOKEY HOGG MOD. 783  
LATEST RELEASES



DOT RECORDS  
GALLATIN, TENNESSEE

"Records With a Future"  
● LU WATTERS' JAZZ BAND  
● RALPH SUTTON'S RAGTIME PIANO  
● CLANCY HAYES' WASHBOARD FIVE  
Records Retail for 79c. LP's. \$2.85  
WRITE FOR CATALOGUE  
DOWN HOME RECORD CO.  
BOX 83 ALBANY, CALIFORNIA  
DISTRIBUTORS: SOME AREAS OPEN

RHYTHM AND BLUES NOTES

Mills Music last week bought publishing rights on "Bad, Bad Whiskey," top rhythm and blues seller, in the first of what is expected to be an increasing move into the r. and b. field. Only platter cut on "Whiskey" is Amos Milburn's Aladdin version, third on the retail r. and b. chart (The Billboard, December 9). Blues tune was penned by saxman Maxwell Davis.

A new Jessie Mae Robinson tune set four Hollywood diskeries in motion last week as they all rushed to wax the ditty. Song, "Once There Lived a Fool," is being pubbed by St. Louis, Miss., and at press time was being cut by Victor, Columbia, MGM and Modern. Modern, in order to get the side out along with the majors, waxed the tune with Jimmy Witherspoon Thursday (7) and expected to have it in the stalls Monday (11).

Herman Lubinsky, topper of the Savoy and Regent diskeries, has inked a flock of new talent, most of whom are from Atlanta. New talents include Zilla Maye, blues center; Tommy Brown and Fats Jackson and his band. Lubinsky already has sliced wax with the new artists. He also inked thrush Marilyn Scott, of Charlotte, N. C. Lubinsky and his recently hired artists and repertoire assistant, Leo Maciel, just returned from a one-week journey thru key Southern cities.

(Continued on page 81)

2 GREAT RECORDS  
"JITTERBUG SPECIAL"  
"I'LL NEVER, NEVER LET YOU GO"  
THE SHADOWS  
Sittin' In #583  
"COOL, COOL BABY"  
"I DO LOVE YOU"  
JOE FRITZ  
Sittin' In #584

Sittin' in with  
RECORDS INCORPORATED  
377 TENTH AVENUE  
NEW YORK 10 N.Y.  
PLAZA 7-8568



# TOP 'POPS'

**Patti Page**

*The No.1 Record from coast to coast*

"TENNESSEE WALTZ"

Mercury 5534 · 5534X45

**Vic Damone**

"MY HEART CRIES FOR YOU"

"MUSIC BY THE ANGELS"

Mercury 5563 · 5563X45

**Frankie Laine**

"I'M GONNA LIVE 'TIL I DIE"

Mercury 5544 · 5544X45

**Eddy Howard**

"TO THINK YOU'VE CHOSEN ME"

Mercury 5517 · 5517X45

**Frankie Laine**

"XMAS WITHOUT YOU"

"MERRY CHRISTMAS EVERYWHERE"

Mercury 5553 · 5553X45

**Richard Hayes**

**Kitty Kallen**

"OUR LADY OF FATIMA"

**Vic Damone**

"AVE MARIA"

Mercury 5535

**Ralph Marterie**

AND HIS ORCHESTRA  
with BETTY CHAPEL

"CHRISTMAS IN KILARNEY"

"RAINBOW GAL"

Mercury 5549

**Alfred Newman**

AND HIS HOLLYWOOD SYMPHONY  
(In Special Illustrated Sleeve)

"BANJO AND FIDDLE"

"ALL ABOUT EVE"

Mercury 5540

**Two-Ton Baker** AND

**Harmonicats**

JERRY MURAD'S  
(In Illustrated Sleeve)

"FROSTY THE SNOWMAN"

"TUBBY THE TUBA SONG"

Mercury MMP76

**Harmonicats**

"HEY KEESIDEETCH"

Mercury 5533

## HILLBILLY HITS

**Rex Allen**

"YOU DRIFTED"

"I AIN'T GONNA CRY ANYMORE"

Mercury 6297

**Red Kirk**

The Original Country Version

"TEAR DROPS FROM MY EYES"

"CAN'T UNDERSTAND A WOMAN"

Mercury 6288

**Jerry Byrd**

World's Greatest Steel Guitarist

"ST. LOUIS BLUES"

"SOUTH"

Mercury 6291

**Sue Thompson**

**Dude Martin**

"IF YOU WANT SOME LOVIN'"

"WOULDN'T BE THE SAME"

Mercury 6290



"GET OUT THOSE  
OLD RECORDS"

Flip "It's No Secret"

**RICHARD HAYES** ★ **KITTY KALLEN**

Mercury 5564 · 5564X45



Breaking Big  
in the Middle West

"HOT ROD RACE"

Flip "Lovebug Itch"

**TINY HILL** AND HIS ORCHESTRA

Mercury 5547



"TAMBOURINE"

Flip "This and No More"

**RICHARD HAYES**

Mercury 5558



"SONNY BOY"

Flip "Danse Arabe"

**RALPH MARTERIE** & ORCHESTRA

Mercury 5562



"END OF DESIRE"

Flip "California"

**BOBBY PLEASE** WITH NATURE BOY'S ORCHESTRA

Mercury 5554



"IMAGINATION"

"POSSIBILITIES"

**VIC DAMONE**

Mercury 5555 · 45 RPM 5555X45



"AND YOU'LL BE HOME"

"STRANGER IN THE CITY"

**TONY FONTAINE**

Mercury 5536 · 5536X45

ONLY



HAS THE HITS ON NON-BREAKABLE RECORDS

MERCURY RECORDS,



CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD. TORONTO, CANADA

# THE BILLBOARD Music Popularity Charts

## Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

### POPULAR

Accidents Will Happen—Bing Crosby-Dorothy Kirsten (MGM) Dec 27264  
 Arizona Quarters—Emil Drews Quarters (The Lady) Mer 5537  
 Auntie No. 1—D. Schell (77) Get 9136  
 An American in Paris—David Rose (Luz) MGM 30291  
 Anything Your Heart Desires—X. Cugat Ork (Mambo Negro) Col 39059  
 As Love as I Like My Dream—Jean McClain-Zamboni (Sally's Waltz) Trell 1776  
 Auld Lang Syne—H. Jerome Ork (Show Me) London 660  
 Bala Sings Blues—H. Jerome Ork (Flamingo) Mer 5542  
 Because It's Too Late for Tears—Alec Paterson-P. Metcal Ork (Please be) High Time HT 143

Billboard March—Backery Boys (Wallbeat) London 309  
 Bon Voyage—Grace Fields (When You) London 844  
 By the Kissin' Rock—Art Lund (Serenata) MGM 10860  
 Caravan—H. Fields & New Yorkers (Small Hotel) Modern 20-788  
 Christmas Medley—Art Cantel (Silent Night) High Time HT 154  
 Come Away to Conquest—L. Fields Trio (Parade) V 20-3984  
 Cool Breeze—B. Estaline (Serenade) National 9132  
 Dimpersmith Blues—Sharkey Bonano (When the Modern) D-1000  
 Durr's Cry, Baby—Tony Bennett (Doe Laid) Col 39080  
 Flanago—Nora Jeffries (Gina) Mer 5542

For Me and My Gal—B. Fields (Lullaby) MGM 10867  
 From This Moment On—G. Williams Ork (Margie) King 15090  
 Get Out Those Old Records—R. Hayes-K. Kallen (Is Is) Mer 5568  
 Gotta See 'n' Date Me—Lisa Kirk (A-Da) V 20-3989  
 Green Grass and Precious Pastures—G. Lombardo (The Seal Dec 27280  
 Heine Polka—Harmostones (See Green) Belvedere 205  
 How Near To My Heart—Marlene (It Is) Col 39073  
 Hullo Baby—Backery Boys (Billboard) London 889  
 I Am Loved—Trudy Richards (Where, Oh) MGM 10863  
 I Know and You Know—Johnny Yoder (Say That) V(45)51-1180  
 I Like Banana (Because They Have No Bones)—S. Bonano (Milestones) Modern D-1002  
 Ice Cream Polka—Harmostones (Herald) Belvedere 205  
 I'd Like to Find You in My Steeking—K. Marshall (Rendezvous) Abbey 15026  
 If I Didn't Miss You—S. Black Ork-D. James-Gee, Mitchell Ork (If I) London 845  
 If I Had Only Known—Alan Dale (Theaters) Col 39072

If I Were a Blackbird—S. Black Ork-D. James-Gee, Mitchell Ork (If I) London 845  
 If You've Got the Money You Got the Time—Jesse Shaw (Walking With) MGM 10866  
 I'll Get By—L. Green Ork (Walters Melody) V 20-3990  
 I'll Get By—D. Schell (Ain't No) National 9134  
 I'm Forever Blowing Bubbles—L. Cook (Yes) Mer Abbey 15022  
 It Is No Secret—K. Kallen-R. Hayes (Get Out) Mer 5568  
 It Is No Secret—Marlene (How Near) Col 39073  
 Ja-Da—L. Kirk (Gotta See) V 20-3989  
 Jalousy—Art Cantel (Serenata) High Time HT 156  
 Lady Is a Tramp, Too—Emil Drews Quarters (Dorothy) Mer 5537  
 Little Bitty Baby—K. Smith (Same Lord) National 9139  
 Lisa—David Rose (An American) MGM 30291  
 Let's Prance—The-A. Paterson (O Holy) High Time HT 150  
 Lullaby of Broadway—B. Fields (For Me) MGM 10867  
 Mambo News—X. Cugat Ork (Anything You) Col 39059  
 Merry Christmas—A. Paterson (My Christmas) Legend 837  
 Miley—Bing Crosby-Dorothy Kirsten (Accidents) Dec 27264  
 Mistletoe Jumps—S. Bonano (I Like) Modern D-1002  
 My Christmas Wish—Anne Stratton (Merry Christmas) London 837  
 My Heart Cries for You—V. Bonano (Music by) Mer 5563  
 My Heart Cries for You—Bill Farrell (You Love) MGM 10868  
 My Heart Cries for You—V. Bonano (My Heart) Mer 5563  
 Newest of You, The—S. Vaughan (You're Mine) Col 39073  
 Nobody's Chasing Me—Comie Haines-Martha Tilton (That's It) Coral 60346  
 O Holy Night—A. Paterson (The Lord's) High Time HT 151  
 One Lie Leads to Another—Tony Bennett (Don't Cry) Col 39060  
 Parade of the Wooden Soldiers—L. Fields Trio (Come Away) V 20-3984  
 Pick Yourself Up—G. Shearing Quintet (Roses) MGM 10859  
 Please Be Mine—A. Paterson-P. Metcal Ork (Because) High Time HT 142  
 Possibility—V. Bonano (Use Your) Mer 5555  
 Rides of Pizzicato—G. Shearing Quintet (Pick Yourself) MGM 10859  
 Round and Round and Around—Marty Jaye (Time Out) Abbey 15030  
 Rousty, the Red-Haired Rousty—L. Cook (I'd Like) Abbey 15026  
 Sailor's Waltz—Zamboni (As Long) Trell 1776  
 Sam, Don't Slam the Door—Dorothy Ann (Wheat) Young's 15029  
 Santa's San Paula—Art Cantel (Jalousy) High Time HT 157  
 Same Lord, The—K. Smith (Little Bitty) National 9139  
 Say That You Love Me—J. Yoder Ork (I Know) V(45)51-1180  
 Sea of the Moon, The—G. Lombardo (Green Grass) Dec 27280  
 Serenade in Blue—B. Eckline (Cool Breeze) National 9132  
 Serenata—Art Lund (By the) MGM 10860  
 Show Me the Way to Go Home—H. Jerome Ork (Auld Lang) London 860  
 Silent Night—Art Cantel (Christmas Medley) High Time HT 154  
 Six Down, You're Raising the Boat—Luis Armstrong-Sy Oliver (That's) Dec 27254  
 Slaughter on Tenth Avenue (Parts I & 2)—Les Brown Ork, Col 39073  
 Small Hotel—H. Fields & New Yorkers (Caravan) Modern 20-788  
 Smile, Smile, Smile—Primo Scala (Willow) London 823  
 Solitude—H. Jeffries (These Foolish) Mer 5539  
 See Me—D. Correll (Waltz Lull) V 20-3991  
 Ten Thousand Four Hundred Thirty-Five Steps—Doris Day (You Love) Col 39058

Tennessee Waltz—T. Tackler Ork (The Thing) MGM 10864  
 That Old Gang of Mine—L. Cook (You're In) Abbey 15018  
 That's a Man Everytime—Martha Tilton-Comie Haines (Nobody's Chasing) Coral 60346  
 That's What the Man Said—L. Armstrong-Sy Oliver (Sit Down) Dec 27254  
 Those Faithful Things Remind Me of You—H. Jeffries (Solitude) Mer 5539  
 There's Something De My Mind—Big Three Trio (Hey Day) Col 30278  
 Thing, The—T. Tackler Ork (Tennessee Waltz) MGM 10864  
 Time Out for Tears—Marty Jaye (Round and) Abbey 15030  
 Timbers—A. Bile (If I Had) Col 39072  
 Use Your Imagination—V. Bonano (Possibilities) Mer 5555  
 Velvet Lips—D. Correll (See Me) V 20-3991  
 Waiting With the Blues—John Shaw (If You're) MGM 10866  
 Western Melody—L. Green Ork (I'll Get) V 20-3990  
 When the Saints Go Marching In—Sharkey Bonano (Dippermouth) Modern D-1000  
 When You Return—Grace Fields (Bon Voyage) London 844  
 When Your Love Has Gone—D. Ann (Sam, Don't Cry) Abbey 15029  
 Where, Oh, Where—Trudy Richards (I Am) MGM 10863  
 Why Do You Do the Little You Do—Big Three Trio (There's Something) Col 30228  
 Willow, Will You Weep for Me—P. Scala (Smile) London 823  
 You've Made Me Bannanas—L. Cook (I'm Forever) Abbey 15022  
 You Love Me—Doris Day (Ten Thousand) Col 39058  
 You Love Me, Bill (Part I) (My Heart) MGM 10868  
 You're in Love With Every One—L. Cook (That Old) Abbey 15018  
 You're Mine, You—S. Vaughan (The Heavens) Col 39071

### Best sellers by

# Walt Solek

and his orchestra

### International Polkas

- "We Don't Make Any Money" 12428-F
- "Everybody's Polka" 12428-F
- "Ta-Ra-Ra-Boom-De-Ay" 12443-F
- "Saxophone Polka" 12443-F
- "Choo'n Gum"
- "Wild West Polka" 12487-F
- "Tzena, Tzena, Tzena"
- "My Bonnie Went Over The Ocean" 12473-F
- "Oh Mama, Mama"
- "Happy Hop Polka" 12489-F

### Polish

- "Ta-I-Dra" (Polka) 18764-F
- "Juz Czas Do Kochania" (Walc) 18764-F
- "Pii Konik Wode" (Polka) 18774-F
- "Zebym Ja Wiedzial Kiedy Ja Umre" (Oberek) 18774-F
- "Jak Bedziemy Dzieci Mial" (Polka) 18777-F
- "Ziuj Gume" (Polka) 18777-F
- "Rum! Daj Da-Na!" (Polka)
- "Chlopu Graj" (Polka) 18778-F



### CHILDREN

Somebody at the Andre Almon—G. Aubry-Gil Stratton Jr.—Leo Chazy—Jeff Silver-Tyler McVey—Bob Bruce Jr.—Cass County Boys—Carl Cooper, Cond 12-1971 Col 5134/29-90  
 Enchanted Toyshop (Eier I & II) Dan Batten—Marion Richmond—Robert Leslie—Frank Hubbard, Cond., Bala 108  
 Flying Tumble (Eier I & II)—Marion Richmond—Dan Batten—Bob Bruce—Bob Mitchell, Cond., Bala 106  
 Little Bitty Baby—Tom Glazer (Twelve Days), Young People's Records YPR-225  
 Young People's Records YPR-225  
 Young People's Records YPR-225

### RELIGIOUS

Better Stay Right—Hemelind Harmon (Rolling) Biltmore 6012  
 Be Wishing With Jesus—Hemelind Harmon (There's) Biltmore 6018  
 Lead Out of Bondage—Goodman Family (Mariane Over) Bulet 117  
 Mountain Dew the Hilltop—A. Goodman Family (Lead Out) Bulet 117  
 My Burden, How Rolled Away—Soer Family (Peace in) Bulet 120  
 Peace in the Valley—LeFevre Trio (Singing Down) Biltmore 7027  
 Peace in the Valley—Soer Family (My Burden) Bulet 120  
 Rolling, Riding, Rolling in the Sky—Hemelind Harmon (Better Stay) Biltmore 6017  
 Saint, Frances—Cass County Boys—Ray Charles—Eloy Shaffer Ork (Years of) Adam 1037  
 Swing Down Chariot—LeFevre Trio (Peace in) Biltmore 7027  
 Tears of Saint Ann—Russ Vincent-R. Charles—Eloy Shaffer Ork (Years of) Adam 1037  
 There's a Little Blessing Inside of Me—Hemelind Harmon (I'm) Biltmore 6018  
 (Continued on page 76)



A happy new song for a Happy New Year  
**FREDDY MARTIN'S**

**"HULLABALOO"**

An RCA VICTOR RECORDING SENSATION

Published by MILLS MUSIC, Inc., 1619 Broadway, New York City

Les Brown plays The Billboard March on Columbia Records • Ralph  
 Flanagan plays The Billboard March on RCA Victor Records • Leroy  
 Holmes plays The Billboard March on MGM Records • America's Disk  
 Jockeys play all three great recordings of The Billboard March

Les Brown plays The Billboard March on Columbia Records • Ralph

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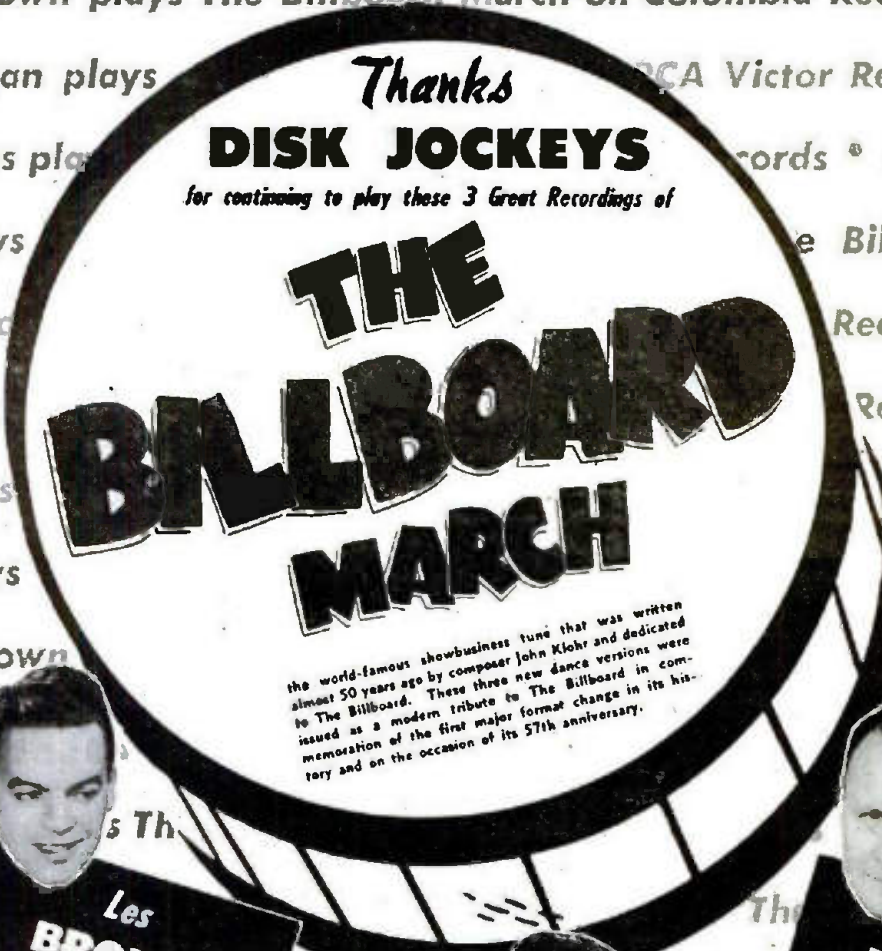
Jockeys play all three great recordings of The Billboard March

Les Brown plays The Billboard March on Columbia Records • Ralph

Flanagan plays The Billboard March on RCA Victor Records • Leroy

Holmes plays The Billboard March on MGM Records • America's Disk

Jockeys play all three great recordings of The Billboard March



# "I'M PRAYING TO SAINT CHRISTOPHER"

recorded by

*Toni Arden*

with Norman Luboff Choir and  
orchestra under direction of

**PAUL WESTON**

Columbia 39080

Music by  
**ALBERT VON TILZER**

Lyrics by  
**HARRY MacPHERSON**

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of **Records**

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# THE BILLBOARD Music Popularity Charts

## • The Billboard Picks

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart.

- IF I WERE A BLACKBIRD**..... Stanley Black Ork with Dick Jones.  
London 845  
New, going big in England, is a comely mood ballad, done up here in a potent warblers' chorus package with sleeper potential.
- TELL ME TONIGHT**..... Tony Martin..... RCA Victor 20-3987  
The one flick tone gets a gorgeous go from Martin, who sings a strong ballad storm, with Howard Free backing to match.
- GET OUT THOSE OLD RECORDS**..... Richard Hayes/Kitty Kallen..... Mercury 556-1  
The rousing duet, off to a good start via the Lombards lot, gets a sweet rendition that's swinging and different enough to score on its own.
- I STILL FEEL THE SAME ABOUT YOU**..... Georgia Gibbs..... Coral 60353  
Her sibs does a superb luscious ballad & to that Paul on a richer new rendition Kallen, smartly framed by Owen Bradley's stellar, featuring organ. Her Young's version on London 874 is also a worthy contender.
- MY HEART CRIES FOR YOU**..... Red Foley-Evelyn Knight..... Decca 27373  
Foley's on the ball, and this winning duet both to climb to fast position.

## • The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are repeated below. Based on a weekly survey among them on what the disk jockeys think tomorrow's hits will be:

- MUSIC BY THE ANGELS..... Vic Danese..... Mercury 5563
- THE ROVING KIND..... The Weavers..... Decca 27332
- YEA BOO..... Ann's O'Day..... London 867
- MY HEART CRIES FOR YOU..... Vic Danese..... Mercury 5563
- GET OUT THOSE OLD RECORDS..... Guy Lombardo Ork..... Decca 27383
- NOBODY'S CHASING ME..... Dinah Shore..... Victor 20-3977
- I'M GONNA LIVE TILL I DIE..... Frankie Laine..... Mercury 556-2
- NOBODY'S CHASING ME..... Doris Day..... Columbia 39056
- TENNESSEE WALTZ..... Guy Lombardo Ork..... Decca 27336

## • The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are repeated below. Based on a weekly survey among them on what the record retailers think tomorrow's hits will be:

- GET OUT THOSE OLD RECORDS..... Guy Lombardo Ork..... Decca 27336
- CHRISTMAS TO KILLAR EY..... Drann Dan..... Victor 20-3972
- TO THINK YOU'VE CHOSEN ME..... Ann's O'Day..... Coral 60327
- CROSBY CHRISTMAS..... Crosby Family..... Decca 27240
- I'M GONNA LIVE TILL I DIE..... Frankie Laine..... Mercury 5563
- MUSIC BY THE ANGELS..... Vic Danese..... Mercury 5563
- LITTLE ROCK GETAWAY..... Les Paul..... Capitol 1316
- YOU'RE JUST IN LOVE..... Guy Mitchell/Rosemary Clooney..... Columbia 39052
- LUCKY, LUCKY, LUCKY ME..... Evelyn Knight..... Decca 27182

## • The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

- MY HEART CRIES FOR YOU..... Dinah Shore..... Victor 20-3978
- I'M GONNA LIVE TILL I DIE..... Frankie Laine..... Mercury 5564
- THE ROVING KIND..... Guy Mitchell-Mitch Miller Ork..... Columbia 39067
- THE ROVING KIND..... The Weavers..... Decca 27332
- TO THINK YOU'VE CHOSEN ME..... Ann's O'Day..... Coral 60327
- IT IS NO SECRET..... Billie Holiday..... Decca 27328
- NOBODY'S CHASING ME..... Doris Day..... Columbia 39056
- NOBODY'S CHASING ME..... Dinah Shore..... Victor 20-3978

## • The Country and Western Disk Jockeys Pick

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk jockeys think tomorrow's hits will be:

- I OVERLOOKED AN ORCHID..... Merv Shippe..... Decca 46274
- IT IS NO SECRET..... Sam Houston..... Columbia 20724
- THREE LITTLE DWARFS..... Sam Houston..... Columbia 20756
- TEXAS VS. KENTUCKY..... Red Foley/Ernest Tubb..... Decca 46278
- CHRISTMAS ISLAND..... Bob Archer..... Capitol 1258
- HOT ROD RACE..... Tiny Hill..... Mercury 5547
- MUSIC BY THE ANGELS..... Jimmy Wakely..... Capitol 1328
- MY HEART CRIES FOR YOU..... Jimmy Wakely..... Capitol 1328

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### GEORGE SHEARING

Quintet  
**ROSES OF PICARDY · PICK YOURSELF UP**  
Available 2 Record Speeds · 78 RPM—MGM 10859 · 45 RPM—MGM K10859

### LEROY HOLMES

and his Orchestra  
**THE BILLBOARD MARCH · OH BABE!**  
MGM Non-Breakable 10858

IF IT'S TOP VOCALISTS YOU WANT...

### BILLY ECKSTINE

**I'M SO CRAZY FOR LOVE · I GUESS I'LL HAVE TO DREAM THE REST**  
Available 2 Record Speeds · 78 RPM—MGM 10856 · 45 RPM—MGM K10856

### ART LUND

**SERENATA · BY THE KISSING ROCK**  
Available 2 Record Speeds · 78 RPM—MGM 10860 · 45 RPM—MGM K10860

### TRUDY RICHARDS

**WHERE, OH WHERE · I AM LOVED**  
MGM Non-Breakable 10863

### HOWARD KEEL

**PAGAN LOVE SONG · HOUSE OF SINGING BAMBOO**  
(Both from the MGM Technicolor picture "Pagan Love Song")  
Available 2 Record Speeds · 78 RPM—MGM 30288 · 45 RPM—MGM K30288

### IVORY JOE HUNTER

**SORTA NEED YOU · YOU THRILL ME**  
Available 2 Record Speeds · 78 RPM—MGM 10861 · 45 RPM—MGM K10861

IF IT'S WESTERN HITS YOU WANT...

### MONTE HALE

**STATUE IN THE BAY · KEY TO MY DOOR**  
MGM Non-Breakable 10865

### BRAXTON SHOOFORD

**WHY SHOULD I CRY · IF TEARS WOULD BRING YOU BACK**  
MGM Non-Breakable 10862

IF IT'S A GREAT SHOWMAN YOU WANT...

Listen to  
**BENNY FIELDS**  
FOR ME AND MY GAL  
LULLABY OF BROADWAY  
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78 RPM—MGM 10867 · 45 RPM—MGM K10867

Two more famed Sound Track albums  
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Debbie Reynolds · Carlotta Carpenter  
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33 1/2 RPM—Long Playing Record E-530  
45 RPM—Album MGM K61

**PAGAN LOVE SONG**  
ESTHER WILLIAMS · HOWARD KEEL  
Available All 3 Record Speeds  
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45 RPM—Album MGM K64

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45 rpm 4-39113

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**"CHEEKY-CHEEKY HOOPLA" • "GUILTY"**

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33½ rpm 1-843

45 rpm 6-843

**"PATRICIA" • "THE PETITE WALTZ"**

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45 rpm 6-861

**"TO THINK YOU'VE CHOSEN ME" • "YOU OUGHTA BE IN PICTURES"**

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33½ Long Playing Record CL 6155 Set C-219 on 78 rpm records

SWING AND SWAY WITH SAMMY KAYE ON **COLUMBIA RECORDS**

First, Finest, Foremost in Recorded Music

# THE BILLBOARD Music Popularity Charts

## Record Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
40-69 SATISFACTORY  
0-39 POOR

**How Ratings Are Determined** Records are rated four ways: (1) over-all; (2) as to their value for disk jockeys; (3) for retailers; and (4) for operators. Each rating is on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. N. S. indicates record is not suitable for a specific usage.

**The Categories** Following are the maximum points that may be earned by a record in each of the nine categories considered: Song catches, 15; interpretability, 15; arrangement, 15; name value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; production record over's—promotional film, list and other "plug" aids, 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
<b>EDMUNDO ROS ORK</b> Chi Bin Bam Boom COLUMBIA 841—Ros chants and oozes tracks out a prosaic little pop lullaby. Leaders' warbling has a distinctive sound and intriguing quality. Disk could be fine.		84--84--84--84
<b>Cuban Mambo</b> Another happy hunt at early Americana that don't castigate.		80--80--80--80
<b>ANNE SHELTON (Ray Robertson)</b> My Christmas Wish LONDON 837—English thrush does a warm job as an acceptable yuletide something along the lines of "Christmas Song."		72--73--73--70
<b>Merry Christmas</b> This is in top tempo and substantial.		60--60--60--60
<b>BURL IVES (Percy Faith)</b> The Little White Duck COLUMBIA 3006—Clever lullaby is lent extra meaning by Faith's sweet singing.		78--83--79--72
<b>There's a Little White House</b> (Norma Leyden) Another catchy ditty aimed at the kids places a neat double-decker for fun.		77--80--78--72
<b>RUSS VINCENT (Ray Charles Choir-Lloyd Shaffer Ork)</b> Tears of Saint Anne RCA 1037—Smooth voiced boy delivers with feeling on a semi-religious ballad based on the miniature statue incident that got heavy press play. Ork and choir supply effective background.		68--72--68--65
<b>Saint Frances Cabrini</b> Vincent's sympathetic warbling sets tone and choir support on a religious song that's dedicated to the first American saint.		70--76--70--63
<b>GENE WILLIAMS ORK</b> Margot KING 10090—Music left there from "Where Danger Lies" is warmly welcomed and pleasantly played by Gene and his ork.		70--73--68--68
<b>From This Moment On</b> Even if this tune is not one of Porter's better efforts in the "Bill of This World" score, Williams ork whips it into a bright air danceable disk.		69--69--69--68
<b>THE VEL TONES</b> Wolfie-Wolfie CORNAE CRS 1160—Attempt to come up with a novelty quickie misses here.		40--40--40--40
<b>Let's Stop Pretending</b> Another foible chasing, the Bob Moran handles an innocuous ballad competently.		52--52--52--52
<b>MARTHA TILTON-CONNIE HAINES (Geo. Cates Ork)</b> Let's a Man Everytime CORAL 60346—Nuts of novelty material should draw some air play. Cates orkling deserves kudos, and girls pitch hard.		78--80--77--77
<b>Nobody's Chasing Me</b> Gals stamp too much alike on this lively cutie from "Out Of This World" Competition is rough on the line as well.		78--80--76--78
<b>THE CHIMES (Danny Small)</b> Maybe You Care CHRIS KRINGLE CAROL 1—Tone and group sound amateurish and material is weak, too.		40--40--40--40
<b>Christmas Time</b> (New Artist-The Cavaliers E. Bernick) New cast, same result.		40--40--40--40
<b>EMIL DEWAN QUINTONES</b> The Lady Is a Tramp MERCURY 5532—Poors' recorded group manages to get the sneering sound all times, but the standard winds up an instrumental wish-wash.		40--40--40--40
<b>Aeluna Messumare</b> Sings in Italian, the old novelty stacks up as a spiritless dink.		45--45--45--45
<b>JOAN SHAW (Luther Henderson Ork)</b> If You've Got the Money I've Got the Time MGM 10846—Strictly minor entry from through show on this catchy country novelty.		63--63--61--65
<b>Walking With the Blues</b> As indicated by the title, a walking blues ditty. It gets a good going but lacks stellar vocal reading.		67--67--67--67
<b>BENNY FIELDS</b> Lullaby of Broadway MGM 10847—Old liner Fields gives his all on the right time to make a pleasant disk.		70--72--72--70
<b>For Me and My Gal</b> Fields projects in the good old two-day style for another nice vail.		70--72--72--70
<b>TOMMY TUCKER ORK (Don Brown)</b> The Thing MGM 10848—Sweetly click get a noisy readability from Brown and the ork but the complicity is mighty big.		72--72--72--72
<b>Tennessee Waltz</b> Another good coverage dinking on a well established hit platter. Bound to have greater longevity than last.		77--77--77--77
<b>BOB DEWEY ORK (The Salfiers)</b> Smile, Smile, Smile VICTOR 20391—Dewey does a Lombardo-styled treatment of a rollicking new waltz, with guitar, bell and wailing on the Lombardo vein. Could have stood more animation.		73--73--73--73
<b>Narcissus</b> Another forage into Lombardo-land, with twin clones the feature. A break and likely job on the Everlast Mexican evergreen.		80--80--80--80
<b>ART LUND</b> By the Kissing Rack MGM 10849—Lund treats this "West Point Story" Rick ditty to a happy, easy rhythm gh.		70--73--68--70
<b>Serenata</b> A type has been added to a Larry Anderson item with a rich, busy melody. Next Lund vocal but doesn't stack up as fare for more than a limited market.		71--74--70--70
<b>DAVID ROSE</b> Lisa MGM 30291—Rich Rose conception of the evergreen is beautifully recorded to score a hitless assortment of instrumental colors. Should be a popular splinter disk.		77--80--77--75
<b>An American in Paris</b> The major theme from the Germain work is handled skillfully by Rose. The piece is serving as a pie title and shall short version could pick up a break market conversation.		81--85--82--77

(Continued on page 36)

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Now EXCLUSIVELY ON NATIONAL RECORDS  
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NATIONAL 9138

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**WOLFIE-WOLFIE**



The Way the . . .  
**VEL-TONES**  
of Hollywood do it . . . It's

Cute  
Original  
Rhythical  
Musical  
Adorable  
Clever

*It's Sure Fire for Teen-agers . . .  
But . . . Mom and Dad Will Chuckle, Too!!!!*

(PLEASE DON'T CALL ME)  
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backed BY  
**"LET'S STOP PRETENDING"**  
CORNAE NO. 1160

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41150 **"MISSIN' YOUR KISSIN'"**  
**"I'M A FOOL"**  
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SHE'S JUST THE GIRL I LOVE  
15088 DON'T EVER LEAVE ME COULD BE

\* **JOHNNT LONG**  
15081 I DON'T CARE ONCE YOU FIND YOUR GUY

\* **PEE WEE ERWIN**  
15073 MUSIC—SOUTHERN STYLE ECCENTRIC  
15074 MASHUGA OVER YOU SHAKE IT AND BREAK IT

\* **MARGARET PHELAN**  
15089 HALF AS MUCH FLIRTING THINKING OF YOU

\* **GENE WILLIAMS**  
15090 MARGOT FROM THIS MOMENT ON

**FOLK-WESTERN**

\* **COWBOY COPAS**  
696 TENNESSEE WALTZ HOW MUCH DO I OWE YOU?

**COWBOY COPAS and RUBY WRIGHT**  
TENNESSEE WALTZ

\* **COWBOY COPAS**  
919 I'LL NEVER MORE BE SHACKLED IN A FOOL'S PARADISE

\* **WAYNE RANNEY**  
914 IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME REAL HOT BOOCIE

\* **REDD STEWART**  
907 WORRIED (CAUSE I'M LOSING YOU) TAKE BACK YOUR PAPER HEART

\* **DELMORE BROTHERS**  
911 BLUES YOU NEVER LOSE LIFE'S TOO SHORT

\* **HAWKSHAW HAWKINS**  
918 I LOVE YOU A THOUSAND SNAYS TEARDROPS FROM MY EYES

\* **RED PERKINS**  
903 BIG BLUE DIAMONDS RAG MAN BOOCIE

**SEPIA-BLUES**

\* **TINY BRADSHAW**  
4417 BREAKING UP THE HOUSE IF YOU DON'T LOVE ME TELL ME SO

\* **WYONNIE HARRIS and LUCKY MILLINDER**  
4418 OH BABE! SILENT GEORGE  
4419 TEARDROPS FROM MY EYES PLEASE OPEN YOUR HEART

\* **BULL MOOSE JACKSON**  
4412 MY BELOVED BIG FAT MAMAS ARE BACK IN STYLE AGAIN

\* **LONNIE JOHNSON**  
4411 I'M SO CRAZY FOR LOVE NOTHIN' CLICKIN', CHICKEN

\* **SONNY THOMPSON**  
4399 BLUES FOR THE NIGHT-DAYS HARLEM RUG CUTTERS

\* **SPIRIT OF MEMPHIS QUARTET**  
4340 DAYS PASSED AND GONE BLESSED ARE THE DEAD

\* **RED MILLER**  
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78 rpm record 39035

**Join MARCH OF DIMES**

JANUARY 15-31

**THE BILLBOARD Music Popularity Charts**

**Record Reviews**

ARTIST LABEL AND NO.	TUNES COMMENT	WEEKS ON CHART	PEAK POSITION
<b>POPULAR</b>			
<b>FRANK SINATRA (Axel Stordahl Ork)</b> Let It Snow, Let It Snow, Let It Snow COLUMBIA 37045-D95 and group introduce Sinatra to advantage on a swing treatment of the winter standard. Should get some seasonal play.	72--75--72--70	10	72
<b>Remember Me in Your Dreams</b> Agate warbler is provided with a handsome setting, and he chants in good form on a pretty ballad.	78--80--78--76	10	78
<b>DORIS DAY</b> You Love Me COLUMBIA 39058—Doris gets lots of oomph into her carefree establishment of a picture ballad. It's from "West Point Story."	84--84--84--84	10	84
<b>Ten Thousand, Four Hundred Thirty-Two Sheep</b> Tough guy goes all on the rhythm bit from same film, but it's strictly production material.	72--75--72--70	10	72
<b>KATHY MARCH (Jerry Sherd)</b> I Dropped a Penny in the Wishing Well ARBEY 15032—Tough girl to do an Ellen Barton ball but falls far short of the mark. Tune's a mediocre novelty trifle.	60--60--60--60	10	60
<b>We're Alone at Last</b> G.I. sings a slow, string ballad sweetly.	55--55--55--55	10	55
<b>GEORGE SHEARING QUINTET</b> Reason of a Picardy MCA 31058—The tasty Shearing medium bouncer ensemble treatment is handed the story neatly to make another size deal for the group's large following.	77--80--75--75	10	77
<b>Pick Yourself Up</b> The maddening and skill of the Shearing Five is particularly well adjusted for the rhythmic revival of a flow aside.	78--80--77--77	10	78
<b>TRUDY RICHARDS</b> Where, Oh, Where MGM 10544—A Porter song from "Out of This World" is sung adequately by Miss Richards; next act assist from Joe Lipman.	67--67--67--67	10	67
<b>I Am Loved</b> The Porter begins from the "World" score is marked unexpectedly by Miss Richards.	66--66--66--65	10	66
<b>HENRY JEROME ORK (Hal Barton-Cleo Club)</b> Show Me the Way to Go Home LONDON 848—A easy blend of the collegiate Jerry Lang ensemble vocal with the subtlety of the Kemp-sh ending make this a neat, undeglibbling potential.	78--80--76--78	10	78
<b>Auld Lang Syne</b> This season it treated in similar fashion here for the novelty's sake the recording sings numbers from 1-20, then backward. Not as potent as 100,000, but well done.	71--73--70--70	10	71
<b>STANLEY BLACK ORK-DICK JAMES-STARGAZERS-GEORGE MITCHELL CHOIR</b> If I Were a Blackbird LONDON 845—An excellent production built around a tasty English hit song which could repeat over here. If promoted, this disk could be the one to sell the song in the U. S.	87--88--87--87	10	87
<b>If I Didn't Miss You</b> Another pretty ballad, this one cut from more familiar cloth, is done with the extreme good taste which distinguishes the topline.	77--77--77--77	10	77
<b>GRACIE FIELDS (Bob Farnon Octet)</b> When You Return LONDON 846—A pretty new Benjamin-Weiss entry is pretty well masked in the "Friday" berry music hall dramatic approach.	53--55--55--50	10	53
<b>Bon Voyage</b> Making a complete about-face, Miss Fields does a fine schmaltz selling job on a likely ballad with a simple, extensive quality.	79--79--79--79	10	79
<b>PRIMO SCALA (Keynotes)</b> Smile, Smile, Smile LONDON 825—A happy disk of a "Fitting waltz which could be Scala's long-sought film score to "Crushing Down the River. Could be big if properly merchandised.	87--87--87--87	10	87
<b>Willow Will You Weep for Me</b> Not the oldie, the title's similar, this is another carnival waltz with a happy infectious quality. Not as strong as 100,000.	76--76--75--77	10	76
<b>TONY BENNETT (Norman Leyden)</b> Don't Cry, Baby COLUMBIA 39059—Bennett comes on strong as his Frankie Laine kish as he turns to one of his strongest bids with this blues which was bigger Erskine Howard a decade ago. Strong Leyden artist could stir a sleeper here.	82--84--81--81	10	82
<b>One Lie Leads to Another</b> Lightest of the light item which is extremely well done thanks to a fine Leyden arrangement. Bennett does his share well.	73--75--70--75	10	73
<b>XAVIER CUGAT</b> Mambo Negro COLUMBIA 39058—Cugat tries with a medium number in his sugar-coated style. Catchy tune's main strain is strongly reminiscent of "Let's Face the Music." Cugat's fans will like.	75--75--75--75	10	75
<b>Anything Your Heart Desires</b> Ade Lane, Mrs. Cugat-to-be, warbles a trifle ballad set in bolero time.	59--60--60--58	10	59
<b>MARINERS (Archie Bleyer Ork)</b> It Is No Secret COLUMBIA 39073—This upcoming chorus of Ste Hamilton religious is handled tastefully by the fine Godfrey-Weiss group. Should catch a piece if ditty catches.	75--76--75--74	10	75
<b>How Near To My Heart</b> A new and likely Benjamin-Weiss entry is done warmly and unpretentiously by the boys. Tasty but said soon.	72--72--72--72	10	72
<b>DAVID LE WINTER-TWO-TON BAKER</b> Autumn Leaves SECURITY 5918—Tasty instrumental coverage of the lovely French ballad. Seems next to winter hibernating. Doesn't appear to meet tough competition.	65--65--65--65	10	65
<b>The Thing</b> Baker, nor anyone else for that matter, figures to cut in on Phil Harris to an noticeable extent on this hit novelty.	60--60--60--60	10	60
<b>GUY LOMBARDO</b> Green Grass and Peaceful Pastures DECCA 27290—Lombardo serves up one of his typically tasty dance skippings of a pretty plug ballad.	78--78--78--78	10	78
<b>The Sea of the Moon</b> Lovely, sensitive waltz from the "Pagan Love Song" Richard B. handled in the "Madrigal" mood manner of Lombardo. If love catches, this version will reap a harvest.	83--83--83--83	10	83
<b>LOUIS ARMSTRONG (Sy Oliver)</b> Sit Down, You're Rocking the Boat DECCA 27254—Louis contributes a wonderful performance, one of his most persuasive, on this "Boys and Girls" item. Louis alone should stir a big business if ditty is pushed at all. Must for alert sponsors.	83--85--83--81	10	83
<b>That's What the Man Said</b> Louis adds a couple of trumpet hits to this side as he stays on an attractive William Bolcom philosophical novelty. For Armstrong fans mainly.	73--75--73--72	10	73

(Continued on page 74)

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# THE BILLBOARD Music Popularity Charts

## Album and LP Reviews

The large boxface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted. Sensitivity for jobber categories or disk jockeys is indicated in boldface comment under the appropriate headings within each review.

**The Categories:**  
 Production (idea, frequency of selection, continuity), 15 points; "Name Value," 15; Calendar of Material, 15; Manufacturers' Distribution Power, 10; Exploitation Aids (record company and other advertising promotion, film, light and other plays), 10; Interpretation, 15; Record Quality, 5; Manufacturers' Production Efficiency, 5; Packaging (art work, binding, wrapping), 10

90-100 TOPS  
 80-89 EXCELLENT  
 70-79 GOOD  
 40-69 SATISFACTORY  
 0-39 POOR

GORDON JENKINS PLAYING HIS OWN COMPOSITIONS—Gordon Jenkins' Orchestra (1-10")  
 Decca (3310L-5275)

SONGS AT VULETIDE — Bobby Brown, 68  
 Bruce Campbell Orchestra (1-10")  
 London (33) LPS 270

INK SPOTS, VOLUME 2—(1-10")  
 Decca (3310L-5073) 80

CAROLS BY THE BACH CHOIR—Dr. Reginald Jacques, Conductor; Dr. Osborne Peasgood, Organist (1-10")  
 London (333) LPS 263

POPULAR 77  
 More's collectors and for the general jazz market. Incidentally Woody (sings ball songs) of the times.

JOKES  
 De single 78's all sides are worth listening.

JOKES  
 Not suitable.

INK SPOTS, VOLUME 1—(1-10")  
 Decca (3310L-5054) 82

0 Come, All Ye Faithful; White Stockings Watched Their Flocks by Night; The Holy and the Innocent; Carol of the Bells; Silent Night; Hark! The Herald Angels Sing; Ding Dong, Merrily on High; The First Noëlle; God Rest Ye Merry, Gentlemen.  
 The prime favorites of the Christmas carol literature are done with a richness rarely accorded them on wax. This splendid 450-voice English choir, accompanied by an organ, is beautifully captured on the records. If these sides are accorded proper merchandising, in time they will move into the select circle of top seasonal disk merchandise.

VICTOR YOUNG—CONCERT DRK, VOL. 2 (1-10")  
 Decca (333) DL-5265  
 Sulfian Tarnantello; Courtyard; In Old Vienna; Latin Rhythm; Sabre Dance; For Whom the Bell Tolls; My Day Has Passed; Forever.  
 The Young "concert" or "recital" sides out a batch of heavy pop-styled selections, three of them penned by the composer/producer. His theme from "For Whom the Bell Tolls" and "Forever" are the standouts here in this genre. Should have appeal for those who are familiar with Young's much under-published talents. Proper merchandising should make this an eligible entry into the Gode-Rochelle market as a next family trade item.

JOKES  
 Top notch earling for the Kmas season's sept.

JOKES  
 Good items for the Joe tunes, fine material and simple for good dance music.

JOKES  
 Well worth a try.

JOKES  
 Well worth a try.

GLEN GRAY SOUVENIRS—Glen Gray and Casa Loma Orchestra (1-10")  
 Coral (3310L-5600)  
 Carl of My Dreams; I See Your Face Before My Beautiful Dreamer; I Dream of Jeanie With the Light Brown Hair; Almost What Is This Thing Called Love; World Is Waiting for the Sunrise; If I Had My Way.  
 The supra dance music of the famous Casa Loma Orchestra is well preserved in wax and eight of the best samples are offered as a souvenir of the band's period of ascendancy. Six of the sides are vocal work by the formidable Kenny Sargent and all are filled with the still silky sound of the Blanton-making band. For those who cherish memories of Casa Loma, this package should be a must.

JOKES  
 Good items for the Joe tunes, fine material and simple for good dance music.

JOKES  
 Well worth a try.

JOKES  
 Well worth a try.

JOKES  
 Well worth a try.

JOE VENUTI—Joe Venuti, Violin, with Russ Morgan, Piano (1-10")  
 Decca (33) DL-5273  
 Macao Baby; Red Velvet; Wild Dog; Apple Blossoms; Doin' Things; Runnin' Ropposed; Flower of Dawn; Garden Rose.  
 Hardly a career is now alive, we'd venture to say, at this date of pop vs. Dixie, that embraces the soft-toned or John O'Mare school of jazz for which this Venuti-Morgan collaboration would have meaning and sentiment. But for the intimacy which knows its Scriabin, Stravinsky, or Eddie Lang, its most German, its Russ Morgan at the Goldkette days, its Venuti of the Lang sweet days, here's a large nostalgic charge. The pieces are original, most of them by Venuti, by himself or in collaboration with Morgan or Lang. They are a kind of jazz chamber music—light, witty, pretty, and without cynicism in the discernable.

JOKES  
 Well worth a try.

JOKES  
 Well worth a try.

JOKES  
 Well worth a try.

JOKES  
 Well worth a try.

THE MUSIC OF IRVING BERLIN PLAYED BY PETER YORKER—Peter Yorkor & His Concert Orchestra (1-10")  
 Decca (3310L-5269)  
 A Pretty Girl Is Like a Melody; Marie; They Say It's Wonderful; The Song Is Ended; Once Upon a Dream; The Girl That I Marry; Lady of the Evening; I've Got My Love to Keep Me Warm; Yorkor and his smart English concert-pop orchestra, like the Berlin tunes, all carefully done between, embellishing them handsomely with varied tonal textures. Woodwinds and strings are put to excellent use with the brass and rhythm. An occasional legit-tuned alto sax will carry the ball for a measure, there perhaps a flugel or clarinet. Awareness are in the best of taste.

JOKES  
 Well worth a try.

JOKES  
 Well worth a try.

JOKES  
 Well worth a try.

JOKES  
 Well worth a try.

WOODY HERMAN SOUVENIRS—Woody Herman and His Orchestra (1-10")  
 Coral (33) GR-56010  
 I Ain't Got Nobody; But the Blues; It Must Be Jelly; Cavin' Jelly; Don't Shake Like That; The Scales of Araby; Fan It; South; Too Late; Fort Worth Jail; I'm Comin' Vainin'.  
 Eight sides from the middle and late periods of the Herman band that played the blues comprise this collection. "Blues" and "Jelly" were cut with the band that scored into the mainstream which sent Herman tearing into the "Apostrophe" and "Cadenza" sidings. Four more are done by the original Woodchoppers, a swing Dixie outfit. The wonderful Herman skill and sense of that period is aptly showcased on the "Apostrophe" side. This is an excellent collection for the Herman

JOKES  
 Well worth a try.

JOKES  
 Well worth a try.

JOKES  
 Well worth a try.

JOKES  
 Well worth a try.

The AMES BROTHERS

CORAL RECORDS

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Backed by **"NO TEARS FOR YOU"**  
BY BOB LAMM  
DOT #1017

**"JUKE BOX BOOGIE"**

Backed by **"YOU TALK IN YOUR SLEEP"**  
BY BIG JIM  
DOT #1004

**"CRAZY BONE RAG"**

Backed by **"ST. LOUIS PICKLE"**  
BY JOHN MADDOX  
DOT #1005

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## Pros Elected to Exec Jobs in Toronto Local

TORONTO, Dec. 9.—In elections held last week by the AFL musicians' union here, seven new men were elected to the 14-man executive board.

This election of new men is part of a campaign by "professional" musicians to change the order of things in the union. For years now these "professionals"—so called because they rely on their musical talents to earn a living—have been grumbling about how the affairs of the Toronto local have been handled.

Tempera have been simmering for some time. Bringing them to the boiling point have been such events as the 50 per cent jump in rates for Canadian musical trios and the union's decision placing the King Edward Hotel and the Club Norman on its unfair list.

The effect of the above has been negative. Night club operators have looked to south of the border for groups to replace the Canadian combinations, and the American cards seem to draw larger crowds.

Commenting, Walter Murdock, acclaimed for the 20th year as president of the union, said most of those newly elected officers come from the dance orchestras. "They are very reputable young men."

The new officers, each of whom got in with a majority of 100 votes or more, are Gordon Delamont, who replaces Ernest Bridges as sergeant at arms; Carney Bray, John Orde, Leslie Foster, Harry Freedman, Sydney Gangtar and Alfred Shaul, representatives to the executive board.

Returned by acclamation were

President Walter Murdock, who is the Canadian representative of the International; first vice-president, Don Romancelli; second vice-president, N. L. Norris; secretary-treasurer, Arthur Dowell; assistant secretary, John Wilson; marshal, Corson MacClanathan, and chairman of the price-list committee, George DeLaine.

## London Releasing Christmas Cantata

NEW YORK, Dec. 9.—A special Christmas cantata, commissioned by London Records, is being released by that diskery. Work is *Birthday in Bethlehem*, built on six poems by Dr. Frank Kingdon, noted columnist and commentator.

London engaged two American composers, Gene Bone and Howard Fenton, to set them to music. Orchestration and interludes were pieced together in England by London staff arrangers, and the entire work cut there.

## Latest Thing

Continued from page 14

his possession until 1926, when Frank Diouhy, who operates the Crystal Ballroom, "Coloma, Mich., purloined same from Kayser's garage as a prank. Recently he returned it to Kayser and it was in Kayser's office when Howard took it for his production number.

In return, Howard sent Kayser a French-made mileage meter, Orkster and one-night bookers have long argued over the distance between one-night dates.

This meter, Howard claims, will avert any further altercations. Where previously, a booker estimated mileage as the crow flies from a road map, the mileage meter, a clock-like mechanism, can be drawn across the road lines on the map from city to city, while a tiny wheel on the bottom of the meter measures off the distance on the basis of the scale of the map.

## Featherweight, Inc.

Continued from page 12

The album of '78's contains three disks, plus the story and color. Illustrations are by Herrero, with albums produced by Morrison and directed by Fred Levings. The latter directs *The Cisco Kid* transcriptions for Frederic Ziv, Zimmerman, who composed and directed the music, is musical director of the Dog Lee Network.

Gordon, who adapted the story, is director of TV and AM for Don Lee. Narration is by Henry Lang, who plays Pancho in *Cisco Kid*. The story is adapted from the song, *Nature Mouse*, written by Edward R. White and Edward Cooper and published by Jefferson Music.

## Decca Hikes Pops to 85 Cents

Continued from page 11

this week by the Hollywood-based Discovery diskery (see other story this department). The diskery created a new \$1 label to handle specific new merchandise, but it is believed it may ultimately shift its entire available catalog to the new line. It is also believed that the independent diskeries, primarily to allow for greater margins of profits for dealers and distributors, will shoot for the \$1 record, the some reports indicate Indies will also consider 85 and 90-cent tags. It is to be recalled that the independent diskeries set their price level at \$1 during World War II, which actually was the most flourishing period for the smaller waxeries.

While Decca made the decision to raise its prices, a survey of diskeries by *The Billboard* revealed that there is a general feeling thruout the industry that price adjustments would have to be made ultimately to ease the burden of at least a 10 per cent general rise in costs of production and servicing at the manufacturer's level. It also was stated that the industry-wide retail rises would occur rapidly to beat governmental action to freeze prices in the event of general mobilization or other less drastic war-connected actions.

Some Discounts  
The Decca price raise will be announced in letters to dealers which are being sent today (9). The announcement of the price change is being made by Sidney Goldberg, vicepres and general sales manager of the Decca Distributing Corporation. The notice advises that all discounts remain the same, thereby allowing the dealer to pick up an additional 4 cents per disk.

The actual disk business short-ages which have led to rise of overhead have been focussed on such materials as resins (vinyl in particular is discussed in other story this department), nickel, copper and paper. A typical instance of the prohibitive price rises is the current situation in the nickel market. Nickel, an essential material in the production of stamper, not too long ago was easily available at 60 and 65 cents per pound. Current market listings for the substance are at \$3.85 per pound when it is available.

Some diskery execs claim that some of the shortages are being created by the sources of supply, who are allegedly hoarding their stocks from day to day to keep track of the war developments.

Distrib Angles  
The Decca price rise will be welcomed as a key move for the anticipated industry step-up by distributors as well. Disk jobbers, too, have been affected by material cost boosts. Jobbers have been hit with heavy boosts in paper costs. They make heavy use of corrugated and cardboard for packaging. Prices for disk cartons have shot up to \$109 per thousand from a former level at \$43 per thousand, while fillers have gone

up to \$12 per thousand from the former \$3.95 tag. These paper costs likewise are being felt by manufacturers, who also make use of these items in the initial packaging and shipping processes.

The other influencing factor is the increasing labor costs. With labor thruout the nation meeting only slight opposition to negotiations for wage increases, the diskers have been and still are dealing with factory help. Decca and Columbia are now dickering with their help in their Bridgeport, Conn., plants.

## Blue Slate Wins

Continued from page 12

combined totals of Unity's Henry Maccaro, 2,989 and All Union's Dave Freed, 1,852. Jack Downey had a clear-cut margin for the vice-pres post with 4,637 to Unity candidate Joe Le Maire's 2,924 and All-Union Lee Kuhn's 1,186. Treasurer Jack Stein also rolled up more votes than his opponents combined—4,727 to 3,370 for Sammy Kramer, Unity candidate, and 1,259 for Max Senofsky of the All Union bloc.

Exec board retains its make-up of eight Blues to one Unity, except that the former Unity man, Herman (Tubby) Twin, was deposed in favor of Unity's Max Arons. Others elected to the board are Al Knopf, Tiny Walters, Nick Vitale, Jerry Alexander, Joe Lindworm, Jimmy Palladina, Larry Pagano, Jack Fidelman.

Triad board had been solidly Blue; here Unity gained one when Cal Fleisig ousted Louis Grupp. Others elected are Hy Jaffe, Sherman Brande, Joe Campuzia, Sam Raderman, Frank Lambert, Charlie Sollinger, Joe Chancel.

Delegates will be: To the AFM convention, Iucci and Stein; to the Central Trades and Labor Council, Iucci and Alexander; to the New York State Federation of Labor, Knopf and Jaffe; to the United Hebrew Trades, Jack Fidelman.

## Pubs Caught

Continued from page 12

would not be for very long. The attitude of the printers is that the publishers generally are experiencing good sheet music business, are switching to a 40-cent retail price and can take the added costs. Ironically, many pubs switched to 40 cents because of the hike in printing and other costs.

Not all pubs, however, will admit to good business. Some, without hits at present, claim business is off.

Pubs are also facing a boost in scale for copyists and arrangers (*The Billboard*, December 9), the new conditions providing for a general weekly boost of \$7.50 and additional raises for specific types of work.

Straight to you—from out of the blue—  
**FREDDY MARTIN'S**  
**"HULLALOO"**  
An RCA VICTOR RECORDING SENSATION  
Published by MILLS MUSIC, Inc., 1619 Broadway, New York City

THE BILLBOARD

Music Popularity Charts

The Honor Roll of Popular Songwriters

By Jack Burton

No. 81—BILLY ROSE

If some modern Scheherazade is looking for an Arabian Nights tale to keep her calm...

Born on New York's Lower East Side in 1899 and the son of a button-and-trimmings salesman...

A skinny, sickly, undernourished kid, Billy was the prey of the neighborhood bullies...

In high school, where Billy fell madly in love with shorthand, this speed of foot was excelled by his speed of hand...

At the outbreak of World War I Billy Rose went to work as a stenographer for the War Industries Board...

Billy Rose had no definite goal in mind for the attainment of such riches until he heard that some songwriters, even second-raters...

Of course, at the outset, nobody would buy any of Billy Rose's songs. Tin Pan Alley branded him as punts...

VIC BELLAMY'S "OUT OF THIS WORLD" Recording of... "SILENT NIGHT"

ASA 11011 Also "Just a Baby's Prayer at Twilight" Backed by "WAFARIN STRANGER" ASA 11010 ASA RECORDS

song. You Tell Her—I Stutter, with music by Cliff Friend, did even better—700,000 copies, and in 1922 Billy really hit the jackpot with Barney Google...

The following year the success of That Old Gang of Mine, another million-copy seller, put Billy Rose in the \$100,000 tax bracket...

In his further quest for riches Billy Rose, sensing the golden opportunities offered by the Prohibition era, took on a sideline to songwriting in 1924...

BILLY ROSE'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

In addition to the titles listed below, Billy Rose's other songs and available recordings have been or will be listed in "The Hoop, Shell of Popular Songwriters" with the members of the following companies with whom he collaborated as a lyricist.

HAROLD ARLEN: "It's Only a Paper Moon" (1932).

COE CORRAD: "Barney Google" (1923); "Come On, Sparrows" (1923); "You Gotta See Mama Every Night" (1923); "Somebody Else Took You Out of My Arms" (1923) and "She's Everybody's Sweetheart But Nobody's Girl" (1924).

WALTER DONALDSON: "In the Middle of the Night" (1925).

FRED FISHER: "Fifty Million Frenchmen Can't Be Wrong" (1927).

CLIFF FRIEND: "You Tell Her—I Stutter" (1922).

RAY HENDERSON: "That Old Gang of Mine" (1923); "Follow the Swallow" (1924); "I Wonder Who's Dancing With You Tonight" (1924); "Don't Bring Lulu" (1925); "If I Had a Girl Like You" (1925) and "Too Many Parties and Too Many Rats" (1924).

JIMMY MONACO: "Crying for Joe" (1948).

HARRY WARREN: "It's Not Worth Your Tears" (1930); "I Found a Million Dollars" (1930); "Cheerful Little Earwig" (1930) and "Would You Like To Take a Walk" (1930).

HARRY M. WOODS: "Where Is My Old Girl Tonight" (1925); and "Poor Papa, He Ain't Got Neither an AUP" (1928).

VINCENT YOUMANS: "More Than You Know," "Without a Song," "Great Day" and other numbers in the score of the Broadway musical "Sweet Play," produced in 1929.

AIN'T NATURE GRAND Music by Irving Brzo. Leo Feist, Inc. (1921).

DOES THE SPEARMINT LOSE ITS FLAVOR ON THE BEDPOST OVER NIGHT Music by Ernest Brewer, Marty Brown, copyright, Mills Music, Inc. (Available on Victor record 22-074 (50 0074), Home and Johnson.) YOU LEFT ME OUT IN THE RAIN Music by Willinsky, William Rubin, copyright, M. Witmark & Sons, Inc.

A COP OF COFFEE, A SANDWICH AND YOU Music by Joe Meyer, Al Dubin, copyright, Harms, Inc.

CLAP HANDS, HERE COMES CHARLEY Music by Joe Meyer, Ballard MacDonald, copyright, Harms, Inc.

TONIGHT YOU BELONG TO ME Music by Leo David, Mills Music, Inc.

ME AND MY SHADOW Music by Dave Dreyer, Al Johnson, copyright, Bourne, Inc. (Available on the following records: Decca

SONGWRITERS COMING UP!

HARRY WARREN In Subsequent Issues The Billboard Will Present

- HARRY M. WOODS ALLIE WRUBEL RALPH RAINGER JAY CORNEY SPENCER WILLIAMS MABEL WAYNE FRANK LOESSER IOAN WHITNEY AND ALEX KRAMER SAMMY STEPT CLIF FRIEND SAMMY FAIN JOE BURKE

York. Here he opened the Back Stage Club with Joe Frisco as master of ceremonies and a husky-voiced chanteuse named Helen Morgan as the headline attraction. It was an immediate success—the nightly rendezvous of mobsters and millionaires who packed the place so tightly that in Morgan had to park herself on top of the piano to sing. Highballs and cocktails sold for \$1.50 a drink. Scotch whisky and champagne brought \$25 a bottle, and a chicken sandwich added another \$5 to the tab. The pint-size entrepreneur wrote off his original investment of \$4,000 the first week.

But that was only peanuts to Billy Rose, a little guy physically who likes to do things in a big way. At the end of seven months he closed the Back Stage Club and invested his earnings of \$50,000 in (Continued on page 49)

24040 in A-1927, Bob Grant orchestra; Capitol 37-993, The Soutains; MGM 10543, Zapp Elman.)

FOUR WALLS Music by Dave Dreyer, Al Johnson, copyright, Bourne, Inc. HERE COMES THE SHOWBART Music by Marco Steward, Shapiro, Bernstein & Co., Inc.

THERE'S A RAINBOW ROUND MY SHOULDER Music by Dave Dreyer, Al Johnson, copyright, Bourne, Inc. (Available on Decca record 24400 in A-699, Al Johnson)

BACK IN YOUR OWN BACK YARD Music by Dave Dreyer, Al Johnson, copyright, Bourne, Inc. (Available on the following records: Decca 24108 in A-575, Al Johnson; Decca 24047 in A-1928, Earl Fozard orchestra; Capitol 458, Freddie Stewart and The Dream Lady; Capitol 57-733 and C78-151, Benny Goodman.)

COLDEN GATE Music by Dave Dreyer and Joe Meyer, Bourne, Inc. (Available on Decca record 24107, Al Johnson.)

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YOURS FOR A SONG Music by Dana Suesse, The Fetter, copyright, Robbins Music Corp. YOU'RE TOO GOOD TO BE TRUE Music by Dana Suesse, Robbins Music Corp. The above two songs were written for the Billy Rose Aquadance at the New York's World's Fair.

PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright, stage musical songs, according to the year in which they were produced, and film songs, according to the year of public release. Songs which have attained a sheet music sale of one million or more are marked with an asterisk (\*). In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit. In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

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PARIS JAZZ CONCERT

Bechet Wins Overflow At Anniversary Jam

Continued from page 2

noon, with Roy Eldridge and Ray Robinson participating on the jury. The "Oscars" were awarded as follows: Best arrangements, Hubert Danish and his band; best New Orleans jazz, Andre Revelloiti; best modern jazz orchestra, the Mediterranean Be-Bop Quintette, of Marseilles, under the direction of Peilnelli, who also won the prize for best alto sax.

Revelloiti won the prize for best clarinet, Blansien, for trombone; Belloni, for drum; Danish, for tenor sax; Deyrolle, for bass; and 17-year-old Pierre Gaby, for best piano.

On Monday, (4), the salon's program included Pierre Braslavsky and his orchestra, Babe Wallace with Eddie Bernard and His Rhythm Boys, Claude Bolling and his orchestra, the Dutch Swing College Band, Roy Eldridge, Don Byas and Benny Vasseur.

Exhibitors

Jazz instruments manufactured in France were displayed in the exhibition halls by Clavoline, Couesnon, Dolnet, Honner, Klein, Metjazz, Pierrat, Ondioline, Selmer and Sillmer. Disk-makers who showed jazz records included Blue Star, Cie Generale Du Disque, Decca, F. A. C. E., Jazz Disques, Odéon, Pathe Marconi and Selmer Disques.

The following sheet music companies also took part in the exhibition: Les Editions F.F.F. (Francis Day-Feldman-France melody),

Grayer-Combelle, Hot Club, S. Luino and Ray Ventura. Completing the jazz publishing picture were exhibits by various publishers of books and magazines on jazz, such as Corrae, Des Deux Mondes, Larousse, Jazz Hot, Melody Maker, Musique & Radio O. G. M., and Diagues.

An exhibition of works of art inspired by jazz music included paintings by Salvatore Dali, Raoul Dufy, Fernand Léger, Henri Matisse, Pierre Merlin, Blaise and Gabriel Fournier, Harold Cousins, Arthur Rosett, Severini, Alexandre Dimitresco and many others.

RCA's 2d Legit

Continued from page 1

ton Sturges and music and lyrics by Hugh Martin, the show is being produced by Jule Styne and Harry Rigby. The RCA investment means that the show has secured 180G of the 250G needed to go into production.

The movie and television rights to the Good Fairy have been purchased from Paramount. The musical, which will feature Nanette Fabray and is being directed by John C. Wilson, will probably come into town in late February or early March.

FAMILIAR?

Rome Revives 2 Oldies for 'Bless You All'

PHILADELPHIA, Dec. 9.—There's special reason for the familiar air to You Never Know What Hit You and Take Off the Coat. Two of the hit potentials from the score of the Bless You All revue premiering here at the Forrest Theater. For both songs were in 1948's That's the Ticket revue which was scuttled here. Moreover, both tunes enjoyed a brief renaissance last year in the Pretty Penny revue which played suburban Bucks County Playhouse and other summer playhouses.

Seems that tunesmith Harold Rome is partial to both of the songs, particularly to Take Off the Coat, which was inspired by the running gag in Smith and Dale's famous "Dr. Kronkheit" vaudeville sketch.

"I've been looking for the right place for it for a long time," says Rome, "and I think Bless You All is finally the answer."

Rome isn't the first composer, however, to revive an oldie for a new show. Irving Berlin brought back an early It's a Lovely Day number for the Call Me Madam show because "it fit."

WNEW D. J.'s

Continued from page 11

ers include a weekly half-hour of Benny Goodman's Sextet platters and two daily deejay sessions with Bobby Sherwood and Al (Jazzbo) Collins.

Pack first sighted the trend two months ago when Art Ford, WNEW's Milkman's Motivee, proved Goodman's Carnegie Hall album and the switchboard was immediately swamped with calls from jazz-minded listeners.

Jazz Programming  
Subsequent jazz programming experiments followed with Sherwood and Collins and the latter was finally moved into a permanent evening spot from 10 to 11 p.m., a time period Pack tags "TV turn-off time." The program man's own theory on the jazz-upsurge is that WNEW's present listening audience, which is in the 25-to-40 age group, looks upon the jazz music of the 1930s and early 1940s as a nostalgic symbol of their youth. However, Pack emphasizes that WNEW's new jazz sessions will skip the "screamer sides" and avoid "pretentious and outlandish" in deejay patter. In line with WNEW's swing to jazz, another local station, WOR, has scheduled a new platter series featuring jazz critic Leonard Feather. The hour show preems Saturday (9) at 4 p.m.

No. 81---Billy Rose

Continued from page 39

the Fifth Avenue Club, converting the second floor of a former mansion into a de luxe boîte de nuit with thick red carpets on the floor, black velvet drapes on the wall and silvered chairs marshaled around hundreds of immaculately clothed tables.

It was very exclusive and no drinks were served. Billy was thru with raids by prohibition agents and paying protection money to gangsters. There was a \$5 covert, set-ups cost \$2 a table and the menu listed a Welsh rarebit at \$5 and crepes Suzette at \$20. The music for the floor-show was written by Rodgers and Hart and the chorus of hand-picked lovelies included a red-headed girl who later became a film star—Winny Carraro. There was only one thing wrong with this bistro. It was too exclusive and too high-hat for the big spenders—the bootleggers and the rum runners. After the gala premiere, the Fifth Avenue Club attracted a salon of patrons. Finally Billy Rose liquidated for \$15,000 to a bootlegger whose girl friend then singing in a Greenwich Village night spot, had aspirations to entertain the Blue Book crowd in a salon of her own.

The repute around Broadway that Billy Rose had lost his Midas touch. But Broadway was wrong. He more than recouped his losses in 1933 when he opened the Casino de Paris which revolutionized cafe entertainment with a new style of eight-course dinner for \$2.50 and a 90-minute floorshow. The gross for the first week totaled \$40,000 and netted a \$15,000 profit.

But again this was peanuts compared to the earnings of its successor, the Diamond Horseshoe, the world's most famous night club and the magnet for every out-of-town visitor to New York, which since its opening in 1940 has attracted more than 6,000,000 customers and does an annual business of \$2,000,000 of which \$200,000 is clear profit. The hat-checking concession more than defrays the rent, and the name alone was worth \$175,000 to 20th Century-Fox when it starred Betty Grable in the Diamond Horseshoe film.

A human dynamo supercharged with restless energy, Billy Rose made the sparks fly in Tin Pan Alley in 1931 when he became a militant crusader and instigated the founding of the Songwriters' Protective Association. He was a leader in the fight that finally forced the music publishers to correct certain injustices after Rose had threatened to unionize the sharp-and-flats craftsmen. As the result of this campaign, composers and authors now are assured that their songs, on acceptance, will be published within a reasonable period and not put away in a desk drawer and forgotten. In addition, they are guaranteed royalties from foreign rights and a return from the sale of song folios.

Billy Rose also has added to his prestige and bankroll as the creator of colorful and colorful outdoor

spectacles. He was paid a flat fee of \$100,000 for the staging of the Fort Worth Frontier Days Celebration in 1936-'37, received a like amount for producing the water carnival that featured the Great Lakes Exposition at Cleveland a year later, and cleared a profit of \$1,400,000 from his New York World's Fair Aquacade. The latter attraction never drew less than \$100,000 a week at the box office and proved to be the only attraction that made money while Grover Whalen was acting as Father Knickerbocker's official greeter at Flushing Meadows.

As a Broadway impresario, Billy didn't find the shoes of Flo Ziegfeld too big for him. His Jumbo, with a score by Rodgers and Hart and circus acts sharing the spotlight with Paul Whitman's music and Jimmy Durante's nose, closed the famous New York Hippodrome in a blaze of glory. His Carmen Jones, which translated Bizet's opera into a modern, American idiom, set a milestone in theatrical history. And when he reopened the Ziegfeld Theater as a legitimate playhouse, he served vintage champagne to his patrons on the opening night of Cole Porter's Seven Lively Arts.

A songwriter who parlayed his first royalty check of \$5,000 into a \$5,000,000 fortune, owner of the Ziegfeld Theater and other Manhattan real estate, a newspaper columnist whose writings are syndicated in this country and abroad, and a collector of Rembrandts and other rare canvases, Billy Rose is a guy of towering stature, although he stands but five feet tall and merits the title: The Mighty Midget of Broadway.

See New Threat

Continued from page 11

explained, "the manufacturer would be doing the selling and the dealer would be nothing more than a pick-up station for the consumer. We could possibly make up in volume what the dealer would lose by a shortened discount."

On the dealer level, squawks were getting more frequent and more vociferous by the hour. Stelway, swank musical instrument and disk shop in New York, decided to close the disk department after 11 years, blaming the three-speed situation and the price war as reasons for the move.

In the meantime Columbia Records was rushing thru its appeal of the decision handed down by the courts last week, which tossed out the firms fair trading in New York State. It was doubted, however, that the appeal would be heard before the late winter or early spring.

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## AGVA Evolves Plan To Protect Material

Stiff Penalties To Be Imposed Against Offenders Who Steal Original Ideas

Continued from page 1

ber. Sing liked the music, asked for copies and subsequently used it on other jobs. The Tongs complained to AGVA. A hearing was held and Sing agreed not to use the music in the future.

### Similar Case Recalled

Similar case came up some time previously, involving the Moroccans. The tumbling group was breaking up into two acts and both wanted to retain the name. For a short time, in fact, there were two Moroccan groups. AGVA was appealed to and the name handed over to the party with proof of seniority. The other group now works under the name of Casablancaans.

The same application will now be used for other performers, including comics and singers. It was stressed, however, that a

formal complaint must be registered with AGVA before any hearing and punitive action can follow.

AGVA was asked what the performer would be where a performer bought a piece of material in good faith only to learn later that the writer had sold it to more than one person. In such cases, it was ruled, the same application would be made if somebody had bought a hot car. The buyer, even the hunter, would have to return the car and the action to recover the money would be taken against the seller.

### AGVA Will Act

AGVA also indicated it would appear legally against any writer who sold material as an "original" to more than one performer. It hinted that criminal proceedings against such writers might also be started.

The question of material rights is as old as showbiz itself. There's hardly an act which at one time or another hasn't charged that material was stolen, or been charged with having lifted it from somebody else.

The worst offenders are the comics. To find who came up first with what is claimed as an original routine or a piece of business, will be a job for a Solomon. AGVA has indicated that, where a performer has been adjudged guilty, spots using him will be notified not to play him on pain of being marked unfair.

## EMA-ARA PUTS A FINGER IN CHI TELE PIE

Forms Committee To Study Talent Interests in TV

CHICAGO, Dec. 9.—With more and more Midwest performers trying to bridge the gap between indoor showbiz and TV, the Entertainment Managers' Association, Midwest chapter of Artists' Representatives' Association (EMA-ARA) put steam behind a program designed to promote the act and dance band interest in video. For the first time, Sid Page, org proxy, appointed a TV committee, composed of Jack Russell, Mutual Entertainment Agency, and Vic Brown and Leo Salkin, indie agents, to study the problem.

Primary concern of local performers currently is negotiations between Television Authority (TVA) locally and show packagers, stations heads, sponsors, etc., over a local sale. Two weeks ago, TVA presented to a group of interested parties its tentative projected scales, and during the interim, several conferences have been held between the groups, but no counterproposal has been forthcoming. rep of ARA, contacted Friday (8), said he felt that the counterproposal would be forthcoming Tuesday (12) when a huddle between the camps is expected.

At all conferences between the factions, EMA-ARA has sent reps, but these men have been invited as observers and, therefore, cannot act in the negotiations. EMA-ARA is currently interested in the negotiations because scale for local TV shows will have a twofold im-

(Continued on page 45)

## New Cuba Hotel To Open Dec. 20

NEW YORK, Dec. 9.—Bill Liebow's International Hotel, Verdadero Beach, Cuba, will finally open December 20 with a modestly budgeted show. Package booked by Boots McKenna, will have Bob Dixon, Christine Garden and two terp sets, Sapphire Dancers (3) and the Carlos Morrison Dancers (4).

In addition to the acts, show will carry an eight-girl line. Under Cuban law the spot must also add 25 per cent Cuban talent.

The hotel, an ambitious project, has been building for almost two years. In addition to the show, it will have a gambling casino plus other luxuries usually associated with class hotels.

Liebow also owns hotels in Miami and Panama.

## TERPERS BALK OP'S BIG SMILE

PHILADELPHIA, Dec. 9.—The ringside tables were so far out on the floor at the Embassy Club's dinner show opening night that the dance duo of Ramos and Namette balked at going on. Owner Sam Silber finally persuaded them to do a quick rundown of their routines to at least prove to his customers that he had a dance act on the bill as advertised.

At the supper show there was more balking space and the ballroom duo put on their act in great style. "Look at him," yiped proprietor Silber as he eyed the smiling Ramos, "he's happy now—the club's not crowded!"

## Philly Nitery Deal Snafued; Bias Claimed

Harlem Bid Out; Sam Singer Takes Fla. K. Davis Club

PHILADELPHIA, Dec. 9.—In face of obstacles laid down by the various unions, plus unconfirmed reports that certain people in city government were not too happy about the prospects of a Harlem-styled cabaret in the heart of town, the deal of Club Harlem, Inc., headed by Sam Singer, to take over the Click nitery from Frank Palumbo fell thru. Singer and his associates operate the Club Harlem during the summer in Atlantic City and had planned to install the same set-up at the Click, which until now featured all the top name bands and singers.

Instead, Singer, who also operates the Club Rio, class roadhouse spot in Northern New Jersey near Asbury Park, has taken over the Kitty Davis club in Miami Beach, Fla., and will open it as the Cotton Club December 14. Larry Steele, who was scheduled to bring his Smart Affairs revue into the Click next week, goes instead to the Miami Beach spot.

### Palumbo Resumes

As a result of the sudden switch in operations, the Click will go back to Frank Palumbo, who operates other rooms around town, with Ben Corson, who was a partner in the original set-up, also taking an active hand. Nicky Blar, who last operated the room, is opening his own room in New York next month.

In the meantime the Palumbo-Corson management will continue the name band policy. Following Laone, Hampton's fortnight currently, Stan Kenton has been booked to open December 20 for two weeks, with negotiations going on for other attractions for '51.

## Thomas's Copa Date 1st in NY Since Chi Hit

NEW YORK, Dec. 9.—Danny Thomas opens at the Copa, January 4, in his first date job here since he hung up a record at the Chez Paree, Chicago. For his first week there Thomas did about \$61,000; the second week's biz was \$64,800.

Thomas is now on the West Coast to test for the lead in *Anything Can Happen*, the first picture to be done by the combine of William Perlberg and George Seaton. It is possible that the picture commitment may keep him out of the Copa, but if nothing untoward occurs, he'll be in.

The Copa is apparently set at least until May in its shows. After Thomas closes, Frankie Laine is due. Jimmy Durante comes in March 29 to be followed by Martin and Lewis.

His next show, due to open Thursday (14), will have Henry Youngman, Luba Malina, the Five DeMarco Sisters and Ray and Naldi. Phil Silvers and June Hutton are there now.

## SINGLE-HANDED B.O.

Paris in Seasonal Slump, But Chevalier Packs 'Em In

PARIS, Dec. 9.—Despite business at this time of the year falling off in most variety and jazz houses, Chevalier, assisted by a piano player, Fred Freed, packs a 1,000-seat theater six nights a week and is still the No. 1 attraction here.

With 70 performances to date, the show will run until the house gets down to two-thirds of capacity, at which time four weeks' notice will be given.

The first half of program is taken up with Chevalier singing *Sur l'Avenue Foch*, *Beguin*, *Les Barigots*, *Ca Vient Ou Ca N'vient Pas*, *Est-ce Fort La Musique* and *Folies Bergeres*.

In the second half, Maurice does *Ma Pomme*, *T'en Fais Pas Fiston*, *Cloco Serenade*, *Philibert*, *Y'a Tant d'Amour* and *Place Pigalle*. In this second half Chevalier wears

a prop costume, and, in order to change back to dinner suit and straw hat, he walks the boards doing a strip-tease routine to yodels from the audience.

### Encores

For encores Maurice does *Louise* in English. Other French tunes are *A Si Vous Commaez Poule*, *La Marche De Minnie Montant* and *Valentina*.

He makes his final curtain call wearing a king-sized version of his prop straw hat.

Aside from being a little grayer, Chevalier looks good and works hard. For two and a half hours his renditions bring continuous roars of delight from the customers despite the fact that to the majority his French lyrics are not understood. Art Roett,

## Bookers and AGVA Square Off for War On Code, 1G Bond

3A's Told All Members Must Sign Rules, Put Up \$1,000

NEW YORK, Dec. 9.—Another trade battle involving club date bookers and the American Guild of Variety Artists (AGVA) is shaping up because of AGVA's demand that bookers put up a \$1,000 bond and sign the club date code.

The battle reached a high pitch late Thursday (7) when the heads of the Associated Agents of America (Three A's), the org to which most of the smaller club date bookers belong, called on AGVA for a clarification of the club date code. They were informed that no blanket waiver would be given the Three A's and that every member would have to apply in person, put up a \$1,000 bond and sign the code. There was considerable screaming and denunciations, with both sides adamant.

### Deal Nixed

The Three A's demanded the same deal AGVA recently signed with the Entertainment Manager's Association (EMA). In this the org bound itself to guarantee any member's failure to pay off up to \$1,000. In exchange, the EMA signed the code (it applies to rules and conditions for club date shows and sets up salary scales). AGVA refused, claiming that many of the Three A's mem-

bers were allegedly financially irresponsible.

The Three A's promptly claimed it would seek redress in the courts, charging AGVA with alleged restraint of trade.

The talent union's stand in the case is based on the charge that most of the agents booking club date shows are operating in a dual capacity. As franchise holders they are agents; as bookers they are employers. If they're employers they're responsible for performers' salaries. To be properly responsible they must prove financial backing. To back that proof AGVA demands each booker put up \$1,000. The only agents that will be immune from such a bond will be those connected with the major offices, William Morris, General Artists Corporation and the Music Corporation of America, plus a few of the bigger indies.

### Start of Drive

This stand will also leave the Artists Representatives Association (ARA) in a position where its members (except those mentioned above) will have to put up a cash bond. The name of the ARA officials would speak for the record, individual members have already sounded off that they will not put up any money. AGVA also indicated that this move is the beginning of a drive against club date bookers all over the country to get them to toe the line.

The union has already notified local club bookers that, while it will permit shows booked for the coming week-end to go on, it will have reps backstage to collect the money which will be taken to AGVA, where acts will be paid off.

Inasmuch as the majority of jobs and money made in the variety showbiz field is thru club dates, the new ruling is bound to raise plenty of problems. Some bookers have already threatened to get court injunctions against AGVA. But at least one member of the Three A's, Ben Poust, has broken away from the org, has signed and has put up the \$1,000.

## HECKLER LOSES

Joe E. Lewis Cleared in Assault Case

PHILADELPHIA, Dec. 9.—Nitery comic Joe E. Lewis was cleared earlier this week of assault and battery charges brought by a Brooklyn builder, who later was held in \$800 bail for the grand jury on charges that he struck Lewis.

Both actions stemmed from a brawl between Lewis and Martin Steinberg, of Brooklyn, last week in a passageway leading to the dressing rooms at the Latin Casino, where the comic was appearing.

Police said Steinberg had heckled Lewis during the show and then followed him toward the dressing rooms. Both men charged each other with assault and battery. Steinberg said, at the first hearing before Magistrate Keller R. Gilbert, that he had heckled Lewis during the floorshow and was invited by Lewis to go backstage. There, he said, he was punched and clawed by Lewis. He said the comic had a knife in one of his hands.

After he was ejected, Steinberg said, he went to a hospital for treatment of scratches on his face. "Mr. Lewis knows me," he said. "I heckle loud. That's my style. I don't know what caused him to hit me." He explained that he previously had heckled Lewis in a New York night club.

### Plaintiff Fined

The magistrate, acting on charges of assault and battery brought by Steinberg against Lewis, fined Steinberg \$1 and \$2.50 costs at the request of the assistant district attorney and then dismissed the charge against Lewis and against Joseph DiAngelo, a waiter captain who assisted in ejecting the heckling patron. Harry Steinman, Latin Casino operator, and Benjamin Fogelman, operator of Benny the Bum nitery, both testified in Lewis's behalf.

Then the group went to Magistrate George M. Levin's court to hear charges brought by Lewis against Steinberg. The testimony here was much the same, altho Lewis denied having had a knife in his hand. "I never even carry a pen-knife," the comedian asserted.

## Toronto Bars Hit by Act Tax

TORONTO, Dec. 9.—Number of cocktail lounges and hotels here have been stuck with an assessment of the "hospital tax" because they have been employing musical groups which do acts instead of playing straight music.

In a notice sent out to owners of hotels and cocktail lounges, and other places employing entertainers in various capacities, the director of the branch responsible for collecting the 15 per cent provincial hospital tax, warned that their places make them liable to be classified as a "place of entertainment" under the act.

### Effective Dec. 1

Ruling, which goes into effect December 1, covers places which present more than one group of entertainers with two or more persons in each group of entertainers. This even if the two or more groups of entertainers presented on the same bill could be construed.

(Continued on page 45)

## Feb. Is NY Clubs' Month for French

NEW YORK, Dec. 9.—The middle of February will see three French singers working in as many local rooms. The Blue Angel will have Charles Trenet, the Plaza's Persian Room will have Jean Sablon, and the Versailles will have a newcomer, Jacqueline Francois.

The latter deal is still in the dickering stage, the chances are that terms will be agreed upon.

# Vaudeville Reviews

## Radio City Music Hall, New York

(Thursday, December 7)

Capacity, 4,200 seats. Price range, 50 cents-\$1.20. Four shows daily. House booker, Leon Leontoff. Show played by Raymond Paige's house org.

This is the annual Christmas show that has become a standard for the house. The age-old theme of Nativity, produced with the aid of the Music Hall's various stage gimmicks and its all-around stage savvy, still makes it a tremendous and moving spectacle. As in former years, there is plentiful use of scrim, cloud effects and the moving pageantry depicting the legend of Christmas. There were a series of carols well sung by the house staff in period costumes arranged on house side-bars. There were the pilgrims, with donkeys and horses. It ended with the Star of Bethlehem, leading into the manger and the Nativity.

The second portion of the show was also built around Christmas, but it stressed the serious side. It started with the ballet arranged on steps to represent a gigantic Christmas card and segued into an eye-catching series of tapers which ended in a flowered petal arrangement. Bettina Rosay, soloist, received warm hands for her effective interpretations.

**Christmas Seal**  
"You have seen our Christmas card," said Miss Rosay "We now present our Christmas seal." It was an effective and cute intro for Sharkey, the seal, to come on for his always solid performance to chuckles and good hands.

The next was a repeat of another Music Hall production, *The Ski Valley Express*. It showed the rear platform of a waiting train in a railroad station with the house glee club in ski outfits chanting Merry Christmas and Happy New Year over and over again to easy tunes. The group had an easy time. It was no complicated lyrics to learn. Marjha King, girl singer, did *My Bill*, with clarity and sensitivity. Her slightly husky voice gave the number a richness that won her big applause. Leonard Sues, also in ski costume, did a couple of hot licks on his trumpet, and some of the cast jumped aboard the train which pulled out. The train traveling up the mountain in the distance drew big mits.

The Kanazawa Trio, also in ski outfits, came on in one, stripped down to the customary outfits and went into their standard Risley act. Their "accidents" drew the proper exclamations at the proper points.  
Show finished with the Rockettes brought on via a stocking gimmick. Roy Raymond, stage side, sang into a phone—he has a fine baritone voice. *Let's All I Want for Christmas*, and the scene opened to show the Rockettes in stockings hung from a mantelpiece. The trio's prof was well executed and the subsequent centipede hoofing of the girls as expert as ever. It seemed separated from the previous subjects.

Pic. Kim. Bill Smith

## Lynn Theater, St. Louis

Capacity, 1,100. Two shows daily. 2 and 7:30. House booker, Harry New Agency. Price 50 cents. Owner, Paul Stroud. Show played by Ray DeVincent's 1st Frank Baum's order.

This house, in its third week of a vaude policy is offering a succession of fast-paced, variety-packed flesh oils at a popular price. Opening week had *Mil-dred Bailey* as headlines. Second stanza was topped by Mary Beth Hughes, and current week's show stars songstress Lorry Raine.  
Miss Raine, fresh from several hit recordings on the London label, did a series of pop numbers, including *I've Got My Love to Keep Me Warm*, *Horror Lights* and *Strangers*. Good to look at, this gal shows wonderful stage presence and a captivating personality and imbues her numbers with a wealth of warmth and meaning. A real show-stopper and under careful mentoring of husband, Tim Gale, Lorry Raine looks to be one of the top names of the future. She's a natural for TV.  
Curtain raiser was Wilfrid Du-Bois, who juggles a tennis racket, balls and sundry items with almost unbelievable agility. A sock hit here.  
Comic Shavo Sherman does his in-press of the usual parade of

## Palace, New York

(Thursday, December 7)

Capacity, 1,700. Price range, 50 cents-\$1.20. Four shows daily. House booker, Dan Friendly, Producer, Dave Hines. Show played by Don Albert's house org.

This is a pleasant show running well with the key slots completely filled by Jackie Bright in the four position and Senator Murphy in the next to closing.

First on were the Two Valors, a couple of well-dressed lads in a hand-to-hand act with lots of lough trick thrown in for added measure. The two lads wear fawn colored pants and shirts, blue jackets and green neckerchiefs. Considering the tricks the boys do, their wardrobes take a terrific beating. Their specialties are slow hand-to-hand lifts out of difficult positions. But if routine showed considerable skill their setting did not. It is in the latter department that they need improvement.

Lou Willis Jr., drew solid mits for his standard hoofing act. Short lad has worked practically every major house on the Street, so his act doesn't need detailing. The new to the Palace regulars, they, too, paid off in enthusiastic fashion.

Louis Hoff, a chubby attractive blonde, new in this area, opened with a fair *Are You Having Any Fun* and went into *Nevertheless* with comedy patter added. It was the latter that drew attention. Having established herself, she gave out with an Arthur Murray dance, teacher routine which seemed to have been cleaned up for the family trade. But cleaned up or not, it was a bell ringer, earning her a collection of yocks and a good send-off hand.

**Bright Slick**  
Jackie Bright's auctioneering act, back for a repeat, started fast and kept full speed all the way. Occasionally Bright's chatter with members of the audience who come up for prizes borders on the offensive, but it gets laughs. A give-away act is, of course, a natural for a vaude house and Bright's act is one of the slickest in the biz.

Four Buddies, a Negro quartet, featured one of the deepest basses caught in a long time. Boys, signed by Savoy Records, work somewhat like the Mills Brothers, tho their arrangements and numbers are different. More familiar tunes, preferably with bounce, could help make them more commercial for general purposes.

Ricardo and Norma differ from most dance teams only in the fem's wardrobe. Girl, a very pretty blonde, works in a blue gown and blue feathered hat that seemed glued on. Despite some of the fast spins and lifts, her topner never moved an inch. It was one of their lift-spins that gave them a big walk-off milt.

Senator Murphy's political lecturing, now a standard for years, drew gut quakes as he warmed up. Particularly effective was his cynical jabs at the high cost of living.

Professor Keller drew complete attention with his animal act set up in a circular steel cage on the full stage. Using a black panther, leopards and a tiger, with showmanlike trappings, plus a pistol, shot off at appropriate moments to help build suspense. Keller put his cats thru various paces. The snarling, paw-swinging and other maneuvers of the animals kept the audience tense and breathless.

Pic. High Lonesome. Bill Smith

celebrities. Best was his take-off on Ted Lewis, helped by the fact that Sherman looks a little like Lewis. His Charles Butterworth bit didn't register. Sherman earned plenty of laughs and had to beg off.  
Elmer Cleave and Marilyn Keller have been around a long time but the act still scores. Cleave still does exceptional work on the xylophone between interludes of clowning.

The Four Sidneys closed the show with fine work on bicycles and unicycles. Act consisted of three gals and a man. Small stage hampered act, but they still offered a carload of thrills.  
House emcee, Joe Schirmer, did *Marcheta* and 12th Street Rag on banjo to usual fine response.  
Frank Paris conducts the house org and does a neat job on playing a difficult show.

Pic. Young Daniel Boone. Abie L. Morris

## Chicago, Chicago

(Friday, December 8)

Capacity, 4,300. Price policy, 50 to 75 cents. Six shows daily. House booker, Harry Levin. Show played by Duke Ellington's band.

Orkers interested in getting more vaude work for their bands would do well to emulate Duke Ellington, the headliner here. Thru simple, skillful devices, such as trick lighting and setting up mikes across stage, and proper mixing of vocals and instrumentals, Ellington has built a real production. All that's missing is a good dialing, which could be assembled with a little work between the Duke and some jazz scribbles, and it would be a miniature legit musical.

Ellington has one of the few really great original jazz bands left. The sock name sidemen, such as altoist Johnny Hodges, trombonist Lawrence Brown, trumpeter Ray Nance and drummer Sonny Greer, form the nucleus of a band that rocks, but commercially, Ellington runs the gamut instrumentally from his own great ballads to a great five-trumpet improvisation on *Blue Skies*. On vocals, dynamic Nance does a cute job on *I Wanna Be Loved*, while Al Hibbler, whose primitive but swinging is perfect contrast for the band's impeccable backing, contributed two great renditions. Hibbler, who's done disk jobs with Ellington and on his own for indie labels, deserves a build-up for a label looking for a rhythm and blues artist who could penetrate the white field.

Ellington is paired with Sarah Vaughan, his best co-headliner yet in the many times he's worked here for the past 10 years. The Columbia disking chirp has never looked better, nor has she delivered more to a commercial audience. Her flatted fifth improvisation has reached a stage where it's so smooth that even the squares listen. Her job on *I Love the Guy* was a classic. She got terrific mits at her close.

Joe Chisholm is perhaps the greatest baton twirler in the business. He handles a cane or a baton like it was a toothpick, doing intricate work in five minutes of twirling, done in perfect rhythm with Duke's jamming, sent him off to warm mitsing.  
Howell and Bowser are potentially a great act, but they failed to change their material after being away almost two years. Pair do humor that often borders on the knotty, while both have the talent to deliver a higher bracket and more widely accepted type of sophisticated fun. Their musical and vocal ability makes for smart pacing, but the gags need overhauling.  
Pic. The Killer That Stalked New York. Johnny Sippel

## Strand, New York

(Friday, December 8)

Capacity, 2,300. Price policy 55 cents-\$1.75. Four shows daily. Five west-side Warner chain booker, Harry Mayer. Show played by house band Florin Zabach conducting.

The show consisted of four youngsters and Dave Apollon. Danny Capra, tenor, led off, singing, *My Gonna Love Until I Die*, *Nevertheless* and *All My Love*. Good looking boy has a smooth voice and finished to good applause.

Lee Marx, a juggler with a comic face, followed. His big number was his king-size rubber ball balancing. He jumped rope on it, walked it up and down a narrow letterboard, first while twirling a lass around himself, and then while juggling three Indian clubs. A shapely gal in tights helped dress the act.

Tommy Wonder, formerly of the legit show, *Ticker*, played opened with a cakewalk to *St. Louis Woman*, went into a fast one to *Holiday for Strings* with slides and splits. He finished with his standard ballroom dance with the big red-headed dummy, Suzanne. The bits of business with the doll were good for extra laughs.

Dave Apollon, returning to New York vaudeville, went back to his old Filipino act. Two of the boys carried guitars, the third had a bass, and Apollon had his mandolin, all wearing boots and ten-gallon hats. Their routine of mixed accents, stuffed lines, ad lib and puns drew some solid laughs. One of his boys, Harold De Loma, sang *Mona Lisa* to some fancy strumming by Apollon and choral backing of the other two. Apollon played *Begun the Beguine*, throwing in some Dixie and Swanes. They finished with a lot of fanfare, Apollon rushing the piano to do a few lively chords and then leading into a medley of folk tunes.

Pic. Highway 301. Gene Plonik

## Blue Angel, New York

(Wednesday, December 6)

Capacity, 180. Price policy, 45 to 60 minimum. Operations, it's a 2nd & 3rd. Max Gordon. Booked, non-vaude. Publicity, Carl Weinberg. Estimated budget this show, \$1,400.

With the addition of Susan Reed and the return of Connie Sawyer, this spot has a fine running show with considerable commercial merits. Miss Reed, who has been out of the cafe circuit for some time, is a little heavier than when last caught. But she's still the appealing little ballad seller with her routine of folk songs, some familiar and some strange. Accompanying herself on the Irish harp or zither, the little red-headed, soft-singing canary impressed to good hands from people who apparently were familiar with her work.

Connie Sawyer is rapidly becoming a comedienne to reckon with. Tho she frequently works in almost masculine style, there's a warmth in her delivery that is strictly feminine. Her biggest draw is a tendency toward a *Car* skill accent which may hinder her in other fields. Her material, some of it new, is tailor-made for heavy yocks and gets it.

**Hayes Is Seasoned**  
Bill Hayes, a clean-cut young male singer, works with all the assurance of a seasoned performer. Doubling from TV's *Broadway Open House*, the bary showed a (Continued on page 45)

## Empire Room, Palmer House, Chicago

(Thursday, November 30)

Capacity, 500. Price policy, \$1-\$1.50 cover with \$2 minimum. Shows at 8:30 and 11:30. Publicity, Fred Townsend. Production and promotion, Fred Townsend. Estimated budget this show, \$5,500. Estimated budget last show, \$6,100.

The quality of this pre-Christmas period package is considerably below par. Headliners Jon and Sondra Steele are what normally would be a supporting act. The ex-cocktail duo who climbed to fame in 1948 with their dishing of *My Happiness* for Dinno are now without a disk connection and carry little marquee value. Mrs. Steele is the whole act, presenting a vocal delivery and talk between numbers that hit. She's a tilt-treated looker and with better numbers the act would prosper. But when she does South Pacific medleys and overworked standards, the act loses originality. Her hubby joins for some unusual (Continued on page 47)

## Terrace Room, Hotel William Penn, Pittsburgh

(Thursday, December 7)

Stater operated. Tom Troy, general manager. Policy, 81 cover, weekdays, 92 Saturdays and holidays. Booking, Music Corporation of America. Estimated budget this show, \$1000.

Hank Fort has become quite an accomplished entertainer since her last visit here, and shows that she is ready now for the top hotel rooms in the country. She runs thru her own compositions with ease and acts as gracious hostess who plays piano and sings for favored guests. Gal took two encores and then had to beg off so she had to come back after the piano was removed before the applause subsided.

Myrus, in the closing spot, does a remarkably effective commercial mental turn. His gimmick is the initials on the card, and the man's fine memory had the audience gasping with oohs and aahs after every reading. "Inish, however, can be strong." He starts and ends with the same way with no building at all. Joe Judy's ork (7) does its usual fine job in show cutting and playing for the dancing.  
Len Atman.



**JIMMY GARNER and YVONNE**  
"Artisty on the Trampoline"  
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## Chez Paree, Chicago

(Thursday, December 7)

Capacity, 500. Price policy, \$1.10 cover with \$2.50 minimum. Shows at 8:30, 10 and 2. Operator, Dave Halper. Publicity, Bob Curry. Production, Dorothy Dornier. Booking policy, non-vaude. Budget this show, \$6,500. Budget last show, \$10,000.

Herb Shriner's slow delivery of homespun material and headliner Frances Faye's lack of meaty material combine to make this one of the poorest shows this spot has had in a year. Shriner, on first, has all new material, and for squares, it would be a great, but for hepsters, it doesn't register. Regulars here are used to the gags coming fast and full of dialect. Any where else in town such a wealth of fine, original stuff would grab yocks.

Miss Faye, looking svelte after dropping some poundage, has always played the smaller rooms in this town and has done better. Here, the cavernous room fails to get the energy which projected so easily at the now dead Rio Cabana. In addition, she did a hackneyed group of ditties and worked less than 20 minutes, which is some kind of a record for a headliner in this room. In trying to project, she pounded the Steinway, with the result that her bass often drowned out her lyrics. Got just a fair milt.

Howard has grabbed a new Helene partner and the new act shows signs of success. The new, diminutive Helene is a fine panto comedienne, enhancing the act not only with her mugging but with her dancing too. Paid an original burlesque on Gypsy dancing that built some chuckles, in addition to standard numbers.  
Cee Davidson's ork played a flawless show and good dance music. The Dornier dancers did two swell production numbers, one based on a French champagne theme and the other a Brazilian sleigh bell bit. Johnny Sippel.

## Pigall's, Paris

(Saturday, December 2)

Capacity, 200. Show at 10:30. Price policy, 3.00. France minimum. Operator, M. H. Martin. Booking, Music Corporation of America. Budget this show, \$10,000. Budget last show, \$10,000.

Spot goes in heavily for nodes and seats are arranged in tiers giving customers close-up of performers working on dance floor. Hand works from stage.  
Show opens with La Fantaisiste dressed as the belle of Piralle doing a 16 impersonation, while 17 models strut behind. Then comes the Pigall ballet with a specialty by dancer Emilka Montreal, who does a samba number well received by the G. I.'s assembled there. Next with the models parading in a plunging neck version of the latest style of strings.  
A Spanish production number Corrida followed with Emilka (Continued on page 45)

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# Stem Combos Dip, Hurt by Holdovers

### Music Hall, Roxy, Capitol Slip; Para Okay, Strand Down

NEW YORK, Dec. 9.—Holdovers at the Stem combo houses started to feel the pace when last week's take for the group dropped to \$302,000, against the previous week's \$363,000.

Radio City Music Hall (6,200 seats average \$123,000) moved out at the end of the third week with King Solomon's Mines, plus stage show, with \$100,000 in the till. Bill started with \$127,000 and went to \$128,000. New show, reviewed this issue, has Kim, Kanazawa Trio, Martha King, Leonard Sues.

Roxy (6,000 seats; average \$66,000) went down to \$50,000 for its second frame with Jackpot, Paul Remos and Ice show. It got \$72,000 for the kick-off.

Capitol (4,827 seats; average \$43,000) slid down to \$35,000 for its second week with Two Weeks With Love, Skitch Henderson Vagabonds, and Kay Armen, after an opener of \$54,000.

Paramount (3,654 seats; average \$75,000) did a nice \$75,000 for its initial week with Jimmy Dorsey ork, Nat Cole and Lee's Dance.

Strand (2,700 seats; average \$41,000) took a dip to \$28,000 for bill of Breakthrough, Herb Shriner and Mimi Denezel on its third and final week. It started with \$63,000, followed by \$48,000. New show has Dave Apollo, Peggy Mann and Highway 301.

Palace (1,700 seats; average \$16,000) did \$16,000 for Farewell to Yesterday, Fritz Scheff, Benny Meroff and six other acts, against a similar figure the week before. New bill has Senator Murphy, Jackie Bright, six other acts and High Lonesome.

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# Extra Added

Brief but important night club-vaudeville news

## New York:

Billy Daniels's cut face will knock him out of thousands of dollars worth of bookings. . . . Harold Hoffman, former official in the American Federation of Radio Artists (AFRA), is the new Theater Authority topper. . . . Meyer Davis's personal management activities will be handled by Alan Corelli.

Harvey Stone will do his first hotel date January 5 at the Minneapolis Nicollet. He opens at the Paramount Theater here February 7. . . . Jack Cole and his dancers have been added to the up-coming Casablanca Hotel show, Miami Beach, Fla., starting January 17. . . . Paula Drake and the Page Cavanaugh Trio go into the Blue Angel January 4. . . . Herbert Jacoby, Blue Angel op, is in Miami to talk a deal with new ops of Club Caribe (ex-Club Bali) to book the room.

Dick Brown will get a special award January 19 from Catholic war veterans. . . . Shep Fields will get "special extra" billing at the Capitol because his young daughter objected to "special added" as being an afterthought. . . . Dick Contino signed Arena Stars as personal managers for a three-year term. . . . Sam Hamilton completed his first year as featured pianist with Mabel Mercer in the Byline Room of the show spot.

## Philadelphia:

The Latin Casino adds a pre-theater floorshow for Saturdays, to make it three that night. . . . Mickey Shaughnessy, current at Frank Palumbo's, does a half hour weekly afternoon TV show, started December 12 on WCAU-TV. . . . Smith Show Bar is the only nitery in town with two lines of girls—the Kay Kazilion Girls and Laurel De-Arc's Cuban Dancers. . . . Pearl Bailey is doubling between the "Bless You All" stage revue at the Forrest Theater and the Little Ratskeller.

Ciro's, inaugurating rumba matinees for the late Saturday afternoons. . . . Sam Antinoff, who formerly operated the Top Hat nitery in town, has taken over the Harbor Inn near the waterfront in Philadelphia.

## Paris:

Pierre Louis-Guerin and Rene Fraday, co-producers of the Lido Club here, are scheduled to leave Paris January 3 to tour the Americas to book talent for their new show opening in June.

# Proser May Go For Paradise On Main Drag

NEW YORK, Dec. 9.—The shuttered Paradise may go to Monte Proser, tho no deal has gone beyond the talking stage. Last deal on the fire had Maxie Rosinbloom as the future op.

The major obstacle to future or prospective ops is about \$60,000. That is the approximate amount needed to open the room, even tho the Abe Ellis and Paul Schlosser, owners of the Paradise, are willing to turn over the spot to a competent op, for no extra cash. The room is fully equipped, but there are various expenses necessary in re-opening that the future buyer will have to shoulder.

The cost of new signs is estimated at \$10,000. Cash deposits with the talent unions will add another 10G. Advertising and promotion can take another five big ones. And all this doesn't include food and liquor bills.

Proser now looks like the most likely contender for the room with an idea he feels will make it go.

# M'waukee Spot Buys D. J. Seg

MILWAUKEE, Dec. 9.—Jimmy Fazio's Towne Room, in the Towne Hotel, is the latest addition to the nation's growing list of night spots using disk jukebox programs. The room has just bought the Harry and Belle Holloway Show, a platter and chatter stanzas, for the next 13 weeks. Program airs nightly from 11 to 12 over station WOKY.

Broadcast emanates from the club in full view of the customers. Husband-wife team works on elevated platform done up nicely in zebra decor, and take phone calls on air. The Holloways have been putting heavy phone response by hitting heavy on controversial issues.

Spot has been doing good biz with the Holloways, and regular acts, featuring thrush Lillian Brooks, and the Ralph Herman trio.

# N. Year's Flop Looms in Minn.

MINNEAPOLIS, Dec. 9.—New Year's Eve will be another Sunday so far as the two top night spots here are concerned.

The Hotel Nicollet Minnesota Terrace and the Radisson Hotel Flame Room, closed on Sunday nights ordinarily, will remain shuttered on New Year's Eve, officials of both places said. Saturday night will offer no special celebrations.

Curly's night club is planning a Saturday night party, but hasn't decided as yet whether or not increased prices will go into effect. Ordinarily open on Sundays for food and beer sales, Curly's will continue that policy on New Year's Eve, meanwhile doing a self-polishing job to see that city and State laws are not broken.

Minnesota State law bars the sale of liquor on Sunday, altho permitting sale of 32 beer in afternoons and evenings. Officials have served notice there will be no relaxing of the law.

While the hotels will not be operating their public rooms, they will serve private parties which furnish their own liquor, in accordance with law.

## Eatery Sales Up 3%

WASHINGTON, Dec. 9.—Sales volume in eateries and drinkeries in the nation advanced 3 per cent in the 12-month period ending October 30, Commerce Department reported this week. The same percentage figure was reported for these establishments in New York City.

# LCB Blacks Out N. Year's Plans For Pa. Niteries

PHILADELPHIA, Dec. 9.—It's absolutely no go for a New Year's Eve celebration here or any place else in Pennsylvania as far as the hotels and night clubs are concerned. Tentative feelers from big-time operators here and in Pittsburgh brought official response that there was nothing that the State Liquor Control Board could do to open the way for a New Year's Eve celebration in the cafes and niteries. With the eve on a Sunday, all licensed establishments, excepting the private membership clubs, will have to remain closed. Law calls for closing from midnight on Saturday to Monday morning at 7 a. m.

Only an act of the State Legislature can change the rules that cafes must stay closed Sunday night—New Year's Eve or no New Year's Eve. However, the likelihood of such action is remote. State Legislature doesn't reconvene until mid-January, 1951. In the past when New Year's Eve has fallen on Sunday, the licensees were similarly forced to close down.

## Private Clubs OK

The private clubs, with card-paying memberships—of which the town and State is literally loaded—will be able to have New Year's Eve celebrations since the legal operating hours include Sunday sales. However, it's supposed to be for members only, and the clubs are already experiencing an onslaught of membership applications. Fees for the all-important card at the local private clubs range from \$5 to \$10 for the year's dues. In the smaller towns, the "dues" are mostly a dollar or two. The Dagmar Club, one of the town's swankiest privates, made a settlement of the usual \$10-per day to lift a 35-day suspension of its license which would have shuttered the room for the lush holiday trades.

Hotels must also close down their public bars and public cafes for New Year's Eve. However, private parties in private rooms are permissible—provided the party sites are not within the confines of the licensed premises. Liquor served at the private parties must be purchased beforehand, and no charge may be made for the refreshments, the State Liquor Control Board emphasized.

# At. City Faces Dull Holiday

ATLANTIC CITY, Dec. 9.—Advent of the holiday season finds no signs of any special activity here. The Boardwalk hotel rooms have nothing stronger than small musical units in some places only for week-ends. On the avenue, where the solo piano ponders and small units prevail, there are only two rooms with floorshows.

Clikquot Club, one of the two spots, goes under the new management of Mike Keeley this week, with the Eddie Suez Agency, Philadelphia, booking. Joe Carter and June Allen head the Clikquot show. The other spot with a show is the Yacht Room, formerly Babette's Show has Jean Morton, Peg Osborne and Midge French. The Harbor Bar, managed by Curley Lazar, will go back to a week-end policy, with the Four Merryhens making the music.

# St. Lou Lyn Vaude Folds

CHICAGO, Dec. 9.—The Lyn Theater, opened in St. Louis four weeks ago by Paul Stroud on the site of the old 400 Club, folded its vaude policy Thursday (7) when biz failed to live up to expectations. Irwin Rose, Chi booker, who booked the house exclusively, said Stroud felt that the house was opened prematurely and that he would probably reopen the house again around the first of the year. Show budget for the first month of one-week vauders ran approximately \$3,000 per week. Budget for the reopening will probably remain the same.

# WELL, GOOD LUCK ANYWAY

NEW YORK, Dec. 9.—Alan Corelli, who resigned from Theater Authority to join the Meyer Davis org, received a wire from a performer.

"My best wishes on your new connection. You're hooking up with a great guy. I'm now doing his song 'Paricia. Am big hit everywhere." Meyer Davis had nothing to do with the song. It was clefted by Benny Davis.

# Walters Show Kicks Off at Lookout House

NEW YORK, Dec. 9.—A new Latin Quarter package will start a tour of night clubs with the first date set at the Lookout House, Covington, Ky., January 15.

The unit, put together by Lou Walters, op of the Latin Quarter, will highlight the local club; will consist of 11 people headed by Frank Libuse, Four Hurricanes and Proshka. The show will be directed by Mme. Kamerova.

The Latin Quarter package will be booked by Miles Ingalls and Frank Sennes. Dates already set, in addition to the above, call for the Desert Inn, Las Vegas and the Golden Hotel, Reno.

Tentative price for the show is \$12,500 for clubs with gambling; \$10,000 for rooms without casinos.

# Detroit Nitery's License Revoked

DETROIT, Dec. 9.—The Falcon Lounge, one of the principal users of names in the music field among local spots for the past year and a half, dropped shows Monday (8) when Mayor Cobe revoked the license. It continued to operate as a bar.

Action was taken because of character charges made against two of the owners, Henry J. Sobczak and Henry Wilcox. Spot was able to offer liquor, but no soft drinks under the general suspension of city licenses.

Action was taken the next day by counsel, who secured an injunction restraining the city from taking the license, while the State Liquor Control Commission investigated the original charges.

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of Magic and Magi  
by Bill Sachs

GROVER G. GEORGE, long and favorably known in international magic circles at the Great George, and who for many years has toured South and Central America with a full-evening show, is currently holding forth in Sao Paulo, Brazil, where he is doing a weekly television show on one of the local stations. George was the first and to date is the only magician to work TV in South America. He has been at the Sao Paulo station the last three months and expects to continue there until sometime in January. George reports business on the upswing in Brazil, and with the casinos slated to open in January, he expects to find conditions even better. Since his wife, Anita, retired from the act two years ago, George has been working as a single. He plans to visit his father, A. A. George, prominent Zanesville, O., attorney, sometime in the spring. The writer's first meeting with the Great George and Anita was at the Hippodrome Theater, Covington, Ky., just 25 years ago, shortly after they had been married and returned to this country from South America. His present address is Largo Pysandu 19, 4 Andar., Sao Paulo, Brazil, South America. . . . Leon DeLeon (Leon Long), Negro neomagician, tells of casting Dr. Gaffney's show at the Webb Theater, Ripley, Tenn., November 30, and Fatka Sanders in Memphis December 6. DeLeon is playing theaters and schools in that section. . . . "Scrubboard" Roy Wallace, hillbilly magician, after winding up for Ray Marsh Friday at the Dallas Fay, hit out for Los Angeles where he has been working a few spots while his partner, Flo-Bell Moore, has been appearing on TV. . . . Odie E. Hannah, Cuban Negro magician, after winding up in schools in Ellis County, Texas, has gone into Fort Worth, where he will remain until January 15. . . . Charles Velvin Turner, veteran show manager, agent and advertising man with both indoor and outdoor attractions, is still holed up in his native St. Louis, waiting to hear if Harry Blackstone, with whom he has been associated in recent years, will resume his road trek in legit houses after the first of the year.

**BILL AND PAULINE MORTON,** who put in a fairly good summer with the Art B. Thomas Bombshell Shows, a carnival org. report that they've enjoyed luck this fall in schools in the larger towns around St. Louis, both with their own children's program and a series of other attractions they've been booking under their banner of United School Assemblies. They are booked thru December in the St. Louis area with their Christmas promotion idea. "Was amused recently to read in your column of some Easterner claiming that the magic-Santa package was a new idea at \$35," postals Bill Morton. "We've been doing our package Christmas show since 1947 at \$150 to \$200 a day." Gerber the Magician postals that he's back in St. Louis, and with a full slate of Christmas dates. Gerber scribbles his communication on the back of a photo reproduction of the "Our Own Oddities" feature, by Ralph Graczak, which appeared recently in The St. Louis Post-Dispatch Sunday magazine section depicting Gerber as an odd guy who cuts a pack of playing cards 14 times in one hand. . . . Judith Johnson and Company, mental turn pilot by Harold Laugson, are on a four-week holdover at Club 55, San Antonio. They moved in there originally for three weeks. No-

solid commercial routine consisting of standards, songs and novelties. On looks, voice and style young Hayes impressed as a good bet for a Broadway musical and records. The boy could make a better impression if he worked in a dinner jacket and used make-up.

Wally Cox, a hold-over, has been caught here and other places, so a detailed review is unnecessary. Suffice it to say that his disarming style keeps winning him new friends.

Herman Chittison's three-piece combo still does one of the best backing jobs among the small units. Stuart Ross's piano work is effective without being obtrusive.

The outer room is still held down by the piano team of Edie and Rack. Their completely charming and highly listenable duet arrangements make them a solid draw.

## EMA-ARA Puts

Continued from page 41

pat on local TV sees, which utilize many acts and small bands booked by EMA-ARA members. If some remains at what TVA has projected, it would mean a general heavy increase for all acts currently working local video. Such a raise would eliminate many of the smaller-budget daily and weekly shows, bookers learn from their talks with sponsors and agencies involved. It was pointed out that while radio generally circumvented booking offices when it built shows, the booker's advice is more necessary for TV, where visual and aural ability are equally important.

Members were reminded that at the last EMA-ARA meeting, a motion was passed whereby any regulations passed by TVA must be okayed by the national board of directors and not by any single agent or small group of agents.

Page named the following committees to act for the coming year: Membership, Sam Roberts; grievances, Chuck Suber and Milo Stelt; American Federation of Musicians, Johnny Jones and Lou Breese; by-laws, Jim Roberts and Wade Booth; and the special Rule B committee on a club date code, Jim Roberts and Lyman Goss. The agents will hold their annual dinner-dance January 29 at the Morrison Hotel.

## Toronto Bars Hit

Continued from page 41

considered wholly musical performances.

In such places anything purchased by the patron, food and drink, is subject to 15 per cent tax, including the admission charge. Maximum tax is \$1.

There is one nit: The groups work in separate rooms, and each of the rooms is separated from the others by two or more doorways, and if during the whole of any day, only one group of entertainers is presented in each of the lounges or bars and presents a wholly musical performance, then the lounge is not subject to a tax.

One op has termed the regulations not amusing, so it has him completely baffled. Some of the ops have already been slapped with a bill for up to \$700 in retroactive tax.

## Blue Angel, N. Y.

Continued from page 42

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# AGVA Lists Nitery Unfair

NEW YORK, Dec. 9.—Dinty's Terrace Gardens, Cohoes, N. Y., has been placed on the unfair list by the American Guild of Variety Artists (AGVA) for alleged failure to live up to a pay-or-play contract.

The spot booked a comic in for two weeks and options. After the first show he was canceled and offered his salary for the one show. He refused and brought the matter up to AGVA. The org demanded payment in full, and when ops refused the club was placed on the black list.

Terrace Gardens has a bond with AGVA of about \$750. A meeting has been arranged for early this week. If the decision goes against the ops the money on deposit will be used to pay off the act.

# BG on Binge In Longhair

NEW YORK, Dec. 9.—Benny Goodman is on a longhair kick these days. B.G., whose 1938 Carnegie Hall jazz concert package is enjoying a strong sale for Columbia Records, is making the longhair rounds with the end products of his commissions for clarinet concerti by Aaron Copland and Paul Hindemith.

Goodman already has performed and recorded the Copland concerto. He currently is preparing for an appearance with the Philadelphia Symphony Orchestra December 11 to introduce the Hindemith concerto.

Goodman recorded the Copland concerto for Columbia a couple of weeks ago with members of the New York Philharmonic Orchestra under the leadership of the composer.

## Pigall's, Paris

Continued from page 42

Montreal doing a dance with castinets. La Fantaisiste dressed as a matador sings a song and then does a "bull fight" with Gigi. Plenty of applause.

Willy Haquart, acrobat, showed an unusual routine. He used his hands and feet in shoes, and costumed as two dancers. Was outstanding.

The entire company came on in the La Fiesta in Mexico number. Georges Clair, male star of the show, supervises a cock fight between two of the models, for good hands.

Monsieur Renias, cyclist, takes the next slot for some fancy cycling on the dance floor.

Next number showed seven models who turned their backs to show figures of St. Pierre, Stalin, General Marshall, Thorez, President Truman, Maurice Schuman, and Winston Churchill. In this one Georges Clair does an audience participation song.

Foley Barr follows with a juggling routine with five balls. For encore he juggles duck pins.

Closer is a jangle piece number with Monique doing the dance of the sabel.

Choreography is under direction of D'Yvan Ryckoff. Show is cut by Rene Pau and five-piece orchestra. Producer is Madam Esther Zymanaki.

Entire show is top heavy with nudity and productions which didn't click. A little comedy relief would help balance production.

Art Rosett.

# CROSBY 'GROOM' PIC JILTS B-VH

HOLLYWOOD, Dec. 9.—For the first time within memory, a Bing Crosby pic will be sans Burke and Van Hosen music. For Groaner's next Paramount flick, Here Comes the Groom, Ray Evans and Jay Livingston will provide the song material. Within the past few years, Evans and Livingston have skyrocketed as one of Hollywood's most successful selling tune teams.

Reason for Crosby's switch in tunesmiths is said to be budget consciousness rather than displeasure with Burke and Van Hosen. New pic will be loaded with plenty of old tunes.

# Burlesque Bits

by Uno

LILLIAN WHITE, strip feature, who left burly to dance in Carnegie Hall, New York, with "Beggars Opera," is now at Swing Rendezvous, Greenwich Village.

"Lafropeades," comprising Vera Ferguson, Joey and Winnie Faye and Mandy Kay, is working clubs under the management of Mim Grossman. . . . Lyric, Sacramento, under management of Ned Hakim, has in its current cast Maxie McSween, comic; Jackie McSween, straight woman and line producer; Rita Lee, singer and dancer; Morako, Lili Viallet and Helene Morgan. . . . Harry Kolar, severely injured in the recent storm, has been removed from the Morrisania Hospital, New York, to the Polyclinic Hospital, that city. . . . Alan King will emcee the 34th anniversary show Fred Sullivan and Fred Allen show, at the Waldorf-Astoria, New York, January 28. Other talent will include Larry Best, Eddie Schaeffer, Blackie Schakner, Ann Capitan, the impressionaires and Tanya Fiagi. . . . Loney Lewis has been doubling in video between the Ed Sullivan and Fred Allen shows. Co-players are Nancy Walker and Sammy Birch.

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Thru the efforts of Arthur Clamage, burlesque producer and house operator, and the Actors' Fund, Ernie Schroeder, old-time comic, who died November 9, was given suitable burial in Park Cemetery, Detroit, November 29.

## Empire Room, Chi

Continued from page 42

harmony vocalizing, but it isn't enough to give him prominence. A piano solo on Durand's Voice showed him as an average keyboarder.

Two supporting acts are above average. The Rudells (two boys and a gal) went thru an excellent trampoline turn. Their blend of comedy and straight act got a top merit for an opening act.

Merriell Abbott came up with another excellent foreign import in Delian and Greella, a flamenco team from Mexico. Both are lookers, and their dances match their appearance. They worked off in juicy patter for three diversified numbers.

The Merriell Abbott Dancers did two fine production numbers.

Johnny Stoppel.

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GARLAND'S 100 LEADS CRIX ON HOMESTRETCH TURN

Opinion Perfect on 1st 6 Shows; Coleman High 2d With 93.3%

Continued from page 1

openings. He was wrong twice for a score of 83.3 per cent for fourth place. Richard Watts Jr. (Post) is only a step or two behind the HT drama expert. Watts saw all 15 shows, but was tabbed wrong

BOOK REVIEW

Blum Opus Really the Legit Works

Daniel Blum, who compiles those two excellent pictorial annuals recording the seasonal doings of stage and screen, has outdone himself. His latest effort in theatrical memorabilia, A Pictorial History of the American Theater (Greenberg, publisher, \$7.50), covers exhaustively the last five decades of Broadway playmaking.

Aside from some 3,000 pictures of players and scenes from plays, ranging from William Gillette as Sherlock Holmes in 1900 to Helen Hayes in The Wisteria Tree circa 1950. Blum ties the passing Broadway seasons together with a streamlined chronological commentary on the Fabulous Invalid's rise and decline which is amazing in its factual detail.

The volume is the finest and most complete recording of the Broadway scene to cross this reviewer's desk to date. Aside from its obvious nostalgic appeal to theater lovers, it should have a special value for actors, technicians, stock and community theater groups. As a hand-book for checking back over the years as to costumes, settings, etc. nothing has come along to beat it.

Bob Francis.

Plans Dropped For Legiter In W. Hartford

HARTFORD, Conn., Dec. 9.—West Hartford is out as a location for the Frank Lloyd Wright legit theater. The group behind the project has given up after an eight-month fight for permission to build the legit temple on a five-acre tract at South Main Street and Sedgwick Road. The building was opposed by local interests under the town zoning laws.

Paton Price, spokesman for the group, put a period to the undertaking as far as West Hartford is concerned, stating that there is no idea of considering any other site in that area. This does not mean, however, that the project is stymied. Several spots in Hartford proper are up for study as possible bases for the new playhouse, as well as locations in adjacent communities. Several of the latter have approached Architect Wright and all such offers are being carefully considered.

Show Train Canceled for "Peter Pan"

BRIDGEPORT, Conn., Dec. 9.—The New York, New Haven & Hartford show train skedded for today's mat of Peter Pan was called off early this week. The railroad was notified by the play's management that a promised 1,000 tickets could not be forthcoming, and that only 800 were available. Railroad officials immediately canceled all arrangements for the theater junkie.

The N. Y., N. H. & H. has been sponsoring such monthly excursions to Broadway, picking up pew-buyers from stops all the way down from Hartford.

on three for a percentage of 80.0. Averages thereafter take a hefty drop. William Hawkins, World-Telegram and Sun, rates only 69.2 per cent for a sixth place status. Hawkins reviewed a total of 13 productions and was off the beam on four of them. Slightly behind him runs Arthur Pollack, Compass. The latter has five errors chalked against him out of a possible 15. His average is 66.7 per cent.

The biggest upset in current tabulation is the average of two-time previous honors winner, John Chapman, of The News. Chapman to date has guessed wrong on seven out of 14 tries and scores an even 50 per cent to bring up the field. The above obviously can only be taken as an indication of what

the final tally may be. The majority of the 12 productions not included already have every evidence of making the success grade, but The Billboard cannot compile their averages until such success is actually proved. Plenty more entrants are slated to bow in before the season ends April 30. So there is ample opportunity for critical slips and form reversals before the local first-stringers hit the finish line.

The productions not included in this tabulation are Affairs of State, Black Chiffon, Season in the Sun, Pardou Our French, Call Me Madam, Hilda Crane, Lady's Not for Burning, The Country Girl, Bell, Book and Candle, The Relapse, Ring 'Round the Moon, and Guys and Dolls.

BOSTON LEGITERS SKIP THE JITTERS

While Most of Other Showbiz Weeks Theater Grosses Hold Up for November

BOSTON, Dec. 9.—Altho the state of amusement business in the Hub was pretty low during November, legit managed to hold up remarkably well in all but a few instances.

The night clubs and the movies died. Managers sought frantically for new attractions, hoping to hype their grosses, and press agents for both films and theaters wept for space. Yet legit, while it did nothing spectacular, managed to hold its own. In the case of Cole Porter's Out of This World, the show, despite adverse reports from Philadelphia, all but sold out before the Boston opening. Demand for seats was enough to cause a mild stampede at the box office.

As in October, several shows which started off poorly gained in receipts as the weeks went by.

Herewith is a report of the month's grosses for all Boston's in-town legit houses:

Colonial

Nov. 6.—Ring Round the Moon. Christopher Fry's adaptation of the Jean Anouilh comedy got a chilly reception in the press and

at b.o. despite good advance. For two weeks the take was a costly \$6,600 and \$8,400.

Boston Opera House

Oct. 30.—D'Oyly Carte Opera Company. Final week of Gilbert and Sullivan repertory did much better than the first, with \$27,900 in the till.

Nov. 5.—San Carlo Opera Company. Take for eight days was the lowest in years, altho still fair enough, \$20,300 in the till.

Majestic

October 30.—The Country Girl. Last of two weeks here did nothing. (Continued on page 47)

Monthly Play Group Set by P'dena Thesps

HOLLYWOOD, Dec. 9.—Pasadena Playhouse has formed a play-of-the-month group, headed by a committee of 50, and will kick off the new venture January 4 with the Garson Kanin play, Born Yesterday. It will be followed by Maxwell Anderson's Awe of the Thousand Days. All plays will run two weeks. Season books, good for 11 performances, will be priced from \$7.92 to \$19.80. Individual tickets vary from 90 cents to \$2.40.

Tentatively set for Playhouse production are Harvey, Life With Mother, Goodby, My Fancy, Much Ado About Nothing, The Enchanted and The Man. Gilmore Brown tops the staff of directors. Playhouse hopes to develop Far Western contributions to the international drama scene.

Ballet Blacks Out Philly, Hub Dates

NEW YORK, Dec. 9.—A pre-Christmas slump in b.-o. advance caused the cancellation of skedded Boston and Philadelphia stands of Ballets de Paris, which wound up an engagement here Saturday (2). Instead, troupe will go straight to the West Coast to open Christmas night at the Blumore Theater in Los Angeles.

HOUSTON GETS NEW 60G IN-ROUND HOUSE

HOUSTON, Dec. 9.—Theater-in-the-round gets a new impetus when Joans Albus and William Z. Rozan unveil their Playhouse Theater here in late February. The new circular 300-seater, incidentally the first playhouse in this country to be constructed strictly for arena type production, is already 90 per cent complete, and the producers are currently in New York contacting potential personnel for the tee-off.

The Playhouse policy will call for a year-round operation, bringing in guest stars supported by a resident Equity stock company. However, the support will be flexible, with resident actors and directors changed from time to time to provide variety for the pew-buyer. The plan skeds revivals of Broadway hits, classics and production of original scripts.

The producers hold a long-term lease on the \$60,000 building and are putting another \$35,000 into

Guild To Test La Gingold Hits

NEW YORK, Dec. 9.—Now that Peter Cookson has declared Lily Henry rehearsal casualty, it appears likely that British comedienne, Hermione Gingold will throw in with the Theater Guild for a combo of the three revues with which she hit the jackpot in London. The idea is to take the respective bests of Sweet and Low, Surreter and Loser and Sweetest and Louest for a song and dance vehicle for the West End star.

The Guild would tentatively call for a trial spin at the Brattle Theater in Cambridge, Mass., similar to that received last summer by The Relapse. Should the tryout show promise, the Guild would then take the revue under its wing for Broadway.

BROADWAY SHOWLOC

Performances Thru December 9, 1950

Table listing Broadway show locations, titles, and performance dates. Includes titles like Affairs of State, Amet, Arab and the Man, Bell, Book and Candle, Black Chiffon, Hilda Crane, The Country Girl, The Golden State, The Hasty Year, The Lady's Not for Burning, The Member of the Wedding, The Relapse, The Tower Beyond Tragedy, Call Me Madam, Gentlemen Prefer Blondes, Guys and Dolls, Kiss Me, Kate, Michael Todd's Deep Show, Pardou Our French, Peter Pan, South Pacific.

MUSICAL

Table listing musicals and their performance dates. Includes titles like Call Me Madam, Gentlemen Prefer Blondes, Guys and Dolls, Kiss Me, Kate, Michael Todd's Deep Show, Pardou Our French, Peter Pan, South Pacific.

CLOSED

Table listing closed theaters and their performance dates. Includes titles like Edwin Black, The Center and the Wheel, Let's Make an Opera, Bites You All.

COMING UP

Table listing upcoming theaters and their performance dates. Includes titles like The Center and the Wheel, Let's Make an Opera, Bites You All.

Legit Ops See Philly's Boom Fizzle in '50-'51

Hopes Dashed as Advance Schedule Takes Tail Spin

PHILADELPHIA, Dec. 12.—Altho the current season broke to a fast start—getting away three weeks earlier than last year, plus the fact that a fifth legit temple was added to the existing four—December finds the two semesters running neck and neck as far as attractions go. Last season was rated the poorest ever in modern times from the standpoint of offerings. Present term was expected to be the best in years from the standpoint of promised attractions. But with the 1950-'51 season almost half over, it's nip and tuck, with 16 attractions at this date for both seasons. And since the '49-'50 turn was a sparse year, this augurs poorly for the months ahead.

A year ago all the four Shubert-operated houses were tenanted—offering The Rat Race at the Locust Street Theater, Brigadoon at the Shubert, Summer and Smoke at the Forrest, and Blackstone, the Magical, at the Walnut Street Theater. This year finds only two of the five houses lit up, with Bliss You All at the Forrest and the D'Oyly Carte Opera Company's Gilbert and Sullivan rep at the Shubert.

Quality in Upgrade

The sole improvement thus far has been in quality. Only two of last year's early try-outs showed any adhesive quality on Broadway—Touch and Go and the still-strong Gentlemen Prefer Blondes. So far this year Broadway has had four major items firsting here—Guys and Dolls, The Relapse, Affairs of State and Hilda Crane. Among other Stern prospects are Out of This World, which is being rejuvenated in Boston, and the currently preening Bliss You All.

Advance schedule looms very meager, and while no booking for this month was checked out, only two new items have been added to the callboard for the beginning of '51. The Ballets Des Paris, skedded to open December 11 at the Shubert, has canceled out. Only things definite in the offing are Maurice Schwartz and his Yiddish Art Theater troupe for the December 29 week at the Walnut Street in Riverside Drive, and the preem of Twelve Times Four Is 48 at the Locust Street.

Frisco Opera Co. Does Sellout Biz At Vancouver Date

VANCOUVER, B. C., Dec. 9.—The San Francisco Pacific Opera Company in a four-day, six-performance stand beginning November 22 at the international Cinema (formerly Lyric) at a \$4.70 top, sold out every performance. Troupe could have stacked them in for a week or 10 days if the house had been further available.

Performance got music critic raves in all the dailies on each individual bill, which helped the sellout. Vancouver is noted for its patronage of longhair and anything in the operatic class.

ACCURACY AVERAGES

New York Drama Critics

(1948-1951 Season, thru December 9)

Table showing accuracy averages for New York Drama Critics. Columns include Name, Shows Wrong, Right, No Opinion, Accuracy Percentage. Includes names like Robert Garland, Robert Coleman, Brooks Atkinson, Howard Barnes, Richard Watts, William Hawkins, Arthur Pollock, John Chapman.

(Note: Not included in this tabulation are productions with fixed or limited runs of less than 100 performances. Also not included are 12 current productions which have not yet exceeded 100 performances, and consequently cannot be considered either hits or flops for the purpose of this survey.)

Foreign Opening

KNICKERBOCKER HOLIDAY

Theater De L'Humour, Paris

A musical comedy by Maxwell Anderson and Kurt Weill...

Opening its second season with the musical comedy, Knickerbocker Holiday, the American Theater of Paris proved that it has an excellent group of actors...

The Anderson-Weill comedy is an American classic studied with good lines and excellent songs...

Peter Walker as Brom acts with great naturalness and sings better than anyone else in the production...

Of the other members of the cast, outstanding work was done by George Higgins as Roosevelt...

Victor Hillary, who directed the music and who plays the piano to accompany the singing, has a good voice and does yeoman service...

The American Theater in Paris may be congratulated on its effort in bringing this famous musical comedy to local viewing...

DRAMATIC ROUTES

- Angel in the Parnassos (Barrie) Chicago
Belief de Philadelphia
Benediction (Shubert-Lafayette) Detroit...

Wildberg Wins "Lucasta" Fuss

NEW YORK, Dec. 9.—Producer John Wildberg yesterday (8) won the nod in his legal dispute with author's agent Claire Leonard over a contested \$14,000 commission on the sale of pic rights to the play Anna Lucasta...

The 14G has been held in escrow by the motion picture negotiator over the past four years. It was out of Wildberg's 40 per cent share of the total price of \$350,000.

Justice O'Brien described the transaction as "the parting of the motion picture rights of the author as an individual to himself as a corporation..."

Sorey Buys Newark House With Eye On Legit Break-Ins

NEW YORK, Dec. 9.—Vincent Sorey, owner of the Sea Cliff (L. I.) Theater, has taken over the Newark Opera House...

Sorey is reported to have budged on terms with several sub-producers. His offices are located in the Metropolitan Opera House.

Boston Legiters

Continued from page 46

ing like a business to prestage its N w York success. Only \$8,100 in the box office for the second week.

Oct. 30.—Bell, Book and Candle did pretty well on the basis of the Palmer and Harrison names...

Nov. 13.—Streetcar Named Desire back for the third time with a no-name cast...

Oct. 30.—The Lady's Not for Burning in its final frame drew a strong \$27,000.

Nov. 6.—The Consul, despite good press and excellent advance, started off so slowly that the closing notice was posted backstage...

Nov. 28.—Out of this World played to capacity for its first five days, and will continue to do so for the rest of engagement...

Nov. 27.—Let's Make an Opera. Despite interesting advance reports, this glorified kids' show did very poorly at the box office...

Equity Library Theater

MISSOURI LEGEND

Lenox Hill Playhouse

A drama by E. B. Ginty. Staged by John Marley. Set by Victor Burgess. Lighting by Lew Brown...

As long as children go aridin' the sage with holsters on hips and sticks for their favorite pintos, so long will the legend of the lawless Jesse James and the dirty little coward who shot him enjoy fame...

This reporter is sure Mr. James would demand no rewrites on Legend's treatment of his career, too the Baptists might take issue. Jesse is pictured as a family man full of love for the wife and kiddies...

But the script is not stone in building sympathy for the role. Lonny Chapman plays the posse with fine understanding and technique and injects a warm, friendly personality into the part...

John Marley has staged the production well, his first act seems uneven and disjointed. The good settings and lighting of Victor Burgess and Lew Brown give a proper Western flavor and aid considerably in establishing locale...

Roy Rogers' Take 278G in 26 Cities

HOLLYWOOD, Dec. 9.—Roy Rogers and company, playing to gross 189,000 persons in 26 cities, crossed \$278,000, breaking box-office and attendance records along the way...

Some of the grosses for Rogers' first such tour were: St. Joseph, Mo., \$10,250; Des Moines, Ia., \$14,300; Minneapolis, \$13,500; Rochester, Minn., \$9,900; Duluth, Minn., \$11,000; Fargo, N. D., \$9,100; Bismarck, N. D., \$8,260; Aberdeen, S. D., \$9,000; Sioux City, Ia., \$8,600; and Mitchell, S. D., \$12,500...

"Please" Doesn't; Fay Drops 40G?

SAN FRANCISCO, Dec. 9.—Frank Fay's revue, If You Please, folded Saturday night (2) at the Curran after less than a week's run. Fay is reported to have dropped \$40,000 in the show.

Aussie Legiters Toss in Sponge Due to Poor Biz

HOBBART, Australia, Dec. 9.—The Pitt Banvard legit troupe which has been located at the Royal Theater is a victim of declining box. Their current offering, Paydimitri, has failed to draw any respectably sized audience...

The president of the National Theater & Fine Arts Society expressed the opinion that even if \$1,200 was subscribed it would only serve to postpone the end. Legit has never seemed to be successful in Tasmania...

"Streetcar," Ballet Set For Toronto

TORONTO, Dec. 9.—After being dark for a week, Royal Alexander, only local legit house here, brings up Streetcar Named Desire Monday (18). Streetcar broke all local records on its last visit here.

Following Streetcar is two weeks of an annual Christmas pantio, then a week of Gratien (Fridolin) Gelinias and his Tie-Cog company.

No formal announcement of the ballet set has been made, because Ernie Bayley, manager of house, remembers his experience last year with that group...

Off-Broadway Review

THE WARRIOR'S RETURN

Opened Monday, November 20. Originals Only Playhouse

A drama by Jules Koslow. Directed by Marion Hall. Stage manager, Joseph Brown. Lighting, Walter Hagen. House manager, Marvin Rogers. Presented by Originals Only.

Originals Only has attained a degree of maturity with its presentation of The Warrior's Return. This three-character play, dealing with an important current problem—a discharged vet whom war has robbed of his virility—manages to illuminate a delicate subject and yet stay within the bounds of good taste.

Arthur Jules Koslow's premise brings home a war veteran in such a physical state. Against his judgment a friend persuades him to attempt to resume relations with his wife...

Structurally the play is well put together, but the writer has tendency toward cliché dialog and obviously contrived situations. As a whole, however, Return is a script that holds, builds and leaves a pewisiter satisfied.

Altho the three principals turn in some fine portrayals, the play demands even stronger casting. Elizabeth Lawrence brings intensity and sincerity to the role of the wife, Robert McQueeney, in the difficult assignment of the returned vet, is especially good in his climactic scenes...

Out-of-Town Review

CAPTAIN CARVALLO

Erlander Theater, Buffalo

A comedy by Dennis Cannon. Directed by Carlisle McClellan. Setting by Rolf Gerrard. Costumes by Mackey. General manager, Gertrude Macy. Stage manager, Patricia Gilbert. Properties, Gertrude Macy. Michel Mook and John T. Tooby. Presented by Katharine Cornell by arrangement with Laurence Olivier.

It seems incredible that the above experienced combination of talents would let its judgment go so far away in the choice of a vehicle. Were it a case of looking at just another comedy, the disappointment wouldn't be as great...

It is almost embarrassing to see such a talented cast grapple with a play which has so few merits, and combines most of the clichés of parlor-bedroom romances. Its attempt at injecting bits of philosophy about wars and soldiers doesn't justify the effort.

However, the cast is excellent. Cedric Hardwicke's atheistic biology bachelor professor, who finds himself changing identity with the preacher-husband during parlorian work, sparkles and keeps his much attention as possible. Miss Cornell's Sunday-school-teaching, prim and proper wife, who succumbs to the romantic charms of the enemy captain, is as good as she can make it. She is charming, but the part is too meager.

The single set, European farm house kitchen is attractive. It appears highly improbable that even so distinguished and hard working a cast can overcome the handicap of an extremely poor comedy, and it is a pity that so much good effort and talent is going to waste.

Eva Warner.

New CRG Wing For LP Lines

NEW YORK, Dec. 9.—Children's Record Office (CRG) has formed a new wing, National Record Affiliates (NRA), to handle long-playing disks of several labels as national sales representative. Outfit, headed by Horace Grenell, is already handling disks for Polygram, Racmandinoff Society, REB, and EMS, with others due for inking soon.

CRG and NRA are not necessarily using the same distrib in all territories. For example, Katz has turned CRG distribution in Chicago over to Brason-Associates—children disk specialists and named James Martin to handle the LP issues there.

Meanwhile, CRG thru Bonomo Associates, has placed its kidsk line in both the Walgreen and Woolworth chains. It's the only 5 line the latter is carrying.

his natural warmth come thru. Mahlon Nall's direction holds down what could easily become controversial dynamite via a sensitive approach. His staging is over-all smooth and professional. Leon Morse.

## Talk Trade Probs At URO N. Y. Meet

Ferrara Elected Prexy; Plan Regional Meetings; B.-O., Flooring, Tax Probed

**By Bill Love**  
NEW YORK, Dec. 9.—Current problems of interest to all roller skating as well as association matters were widely discussed and a new slate of officers was elected at a special mid-year United Rink Operators' (URO) meeting, held Monday (4) and Tuesday (5) at the Park Sheraton Hotel here.

Heading the list of new officers is Frank Ferrara, operator of Skateland, Everett, Wash., who succeeds Perry Giles, of Curvcrest, Muskegon, Mich., as URO president. Others voted in are Joseph Barnes, Philadelphia, first vice-president; Norman Barber, Cranston, R. I., second vice-president; Leonard LeMay, Plymouth, Mich., third vice-president; Sam Shales, Boston, treasurer, and Don Victor, Meadowbrook, L. I., secretary.

The new executive board includes the above officials along with Giles and two Midwestern operators, Tom Seiffert and Bob Baker.

**Plan Regional Meets**  
Among special decisions made by operators on URO matters was one which divides the country into several sections and provides that each hold a regional meeting, sometime between annual national conclaves, on dates to be determined by membership within the region. Regions were tentatively determined as East Coast, West Coast, Midwest and Southern.

Another decision set up an allowance of \$500 expense money for the secretary, with the added provision that he receive an additional sum equal to one year's dues for every new member coming into the body during his term. Another decision called for the magazine, American Skater, to resume publication on a 10-times-a-year basis, following a recess since last summer. Greater support of the magazine by rink owners was voted.

Chief among discussions on matters pertaining to the industry were box-office bromides, advertising and promotion, plastic floors, the admission tax, liability insurance and the ASCAP situation. Although most operators claimed that business this month is well ahead of the same month last year, the question of making the turnstiles click more often was a popular one.

Operator Baker stated that he was doing the trick by the simple process of bolstering regular business with plenty of private ses-

## Houston Good For "Vanities"

HOUSTON, Dec. 9.—Skating Vanities had a successful engagement here November 29-December 2. Harold Steinman said seven performances drew more paid customers than did eight last year.

Paid admissions exceeded 25,000, Saturday night (2) and Sunday matinee were full houses. Prices of \$2.50, \$2 and \$1.50 prevailed. Show was held in Sam Houston Coliseum (capacity 10,000) under police auspices.

Frank (Tex) Burke quit as Vanities stage manager with the last Houston performance. George Swift, his assistant, took over as manager when the show moved to Fort Worth.

Plans for such organizations as the Boy Scouts, Police Athletic League, church groups, etc. He said that often he had as many as 20 skating periods a week, counting private and regular sessions. "Of course," Baker declared, "these groups didn't just come to me. I had to go out and solicit their business."

Taking up the subject, Bill Schmitz, general manager of America on Wheels, suggested that rink operators admit certain worthy organizations free of charge at times when no regular sessions are in progress. "I've said Schmitz, 'that operators who do this will find it pays off in the skate-mental window, soda bar, other concessions and in future patronage.'"

### Probe TV

Opinion on the effect of television on box office was divided. Many operators blamed it, at least in part, for semi-empty arenas on week nights. Others, coming from areas where TV is either non-existent or not an important factor, said that their good and bad periods seem to coincide with good and bad periods in sections where video is plentiful. Consensus was that while TV has some effect on box office, it is not entirely the cause of today's slow box-office buck.

No association policy on advertising and promotion was reached, even after long discussion, because as one member put it: "The problem of what constitutes the most effective form of advertising for individual rinks cannot be decided on an association level. What is good for one area or for any one establishment may mean little in another section or for some other arena in the same locality."

It was cited, for example, that while radio is generally not worth consideration because most people listen only to network stations, it may do a good job where small local stations have many listeners and low advertising rates.

The discussion on plastic floors brought out the fact that most operators attending the conclave had their own and that generally speaking, they considered them superior to conventional bare maple. Dust free atmosphere, with resultant advantages in health to skaters and employees, was given as a major reason why plastic surfacing is here to stay.

Adversely, it was stated that plastic floors, although actually clean, have a tendency to appear soiled after they have been down for some time and washed often. In answer to this, operator Perry Giles, a pioneer in the field of plastic skating surfaces, revealed that a new light-blue substance had been invented by him and that it was proving successful in many tests. "This is not only clean, but it looks clean," he stated.

While on the subject of floors, Tom Seiffert, operator of Hoosierland Rink in Indiana, told of his entirely new type surface made of two-inch black walnut which was cheaper than maple, every bit as satisfactory for skating, and "my floor should last 100 years."

### Gate Tax Steps

There was a lengthy discussion on the admission tax, with the general conclusion that while it would be wonderful to see it go, there was little or no chance of this happening while the nation is in its present crisis. Instead, it was contended that rink operators should be on the alert to see that the present tax, with its dip into

## ARENAS AND AUDITORIA

### Huge New York Outdoor Ice Rink To Bow Yule Season

**By Daphne (Dee) Poli**  
NEW YORK, Dec. 9.—What is believed will be the world's biggest ice rink will be ready by Christmas when the new Wallman Memorial Rink opens here. The huge outdoor artificial ice floor is located at 63d Street in what was a marsh near the southeast end of Central Park.

The oval-shaped pond contains 30,000 square feet of ice floor and will accommodate 1,000 skaters. Its floor, serpentine with 10 miles of 1½-inch pipe, carries the refrigerator over the rink, enabling the skating season to be extended from mid-October until late spring.

Spot has a skate shop and dressing rooms. The cafeteria, with landscaped rock walls, benches and lawns, will be used in summer, while the warm-up lounge restaurant will be used in winter. In the summer there is to be dancing, roller skating and band concerts at the Wallman Rink.

### 10,000 See Hope

FORT WORTH—An estimated 10,000 saw the Bob Hope Korea show troupe give its last performance here in Will Rogers' Me-

morial Coliseum November 29. Hope has been touring the Pacific and the Korean war front, and he and his entertainers, Marilyn Maxwell, Jerry Colonna, Jimmy Wakely and the Les Brown ork, gave this one last performance of the war-touring show for the personnel at Carswell air base here.

Others appearing here were the Taylor Maids, High Hatters (after Nicholas and Berry Brothers) and Judy Kelly. The Les Brown organization repeated its tour-prepared Slaughter on Tenth Avenue (introduced by Hope as "our answer to the opera new door").

Hope's Korea show split up after the local performance, with Hope flying to California to make last releases on *The Lemon Drop Kid*. Jimmy Wakely revealed that he is entering the popular music field with his first pop entry a Capitol record, *My Heart Cries for You*. Jerry Colonna said he may get his own television show this season. He flew from here to New York for a conference on it and also to be the guest star on the Milton Berle and Arthur Godfrey programs.

## N. E. Operators Push for Trade, Slate Contests

HARTFORD, Conn., Dec. 9.—Roller rink operators in New England are stepping up promotional activities in an all-out effort for more trade, according to Irving Richland, co-owner of Hartford Skating Palace and president of the New England Roller Skate Rink Operators' Association.

"I'm surprised and pleased to hear of renewed efforts by rink men in going out to sell their rinks and roller skating in general as never before," said Richland. "There's been renewed promotional effort and it's gaining impetus."

Richland lists such basic activities as beginners' classes and industrial and high school parties as typical of the efforts.

He was enthusiastic at a recent meeting of operators, held in West Springfield, Mass., with plans discussed for a New England competition program. First under this program will be dance contests at local levels, with finals to be held at Hartford January 31. Trophies will be presented winners. Also under consideration is a competition for a New England skate queen, winner to be sent to the national competition.

box-office receipts, is not increased.

Schmitz recommended that every operator obtain from the Treasury Department in Washington a copy of the booklet on admission taxes, Regulation 43, Taxes on Admission, Dues and Finitation Fees. The pamphlet, he stated, costs a dime.

It was requested that discussions on ASCAP and liability insurance be treated as confidential by the press and that no account of them appear in publications.

Operators present at the convention were: Bob Baker, Indiana; Joseph Barnes, Philadelphia; Robert Black, Huntington, W. Va.; Tom Beers, Baltimore; Norman Barber, Cranston, R. I.; Ralph Canary, Alexandria, Va.; Malcolm Casey, Philadelphia; Herb Daisley, Bladensburg, Md.; Marvin Fischer, America on Wheels; Perry Giles, Muskegon, Mich.; Bob Kingley, Mount Vernon, N. Y.; Leonard LeMay, Plymouth, Mich.; Joseph Ligouri, Washington; Bill Morris, Bayonne, N. J.; Frank Morris, Elizabeth, N. J.; Eugene Regalia, Eastham Park, N. J.; Tom Seiffert, Hoosierland, Indiana; Sam Shales, Boston; William Schmitz, America on Wheels; Joe Schneider, Hackensack, N. J.; Joe Silver, N. Y.; Walt Trotter, Paterson, N. J.; Earl Van Horn, Mineola, N. Y.; and Don Victor, Meadowbrook, N. Y.

In addition, these manufacturers' representatives attended: Ira Hirsch, Johnny Jones, Jr., George Wiman, Russ Ho and Betty Bo skate attire; C. F. Monroe, American Asbestos; Barney Bissinger, Gilash Shoe Company, and Wally Kiefer, Skatin' Toons.

## League Hockey Grabbing Fans

ELIZABETH, N. J., Dec. 9.—Roller hockey, recently inaugurated in the America on Wheels chain of rinks in several non-AOW spots, is beginning to draw a following, according to Jack Edwards, who has been put in charge of the promotion for AOW.

The rinks have formed the Atlantic Roller Hockey League, composed of the Bayonne (N. J.) Barrons, Florham Park (N. J.) Stars, Elizabeth (N. J.) Black Hawks, Belvidere (N. J.) of Keansburg, N. J.; Singing Wheels of Red Bank, N. J.; Paterson (N. J.) Cardinals and Mount Vernon (N. Y.) Red Wings.

Members hold cards in the United States Amateur Roller Skating Association and play at Paterson, Bayonne, Red Bank, Keansburg and Florham Park.

Bayonne currently leads the league with a 6-0 standing, followed by Florham Park, 5-1; Elizabeth, 2-3; Keansburg, 1-2; Red Bank, 0-3, and Paterson, 0-5.

## Cedar Rapids, Ia., Set for Biggest Season in Years

CEDAR RAPIDS, Ia., Dec. 9.—Cedar Rapids Memorial Coliseum has taken a new lease on life with plenty of bookings skedded for the winter.

Operated for years by a commission of three, in a somewhat indifferent manner, the need of a full-time manager was decided upon last August and Charles A. Ziegas, former Coe College athlete, was selected. He is also managing the city's new outdoor stadium and ball park.

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Shoe Laces, all colors, \$4.  
72" x 1" dot, \$1.20

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# Roadshow-Rep

**BRUNK'S COMEDIAN'S**, under management of Henry L. Brunk, closed their season at Vernon, Tex., November 29 and the outfit will be stored in that city until the org reopens in March. Brunk said that the season was a good one, with the summer and early fall business among the best ever recorded by the show. He said, however, that the fall tour of the cotton country was a bit off from other years. Brunk said that the show opened in April and that no performances were missed. Colorado, as has been the case for the past several seasons, provided most of the show's territory. Brunk reported that the weather on the season was favorable, except for the terrific winds the show was hit with, but early in the spring. Eddie, Jimmy, Kitty, Susie and Cille Fairens returned to their Brownwood, Tex., home, while Walter Lukas went to Chicago; Jerry Dexter to Houston; Don Lasley, Hollywood; Erman, Goldie and Bill Gray, Safford, Ariz.; Erby Wilson and Vernon Tenbun, Memphis; Bill Hendryx, Winemore, Tex., and Wayne Patterson, Wichita, Kan. Henry and Mercedes Brunk will winter in Vernon and Jack Vivian will return to Los Angeles following a brief business trip to Missouri.

**AL TINT**, minstrel, tab and rep show performer, reports from his Sun Valley, Calif., home that he has finally licked his bout with arthritis and is in good health again. Making their homes near Al are two old-time minstrel show owners. One is E. H. (Hobby) Green, who purchased the John W. Vogel show around 1930 and the other is Arthur Hochwald, owner of the Georgia Minstrels. Both are recuperating after undergoing operations in a Los Angeles hospital. Leon Griffin pens from Enid, Okla.: "I'd like to add my two cents worth about the small towns picking up. The Class B movie and the wisecracking Broadway stuff don't go, but good and decent talent can get money in small places. I have had my best summer in years with a platform show and am now in halls. Also it takes a trouper. The fellow who can be happy gassing off in city booking offices does not fit in the smaller places. The natives are next to him and want the old Yankee and Southern style show. I have met about 20 small units the past summer in Oklahoma and all were getting money. But it takes a real trouper to get it in the small towns. The urban kind doesn't know his way around." Marvin Childs's flesh and pic show has been playing schools in New Mexico to good business. Rusty and Dot Williams, who closed their tent show October 9, are contemplating retiring from the business. Rusty currently is employed as a deputy sheriff in Wilson County, Louisiana, N. C.

**R. W. SHORT** has 16mm. pix in the Riverton, Wyo., sector. He reports good business. V. E. Holbrook reports from Council, Idaho, that his spook and mystery show has been getting good business in that area and that his summer and fall platform show tour was okay. Holbrook is playing halls and schools. Mallow

Players are a new four-person group doing flesh bills around Birmingham, N. Y. They opened the season recently with E. F. Hanner's "So It Goes." A. G. Miller's novelty show is playing halls and schools in Washington after several weeks of good business with a platform show. Mr. and Mrs. E. E. Dalhurst report good business for their feature 16mm. pix on their next from York, Ill. to Florida. They will do a number of dates in Louisiana and Texas before taking up permanent quarters in the Alligator State. They also carry some religious pix which they have used at a number of locations. F. F. Townsend's lecture bookings have kept him busy in Northern New York, for the past month his headquarters has been Plattsburg, N. Y.

**GILBERT BAKER**, lecturer, has been playing sponsor dates in Southern Indiana. He's en route from Wisconsin to Texas where he has a full schedule of dates booked for early in January. Cross and Furlan, two-unit hat show, has been working good returns in Northwest Oklahoma. Show has promoted several indoor fairs in small towns using pix and some flesh. Unit is currently working on a spook and mystery show. A. Woodward, lecturer and solo show, has been playing Montana to reported good business. Woodward states that the Far West is better than ever. N. J. Woodward, a brother, is making the jaunt with him. Merce Trio, out since September, has been making Wyoming territory of late. Unit is making Florida its destination. Hy Heath, Rose Gordon and Frank and Maggie O'Neill were recent guests at the Los Angeles ranch home of Robert Butler, son of Ray and Alice Butler and nephew of Leola and Joe Yule. Also present were the Yess and the Stephens. All were on hand to help Philip Butler III celebrate his fifth birthday.

**W. E. (BILLY) McQUAGE**, rep performer of note, is in Ward 3B, U. S. Naval Hospital, Bethesda, Md., recovering from a paralytic stroke sustained last April. McQuage broke into the business with the Mason Stock Company and played stock at the Savoy, Louisville, with Happy Ray for a number of years. Tampa's Little Theater opened its season November 28 with "The Inflated Dragon," an original play written by Joe Fleischman Jr. Fleischman is a nephew of late Hedy Jones and Mrs. Boostie Paddock of the Johnny J. Jones Exposition. Monte Navarro is on his second winter tour with Nat Mercy's "Continental Vanities," playing theater dates in the South. Monte's wife, Shirley, presented him with a son November 19. He has been christened Nat Mercy Montevideo Navarro. Mrs. Navarro plans to join the show soon. "Just read C. E. Doble's mention of the Rabbit-Foot Minstrels," letters Karl Cartwright from Norfolk. "In 1917, Wolcott also owned the A. G. Allan New Orleans Minstrels, which later was under management of the late George W. Wime. I was a ticket seller with the Allen show in those days. In 1917 three minstrel shows day and dated the Barnum & Bailey Circus. They were Allen's, Howe & Hunt's Old Kentucky Minstrels and Erickson's Georgia Smart-Set Minstrels."

**Gov't Controls**  
 Considerably from the civilian market.  
**NPA Huddle**  
 The NPA, after a conference with its alkali-chlorine advisory committee, representing leading chemical plants, indicated this week that its proposed restriction order would provide that no producer will be required to accept rated orders for more than 10 percent of his scheduled marketable chlorine production for civilian use in a single month. The proposed order, however, will make adequate provision for meeting water purification and sewage disposal requirements, with a provision also to state that "the remaining supply of merchant chlorine would be distributed equitably among ordinary users under a formula to be devised."  
 Major diskeries, queried recently, expressed confidence that they would be able to overcome vinyl shortages—should this become acute—with adequate substitute materials (The Billboard, December 9).

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**NPA Huddle**  
 The NPA, after a conference with its alkali-chlorine advisory committee, representing leading chemical plants, indicated this week that its proposed restriction order would provide that no producer will be required to accept rated orders for more than 10 percent of his scheduled marketable chlorine production for civilian use in a single month. The proposed order, however, will make adequate provision for meeting water purification and sewage disposal requirements, with a provision also to state that "the remaining supply of merchant chlorine would be distributed equitably among ordinary users under a formula to be devised."  
 Major diskeries, queried recently, expressed confidence that they would be able to overcome vinyl shortages—should this become acute—with adequate substitute materials (The Billboard, December 9).

# FCC Richards Probe Now a Fitness Study

Continued from page 2  
 dinating transmitting Richards's orders. Cunningham reserved decision on a motion to strike out all Los Angeles testimony covering a five-year period on ground of "suppression" of evidence and accepted the statement of Benedict Cottone, FCC general counsel, that he had not suppressed other evidence.

**WJR Phase**  
 The hearing moved to the question of the WJR, Detroit, phase Tuesday (5). Ted Grace, former WJR newscaster, testified that his resignation resulted from a Richards complaint that he gave too much time to the illness of President Truman's mother before her death, but counsel pointed out the station mentioned it 76 times in 10 days. Grace said he had been told to compare John L. Lewis to Stalin and Hitler, and that Richards was impetuous.

Jack White, present news editor, testified that there was no slanting affecting race, religion or other controversial points. Attempts to use news scripts during cross-examination of witnesses by Richards's counsel were stopped, with Cunningham ruling that he would give the instructions for slanting news were carried out, but not to prove that newscasts were not slanted.

Joseph Hainline and John Denman, present WJR newscasters, gave testimony which FCC counsel held contradictory to their 1948 affidavits concerning news slanting, but the attempt of FCC counsel to have Hainline declare a hostile witness was denied, although he is still a station employee. It was Denman's position that the affidavits as completed did not give the correct impression of what he intended to say.

Pero M. Thomas, secretary-treasurer of WJR, testified that, while he was well aware of Richards's anti-New Deal position, this did not lead to slanting of the news as presented.

# Drivin' Round The Drive-Ins

**WATERFORD DRIVE-IN**, Waterford, Conn., has closed for the season. Paul S. Purdy, advertising manager and film booker of the East Windsor, Conn., Drive-In Theater, does not believe in ending his extensive newspaper advertising at the close of the drive-in's season. For several days following this year's shuttering, he used much advertising copy in Hartford, Conn., daily newspapers, which, he said, attracted much comment from the drive-in's patrons and served as good-will advertising for the theater. The Pine Drive-In, Waterbury, Conn., has closed for the season. Paul W. Amadeo, general manager of Pike Drive-In, Newington, Conn., and his wife, the former Anne Diakon, have returned to Hartford, following a New York City honeymoon. Jack O'Sullivan, manager of the Danbury, Conn., Drive-In Theater, is on vacation.

# Air With Soul

Continued from page 6  
 In the 23-day drive just concluded, Radio and TV are credited with a major portion of the credit for this result, with donated time estimated at \$130,000, including 2,387 radio spots and 687 radio programs running from five to 120 minutes. Television gave 100 film spots, prepared by Video Films, and 88 programs running from five to 30 minutes—all concentrated in 23 days. Result was that stations were able to do a more effective public service job than ever before, donating over twice the amount of time any previous campaign had ever had—but the total time was much less than the total demands of a flock of separate drives as in the past. The whole radio-video campaign was in charge of Harry Cushing, formerly with the Automobile Manufacturers Association.

# Washington Once-Over

Continued from page 2  
 Webster cast dissenting votes, the approval was a foregone conclusion. What amuses the lawyers is the all-time record chalked up by the FCC for hesitancy in announcing the decision. The long-foreseen finding was issued nearly six years since commentators Drew Pearson and Robert Allen challenged the WBAL revenues by applying for the station's frequency.

**Share Taxes**  
 Look for fast action by Subversive Activities Control Board on a plea filed this week by the Communist Party for more time to answer Justice Department's mandate to register under the new Security Act. CP wants two months beyond the December 24 deadline to answer. Because hardship cases have been rising up rapidly in the month since the National Production Authority's (NPA) crackdown on amusement

construction has been operative, NPA has set up an appeals section with record-breaking speed. . . . An upcoming new NPA control will strike hard at the disk industry. NPA is readying to cut back civilian use of chlorine, vital to military output and used extensively in vinyl for phono disks.

Internal Revenue will appeal a recent Utah Federal District Court ruling that prize money in musical compositions is not taxable. . . . Boeing to Allen B. DuMont, Inc., and others this week. FCC announced a December 18 deferment of the hearing set for December 11 on cable allocations. There's still just a slim chance that a compromise settlement might call off the hearing. . . . A bill dropped in the hopper this week to bar FCC from issuing grants to newspaper publishers is expected to get nowhere.

# G. R. Marek in New RCA Post

Continued from page 11  
 merchandising, which have paid off heavily. His efforts are held largely accountable for the department's swing from deep red in 1949, over into what promises to be solid black for '50. He has also established himself in the company as a solid team man, working well with General Sales and Merchandise Manager Larry Kanaga, Merchandise Manager Bob Macrae, Advertising Manager Dave Finn, Sales Planning Manager Ed Welker, and other key men in the organization.

# Beneke-Haynes-Miller Team

Continued from page 14  
 biz, will be virtually starting from scratch. He will be as a record company affiliation as well as with the Miller book upon which he built his popularity. Haynes told The Billboard he intends to retire from showbiz. He had handled the Miller band since 1940 and following the disappearance in action of the late batoner, by arrangement with Mrs. Miller, continued the band with Beneke. Haynes said the Miller book will be put on the shelf, and at least for the immediate future will not be made available to other batoners. Beneke could not be reached for comment. Haynes blamed the split on long-brewing personal differences.

# TBA Studies Wedding Day

Continued from page 6  
 of a show and got 22 affirmative responses. His intention was to go into production if 20 contracts were secured. However, only three stations proved willing to confirm their interest in writing, leading Cohn to ask for specific advice from broadcasters as to what course to take in the future. A plea to exempt TV broadcasters from any excess profits tax until some of the red ink has been counterbalanced was made by John A. Kennedy, of WSAZ-TV, Huntington, W. Va., head of TBA-industry TV tax committee. He said such deferment "is not only warranted but necessary in the public interest." **Ruthven Speaks**  
 Dr. A. C. Ruthven, president of the University of Michigan, spoke to the conclude after being introduced by Harry Bannister, general manager of WWJ-TV, Detroit, with which the university has been experimenting in education via video. Dr. Ruthven said that visual education methods, as learned from TV, now were being

his entire background up to now has been with the longhair side of the business. He has a solid, fundamental approach to music on records. "I don't believe," he told The Billboard, "that there is any great difference between so-called classical and so-called popular music. There are just two kinds of music, good and bad. And good music is music that the people like, regardless of trade classifications." Other key record department men aforementioned will be operating out of the new offices in the International Building for the greater part of their time, beginning sometime between the first of the year and early February. The move to bring the Camden key men up to New York was developed some time ago by Folsom, who felt that it would result in closer co-ordination between the artist and repertoire and sales-merchandising toppers in the company.

that corporation. "Beneke notified David Mackay, attorney for Mrs. Miller, that he wishes to continue the arrangements whereby Mrs. Miller shares in the net profits of the band." The Beneke office stated. They also minimized the withdrawal of the original Miller book from the library, saying "It became necessary to rearrange most of the old Miller favorites and only about a dozen of the original scores remained in the books. . . . The spokesmen went on to say that "very few old Miller arrangements (were) still active in the library, the removal of those did not hamper the band's immediate jobs." It is believed here that Beneke felt that he had not been faring too well under Haynes's management, having slipped noticeably on records, and that he wanted to free himself from Haynes but continue the association with Mrs. Miller. The latter, however, is obviously throwing in with Haynes.

applied to the school's classrooms with noted success. He recounted the start of the plan two years ago, when a 60-minute Sunday afternoon series was first tried. After a year's substantial study results, it has been reapprehed with changes and improvements. The university now has several kinds of shows on WWJ-TV and will have access to the station's facilities. Other speakers at the clinic included M. C. Walters, WCFO-TV, Cincinnati; Pat Winters, NBC, Don Thornburgh, WCAU-TV, Philadelphia; G. Bennett Larson, WPIX, New York; Donald Stewart, WDTV, Pittsburgh; E. Lawrence Doekinger, Radio-TV Research Council; C. E. Hooper, who demonstrated his system for automatic, instantaneous measurement of video audience; Lee E. Wallis, Fort Industry; Russell G. Partridge, United Fruit Company; Dwight W. Martin, WLW-TV, Cincinnati; Irving R. Rosenhaus, WATV, Newark; and George T. Shupery, Paramount. Ed Wynn was guest speaker at the annual luncheon.

# The Original Curtain

**ALEXANDER—Georg.**  
32, ballet master, December 6 in Wilkes-Barre, Pa.

**BELTY—Amalie.**  
52, Italian violinist, December 2 in Lucca, Italy. For years he made world tours as first violin with the Fioravanti Quartet.

**BROWN—Harry G.**  
33, assistant treasurer of the Young & Rubicam ad agency, December 3 in Chatham, N. J. His wife and three daughters survive.

**CORWIN—E. Oswald.**  
72, pianist and band leader, December 4 in Elizabeth, N. J. He had played with thrasher orchestras and conducted his own band at the former Hotel Havana, New York.

**COSGROVE—Joseph B.**  
52, circus rider known professionally as Bobby Manders and Captain Cosgrove, December 3 at his home in London, Ont. He was born on the Lord George Selkirk Circus in England and came to the United States in 1908. He was with Walter J. Math, John A. Rogers and Fred, Maxine, Pablene, Hagenbeck-Wallace and Ringling Bros' circuses. He retired in 1929. Surviving are his widow, three sons and one daughter.

**COOK—Frank F.**  
46, part owner of Station WPCJ, Providence, in an auto accident December 1 in North Attleboro, Mass. His widow, a daughter and two sisters survive.

**DECKERSON—Claude E.**  
30, former acrobat with the Barrows & Bailey, Hagenbeck-Wallace and Ringling Bros' circuses, November 29 in Mobile, Ala. Survived by his parents, Mr. and Mrs. J. E. Dickerson, Mobile; three sons, Claude Jr., Wilbur and Jay; a brother and three sisters. Burial in Pine Creek Cemetery, Mobile, December 1.

**DIXONSON—Charles Alvin.**  
49, author, playwright and director of the Padua Hills Radio Players, December 3 in Claremont, Calif. He had been director of the Mexican players at Padua Hills for 14 years and authored over 100 plays produced at the theater. Survived by his widow, Katherine; son, Arthur; daughter, Marie; mother and a sister. Burial in Pomona, Calif.

**DUDLEY—Percy.**  
Mrs. Marie Rose Wilkinson, 58, actress and musician, December 8 in New York. She scored her first hit in "Hazel Kirke" and then became the piano accompanist for Emma Eames and later for Sarah Bernhardt in a program of readings in the Emma Eames Music Theatre. She worked with London choruses for Sir Arthur Sullivan and with the death of her husband, Bayward baritone Arthur Wilkinson, she returned to the U.S. and began work in educational music. A daughter and a brother survive.

**ELLSWORTH—Charles R.**  
73, singer and former vaude performer, recently in the Masonic Home in Detroit, Calif. Ellsworth also operated a booking office in San Francisco for many years and was the West Coast rep for Barbara Cartland at one time. Survived by his widow, Celeste, his mother and two sisters.

**FITZPATRICK—Michael J.**  
37, singer and writer of vaude tunes, December 3 in Brooklyn. He and his

wife, William, toured vaude and later sang on radio. His original songs are "Daddy, Daddy," "Who Took the Car to the Old Dog's Tail," "The Chimes of Trinity," "He is Sleeping in the Klondike," "You Give Me Your Love," "I'll Give You Mine," "Lovely Little Tomorrow," "Maid," and "Michael James O'Leary." His partner's wife is also 100 songs.

**GIBBY—Thomas V.**  
83, motion pic and radio writer and director, December 6 in Burbank, Calif. He directed many Best Dallas plays in silent film days. Survived by two sons, Thomas and Robert; two daughters, Mrs. Doris Overstreet and Mrs. Ruma O. Burnett; his mother, Mrs. Marion Gibson; and a brother, Richard.

**GOODALE—Nora G.**  
63, mother of Don Hart, district manager of the American Guild of Variety Artists in Los Angeles office, November 28 in that city. Burial in Memorial Park St. Louis.

**GLANTZ—Wilbur B.**  
58, manager of the Manor Theater, Prospect Park, Pa., November 28 at his home in Manassas, Pa. He was associated with the Warner Bros. theater circuit for 25 years. He was married to Mrs. M. E. Glantz 15 years at the Manor. His widow, Marion, a son and a daughter survive. Burial in Woodlawn Cemetery, Philadelphia, December 1.

**GRIFITH—Kramer.**  
68, musician, December 4 at her home in Detroit. Survived by her husband, Harry, and three children. Interment in White Chapel Cemetery, Detroit.

**HAPPEL—William F.**  
52, musician, November 29 in Arlington Heights, Ill. He was associated with musical education in Philadelphia for 20 years, serving as music professor for the University of Pennsylvania, where he also directed the university orchestra. He was a member of the faculty at the Philadelphia Musical Academy and operated his own violin studio. Surviving are his widow, Clara, and a son. Burial in South Laurel Hill Cemetery, Philadelphia, December 4.

**HART—Evelyn.**  
49, writer and one of the Los Angeles Guild founders, December 8 in Los Angeles. She had been married to the late Metropolitan and San Francisco Opera companies and managed Latin-American tours for opera stars. Survived by two daughters, Jane and Helen; two sisters, Mrs. Rosamond S. Smith and Mrs. Mary Ella; and two brothers, Charles and Morris. Burial December 8 in Forest Lawn Cemetery, Glendale, Calif.

**HAWN—Dorothea C.**  
73, veteran circus executive, in Chicago December 3 following a fall at his home. He had a recent year been formerly with various circuses and was with numerous circuses and was part owner of the Rhoads Radio Circus. Survived by a brother and a sister. Burial in Showmen's Rest, Chicago, December 6 (Details in Chicago Department).

**HERRMANN—Walter R.**  
59, vaudeo and general manager of the Madison Square Circuit, December 3 in Chicago. Long in the theater management business he was formerly with the old Laertes Circuit, managed the Chicago Theater in 1928, was general manager of B&M's Detroit circuit from 1930 to 1934 and the next 20 years with the B&M Chicago headquarters. His widow, two sons and a brother survive.

**KEANS—Edward F.**  
71, one-time pianist in Providence theater, a member of the old Providence Symphony Orchestra and once secretary of the Musicians' Protective Association, December 3 in Providence.

**KEY—Howard.**  
89, former actor and oldest member of the Players' Club, December 1 in New York. He was a leader in the Actors' Society of America, Actors Equity and the short-lived Actors' Pioneers League. His long career, which covered over 250 roles, he appeared in such shows as "Madam," "Way Down East," "The Girl in the Red Velvet Gown," "The Chick," "Francesca di Rimini," "Caste," "The Octoroon," "She," "Nathan and the Great Lover." At one time he headed an acting company over Station WGRS, former Ormel Broadway. He had several years he toured in vaude sketches with his wife, Amy Houghton. He leaves his wife.

**LANE—Frank (Dutch).**  
72, concessionaire, recently in Columbus, O., of a heart attack. His only known relative was a niece in New York.

**LINBERG—Margie F.**  
singer, actor, November 27 in Los Angeles. Interment in Holy Cross Cemetery, Los Angeles.

**LEHNER—Walter.**  
Recently 62, December 3 in Hollywood. Recently with Universal-International Studios, he formerly produced shows on Broadway including "McMafia's Affairs" and "Broadway Streets," the latter in association with his brother, George. He also acted as actor for the New York Winter Garden Sunday concerts for several years.

**MAGO—Paul.**  
63, concessionaire, recently in Holy Stars Sanitation, Calif. He has worked with the Al G. Barnes, Ringling and Cole Bros' circuses and with the J. R. Edwards, Cunningham's S. P. O. S. 111.

**HAPPY POWELL and World of Pleasure shows.** Survived by his widow, Marie, a son, Marie, and a daughter, Alice. Burial in Calvary Cemetery, Canton.

**MOORE—Mrs. Nellie.**  
56, wife of late Bertie (Doc) Moore, outdoor showman, recently at her home in Valdosta, Ga. Survived by the sons, Bill, Hector Jr., Monty, Joe and Frankie, and a stepdaughter, Mrs. Ben Qualls. Burial in Sunset Cemetery, Valdosta.

**ORSH—Robert.**  
59, veteran actor, December 7 in New York. Beginning his career as a box office employee in St. Louis he later made his first stage appearances with the Colonial Players Stock Company in "Missions" and "My Friend From India." After an association with the Harry Dean Company in Pittsburgh Orsh appeared in New York in "The Little Gray Lady," "Gladys" and "Coburn." He had also appeared in "Missions" and "My Friend From India." He was married to Mrs. M. J. Orsh. Survived by his widow, Mabel, and a daughter, Mabel. Burial in Woodlawn Cemetery, New York, December 8.

**PEATT—William.**  
59, musician and stage artist for 30 years, billed as the Great Street, December 1 in New York. He was 18 years ago, but devoted his time and talent in the War II troop entertainment. His widow, Alice, and a brother survive.

**POWELL—Eleanor.**  
73, vet. stage and pic actor, November 28 in Los Angeles. Burial in Chapel of the Pines Cemetery, Los Angeles.

**QUAERS—John W.**  
75, owner-operator of stations WBOA and WFLA, Fla., Rome, Ga., since he assumed control of the station in 1933 it has grown from a part-time 100-watt station to a full-time 5,000-watt network affiliate. Early in life he was associated with the late R. M. Truett. Survived by his widow, Annie, and a son, J. H. Burial in Rest View Cemetery, Rome, December 4.

**RUBACK—Sam Mary.**  
43, lack stock owner of the Alamo Exposition Shows, and former secretary-pressman of the shows, December 4 in a San Antonio hospital.

**SEARS—Clarence.**  
41, operator of a night club in Miami, Fla., December 3 at his home in that city. He was a restaurateur and club operator for 33 years. Survived by his widow, Carrie; daughter, Lucille; and a brother, Leo. Burial in Miamiview December 4.

**SEGUN—Bessie.**  
23, daughter of Mr. and Mrs. R. E. Langston, owner of the St. Charles (Mich.) Theater, November 29 in Detroit of injuries sustained in an auto accident.

**SILVER—Evelyn.**  
70, silent film star, December 6 in Los Angeles. She starred in 1914 and appeared in such films as "The Girl of the Year," "The Hand That Rocks the Cradle," "People vs. John Doe" and others. Interment in Inglewood (C&M) Park Cemetery.

**SEVERANCE—Irvin Miroslav.**  
64, writer and Los Angeles radio announcer, December 4 in that city. Survived by his wife, Charles; mother, Mrs. Louise Brown; daughter, Helen; and three sisters, Mrs. Marion Doores, Mrs. Gladys Oved and Mrs. H. Mayer. Interment at Forest Lawn cemetery, Calif.

**SHEPHERD—Ethel.**  
72, mother of Hank Shelby, outdoor showman, recently in New York. She also advises her son, who is touring with an Edvard and a daughter, Sunny. Burial in New York December 3.

**SIMPSON—Raymond R.**  
64, Camden, Ind., newspaper publisher and father of William Simpson, editor of the Circulo Historical Society, wagon, November 28 in Camden. Services November 28 in Camden.

**SIPP—Earl D.**  
66, owner and producer of the Winfred St. Clair Stock Company, one of the top traveling rep units of some 40 years ago, December 3 at his home in Kokomo. He had father, George W. Sipp, built and operated the Sipp Theater in Kokomo for many years, and owned the Sipp Theater in Chicago for several years. Survived by his widow, Catherine. Burial in Crown Point (Ind.) Cemetery, December 6.

**SMITH—Fred Norman.**  
70, active in band music circles for over 50 years, recently in Staffordville, Conn. He was one of the organizers of the Phoenix Liberty Band, Stafford, Conn.

**SPEDDEN—Sam.**  
83, who some 40 years ago operated the Spedden-Peige rep company, brought the first and best record company to his home in Minneapolis of 1908. He had also organized some of the Olney-Hoffner rep companies which came under his management. He also toured and managed one-night stand attractions for a number of years. He was married to the "Turkish Bath," "Thema" and "Pope's Ferry." Survived by his widow, Josephine.

**SWERDLOW—Marjorie.**  
66, pianist and orchestra leader, December 3 in Philadelphia. A composer and arranger, he was with the Paul Whitman band from 1923 to 1928 and with the Meyer Davis orchestra 15 years. A sister survives.

**WOLFINGER—Amstel.**  
74, scenic artist who worked on projects at Coney Island and Rockaways Playland, New York, December 1 in New York.

## Marriages

**BARON-NOVICKI—**  
Stanley Baron, booker for United Artists in Detroit and Bernadine Novicki in Detroit recently.

**BROOKAW-BROWN—**  
James Brown, WCOP announcer, and Lillian Lee Brown December 7 in Boston.

**GILLY-GLADSON—**  
Ralph E. Gilly and Bertie Ruth Gladson, both of the Gold Medal Shows, recently in Birmingham.

**GILBERT-GOODRICH—**  
Robert Gilbert, J. Walter Thompson ad agency staffer, and Eleaner Goodrich November 30 in Chicago.

**JAMES-HOFFMAN—**  
Clara James, actress, and Dr. Peter L. Hoffman recently in Tijuana, Mex.

**LICO-CAMERON—**  
Angela Alice Lico and Rod Cameron, Western motion pic actor, December 7 in Las Vegas, Nev.

**MOHRBAK-OS—**  
Tommy Morricks, gymnasium manager at Riverside Park, Agawam, Mass., and Barbara Alice Cox, member of the park secretarial staff, December 7 at Springfield, Mass.

## Births

**BURBS—**  
A son to Mr. and Mrs. Bill Burbs, November 27 in Burbank, Calif. Father is a radio producer.

**CULLMAN—**  
A son to Mr. and Mrs. Howard B. Cullman, November 29 in New York. Father is legit theater owner and investor.

**FOY—**  
A daughter to Mr. and Mrs. Fred Foy, November 29 in Detroit. Father is an announcer at WJYZ, Detroit.

**GULEVSKI—**  
A daughter, Agneta, to Mr. and Mrs. A. O. Gulevski Jr., recently in St. Louis. Parents are owners of the Illinois Plastic Products Company, St. Louis.

**LESLIE—**  
A son to Mr. and Mrs. Gene Leslie, November 28 in Santa Ana, Calif. Parents are the ballroom team of Olga and Gene Leslie.

**LUTE—**  
A daughter, Jacqueline, to Mr. and Mrs. Sam Lute, November 18 in Orders of Lebanon Hospital, Los Angeles. Father is an associate in the Ooble, Lutz & Heller agency, Hollywood.

**MANN—**  
A son to Mr. and Mrs. Delbert Mann, November 28 in Yonkers, N. Y. Father is legit director of "Philo Playhouse" on NBC-TV.

**OLCHOWY—**  
A son, Michael George, to Mr. and Mrs. George Olchow, of the Continental Shows, recently.

**RASHEEN—**  
A daughter, to Mr. and Mrs. Boyd Rasheem, December 1 in New York. Father is the org leader; mother is singer Gladis Powell.

**SHANLEY—**  
Two sons to Mr. and Mrs. J. P. Shanley, November 23 in New York. Father is a drama reporter for The New York Times.

**WILMOY—**  
A son to Mr. and Mrs. Patrick Wilmo, December 1 in New York. Mother is Las Montgomery, U. S. rep for Moley, costume; father is an author-publisher.

## Divorces

**AGAN—**  
Betsy Temple, film star, from John Agar, actor, December 7 in Los Angeles.

**LANDBERG—**  
Mrs. Evelyn Ashland Landberg, ex-University of Washington teacher, from Klaus Landberg, KTLA Paramount Television Productions, Inc., vet. rep., December 6 in Los Angeles.

**WRIGHT—**  
Marilyn Garland Wright, granddaughter of the late sportsman, William Garland, from Clarence William Wright, actor, December 4 in Los Angeles.

## Pic Studio Names Gunzendorfer Gen. Mgr. for TV Pix

HOLLYWOOD, Dec. 8.—Wilt Gunzendorfer this week was named manager of the television production of General Service Studios (GSS), indie lot here. Gunzendorfer resigned as sales head of KYA, San Francisco, to assume the post. He is a showbiz vet of many years standing. GSS is owned by the Nasser Brothers, who not only produce independently for United Artists release, but also rent facilities to other producers. The lot encompasses seven stages and more than seven acres of production facilities. Gunzendorfer's appointment heralds a drive to get video film producers to use these facilities and may also lead to GSS producing its own vidpix. Gunzendorfer formerly was general manager of KROW, Oakland, with KFO, San Francisco; Don Lee Artists' Bureau and in vaude.

## BAMPTON LP

### Presser in Disk Pitch Via Singer

PHILADELPHIA, Dec. 8.—Theodore Presser Company, long one of the largest standard publishing firms, has entered the long-playing disk field in a special catalog promotion deal. Launched as an experiment, the disk release includes 12 modern concert songs by young American composers, all of which are published by Presser. They are sung by the former Metropolitan opera star, Rose Bampton, accompanied by Wilfrid Pelletier, on a single 12-inch disk.

The platters, which retail at the low figure of \$2.50, are being sold direct to stores by Presser's regular music salesmen, and will not be offered to distributors at present. RCA Victor is pressing the records for Presser. The record is also being offered in a combination deal, with full-size copies of each song, all for \$7. Title of the disk is *Rose Bampton Sings for You*.

Presser, according to vice-president in charge of merchandising, Richard C. Newbold, is pushing the issue as a model of interpretation for vocalists and coaches. Direct mail pieces have gone out to 425,000 mail-order customers of the pubbery. The repertoire was selected by musical advisor Pelletier, from 36 recently published works.

The whole project is somewhat of a family deal. Pelletier is Rose Bampton's husband, and James W. Bampton, Presser president, is the singer's brother.

## Decca Issues Gold Singles

NEW YORK, Dec. 9.—To cover the single 78 r.p.m. disk market in the longhair field with its recently introduced gold label series, Decca Records has created a new series which will employ microgroovings to get as much as five minutes of music on a 10-inch side. The single disk series will be limited to 10-inch non-breakable Decadette platters and will be issued as the 16,000 series. Platters will retail at \$1 per.

The first couplings in the series will include sides from the discery's Leroy Anderson album and from the forthcoming album of recordings of the late Richard Tauber. The Tauber set will be on 12-inch long-play disk as well as on four single 10-inch 78 r.p.m. platters.

## Anti-Publishers' Bill Seen Futile

WASHINGTON, Dec. 9.—A new attempt to divorce newspaper publishers from radio-TV ownership is in the works on Capitol Hill, but it's headed nowhere. Rep. Walter B. Huber (R., Ohio) dropped a bill in the hopper this week prohibiting the Federal Communications Commission (FCC) from issuing radio or TV grants to newspaper owners. Altho Huber's bill wouldn't be retroactive to toss present newspaper-owner licensees out of radio-TV business, Congress isn't likely to badge the fourth estate by taking the bill seriously.

## CBS To Offer

Continued from page 10  
won't be blacking out on KTTV until May. As each CBS show completes its winter cycle it will be replaced by a KTTV program. First CBS show to take its hiatus will be the Pabst Beer bouts, which go off in May. Arthur Godfrey will be the last CBS program to leave when he exits in July. To some extent, CBS will be competing with itself in its make-over scheme of its new shows kicking off on KTLB, bucking other CBS shows on KTTV. Bob Purell, KTTV program director, ordered a minimum of one remote per week. Number will probably be increased as splitting time with CBS draws near. To date KTTV has done only a minimum of remote shots and Purell feels the time will now be known when the station goes indie.

In Memoriam  
In Loving Memory of Mr.  
Beloved Husband  
**HARRY TAYLOR**  
who passed away one year ago,  
Dec. 15, 1949.

"Life is shorted, Love is immortal,  
Death only a horizon, and to my  
Darling, until we meet beyond  
that horizon, as always, AM MY  
Love."  
**Mary V. Taylor**

IN MEMORY  
**MARGIE LEE**  
(Mother) STERLING  
who passed away Oct. 19th, 1949  
the 1st of Jan.  
**WILL W. (Bill) Sterling**

IN LOVING MEMORY OF  
**GEO. T. SCOTT**  
who passed away on Dec. 17, 1949,  
lovely noted by his wife  
**JANNET SCOTT**

On behalf of the management and  
the staff  
**Rockaways Playland**  
Wishes to extend its deepest  
sympathy to the bereaved family  
**AUGUST WOLFINGER**

IN LOVING MEMORY OF MY WIFE  
AND OUR DEAR MOTHER  
**MRS. WILLIAM F. KORHN**  
WHO PASSED AWAY DECEMBER 17, 1948  
**WILLIAM F. KORHN**  
**RAYMOND J. KORHN**  
**VERNON KORHN**  
**MRS. WILLIAM DUNCAN**  
**YOU ARE ALWAYS IN OUR THOUGHTS**

# WEST'N FAIRS PUSH PLANS FOR 1951

Seattle Conclave  
Studies Problems  
Posed by Crisis

SEATTLE, Dec. 9.—Members of the Washington Fairs Association holding their annual two-day meeting here Thursday and Friday (7-8), looked the problem of operating under the present international crisis right in the eye and came up with the decision to do everything possible to continue their events.

The discussion came under the heading of "The Effect of National Mobilization on Our Fairs. Should Operations Be Restricted, or Can We Continue With Our High Scale of Planning?" The panel discussion was headed by Henry R. Hubbard, Kitsap County Fair, Seaside on the panel were Oscar Smith, Grays Harbor County Fair; Bud Saunders, Grant County Fair; Henry Fisher, Whitman County Fair; Al Sawyer, Northwest Washington Fair; Arthur F. Kulin, Clark County Fair; E. S. Ashe, President, Columbia Empire Fair; E. M. Luckfelt, Klickitat County Fair; Paul Hollomon, Evergreen State Fair; Merton Dick, North Central Washington Fair; Leslie L. Stewart, Southeast Washington Fair; and Ed Heinemann, field secretary, Washington Horse Breeders' Association.

Hubbard prefaced the session by warning the restrictions gradually being set up on steel, zinc, copper and other products would prevent the full scale manufacture of a number of commercially displayed items at the fairs.

"Commercial participation will be greatly affected by the non-participation of exhibitors depending upon manufacturers of items using materials on the restricted lists," Hubbard declared. "How is that to affect each of our fairs? How can the loss be replaced? What retractions in our operations must be made to stay in the black? These are the questions confronting every manager today."

Hubbard explained that at his fair an all-out effort was already being made to increase revenue. He stated that this was being done by the sale of membership tickets. (Continued on page 60)

## Ripley Museum Opened in Fla.

ST. AUGUSTINE, Fla., Dec. 9.—Permanent home of the late Robert L. Ripley's Believe It or Not collection of oddities was unveiled here today, with the spot operated by John Arthur, president of John Arthur Exhibitions, Inc., New York. Admission is pegged at 75 cents for adults and 40 cents for children.

Administration of the museum will be handled by Ray S. Eitel, vet movie exhibitor, and Edward Douglas, former manager of New York's Capitol and State theaters. Plans call for day and night operation.

Museum is located in Castle Warden, former home of novelist Marjorie Kinnan Rawlings. The location here on U. S. Highway 1 was chosen to best catch the tourist trade.

## Atlantic City B'dwalk Assn. Seeks Big Off-Season Push

ATLANTIC CITY, Dec. 9.—Concerned over the drop in off-season activity here, a \$75,000 advertising campaign calling on all America to visit Atlantic City was proposed at meeting of the Boardwalk Association, with the drive to include a co-operative campaign in newspapers, magazines and radio outlets.

Adrian W. Phillips, in making the proposal, said the resort needed more than the reduced rates which Florida offers during the off-season, pointing out that Florida has been glamorized and

## DAMAGE REPAIR OKAYED BY NPA

CHICAGO, Dec. 9.—Rebuilding of facilities damaged in recent storms will be permitted under the National Production Agency's (NPA) current orders limiting amusement construction, it was pointed out this week by the National Association of Amusement Parks, Pools and Beaches (NAAPPB) here.

Paul H. Huedepohl, NAAPPB secretary, said the NPA allows for rebuilding to "substantially the same size and condition." He predicted considerable repair work would be undertaken soon by Eastern parks damaged in recent storms.

# NPA Sets Up Appeal Section To Handle "Hardship Cases"

Fluid Emergency Situation Adds  
To Clarification Difficulties

WASHINGTON, Dec. 9.—The National Production Authority (NPA) has set up an appeals section for handling "hardship cases" under the NPA Amusement Construction Control order. The NPA is getting numerous queries for clarification of the amusement construction ban which has been operative slightly over a month. Queries for clarification or for appeals from hardship can be addressed to the National Production

Authority, Commerce Department, Washington, D. C.

NPA officials said this week that clarification of the order in some respects is made difficult by the highly fluid emergency situation. The amusement construction ban itself has already been twice amended and probably will see further revision or tightening. Meanwhile, with NPA clamping down controls in related fields, the situation is all the more uncertain. This has spurred the creation of an appeals section.

**NPA Stresses Order**  
The NPA stressed that its ban applies to all amusement construction in excess of \$5,000 in any 12-month period. A case can be appealed on hardship grounds, however, if, for instance, an organization can show proof that it had indicated itself prior to the date of NPA's crackdown order.

A plea for modification of the order so as to bring more relief to municipalities was made this week by the National Municipal Association, representing 10,000 municipalities of all sizes. The association adopted a resolution urging that certain types of municipal recreation construction be exempted from the order.

## Conn. Solons Again Face Games Bid

BRIDGEPORT, Conn., Dec. 9.—In a report completed this week in preparation for the Connecticut Legislature which convenes next month, the State's Legislature Council recommended that games of chance be made legal when sponsored by charitable, religious and civic groups.

Council also recommended that governing bodies of municipalities be given permission to allow games of chance upon petition of at least 5 per cent of the voters. Municipalities would be empowered to permit bazaars conducted by "charitable, civic, educational, religious, fraternal or veterans' organizations, volunteer fire departments, grange or other non-profit organizations."

Incoming Legislature has the power to accept or reject recommendations of the council, which serves as a fact-finding agency for the General Assembly.

## MacLeod, Alta., In \$1,556 Deficit

MACLEOD, Alta., Dec. 9.—MacLeod Stampede wound up its 1950 event with a deficit of \$1,556. It was announced at the annual board meeting here recently, where dates of June 30-July 2 were set for next year.

All officers, including Dan Boyle, president; Charles Mason, treasurer; and Al Miller, secretary, were re-elected.

# Rockaways' Playland and NBC Set Park-Radio-TV Promotion

• Continued from page 1

WNBC's shows will be rebroadcast directly—including the commercial plugs—shows to include news, musicals and other programs. With three-day week-ends drawing over 1,000,000 people to Playland, this will give the station a terrific "captive" audience and it will give the park an additional show value for its p. a. set-up.

WNBC-WNBT will also get an estimated 100 billboards inside the park, call letters on the Playland

tower and plugs on the excursion boats sailing from Manhattan to Rockaway. When the park runs a special event—beauty contests, or beautiful children competitions—winners will be spotted on WNBT video shows.

## Frank Winkley Drops Thrill Show Operation

Signs Nine Fairs,  
Eight Still Dates  
At Chi Meeting

MINNEAPOLIS, Dec. 9.—Auto Racing, Inc., will drop all thrill-show operations in 1951 and concentrate on auto racing exclusively, Frank Winkley, general manager, announced this week upon his return from the Chicago outdoor convention.

While in Chicago Winkley signed to provide 22 days of speed events at fairs and inked pacts for eight still date race meets. Included in the contracts are two additional days of stock car racing at Red River Valley Fair, Fargo, N. D.; one additional meet at Mason City, Ia., and big car and stock car races at Marshfield, Wis. The latter a new spot for the org.

**Fairs Signed**  
Fairs signed include Rice County Fair, Faribault, Minn.; Upper Peninsula State Fair, Escanaba, Mich.; North Iowa Fair, Mason City; Mississippi Valley Fair, Dubuque, Ia.; Sioux Empire Fair, Sioux Falls, S. D.; Steele County Free Fair, Owatonna, Minn.; Red River Valley Fair, Fargo, N. D.; and Freeborn County Fair, Albert Lea, Minn.

Still date events are skedded at Kansas Free Fair, Topeka; Steele County Free Fair, Owatonna, Minn.; and Sioux Empire Fair, Mason City, Ia.  
Fifteen days of stock car racing have been signed, Winkley said, 10 of which will be either for 100 laps or 100 miles.

## France Skeds Race Dates

DAYTONA BEACH, Fla., Dec. 9.—Dates have been announced for four major racing events at this resort city during the winter season by Bill France, director of racing events at the local four-mile beach and road course.

Two stock car races are slated for February 10 and 11, one a 150-mile event with a \$3,000 purse, and the other the same distance for \$5,000. A motorcycle program will include a 100-mile amateur race February 24 and a 200-mile expert road race February 25. Some 250 riders are expected to compete in the two divisions.

France must rebuild the north grandstand of the four-mile course here, which was damaged by a recent storm. Damage is estimated at \$5,000. Bill Fair, head concession man of Bill France Enterprises, and Johnny Bruner, manager of the Peach Bowl Speedway at Atlanta, will supervise reconstruction.

## Glazier Is Prez At Ponoka, Alta.

PONOKA, Alta., Dec. 9.—John Glazier, of Coronation, was elected president of the Central Alberta Stampede Association at its annual meeting here. Ted Gardner, of Stettler, is honorary president; Louis Kuth, of Benalis, vice-president; and Ken Granland, Ponoka, secretary-treasurer. Archie MacDonaid is traveling representative. The Cowboys' Protective Association will be asked to recognize

Advertiser's Days at the park also will be set up. These will give those sponsors plugs during that day, and the park will get special plugs on the program or programs sponsored by that advertiser. Free tickets in the stores will give the amusement center an additional hype.

Park authorities believe that the steady barrage of AM-TV plugs may hype attendance as much as 20 per cent. Deal was made by A. Joseph Geist, Playland's president, and Ted Cott, WNBC-WNBT general manager.

## New M-G-R Skedded for Central Park

NEW YORK, Dec. 9.—The Merry-Go-Round recently destroyed by fire at Central Park here will be replaced by a larger one, operated at Coney Island by Gus Miller for 40 years, thru an arrangement made by the city Board of Transportation and the Park Department.

Carrousel is located in the arcade of the B.M.T.-Smith Street trolley depot at Surf Avenue and West Fifth Street, Coney Island. The city has owned the device, originally spotted there to boost trolley travel, since 1940. B.M.T. obtained the ride from the old Coney Island & Brooklyn Railway Company.

Park Department officials estimated that it would require \$8,000 to \$10,000 to move and recondition the device, including \$2,000 for a new organ. Built in 1910 at a cost of \$40,000, the ride is 50 feet in diameter and has 57 horses instead of the 44 that were clattered in the blaze.

Transfer was effected when Miller recently wrote to the Board of Transportation that the ride "is not a gold mine" and that he no longer wanted to operate it.

## Hagen Plans Auto Races In N. Y. Area

NEW YORK, Dec. 9.—Chet Hagen, a member of the news and special events department of the National Broadcasting Company (NBC), this week announced that he planned to promote several big car auto races on Long Island tracks next summer.

Tentative plans call for special promotion and added features, such as trophy presentations, a band and fan lure in the form of majorettes. American Automobile Association (AAA) sanction is being sought.

For a number of years Hagen has handled radio promotion for the Reading (Pa.) Fair in conjunction with Russ Merer, the annual's track chief. Hagen is a former resident of Reading, a top big car race spot.

## Detroit Cele Spends 186G

DETROIT, Dec. 9.—Celebration of Detroit's 250th Birthday Festival next summer took definite shape this week with the allocation of \$186,000 to several of the active committees including one for "commemorative merchandise" headed by Berrien Eaton.

Show end of the festival was strengthened with the appointment of Earl J. Hudson, president of United Detroit Theaters, as chairman of downtown entertainment activity.

The Central Alberta circuit and to place the circuit's dates above those towns not belonging to the circuit.

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# WFA Seeks Change In State Aid Law

## Hope for More Equitable Distribution Of Funds Derived From Pari-Mutuel Tax

SEATTLE, Dec. 9.—Amending of the present fair law in the hope of a more equitable distribution of State funds was recommended at the 14th annual Washington Fairs Association meeting which ended its two-day run here yesterday (8). The fund is derived from a State tax on pari-mutuel wagering on horse races, with 30 per cent of a 5 per cent tax going for support of annuals.

The issue appeared on the opening morning program as Future Fair Legislation (panel discussion) with only an hour being allotted for the discussion. However, it proved to be the most important subject at the convention, with wranglings going into that afternoon and into yesterday's session. A modified recommendation was passed by a vote of 28 to 25.

The matter was brought before the group by Syveris Omdahl, director of agriculture, as chairman of the discussion panel composed of Paul Holloman, Fred Wilson, Fred Magin and Floyd Svinth. Omdahl explained that he was not taking sides in the matter, but hoped to feel out the association on the matter.

**Makes Recommendation:**  
The modified recommendation follows: "The committee recommends that the present fair law be amended to permit the setting up of four special youth shows, 10 district fairs and 29 county fairs. Continue community fair and a special interest shows on a matching basis of 50 cents on the dollar. State funds to be divided as follows: 4 youth shows, 15 per cent; Class C fairs, 10 per cent; administration of fund, 5 per cent; and 70 per cent to be divided equally between Class A and B fairs.

"Set up an advisory board of five members—two from the Eastern part of the State, two from the Western part and one at large—to work with the director of agriculture on allocation of money on merit basis within each class."

The recommendation differs from the present legal set-up of

Class A, B, C and D fairs. A Class A fair is one which has been in existence for two or more years and with general competition from five or more counties. This type of fair is limited to nine. Class C is a fair also existing two or more years and open to all exhibitors in the county in which it operates. Class C covers junior competitions, and Class D is mainly community fairs.

Under the present set-up the approximately \$200,000 distributed to A fairs, 25 per cent; B, 20 per cent; C and D 10 per cent but not to exceed 50 per cent of premiums (5 per cent is for administrative work).

The 22 B or county fairs can be increased, by demand, to one in each of the 29 counties. The new set-up would increase the A classification to 10. However, as money will be allotted on a merit basis all fairs in each division may not receive the same amount. The association also proposed to limit Class A or district fairs to geographical coverage of not less than two or more than four counties.

On the basis of percentage, some of the fair members contend that the allotment, without consideration of the merit basis, will be about the same as the old scale. However, the addition of one more Class A fair was said to give almost equal coverage over the State.

The recommendation as passed sounds out the association members. Class B or county fairs had fought against some Class B fairs on the basis that some of the county events were more important than some of the district annuals. The new move is expected to rectify this matter.

Decision on the matter was pushed at every opportunity during the meeting, for it was necessary to complete the work before the Washington Legislature convenes early in January.

# Minot Renames 1950 Officials

MINOT, N. D., Dec. 9.—Directors of North Dakota State Fair, Bessie Dahl, president; C. H. Parker, vice-president; and Bob Finke, secretary. Glen Pace was named a director to replace Fred Olsen, resigned because of ill health.

Financial report for the fiscal year ending August 31 showed receipts of \$83,802.14 and expenditures of \$83,721.83. Accounts receivable total \$5,725.58 and accounts payable \$1,051.18.

Officials spent \$23,304.01 for improvements, maintenance, and equipment. This included \$6,979.64 for a concrete floor in the Industrial Building; \$4,652.72 for 1,747 feet of cyclone fencing; \$500 for 53 flood lights; \$1,000 for a new saw and feed barn. The fair also paid out \$8,997.33 in premiums.

Secretary Finke reported the Industrial Building a big draw this year. Completely occupied during the fair, its main points of interests were the 120-foot Crosley exhibit and Westinghouse, Electro and Spark displays.

After five days of good weather, the fair was hit by rain on closing afternoon which cut grosses considerably and reduced attendance at the Voorhees-Flocke evening ice show to 1,707 people.

Dates for the 1951 annual have been tentatively set as July 30-August 4.

# Flood Revisits Coney

CINCINNATI, Dec. 9.—Flood water came back to Coney Island here this week when the Ohio River, swollen by melting snow, went out of its banks to baptize the park for the third time in a calendar year. If the flood does not exceed the 57-foot crest predicted for Monday (11), only a clean-up job will be necessary when the water subsides. Most perishable equipment is removed from the park each year following close of the season.

**Winter Fairs**

**ARIZONA**  
Mesa Maricopa Co Fair Feb. 22-Mesa 9  
Marcel Delmore, Phoenix, Ariz.

**CALIFORNIA**  
Imperial-California Mid-Winter Fair Feb. 24-March 4, O. V. Szwarc.  
Imperial-Riverside Co Fair & Nat'l Date Fair Feb. 17-23 R. M. C. Pullerwood  
Sed. Bernardino-National Orange Show March 8-13 R. E. Smith

**FLORIDA**  
Bowling Green-Harder Co Strawberry Festival Jan. 15-20 J. A. Albritton Jr.  
Cocoa-Indian River Orange Jubilee Feb. 10-15 Mrs. Marion Oxford  
Dade City-Pasco Co Fair Assn Jan. 11-13 P. Higgins  
Daytona Beach-Seminole Fair First week in March, Turner Scott  
Delray Beach-Booth Fla. Quindola Festival Feb. 10-17 Mike Marbet  
Eustis-Florida Sportsman's Expo-Late Co Fair March 18-24 Karl Lammann  
Lafayette  
Fort Myers-Southwest Fla. Fair Feb. 5-10 R. V. Lee  
Inverness-Citrus Co Fair Assn Jan. 9-13 Owenita Martin  
Largo-Minnesota Co Fair Jan. 23-25 J. H. Jones  
Miami-Dade Co Fair March 1-17 Robert C. Booth  
Orlando-Central Fla. Expo Feb. 19-20 Crawford T. Bickford  
Punta Gorda-Florida Strawberry Festival March 8-10 G. B. Peeling  
Punta Gorda-Charlotte Co Fair Jan. 15-20 Harry H. Jack  
Sarasota-Sarasota Co Fair Assn Jan. 22-27 Cal Rasor  
Tampa-Flora's State Fair Jan. 30-Feb. 18 P. T. Christie  
Winter Haven-Florida Citrus Expo Feb. 2-17 Phil B. Lucey

**LOUISIANA**  
Lafayette-South La. Mid-Winter Fair Jan. 24-29 Desz J. B. Arreaga  
St. Francisville-W. Feliciana Fair Feb. 22-24 C. L. Flowers

**TEXAS**  
Houston-Houston Fair Show & Livestock Expo Jan. 11-Feb. 11 Herman Kugel

# Mass. Group Sets Topics For Meeting

NORTHAMPTON, Mass., Dec. 9.—The 31st annual meeting of the Massachusetts Agricultural Fairs Association will be held here January 23 and 24, 1951, with business to include election of officers and reports by standing and special committees.

Following a past president's luncheon to be held the first day, speakers will include John Chandler, commissioner of agriculture; Leo Doherty, director of plant pest control and fairs, and S. V. Noyes, assistant director of dairying. Temporary set is a speaker from the Civil Defense Agency on the part airs can play in the group's program.

Floorshow that night, accompanying the banquet, will feature talent supplied by George A. Harland & Son, New York, and Al Martin, of Boston, with music furnished by George Venz's band. Favors and novelties will be distributed thru the courtesy of the Interstate Fireworks Manufacturing & Display Company, Springfield.

Second day of the meeting will be given to a general discussion of matters of interest to fairs and clarification of any questions raised during the previous day's session. The second day of the meeting will be open to fair men only.

Massachusetts Racing Fairs Association tip, Milton Danziger, president, also will hold a meeting here January 22, the night preceding the start of the agricultural association confab.

# Jackson, Minn., Sets Attractions

JACKSON, Minn., Dec. 9.—The Jackson County Fair here has set its attraction program for '51. Anton C. Geiger, secretary, announced.

Ken Gorman's Sunset Amusement Company will provide the midway, while National Speedways, Inc. (Al Sweeney-Gaylord White) will stage one day each of big car and stock car races and the Jole Crawford Auto Daredevil one machine thrill show.

# Det. Zoo Adds Train

DETROIT, Dec. 8.—A second trackless, tractor-drawn train will be installed at Detroit Zoo for 1951. Director Frank G. McInnis said this week the firm was put into service last summer, and proved a good money-maker, providing service around the exten-

# Pool Ops Seek More Members, Hear New Tips

CHICAGO, Dec. 9.—Efforts to increase representation of pool and beach operators in the National Association of Amusement Parks, Pools and Beaches (NAAPPB) and at the NAAPPB conventions were urged here last week by Vernon D. Platt.

Platt, operator of Somerton Springs, Somerton, Pa., was chairman of the three-day pool and beach sessions conducted at the NAAPPB convention.

E. A. Armet, of Fischer's Pool, Landale, Pa., told the session that his formula for operation of a summer cottage colony called for a rural location near a population center, allowing working people to commute from their summer cottages. A feature of his program, he said, is that by paying an extra week's rent summer residents may also have year-round use of their cottages.

**Rockers Spotted**  
Catering to Jersey shore people, O. B. Jenkinson, pool op from Point Pleasant, N. J., outlined his operation, which includes three bathing areas on the beach, a pool for cool days, picnic tables, boardwalks leading to various sections of the area and 400 rocking chairs for those who come to watch youngsters play.

Color slides and talks by Robert E. Freed, of Lagoon Pool, Salt Lake City, and R. N. Perkins, of Omaha, were combined to describe rebuilding of Freed's Pool. They and a representative of the John-Manville Company explained use of diatomite filter systems as compared to sand filters. Freed said this year's chlorine expenses were held to about \$265 and that two pumps are installed to provide for light or heavy usage of the pool.

# Heats Outdoor Pool

C. A. Hvat, of the Halogen Supply Company, Chicago, read a paper by David Sternberg, of Playland Pool, York, Pa., in which Sternberg advocates heating water in outdoor pools to maintain a constant temperature.

Sternberg's heating system, he wrote, used \$218 worth of natural gas in 1949 and \$395 worth in 1950 to maintain an 80-degree level. The system can raise the water temperature seven degrees in 24 hours. He pointed out that it was necessary to anticipate temperature changes and to allow for help from the sun.

Sternberg stressed that 80-degree water feels refreshing on hot days and warm on cool days. Heating costs less than other phases of operation, he said, and provides excellent opportunity for promotion. He cautioned, however, that the word "heat" should be omitted in promotions and that he had found "temperature controlled" and "the other one is at Sun Valley" the most effective phrases.

# Mineola Sees 5G Gale Cost

MINEOLA, N. Y., Dec. 9.—Charles Bochart, manager of the Mineola Fair, estimated \$4,000 to \$5,000 in damages to the fairgrounds as the aftermath of the Saturday (25) gale. He gauged that repairs would be completed by March next year.

All roofing material on buildings at the grounds was damaged, according to Bochart. Some of the lighter material covering the grandstand top was stripped away, while metal sheathing on stable roofs was removed completely. Entrance to the grandstand was toppled and large doors below the grandstand and leading to the interior of the structure were downed. Three motion picture screens were leveled, as were six light poles. The cupola of one building also went south with the wind.

Bochart said that the recent gale was worse than the 1938 hurricane that struck the Atlantic Coast in that the wind blew steadily, allowing no time for temporary repairs and salvage as would have been possible had the gale come intermittently.

ive park especially for elderly and handicapped visitors, in addition to the more popular miniature railway.

CLOSE-UP: CLEMENS F. SCHMITZ

# Insurance Specialist Adds Hopes to Policies for Ops

By Jim Mellugh

(This is another of a series of articles on little known facts about people prominent in outdoor show business.)

HIGH in 30 Rockefeller Plaza, principal skyscraper in the fabulous Radio City group of buildings, Clemens F. Schmitz keeps his fingers crossed for the continued welfare of a large segment of outdoor show business enterprises, corporate and individual, insured by his firm. Clem, as he is familiarly known to thousands of showfolk, is one of the few specialists in the insurance world who also has an intimate knowledge of the special problems of the entertainment field.

For two decades Clem has been specializing in show business accounts. His interest and activity in the field began when, as president of a prominent New York insurance concern, he made a nationwide survey for Paramount Pictures which saved the flicker concern \$400,000. The job, which required four months and even resulted in a revised medical set-up, earned him a fee.

From 1932 thru 1937 Clem serviced the Ringling Bros. and Barnum & Bailey Circus, Hagenbeck-Wallace Circus and the Al. Barnes Circus. It was in this span that his education on the lots began and, as Clem points out, it has never stopped. At the time he received considerable tutelage from Frank Miller, Big Show concession chief and one of the best known men in the business, whose experience blankets virtually all outdoor showbiz segs.

In 1938 Clem left the insurance brokerage concern which he headed, and which also was a member of the New York Stock Exchange, to enter the general insurance brokerage business of his own. His first customer among the carnival gentry was Art Lewis, then owner of an Eastern railroad show and now a real estate operator in Florida. The amiable and vociferous Art, who would make an excellent campaign manager for any politician, spread words of praise.

It wasn't long before additional show business accounts began to pile up and today Clem is recognized as one of the leaders in the field with many carnivals, circuses, parks, fairs and allied interests represented on his books. The nature of the business requires a 24-hour-a-day, seven-days-a-week schedule, with Clem not infrequently being roused at his home as some operator seeks assistance, clarification or, perhaps, intones the news of some major mishap.

By virtue of his access to gross figures which are necessary in determining certain rates, Clem has been one of the best informed persons in the amusement field. Because advance route information is necessary to facilitate proper coverage, he is a storehouse of additional vital trade information. He is one of the very first to know when good fortune or financial difficulties affect a client. Although he is literally bulging with information, he never reveals a trade secret. Operators, having found him as tight-lipped as a statue, have long since given up trying to pick information on their rivals.

**Confidence Safe**

Although it grieved him, he has refrained from intervening as rival orgs. both clients, set up day and date plans for the same town. It so happened that the orgs were unaware of each other's plans. Asked later why he didn't tip off the parties concerned, Clem pointed out that he didn't have the right to utilize the information entrusted to him, no matter what



CLEMENS F. SCHMITZ

the reason. His reputation for fairness was summed up in capsule form by one show owner who, after talking to Clem confidentially about his business affairs, later said the information was safe because "Clem never tells me about the other fellow's business and it's a cinch that he's not telling them about mine."

Clem was born in Brooklyn in 1895. He attended New York University School of Commerce and served with the Marine Corps in World War I. He always had a flair for finance and this led to his early success in the investment field. Fellow members of the National Showmen's Association (NSA) recognize this ability and he is invariably appointed chairman of the finance committee. Clem also headed up the monument committee which supervised the designing and erection of a memorial to the NSA dead. It is regarded as one of the club's major accomplishments. In recognition of this and other participation in club activities, Clem has been made a life member of the association.

**200K Paid to Strates**

As might be expected, Clem has handled claims for every conceivable type of catastrophe. Perhaps the biggest single claim, \$200,000, was paid to James E. Strates, owner of the show bearing his name, after practically all units were destroyed in a winter quarter of the show several years ago. Despite equipment shortages and sky-high postwar prices, Strates opened on schedule in the spring; an accomplishment that won high praise throughout the industry. Clem says that his association with show people early taught him that there is no such word as can't. The belief is infectious, he says, because showfolk are constantly accomplishing the seemingly impossible.

The world-famed Lloyd's of London insures public liability for all outdoor segs. Some 12 years ago it was necessary for Clem to cable each order as received for confirmation. He has since been granted special power of attorney, a notable display of confidence on the part of Lloyd's. As a result, Clem can write up policies involving tremendous sums of money and complete backing of Lloyd's with no time limit on the filing of records.

**Journeys to London**

In 1949 Clem journeyed to London to meet officials of Lloyd's. The conferences resulted in the granting of additional powers. He returned this year for further conferences which will undoubtedly result in the extension of authorization.

Clem is naturally much interested in the welfare of outdoor show business generally. It was in his room at the Chicago meeting a year ago that the Railroad Show Owner's Association was formed. He also has a keen interest in legislative matters pertaining to all types of shows, and calls these to the attention of operators who stand to be affected. Clem is a scholarly person with a professional air. His interest in his business and the welfare of his clients is intensive. He doesn't mix business with pleasure and it is only apart from contracts and finance that his deep sense of humor is unbarreled and takes its rightful place in his personality. His visits to clients on the road are concise and business-like. Shortly after landing on a show lot he is bracketed with the client. With business completed, he

doesn't tarry long since he doesn't want to gamble with his presence curtailing operations. It is perhaps these qualities which have resulted in his acquiring a unique reputation for attention to duty in a segment of show business that frequently prefaces and then celebrates a business session with considerable frivolity.

Clem and his wife have three children two in college and one in high school. He is a member of the National Association of Insurance Brokers, the American Legion, NSA and Miami Showmen's Association.

## WFA Re-Elects Loney, Meenach

SEATTLE, Dec. 9.—Milton R. Loney was named president for the 11th time, and Charles Meenach, secretary, for fifth time, of the Washington Fairs Association, which concluded its 14th annual two-day session here yesterday (8).

Harry R. Hubbard was named first vice-president, and Dr. J. H. Corliss, second vice-president. Harris Wayne Scott and Verne Zerwek were named directors. Joseph Gould was named a director to serve two years, replacing Hubbard, who resigned from the board.

Loney's re-election came after he had had his "say" regarding nominations to be made. He frankly told the membership there has been some talk about "kicking out the old officers and putting in a new slate." The president offered the members a chance to tell their side of the story in the event they were dissatisfied.

Following the announcement of the nominations, the floor was held open should another ticket be in the offing.

All officers were unanimously elected.

## Jamison Ends European Tour; Bookings Scarce

NEW YORK, Dec. 9.—Jimmie Jamison, high diver, returned here recently after a nine-month tour of the Scandinavian countries. Although previous bookings and remuneration had been excellent, he reported his latest venture as being well below par.

In all, Jamison played three engagements, including one befuddled deal of eight weeks' duration for which he is still waiting to be paid off in full. Latter took place in Finland and involved his first professional appearance in that country.

Jamison, who attracted considerable attention just about a year ago when he performed his act in a heavy snowstorm, said that his appearances in Finland were made in temperatures just a few degrees above zero.

Other appearances were made in Denmark. Jamison brought his equipment back with him and said he would seek dates in this country.

Jamison expects to be joined shortly by his wife, whom he married in Norway, and their son.

## Swaim Suffers Heart Attack

COLUMBUS, O., Dec. 9.—Harley Swaim, superintendent of concessions and exhibits at Ohio State Fair here, suffered a heart attack on route home to McArthur, O., from the recent outdoor show meetings in Chicago and was taken to Hocking Valley Hospital, Logan, O., reports Floyd E. Gooding, of Gooding Amusement Company here.

According to Gooding, Swaim was placed in an oxygen tent. Swaim's condition is apparently improving, as it was reported late this week that he is expected to be taken to his home this week-end.

*The World's Greatest Amusement Rides*  
**Bear the Name ALLAN HERSCHELL**

MAJOR RIDES: Colossus, Carousel, White Swan, Merry-Go-Round, Ferris Wheel, Water Scooter, KIDDIS RIDES: Sky Fighters, Kiddie Buggy Ride, Kiddie Auto Ride, Little Dipper, Kiddie Boat Ride, Kiddie Merry-Go-Round. Write for free descriptive literature.

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## BULGY, The Whale

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Phone, wire or write for additional details about this sensational money winning ride.

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- Seats behind your car.
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Prominently

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Mr. Phil Daniels, of Syracuse, New York, writes: "The Merry-Go-Round has given us fine service, and is a very nice looking machine and I like it very much." Note—Mr. Daniels' machine is a Teen Ager De Lux. delivered this spring. We will maintain last season's price if possible. Send your deposit today. Price start from \$5,575.00 for a Teen Ager adult machine.

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- ★ CHAIR RIDE
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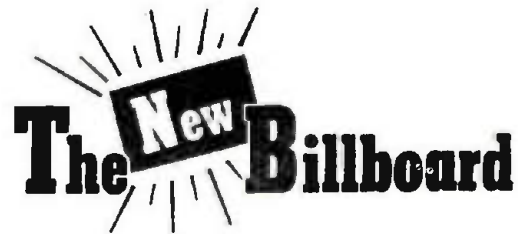


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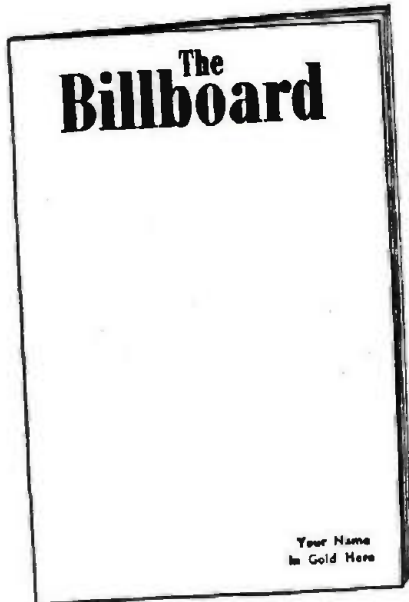
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**NEW ROMAN TARGETS**  
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**SHOOTING GALLERIES**  
and Supplies for Eastern and Western Type...  
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# Next WFA Meet At Yakima; To Write By-Laws

SEATTLE, Dec. 9.—The next annual meeting of the Washington Fair Association (WFA) will be held in Yakima and by that time the organization will have a set of by-laws.

The move to adopt a procedure came about after 14 years when the voting rights of the membership were challenged by Hugh King of Central Washington Fair, Yakima. King contended that one delegate from each fair only be allowed to vote. As no procedure had ever been outlined on the matter, President Milton R. Loney called for a vote from all attending fair representatives.

The matter of deciding just who may vote was put forth in a resolution during the closing hours of the two-day meeting and unopposedly adopted. However, the resolution led to other recommendations, resulting in the appointment of a committee, headed by Joe Smith, to draft by-laws. The resolution, which supported King's contention of one vote per fair, is to receive first attention and be incorporated into the by-laws.

The matter of incorporation was deferred.

The policy of meeting one year in the eastern part of the State, as was done last year when the convention was held in Spokane, and one year in the West as was done this year, was clarified. Asked for an opinion on this, Milton Loney, president, said there was no ironclad ruling to this effect.

Upon clarification, King invited the group to Yakima. The session will probably not be until January, 1952. The WFA has held two meetings in 1950, one last January and this session. However, it was emphasized that this gathering was necessary because of the coming Washington legislative program.

## Carnival, Booking Office Reps Attend WFA Seattle Meet

SEATTLE, Dec. 9.—Carnival agents and bookers were given their chances of reaching the managers of the fairs at the opening of the 14th annual Washington Fair Association session at the Washington Horse Breeders' Association headquarters here. The two-day meeting opened Thursday (7).

Speaking for their various interests were Len Mantel, Bert Levey Circuit; George French, Meeker Shows; Frank Kirsch and Mel Cook, Western Shows; Monroe Eisenmann, Imperial Exposition Shows; Jerry Ross, Jerry Ross Agency; Herb Dunn, Douglas Great Shows; Nat Lippmann, Ziegler Shows; Nat Lippmann, Sussman Novelty Company; and Clarence C. Nelson, Northwest Trotting Association.

## Carnival Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

Hobbs, Am: Crockett, Tex., 18-23.  
Miller, Ralph E., Scottdaleville, Ill.,  
Tomberville, 18-23.  
Woods, Earl: Bainbridge, Ga.

## Circus Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

Gould, Jay: Wilmette, Ill., 15; Geneva 18.

## Misc. Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

Kenie, Bonja, Joe Revue (Arena) St. Louis, Mo., 14-17.  
The Captains of 1951 (R. I. Auditorium) Providence, R. I., 12-17.  
Top Pillars of 1951 (Sports Arena) Healy, Pa., 18-23.  
Merley's Nat. Continental Vanities (Rialto) Danville, Va., 11; (Columbia) Burlington, N. C., 14; (Madison) Greensboro, N. C., 15-18; (Savannah Vanities of 1951) (The Forum) Wichita, Kan., 12-17.

NEW YORK, Dec. 9.—Three out of six park operators in the metropolitan New York area were waiting this week for payments on insurance policies which at least partially covered losses incurred in the heavy gale of November 25. The other three ops were digging into their own kicks to make up the deficit.

At Rye, N. Y., Playland, where the excitement damage was done to the excursion steamer pier and the tab was \$278,000, park director Allan MacNicol said that the management would have to ante \$50,000 to meet uninsured losses. The pier damage represented \$100,000 of the total, he said, and the structure was covered by a separate policy. Next most important loss was expense in the roofing carried off by high winds, and most of this is covered by extended fire insurance, MacNicol said.

MacNicol said the blow had given him some concern over the park's Roller Coaster, but that the device had been checked and found to be in good shape. All rides were okay except for a few that were hit by water. The ice Casino skating rink at Playland was back in full operation four days after the storm, although the rink was covered by water.

Kelmans Uninsured  
Ed Kelmans, operator of Indian Point Park at Crugers, N. Y., who carried no insurance on the spot, suffered off his \$10,000 loss philosophically. He reported that the spot was not covered by a policy and would not be so in the future because rates in the area were prohibitive.

With damage at Palisades (N. Y.) Park estimated at \$90,000, co-owner Irving Rosenthal gauged that all property would be in shape within three weeks. The loss was not covered by insurance, Rosenthal advancing the idea that heavy storms were too infrequent to warrant coverage that might in the long run cost more than repair work. A moving electric sign at Palisades that went down in the gale is being entirely refurbished, park owner reported.

# Coleman Adds 3 New Rides

MIDDLETOWN, Conn., Dec. 9.—Dick Coleman, carnival and park operator, bought two kiddie rides and an Octopus while attending the outdoor meetings in Chicago last week. The kiddie units will be added to Coleman Bros.' Shows, while the Octopus is slated for Ocean Beach, New London, Conn., where Coleman has a number of rides in operation.

Coleman said his enterprises enjoyed exceptionally good business during the 1950 season. Early season carnival earnings were cut considerably by poor weather. Big grosses were the rule starting at the end of June.

# Caravans Installs Officers In Impressive Ceremonies

CHICAGO, Dec. 9.—Bessie Mossman was installed as president of Caravans, Inc., at impressive ceremonies in the Crystal Room of the Hotel Sherman here Monday (27). Other officers included Claire Sopenar, first vice-president; Lillian Lawrence, second vice-president; Veronica Potenza, third vice-president; Irene Coffey, financial secretary, and Wanda Derpa, treasurer.

Rev. Marcel Lavol, guest chaplain, led the prayer, and the national anthem was sung by Veronica Potenza. Edith Streibich presented the gavel to the new president.

Pearl McGlynn, serving as emcee, read congratulatory wires from Frances Berger, Lucille Hirsch, Anthony Lander, Eva Laroy, Drs. Meyers and L. Mossman, Morrie Mossman, Mae Oakes, Estelle Reagan, Emma Ryan, Edward Sheehan, Dr. Max Thorek, Violet Slovick, Agnes Barnes and Isobel Brantman, Mary Lamson and Alva McCue, Catherine Potenza, Fred Potenza, Babe and Del Rohr, Lucille Sherman, Mrs. Ralph W. Glick, Ladies' Auxiliary of the Heart of America Showmen's Club, Lone Star Showmen's Club, Mae, Eddy and Sandy Sopenar, Claire Sopenar, and Marianna, Ralph and Skippy Pope.

Floral pieces were received from the Missouri Show Women's Club, St. Louis, and the Ladies' Auxiliaries of the Greater Tampa Showmen's Association, National Showmen's Association and the Showmen's League of America.

Retiring President Mae Oakes distributed gifts to her officers and directors. Claire Sopenar then presented Mrs. Oakes with a gift of pearl earrings on behalf of the membership.

The entertainment program, which followed a turkey dinner, consisted of songs by Lillian Cribben, Veronica Potenza and Grace Lynn and Morrie Moshman's "Vid-dia Mama."

Mae Oakes represented Caravans, Inc., in the candle-lighting ceremonies, with Chaebe Carsky

Steeplechase Park at Coney Island revised upward his earlier damage estimate of \$2,500. This week he set the figure at about \$4,000. Onorato, who reported that the loss was uninsured, was of the same mind as Rosenthal about the prohibitive cost of insurance. He estimated that in three severe storms during the last 10 years Steeplechase had suffered but \$5,000 damages.

Olympic Revision  
At Olympic (N. J.) Park Treasurer Robert Guenther termed a previous damage estimate of \$100,000 as a bit high. He said that only one-fifth of the loss was covered by insurance, with the demolished Roller Coaster structure at the park accounting for the biggest chunk of the loss.

President A. Joseph Geist of Rockaways' Playland said that "a great deal" of the estimated \$15,000 damage done to the park by the storm was covered by insurance. The exception was a few of the park buildings. Geist said that a damaged Carrousel had been salvaged and protected against further weather damage.

# Coney Island Film Interests Flicker Firms

NEW YORK, Dec. 9.—Coney Island may come in for a healthy chunk of national publicity if a major film distributing organization acquires a documentary film compiled last season by Valentine Sherry, local businessman and amateur movie producer.

With the full co-operation of all Island operators, Sherry shot about 15,000 feet of film from April thru October, using a hand camera, at 60 separate establishments, including the Island's one remaining funspot, Steeplechase Park. Also the film must still be edited, Sherry said he had received an offer from a major film distributor to take the footage and two other inquiries concerning the movie's availability.

Meyer Berger, staff reporter of The New York Times, wrote narration for the film; comic Henry Morgan will deliver it and composer Alex North will supply a musical background. Sherry said that the film was shown recently to a group of ops at the home of Stanley J. Reiben, president of the Coney Island Chamber of Commerce, and the response was altogether favorable.

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FOR OVER 25 YEARS SHOWMEN HAVE CONSULTED ME FOR THEIR INSURANCE  
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LANCIS GYPSUM WHOLESALE SUPPLY  
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... a 3 1/2% Profit on a 5 Cent Sale!  
**The Multiplex ROOT BEER BARREL**  
IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.  
It Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit, capturing volume business and profits with a Multiplex.  
**Exclusive!** Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Drive handle solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.  
Also DISPENSERS for COCA-COLA, ORANGE, OTHERS.  
Manufacturers **MULTIPLEX FAUCET CO.** 4121-B Dancon Ave. St. Louis 10, Mo.

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## Kid Spot Org Sets Membership Drive

### Fritz Group Seeks Nationwide Organization for Kiddieland

CHICAGO, Dec. 9.—Arthur E. Fritz, president, Kiddieland Operators' Association (KOA), said this week that the org will launch an all-out membership drive on a national scale soon.

He stressed that 80 per cent of ride sales recently have been to Kiddieland operators and that the operators face problems substantially different from those of other outdoor amusements, including parks, because they cater almost exclusively to children.

## A. C. Season's Biz Decided By Gauge Used

ATLANTIC CITY, Dec. 9.—Whether the past season's business here was on the increase or decrease depends on what yardstick is used. Bank deposits, used to measure biz during June-September, showed a rise of 10 per cent over the same period last year. Using luxury-tax collections as a gauge, trade showed a 5 per cent drop from 1949.

One banker pointed out that bank deposits over such an extended period as four months form a fair barometer of conditions since the figures represented an average of ups and downs and could be said to show a trend with a large degree of accuracy. He added that luxury-tax collections, long the accepted gauge here, included only cigarette, liquor and hotel-room sales and did not reflect the volume of business done in hundreds of wholesale and retail establishments.

Reports three banks listed total deposits of \$268,654,899 during the summer months this year as compared with \$242,344,058 last year, representing an increase of about 10 per cent. Luxury-tax collections for the four months this year totaled \$798,127 as against \$838,136 for the same period in 1949, representing a decrease of 3 per cent.

Altho luxury-tax collections showed an increase for September, the amount received for the nine months of 1950 still trails that of 1949 by \$29,809.81. The amount collected during September hit \$178,117.85, an increase of \$20,958.47 over the revenue collected for the same month last year.

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**LEGAL GROUP GAME**  
• Many New Money-Saving Features  
• Proves TOP Money-Maker 12 Consecutive Years  
PRODUCTION WILL BE LIMITED  
Write—Wire—Phone

## ELECTRO MFG. CORP.

**WANTED**  
Three Major Rides and New Kiddie Rides, and SKATING RINK for Colored Park, only one in this area. New park, complete with five swimming pools and other popular features. Will be operated by white people. Lease for Rides will run from April 1 to October 1, but would be available up to February 1, as weather will permit operations. For further details write **GEO. W. HOWELL**, 3422 High St., Little Rock, Ark.

**DETROIT'S BEST PARK WANTS TO BOOK LIVE ELEPHANT RIDE**  
Edgewater Park, 21500 W. 7 Mile Road, Detroit 19, Mich.

**Miniature Golf Course**  
Designers and builders of the most scientific courses in the country. Equipment for ultimate beauty. No bottlenecks. Interesting. No drainage problems. Ball Counter for 12th hole. Attraction and with special slides furnished.  
**BOLNES COOK**  
Room 2100, 302 State St., New London, Conn.

Solidification of over 200 Kiddieland operators throught the nation will start in the next few weeks, he said. Fritz pointed out that considerable interest was shown in the KOA by operators at the recent outdoor convention here and that, while the group was not prepared to take new members, then, it now will accept additional memberships. The group was started by Chicago area operators several months ago.

**The Support Fritz**  
Fritz also said that strong support for his Federal Court case, in which a District Court held rides are not subject to admission taxes, was gained among individual park operators, ride manufacturers and others during the conventions. He said the government's appeal will be fought and that the decision of National Association of Amusement Parks, Pools and Beaches (NAAPPB) directors to take no part in the case had not affected his plans for the court fight.

Fritz said that ride operators seek no more than a fair profit and a satisfactory ticket system. He pointed out that under the admission tax law, now before the courts, an operator would be unable to abide by the law without hiring several extra ticket sellers and collectors. Separate tickets would be required for youngsters and for children over 12 and still other types would be needed for rides the government seeks to tax and those which are not taxed.

## A. C. Readies For '54 Cele

ATLANTIC CITY, Dec. 9.—Plans for this resort's 1954 centennial celebration are under way. Ezra C. Bell, local hotel man, announced that he was laying the groundwork for the organization of a representative committee of 200 or 300 resort residents.

Monty Cutler, who designed lighting schemes for the New York and San Francisco World Fairs and the Texas Centennial, has prepared a suggested lighting arrangement for Atlantic City. It was explained that the electric light industry, which will celebrate its Diamond Jubilee in 1954, has indicated a desire to celebrate the anniversary jointly with the resort, as it did in 1929 on its Golden Jubilee. Electric industries will hold its 1954 convention here, and plans are being set for an elaborate display of electric industry products.

Frank Butler, resort's historian, has created a flag to be used as the official banner of the centennial celebration. He also suggested a music festival to supplement the lighting displays plus 10 major parades.

## Ocean Beach Awards Pacts

NEW LONDON, Conn., Dec. 9.—Ocean Beach Park Board, which supervises city-owned-and-operated Ocean Beach Park and, has authorized the awarding of contracts for the installation of folding bleachers in the beach auditorium and for replacement of curtain walls in the bathhouse.

Contract for the bleachers, which will accommodate about 700 persons, was given to the Bradley Layburn Company, New York. The firm offered to complete work by April 15, 1951, at a cost of \$7,650. The Browne Construction Company was given the pact for replacement of the curtain walls, with the project to cost \$1,964.

Beach Superintendent Meredith Lee told a recent park board meeting that the new seats would insure more flexible use of the beach auditorium, since they could be stored at night when some other activity not requiring bleachers might be scheduled.

## NE ORG PREPS MARCH MEETING

BOSTON, Dec. 9.—A special observance of the 25th anniversary of the New England Association of Amusement Parks and Beaches is being planned for its annual meeting March 28. It was reported by W. St. C. Jones, treasurer. Group was formed in 1926. Annual meeting will be at the Parker House here.

## New Train Link To Aid Rocks' Spot

NEW YORK, Dec. 9.—With the Board of Estimate giving its approval Monday (4) to 1951 city budget, at least a start is assured on a project for the city to acquire a rail spur of the Long Island Railroad at Rockaways' Playland and link it with the municipal rapid transit system.

Board of Estimate directed the Board of Transportation to take \$350,000 needed for planning and engineering costs from the budget in connection with the possible acquisition of the Rockaways division of the railroad. A special committee appointed by Mayor Vincent Impellitteri to study the move had recommended allotment of \$578,000 for planning, test boring and a study of the site.

Committee reported that it was preparing more detailed studies of the cost of connecting the Rockaway division with the Liberty Avenue elevated line of the city transit system in Jamaica, L. I., important population center. The group's proposal calls for acquisition of the right-of-way, demolition of the abandoned wooden trestle across Jamaica Bay which was gutted by fire and construction of a new right-of-way.

Altho Rockaways' management held that an increase in trade at the spot offset the drop in patronage brought on by the loss of the rail trestle May 8, the proposed rapid transit link could prove a powerful needle for future biz.

## Cartoon Ads Promote Biz For Miami Op

MIAMI, Dec. 9.—Newspaper cartoon promotion by Fairyland Park, Edward J. Reich's kiddie spot here, has proved successful the past two years. He reported this week.

Fairyland also has found its birthday party package successful. Its package includes a picnic shelter, free balloons, happy birthday sign, a gift for the child and a clown to provide entertainment. The spot tells mothers they should bring their own cake and that they may purchase refreshments and picnic supplies at the park. Appeal to mothers is hyped by pointing out that the park does the cleaning up after the parties.

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## Miss America Nets 3G Take

ATLANTIC CITY, Dec. 9.—Net profit of \$3,000 was realized from the operation of the Miss America pageant here this year, it was reported by Philip E. M. Thompson, treasurer of the event's board, at its annual meeting. Profit was broken down as follows: \$115,488.31, receipts; \$107,131.92, expenses; October 11, \$8,356.79, gross profit; and \$5,296.54, estimated expenditures to December 31, 1950.

Terms of six members of the board of directors of the pageant expired this year, and the following members were re-elected for three-year terms: George Beunt, Frank Gravatt, Paul J. O'Neill, Philip E. M. Thompson, Kenneth B. Walton and Paul Haverstick.

## FAIRYLAND CLICKS IN NEW LOCATION

### New York City Spot With 12 Units Registers Banner Week-End Crowds

NEW YORK, Dec. 9.—Fairyland Park, successful Long Island kiddie park which was opened by Bernard Berkley in June, 1949, has been transplanted to a better location and is operating as a full-fledged amusement park, with both kiddie and adult rides.

Berkley's original spot on Horace Harding Boulevard near both Queens and Woodhaven boulevards, was an ideal spot as it was in a rapidly growing, high-class residential section of the Queens borough of New York. It was plainly visible from three of the principal highways serving Long Island and was accessible by three subway lines from Manhattan and Brooklyn, as well as by several bus lines. Spot clicked from the start.

**New Area Is Tops**  
To make way for one of the largest apartment house projects ever envisaged for this rapidly expanding section of New York, Berkley sold his plotage on Horace Harding Boulevard and acquired a much larger plot fronting directly on Queens Boulevard near its intersection with Woodhaven Boulevard. New spot gives Berkley the best outdoor amusement location in New York, with heavy motor traffic passing the site and with subway station and bus stop adjoining its front gate. There are ample parking lots on both sides of the park, free to patrons, and a third auto park is being laid out by Berkley on an adjoining plot.

The new Fairyland Park, altho not yet completely installed, was opened for week-end operation early in November and has been doing extremely good business whenever weather was at all favorable. Work is at present under way in Fairyland Spa, an elaborate drive-in cafe and refreshment building which is being erected on the Queens Boulevard front adjoining the entrance to the park. Difficulty in overcoming water seepage slowed up foundation work on this building but this has been overcome and structure is now nearing completion. Neon lighting costing more than \$35,000 will give the spot real eye appeal.

At present, Fairyland Park has 11 rides and a pony track in operation. Principal new ride is a small size Roller Coaster made by the National Amusement Company and installed under the supervision of Charlie Page, veteran Coaster builder. National has also installed one of its Century Flyer miniature train layouts, with a long expanse of trackage. Allan Herschell rides in the park are a flashy Sky Fighter, a three-breast Merry-Go-Round and a Kiddie Boat Ride. A Roto-Whip, Kiddie Merry-Go-Round and speed boat rides have been furnished by the W. F. Mangels Company, while Pinto Bros. have installed a Kiddie Ferris Wheel, Buggy Ride and Fire Truck rides in the fun spot.

Fairyland Park offers a wide range of prices. Single or adult ride tickets are 15 cents. Midgets under 12 get five rides for 49 cents, while season books of 28 ride tickets, good on any day, are available at \$2.50. Pony ride is ticketed at 15 cents or two rides for a quarter.

Berkley has done little, if any, advertising so far but is lining up press relations, advertising and executive staff in preparation for full-time exploitation when the construction work is terminated. At present the park is exclusively devoted to riding devices and the pony track, but policy concerning concessions and other attractions will be formulated before park goes into full-time operation.

Winter week-end operation will continue so long as weather permits, with park opening Saturdays, Sundays and holidays at 10 a.m. Last Sunday (8) the park was jammed practically all afternoon and evening, with long waiting lines at all rides. Two cashiers were kept busy selling tickets, with practically all patrons purchasing five-ride combinations or season books.

**Storm Hits Sunbury**  
SUNBURY, Pa., Dec. 9.—Extensive storm damage was reported at Rolling Green Park here by R. M. Spangler, owner. A large picnic pavilion was leveled and 39 trees were uprooted, some of them striking a portion of the Tilt-a-Whirl. A large sign was splintered.

**Compare BEFORE YOU BUY**



AND YOU WILL SEE WHY LEADING OPERATORS CHOOSE THE TRAIN THAT IS ENGINEERED TO BIG TRAIN PERFECTION.

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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.**

**RIDES WANTED**  
All kinds on percentage for 1951 bathing season. Bathing beach in operation 32 years. Have 10 acres vacant. Detroit 25 miles. Ann Arbor 10.  
**GROOMER'S BATHING BEACH CO., INC.**  
WHITMORE LAKE, MICH.

**WANTED**  
Good spot in the South—during the winter season—for my modern Kiddie Merry-Go-Round mounted on 1950 Chev. 1 1/2-Ton Truck. Power take-off. Stromberg-Carlson sound. Nicely finished.  
**EDGAR EVANS**  
645 W. LYCOMING ST. PHILADELPHIA 40, PA.

## RINGLING-BARNUM UNIT OPENS HAVANA STAND

More Billing Ups Advance Sale; Strong Talent Line-Up on Hand

HAVANA, Dec. 9.—Ringling Bros. and Barnum & Bailey's winter unit opened its second annual holidays run here Friday (8) with a line-up of talent from its summer program and an advance ticket sale considerably ahead of last year's. The engagement closes January 7.

Daily rehearsals were held at Sarasota quarters before the unit planned in Tuesday (8) from Florida. Show equipment left Sarasota Sunday (9) on four flats and two stock cars, which were moved to Cuba by ship. The train was one car shorter than last year's.

Billing was more extensive than a year ago. A number of painted panel signs are spotted over the city and 200,000 heralds are being distributed. Allen Lester handled advance press work.

Acts making the date are Albert Rix, bears; Rodolfo, perch; Hermandos, aerial; Franklin and Astrid, hand balancing; Miss Loni and the Reales, foot jugglers; Freddy Troupe, teeter board and trampoline; Countess Mroczkowska, sky Liberty horses; Geraldos, aerialists; Baptiste Schreiber, elephants; Riding Zoppes, with Cuchillo; Concello flying return act; Tinito del Oro, trapeze; Hubert Castle, wire; Chaludis, bikes; Alzanas, high wire; Will Mahoney,

vaude performer, and Hugo Schmidt, chumps.

Clown alleys: Paul Albert, Jimmy Armstrong, Charley Bell, Walter Guice, Paul Jung, Lou Jacobs, Jackie LeClaire, Tom Mason, Harry Nelson, Myron Orton, Frankie Saluto and Alvin Schwartz.

**Vaklo, Evans In**

Ballet girls include Dolores Baldwin, Sue Fox, La Norma Fox, Katherine Kramer, Joannie Krnuse, Jeanne Lalanne, Dolores Murphy, Gertrude Page, Dolores Seltz, Bill Schroeder, Patricia Scott, Joan Sharkey, Pat Warner, Alberta

## King Animals In Yule March

MACON, Ga., Dec. 9.—King Bros' Circus elephants, cages and lead stock made up an annual Santa Claus parade here Monday (4) which attracted a crowd estimated by police at 20,000.

Twenty boxes and caretakers are in the King org's quarters at Central City Park here. Shows will be opened in January. The show moved into quarters after closing the season November 20 at Mobile, Ala.

## RB, IAB Seek Billing Pact

ST. LOUIS, Dec. 9.—F. A. (Babe) Boudinok, assistant general agent for Ringling-Barnum, began discussions here this week with the International Alliance of Billposters and Distributors for a new contract between the show and union. The union convention closed here Tuesday (5).

Boudinok said that the agreement had not yet been reached. The show's previous two-year contract expires this year.

## RIO SHOW BURNS

### Spiller Describes Rescue of Seals

RIO DE JANEIRO, Dec. 9.—Efforts to save circus animals and equipment from the fire which destroyed the Circo Buffalo Bill here recently were told by Albert Spiller, who with his wife rescued their seal and penguin acts. The Spillers were the only United States citizens on the show.

The 4,000-seat top and new, neon-lighted marquee were destroyed. Because a street separated the menagerie and big top, an extensive collection of animals was saved.

"The fire started at lunch time when all performers and workmen were out to dinner," Spiller stated. "My wife and I were across the eight-lane highway when it seemed all Rio was shouting 'circus on fire!'"

#### Yanks Strike Out

"We finally reached the seal tent near the big top. Normally, one has to enter thru the back door, but we climbed high fences and over boxes to get to our seals. The heat was so intense and the smoke so dense that we had to crawl part of the way. Because it had been raining for a week and because many ropes were on each stake, we couldn't loosen the ropes. I finally succeeded in loosening one of the stakes to allow the tent to fall backward.

"Flames burning the guy lines loosened the flaming tent so that we could pull it off of the cages and tanks. One wooden cage

caught fire and collapsed, pinning a 200-pound male, which was singed and blistered. But he will recover, I am sure.

"We managed to use water from the seal tanks to smother the fire." (Continued on page 59)

## "EXCELLENT" DESPITE DROP

### Polack Western Unit Ends Year 10% Under '49 Gross

CHARLESTON, W. Va., Dec. 9.—Polack Bros' Western unit concludes its season here Sunday (10) with a 1950 gross about 10 per cent below last year, Louis Stern, managing director, estimates.

He said that in view of conditions he considered the season excellent and that despite drops in business at some towns, others showed substantial gains.

Opening January 16, the show played 43 spots in 13 States and Canada. The longest run was 18 days in Chicago. There were three 11-day stands at Sacramento, Oakland and San Francisco, and two of 10 days at Indianapolis and Cincinnati.

Show played one-week stands in Fort Wayne and Hammond, Ind.;

Reed, Charlotte Bell, Jeannie Sleeter and Kay Burslein.

Pat Valdo, personnel director; Bob Dover, Merle Evans, bandmaster; Red Floyd, drummer, and Clarence Woods, organist, are on hand.

Menagerie includes gorilla, rhino, hippo and giraffe as well as other animals. Show execs had debated whether to take any menagerie this year.

Three shows will be given on Sundays, with starting times at 2, 5 and 9 p.m. Matinees are scheduled daily except Mondays and Tuesdays at 5 o'clock. Night shows start daily at 8 o'clock. Show is in the Palacios de los Deportes. While last year's date here was a contract deal, show is on its own this time.

## Kelly-Miller Moves to Hugo

HUGO, Okla., Dec. 9.—Al G. Kelly & Miller Bros' Circus closed its season Sunday (3) at Fairfield, Tex., and made a 207-mile jump to quarters here. Booklet's mileage was 10,195. The show's season was 33 weeks long.

Also in quarters here is the Cole & Walters Circus, which closed in Texas November 25. Stevens Bros' Circus is expected soon.

## Tom Packs Scores Big St. Louis Biz

Cold Start Overcome by Later Turnouts for Firemen's Show

ST. LOUIS, Dec. 9.—Tom Packs's Firemen's Thrill Circus closed its 15-performance run here Sunday (3) with a spectator score of 114,531. Cold weather held attendance down for the first five days but thereafter business was good.

Advance billing and press hits were strong, with the Lone Ranger garnering tie-ups with local outlets for his comic strip and radio show. Program booklet promotion was strong.

Acts on the two-hour, 15-minute show included Aida, aerial; Edmondo Zucchini, cannon act; Rita, swing pole; Wendas, high wire; Packs's elephants; Flying Zucchini; Flying Otaris; Mile Muehlla, trapeze; Aerial Milos; Novack and Fay; Sonny Moore's Roustabouts, dog and ponies; Four Angels, Farias duo and Madsen Brothers, acros; the Cathalas; Freddyds and Jan Risko and Nina,

## HI-YO! SILVER TAKES TUMBLE

ST. LOUIS, Dec. 9.—The Lone Ranger rode to a fall at the opening of Tom Packs's Firemen's Circus here recently. As he galloped into the arena, his horse, Silver, slipped and they sprawled across the slick floor of Kiel Auditorium. Thereafter, the Lone Ranger and his Indian aid, Tonto, led their horses in and started their act on firmer footing.

## D.C. Hawn, Vet Circus Exec, Dies in Chi

CHICAGO, Dec. 9.—Darwin C. Hawn, 75, retired circus executive, died in a hospital here Tuesday (9) of injuries received in a fall at his home. Funeral services were conducted Friday (8) and burial was at Showmen's Rest, Chicago.

Hawn's career began about 55 years ago when he was with Sells Bros. and Forepaugh-Sells shows. Subsequently, he was with Barnum & Bailey, Buffalo Bill, Walter L. Main, Cummings, Campbell Bros. J. H. Eshman and other shows. He was agent, superintendent and manager at various times. At one time he had a minstrel show.

Hawn was part owner of the Rhoda Royal Circus from 1919 thru 1922 and agent for Gollmar Bros in 1925. In 1928 he was connected with Shell Bros' Circus. He was inactive for the past several years, but prior to that was with Cole Bros' Circus and several motorized shows. Surviving are one sister, with whom he lived here, and a brother in Sodus, N. Y.

Louisville, Fresno, Los Angeles and San Jose, Calif.; Vancouver, B. C.; Seattle, San Antonio and here.

Three stands of six days were played at Stockton, Calif.; Denver and Springfield, Ill.; one of five days at Oklahoma City, and five of four days at Chanute Air Force Base, Ill., Bakersfield and Eureka, Calif.; Reno, Nev., and Little Rock, Ky.

Tour included seven three-day dates at Santa Rosa and Santa Cruz, Calif.; Las Vegas, Nev.; Klamath Falls, Ore.; Harlingen, Tex.; Marion, O., and Owensboro, Ky.

Two-day stands totaled 11 and were played at Watsonville, Merced, Tulare, Modesto, Ventura, San Luis Obispo, Oroville, Napa, Sali-

nas and Chico, Calif., and Kennewick, Wash.

Shows Lost to Heat

Sixteen dates were played outdoors. Two matinees at Las Vegas were cancelled because of heat. No performances were lost and seven new dates were played.

Show came here from Owensboro, Ky., a new spot. Business was satisfactory there, building as the three-day run progressed and winding up with a crowd of 3,000 closing night. At Marion, O., the preceding week, the worst blizzard in years took a heavy toll in attendance and date was the season's lightest.

This is the fourth consecutive (Continued on page 59)

## RB Launches Winter Work, Sunday Shows

SARASOTA, Fla., Dec. 9.—Work under way at winter quarters of the Ringling-Barnum circus here includes building new offices and remodeling the elephant corral. Quarters buildings are being reconditioned in preparation for tourist crowds which already have started to invade the grounds.

First of the Sunday shows was given November 28 to a crowd considered good in view of the chilly weather. Andre Fox worked the Liberty horses and Arky Scott worked the elephants.

## Scant Circus Fiction Found By DeMille

NEW YORK, Dec. 9.—Cecil B. DeMille, veteran Hollywood director-producer who will start filming *The Greatest Show on Earth* next month at Ringling's Sarasota winter quarters, had to resort to original scripting for the story line. Writing in *The New York Times*, Sunday (3), DeMille said that an exhaustive search failed to reveal a single story worthy of consideration.

While numerous works of non-fiction dealing with the circus were available, they were described as only the veneer, dealing largely in nostalgic reflections and lacking the necessary plot. Inspiration also was lacking in the scant handful of films on circus life. None, including foreign efforts, was credited with scope or size.

DeMille expressed amazement that Hollywood has given so little recognition to "... an institution whose novelty and daring have always held the fantastically rabid loyalty of millions."

## Shreveport Sets Date

SHREVEPORT, La., Dec. 9.—Shriners here will produce their own circus this year, with Curtis Evans, local Shriner and formerly with Ward Bros' Circus, in charge. Show will open January 24. Whether acts from Clyde Beatty Circus, which is quartered here, will be used, is not yet definite.

## Cristianis Top Biller Program in New York

NEW YORK, Dec. 9.—Talent signed for Biller Bros' Circus in-door opening here December 26 will be headed by the Cristianis Family, bareback riders, with Lucio Cristianis, co-owner of King Bros' Circus, it was reported this week by Hy Sturmak, Biller co-owner.

Sturmak also said Biller will play an indoor date in Providence

in January with much the same program as here. Both dates will be played in armories under Knights of Columbus auspices.

Acts listed

Other acts on the Biller bill will include the Triska Troupe, high wire; Vander Barbatte, ballet director; Flying Hartzella, flying return; La Blonde, aerial; Five Ericksons, acros and iron-jaw; Jimmy Mark and Company, comedy bike; and Horace Laird, producing clown. Clown alley will have Paul Head Jr., Laurence Cross, Tommy Whitesides Duo, Eddie Harris, Ira Gaskill, Mrs. Harry LaPerle, Jean Lewis and Billy Burke.

Additional acts from the show's regular summer line-up also will be on hand, and Sturmak said additional contracts still are to be returned by other acts.

Ticket sales for both New York and Providence dates have been going smoothly, he said.

Providence TV

Still in the air, he stated, is the show's decision for possible televising of the performance. However, Sturmak appeared with one of the show's baby elephants on Robert Q. Lewis's Thanksgiving Day program over WCBS-TV, and similar appearances are in the works.

On a reciprocal plug deal, one of the Biller bulls also appeared at the toy department of Gimbel Bros' store. Ducats are being peddled from a booth in the store's toy section.

# Under the Marquee

Dr. Arnulf R. W. Pils, who spent a year with the Ringling-Barnum show as its physician, has opened offices in New London, Conn., for the practice of orthopedic surgery.

Circus forecasters always predict the weather correctly, but most of the time the timing is a few weeks off.

George Hubler, Robert Mason, James Gemin and Will Lock, all of Dayton, O., caught the Cleveland Grotto show recently and visited the George Hannefords, Jimmy Gardner, Dick Clemens, Roy Bush and Chester Drake.

Waldo Tupper, general agent of Ringling-Barnum, has gone to the West Coast to spend the holidays with relatives. He'll be back at the show's Chicago office in January.

Getting a college education is an excellent idea, but it doesn't take the place of some practical experience in a job, trying a half hitch.

Ralph H. Bliss, who closed on the advance of the Kelly-Miller show, will be in St. Louis for the winter. He again will be with that org next year. Gene Nedraue, who closed a successful season with Red White's Side Show on the Clyde Beatty Circus at Monroe, La., November 8, is in Presbyterian Hospital, Charlotte, N. C., for an operation.

Ralph Thompson, who spent a few seasons with the old Hagenbeck-Wallace org, now conducts classes in wire walking at a junior high school in Huntington, N. Y., where he is an English teacher.

Great words of the bit: "Whether anyone else gets paid or not, you're one so-and-so that's gonna get his money."

Albert (Sunshine) Sherman returned to New York last week from Fort Worth, where he was a member of clown alley with the Shrine Circus at the Coliseum November 17-26. He reports turnaway biz for the date and a lucrative November 1-14 stand in Houston with the Shrine.

M. D. (Doc) Howe and Clint Finney, both formerly with the 101 Ranch Wild West Show, met last week in Chicago for the first time in 17 years. Howe's son, Eddie, press chief on the Beatty show, and Dolores Mummery, who was with the Cole show in 1949 and 1950, were married at Charleston, S. C., recently.

Show owner's decision is cut down his train and shorten his jumps is displaced by railroads—it might start a trend.

L. C. Langhart and Ben Inpointh handled the billing for the Roy Rogers show when it played the Armory in Louisville. The former, who was on the Dailey advance last season as lithographer,

has been trouping with circuses for 25 years. Jack and Ruby Landrus, midget clowns, after closing with the Polack Eastern unit, motored to New Orleans and caught the Tom Packs Circus. They are now spending the holidays in Kerrville, Tex., with Ruby's sisters.

Arctobut who failed to get his hold-back advised he wouldn't return to the show until its manager learned to do a backflip.

Sid Stevenson, press agent for Capell Bros. Circus, is wintering at the Broadway Hotel, Hot Springs. . . Stanley Bukovy, circus performer, is working Detroit night clubs under the name of Bob Forbes. He's doing a slack wire turn.

Patterson Bros. Circus played to a half-house matinee and three-quarter night house at Owosso, Mich., recently. J. C. Patterson promoted the deal. Acts included Betty Tilden, Ollie Heerdtak, Paul Wolcott's dogs, George Hinkle and trampolines, the Aerial Christiansons, Jackson's comedy bike act and Bob Mason's clowns.

In his ripe old age a connoisseur of the old-school achieves as much dignity as he ever will when he's addressed on "Sir" by all ballet girls except the old ones.

Otto Griebling and Harry Dann, clowns, played the Famous Barr Store, St. Louis, Sunday (3), to 7,000 children. In order to make the date, it was necessary for them to taxi from Evansville, Ind., to St. Louis, at a cost of \$70. The former joins Orrin Davenport's Circus January 14. . . Jack Noakes, clown, who has resided at Fredonia, Kan., is now making his home at Cheney, Kan. He again will be on the road in the spring. . . Visitors on the Tom Packs Circus in St. Louis included Carolyn Russell, Janesville, Wis., and Marilyn Docter, Milwaukee. Roman riders of the White Horse Troupe, who were with Packs last season.

If one dug down for facts he would learn that some of the CFA's who stayed home and made good were trouping and requesting to whom so show would advance tickets.

John Brassil, No. 1 car manager of the Ringling-Barnum circus, and his wife visited the new club-rooms of the Arizona Showmen's Association, Phoenix, recently while en route to the West Coast. J. Dorsey, Blackie Seamster and Chuck Sherman, with the concession department on the Clyde Beatty Circus, were recent visitors in Phoenix. . . Manny Gunn, old-time circus billy, was in Phoenix recently for the Shrine ceremonies. He went there from his home in Tucson, Ariz.

Nothing is as cheery in winter as the polk-belled stove in a bull barn.

Mildred Keathley is back in the Ward-Bell flying act on the Polack Western Unit after recovering from an illness. Hubert Castle will be out of the Polack Western line-up for the rest of the season because of a torn ligament received in a mishap at Springfield, Ill. . . Jack Joyce, who will be on the Polack unit in 1951, has his 10 camels on location with 20th Century-Fox at Nogales, Ariz. . . It was the Orrin Davenport date at Erie, Pa., which the George Hanneford family and Armand Guerra's seals played recently. Polack Bros. plays the Shrine date there.

F. M. Farrell, veteran trouper who was hospitalized while with Biller Bros. Circus this summer at Springhill, N. S., is still at the Victoria General Hospital, Halifax, N. S. Farrell is a ventriloquist and magician from Ithaca, N. Y. . . Ross Alton, Florida animal trainer, and his wife will appear in the Warner Bros. movie short, "Killers of the Swamp," now in preparation.

Charles Robinson, late of Cole Bros., has been discharged from the Veterans' Hospital, Dayton, O., and is at his niece's home in Nedrow, N. Y., for a rest. . . Wyatt Davies, who clowned at the Harlingen, Tex., Fair, will winter in New Orleans. . . R. V. Lewis is home at 720 Sycamore Street, Owensboro, Ky., after a successful operation in Chicago.

# German Orgs Elect Wacker, Discuss Tax

FRANKFORT, Germany, Dec. 9.—At the annual meeting of the Internationale Arbeitsgemeinschaft fuhrernder Circusgeleitener, organization of leading circus directors of Western Germany, Emil Wacker, owner-manager of Circus Apollo and Circus Hansa, was re-elected president. Among others in attendance were directors of Circus Adolf Althoff, Circus Franz Althoff, Circus Barum-Kreiser, Circus Hagenbeck and Circus Williams. Group is endeavoring to interest circus owners-directors in other countries in joining their organization.

Resolutions protesting the 20 to 30 per cent increase in the amusement tax and the doubled rate on insurance against accidents paid to the employees union, were sent to State and federal authorities. Protests also were registered against the twice-doubled music-performance royalties paid to the GEMA (the German equivalent of ASCAP).

Circus Franz Althoff, after a successful season under canvas, has been signed to work in the shooting of a circus picture featuring German film star, Harry Piel, at Cologne. Picture is based on William Quindt's novel, Tiger Akbar, and will be released in February thru Alliantz-Film.

# Polack Western

Continued from page 53  
year the show closed here. It always has been a strong date, and business the first half of the week gave promise that it would be on a par with previous years.

1951 Work Starts  
Jimmy Rison, who reported an increase in his advance promotion here, goes to Louisville for his first date in 1951. He came to Charleston from handling Baltimore for the Eastern Unit. Members of Rison's staff who handled dates during the past season were E. H. (Dixie) Hebert, Jack Daugherty and Art Hansen.

Joe O'Donnell has started his promotion at Hammond, Ind., where the Western Unit launched its 1951 season January 22, and Sam Ward has things going at the next date, Fort Wayne. George W. Westerman left for his home in Denver for the holidays after a preliminary visit to Cincinnati, his first town next year. Mickey Blue, back from a Caribbean vacation, has begun work on his annual Chicago date.

Mrs. L. J. Polack was with the Western Unit for the last two dates. Stern will spend several days next week at Polack's Chicago office before making a brief visit to New York and then going to the Pacific Coast.

# Rio Show Burns

Continued from page 58  
on other cages. The metal cages were too hot to touch.

Towners Save Penguins  
"Most of the penguins were saved by the neighbors of the circus, who took them into their homes until it were able to erect a new place for them."

Many women and children from nearby houses brought water in a wide variety of containers, he said, to help put out the fire and to cool the seal and penguin cages. Splitler said that his wife, Judy, received third degree burns on her hands and that he wrenched a wrist. His personal baggage and show equipment was lost in the fire along with that of all other performers.

The loss was estimated at the equivalent of \$70,000. Bobo Stevenson, director of the show, went to Buenos Aires for a reserve tent and the show is expected to be in business again soon.

# Tom Packs Scores

Continued from page 58  
and promotion: Izzy Cervone, musical director; Shirley Schaefer, vocalist; Charley Jones, props, and Dick Weir, announcer. This year's show, for benefit of women's pension funds, was dated later than the 1949 edition, when it and Ringling-Barnum were in opposition here. Last year the show played to slightly over 100,000 persons and featured Bill (Hopping Cassidy) Boyd.

# Dressing Room Gossip

## Cole & Walters

A new truck was purchased to replace one that was lost but the Side Show missed a matinee because of the loss. Bee and H. O. Gray joined. Recent visitors included Vance Fernigan and P. Daniels; Art Miller, Miller & Miller, agent; John Parsons, Mr. and Mrs. Dave Curtis and Mrs. Paul Powell and daughter, all from Dailey Bros.; Don Franklin, of the Don Franklin Shows; Lee Pitzer of the same org, and Mr. and Mrs. W. H. Wilson and daughter, Betty.

T. J. Tidwell Shows day and dated us at Rogers, Tex., and many visits were exchanged. Pat "Shane" med show pianist, visited at Rogers.

Destinations of personnel after closing of the show: Mr. and Mrs. Herbert Walters and daughter, Shirley, California; Mr. and Mrs. Frank Ellis and Mrs. Laura Anderson, Emporia, Kan.; Mr. and Mrs. Billy Wolf, California; Mr. and Mrs. Lawrence Porter, Herndon, Ia.; Mr. and Mrs. James Divine, Lafayette, La.; Marie and Bobby Hall, Sarasota, Fla.; Harry Irwin, Albion, Neb.; Kenney Hassell and Norman Auday, San Diego, Calif.; Mr. and Mrs. Lowell Kriel and family, Iowa City, Ia.; Stanley Peterson, Spokane; Leslie Clure, Beatrice, Neb.; Tom and Tiny Twist, school dates; The Reynolds, Wally Ross, Russell Cross, Charles Kennedy and Mildred Welbes, Hugo, Okla.; Mr. and Mrs. L. Bradley, Oklahoma; Charles H. Johnson, California; Sweaters McFarland, Canada; Ted Godsell, Hankinson, N. D.; Paul Williams, Texas, and E. G. Foker, Bluffton, Ind.—MILDRED WELBES.

## Kelly-Miller

This is the final column of the season; Auld Lang Syne was played Sunday afternoon (8) by Charley Cuthbert's band. Destinations of personnel follow:

Obert and Lydia Miller, Kelly and Dale Miller, Dorcy and Ista Miller, Mr. and Mrs. Ira Watts, Tom King, Fred and Shirley Logan, Harry Rooks, James Hamiter, Charley Cuthbert, Alice Cuthbert, John Narfski, John Farrher, Pete Smith, Frank and Emma Francois and Mrs. Laura Enoos, Hugo, Okla.; Ione Stevens, New York and Miami; Don Macintosh, Oklahoma City; Mel and Lelia Lewis, Paris, Tex.; Leo and Madge Snyder, Welder, Tex.; Eddie and Helaine Hendricks, Kellogg Arabian Horse Ranch, Pomona, Calif.; Frankie Lou Woods, Havana, Cuba; Col. and Mrs. W. H. Woodcock, Hot Springs; Whitey and Mary Thorn, Corpus Christi, Tex.; Tommy and Bonny Chamberlain, Phoenix, Ariz.

June Tearney, Mexico City, Tex. and Cyse O'Dell Hayes, Chicago; J. Crane, Sheboygan, Wis.; Bob and Evalina Snodgrass, Baltimore; Eddie Dullum, Lee Virtue and Ted Rea, Cincinnati; Lou Walton, Ft. Meyers, Fla.; Murphy Lewis, Houston, Mr. and Mrs. Charley Allen, Houston; Gallagher family, Springfield, Mo.; E. J. Rumbell, Gonzales, Tex.; Pie Car Dutch, Sarasota, Fla., and Art Miller, Walnut Ridge, Ark.

Destinations of members of the advance Mr. and Mrs. Bill Lindemann, Sheboygan, Wis.; Mr. and Mrs. Bill Wilcox, Hot Springs; Douglas Spier, Pittsburg, Kan.; Floyd Puhl, Sparta, Wis.; Allan Pierson, Binghamton, N. Y.; Harry Gordon, Fort Gibson, Miss.; Lyle Reynolds, Adrian, Mich.; Ralph Bliss, St. Louis; Kenneth Palmer, Santa Paula, Calif., and Tarzan McCammon, Hoxie, Ark.

June Tearney was injured in a fall during the latter number of the final performance of the season. Chief and Tillie Keys, parents of Mary Thorn, visited, Tex Rowan, formerly with Ringling, was another visitor. During the past week visits were exchanged with members of Stevens Bros. Circus. Cole & Walters Circus, Dailey Bros. winter quarters staff and the Plinkett rep show.—EDDIE DULLUM.

## King Bros.

MACON, Ga., Dec. 9.—Luelio, Oscar and Belmonte Cristiani and their families and Mugaro Cristiani will be here all winter except for time to make several winter dates. Davisio and Louise Cristiani will leave shortly to spend the holidays at their Sarasota home. Pete and Norma Cristiani are expected here shortly after the first of the year.

Floyd and Vicki King have been in quarters since the show closed. Arnold Maley, treasurer, and his wife, Emma, have returned from the outdoor conventions in Chicago. Charles Ryan, superintendent, is spending a couple of weeks at his home in Knoxville and at Hot Springs, Tex. Lot has gone to his home at Cameron, Tex., for the holidays. Jack Nevel is spending several weeks on his farm near Baxter, Ga. Napoleon Reed, head chef, has gone to Jackson, Miss., for the holidays.

## PHONEMEN

For now and next spring around strong topics. Think, banners, D.P.C. blowdays, later, Olympic, come see, winter, phone  
J. B. SEITZ  
Care Baker Bros. Circus  
Thompson's Avenue Alexandria, La.

## WANT TO BUY FOR CASH

To augment what I already have. Small Ponies (Shetlands preferred). Brides and Western Saddles for same. Stock and equipment must be in first class condition. Please don't misrepresent. I want ponies, not mules or donkeys. If you send photos, they will be returned. State most reasonable price for quick sale. McCracken, write me.

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## WANTED ACTS OF ALL KINDS

EXCEPT ANIMAL ACTS  
Ruth Flanagan, Answer. Can find Convention People to operate show-owned Conventions. Flash McKinney, Answer. From 500 lbs. of producing without heat O'Neill, answer. Will buy \$250 Ft. Ring Mat. Give details and lowest price first reply. All replies to  
WEST BROS.' INDOOR CIRCUS  
General Delivery of Western Union, Anniston, Ala. Opening January 13 in Tennessee.

**ACTS WANTED**  
FOR MY 1951  
FAIRS & CIRCUSES  
**ERNIE YOUNG**  
203 N. WABASH,  
CHICAGO 1, ILL.

**15 PHONEMEN**  
Mills Bros. Circus Crew  
Start Columbus, Ohio, January 2.  
Steady work till November. No time lost between towns. Those with one last year and others, contact. Write before December 22.  
**LARRY LAWRENCE**  
Berchall Hotel Dayton, Ohio


**PHONE MEN**  
Steady work, good auspices, pay every day. Answer to  
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Wickey Dates, Harry Larko and Larry Harris, please contact me immediately, note my new address:  
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**DEFYING DEATH TO LIVE**  
**RACING**  
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**SPEEDWAY STARS**  
in '51 FORD CARS

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INTERNATIONAL GAMES  
(BAND BALL CONTEST)  
The International of the  
International of the

**2-HOUR CIRCUS OF DEATH**

**SEE**  
WORLD RENOWNED  
SPECIAL RACING  
AUTO-BALL

**MOTOR MANIACS**

**SEE**  
YVONNE LA COSIA  
OF THE REAL GAMES  
The International of the  
International of the

**CRAZY CLOWNS**

**SEE**  
NEW ATTRACTIONS  
**RAMON LARUE**  
PERFORMER IN BANGOR  
POLICE INSPECTOR  
POLICE INSPECTOR  
STRAIT-JACKET

**WORLD'S FOREMOST** MOVIE STUNT MEN

**SEE**  
DAPPER CANNY FLE ENORME  
RECKLESS ROCKY FISHER  
FRESH FROM FILM ROLES IN  
CLARK GABLES "SWEET HOME MOUNTAIN"  
TO PLEASE LADY-IN-BARBARA STANWICK

**SEE**  
THE BEST SHOW ON EARTH

Exploding into the entertainment world is the mightiest thrill extravaganza of all time—AUT SWENSON'S THRILLCADE!

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**SPEEDWAY STARS**  
in '51 FORD CARS

## Oregon Ag. Head Lauds Showbiz

### Urges WFA Seattle Delegates To Present Balanced Programs

SEATTLE, Dec. 9. — Carnivals and grandstand shows, as important parts of a balanced fair program, were acclaimed here Thursday night (7) by Ervin L. Peterson, director of agriculture, State of Oregon, in his address before the 14th annual banquet of the Washington Fairs Association. The event wound up the first of a two-day session of the WFA and was held in the Windsor Room of the new Washington Hotel.

Introduced by Sverre Omdahl, Washington director of agriculture, Peterson described a fair as having three components—capital investment, people and program. He added that the structure was supported by finance, income and policy.

Peterson built his talk around the Oregon fairs and explained that the State has two types—State and county fairs. The latter is run by a board appointed by the county courts and receives, in addition to county voted funds, about \$2,500 a year from the patri-nutuels. The State fair at Salem and the Pacific International Livestock Exposition in Portland each receive \$35,000 State support.

The speaker emphasized the need for additional money for all events for the replacement of buildings and the construction of new ones. While fairs, thru gate receipts, may earn operating expenses, the need for additional money was necessary for improvements.

"If a fair cannot earn operating costs, there cannot be much need for it," the Washington farmer was told. Peterson pointed out

that a fair is designed primarily to "depict agriculture" but that alone would not bring the patrons. However, he warned that a fair without farming interest was entertainment. One without the other did not make for a balanced program.

It was at this point that the agricultural director lauded showbiz.

"Fairs cannot bring revenue in gate receipts thru agriculture alone," the farmer, whose primary interest is growing food-stuffs, would not be interested in seeing this side of it alone. Entertainment is an important aspect but the problem is to keep a balance. The carnival and shows are as necessary to a fair as agricultural exhibits."

Peterson said that county fairs were the basis of all annuals for they received the support of the people. This particular point as well as his mention that district fairs tended to detract from the State fair, hit home. The Washington farmer had fought several hours in their morning session on this point.

Walter Holt, manager of the Pacific International Livestock Exposition, was praised by the agricultural leader for his work in promoting farm interest.

The banquet featured a show staged by Len Mantell, of the local Bert Levey office. On the bill were Ann Kenan and sister, strolling musicians; Slim Allen, emcee; Jerry Coe, accordionist; Four Kings, teeterboard, and Mrs. Ike Rose, Parisian midgets, a company of eight.

## WFA PONDER'S WORLD CRISIS EFFECT ON '51

### Possible Problems Aired at Seattle; Fairs Push Plans

Continued from page 51

patrons to individuals for \$1 and to commercial firms for \$5.

Answering the question of whether or not racing would be curtailed in the event of an increase in the gravity of the Asiatic situation, Heinemann advised that every effort would be made to continue the sport. However, he pointed out, racing was held at Bay Meadows in California during World War II and that baseball went on during the combat.

The field manager for the Washington Horse Breeders' Association, in whose headquarters the first of the two-day meeting was held, declared that George C. Newell, WHBA secretary-manager, had recently returned from a trip East in an effort to see what may happen to the running events. It is the opinion of the National Thoroughbred Association that racing will be permitted in certain centers and it is believed that the State of Washington may be one of those designated spots.

During World War II, Bay Meadows continued as a recreational feature and contributed approximately \$4,000,000 to war relief agencies. Were racing to be held in Washington, the chances, Heinemann revealed, were good that fairs would continue to get their 30 per cent of the 5 per cent of the pari-mutuel money collected by the State.

Diek pointed out the necessity of having fairs move uninterrupted because of the 4-H and Future Farmers of America work. This manager said with the necessity of feeding, in addition to Americans, a large number in other countries, he believed that the youthful farmers would work harder than in peacetime to satisfy the demand.

Hollomon took the stand that fairs could furnish the needed relaxation and serve to keep the minds of Americans at home off the war. This manager proposed a greater use of the fairgrounds as recreational centers and emphasized the need for vegetables for victory theme to increase agricultural production.

The fairmen were in agreement that their events could do much to alleviate food shortages and at the same time offer relaxation to those left behind. However, in the event it became necessary to close down all annuals, they will lend full co-operation.

The discussion of the fair in wartime came during the Thursday (7) afternoon of the first day's session. During the morning hours, registration of the fairmen, president's message and welcoming address by Newell had been features.

Milton Loney, president, in opening the meeting, pointed out the conditions under which the association had been fostered.

The initial days' activities also included a talk on advertising the State's resources by and thru fairs by Al Wevey, a member of the Washington State Advertising Commission. Mrs. B. H. Wallace, 4-H clubs, and H. M. Olsen, assistant superintendent of agricultural education, department of Vocational Education, spoke on the effect of fairs on youth organizations.

## Meetings of Fair Assns.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 2-3. William H. Clark, Franklin, secretary-treasurer.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 4-5. L. (Doc) Casidy, Louisville, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 4-6. Douglas Curran, Black River Falls, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, January 4-6. Maurice E. Turner, Houston, secretary.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 7-9. Vera G. McQuilkin, P. O. Box 974, Oklahoma City.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 9-10. Everett F. Ehardt, Stafford.

Ohio Fair Managers' Association, Doshier, Wallik Hotel, Columbus, January 10-11. Mrs. Don A. Detrick, Bellefontaine, secretary.

Missouri Association of Fairs and Agricultural Exhibits, Governor Hotel, Jefferson City, January 11-12. Rollo S. Singleton, Jefferson City, secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 12. Mrs. Bernie Shapiro, Box 32, Atlanta, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 14-16. Harry B. Kelsey, Hillsdale, secretary.

Minnesota State Fair and Minnesota Federation of County Fairs, Hotel St. Paul, St. Paul, January 15-17. George W. Gletner, North St. Paul.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 17. Tom Moore Craig, Spartanburg, secretary.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, January 19. Mrs. Clyde Kendall, Greensboro, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 21-23. Cliff G. Hunter, Taylorville, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 21-23. Charles B. Ralston, Staunton, secretary.

Massachusetts Agricultural Fairs' Association, Hotel Northampton, Northampton, January 23-24. A. W. Lombard, 21 Jason St., Arlington, Mass., secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 23-24. H. C. McClellan, Arlington, secretary.

Nebraska Board of Agriculture, Hotel Cornhusker, Lincoln, January 23-24. Edwin Schultz, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 24-26. Charles W. Swoyer, 522 Court St., Reading, secretary.

North Dakota Association of Fairs, Clarence Parker Hotel, Minot, January 25-27. R. G. Plinke, Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 26-30. Clifford D. Coover, Shelby, Mont., secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 29. Robert S. Turner, Horseheads, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard St., Little Rock.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 5. James A. Carey, State Office Building, Albany, executive secretary.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 7-9. J. A. Carroll, Parliament Building, Toronto, secretary.

## Net Tops 11G At Fredericton

FREDERICTON, N. B., Dec. 9. — Fredericton Exhibition showed an operating revenue of \$52,204.41 and an operating expenditure of \$40,278.11 on its 1950 effort, it was disclosed at the annual meeting of the fair board of directors here recently.

From the resulting \$11,926.27 profit came improvements of property and equipment in the amount of \$9,182.85, leaving a net operating profit of \$2,743.42.

D. Malcolm Neil was announced as a new board member, replacing C. L. Dougherty.

## Saltcoats, Sask., Renames Kirkham

SALTCOATS, Sask., Dec. 9. — S. L. Kirkham was returned for a third term as president of the Saltcoats Agricultural Society here. Vice-presidents are P. Pearce and F. Torrie. Secretary-treasurer is L. A. MacDonald.

Activities for 1951 include a new machinery field day, sheep shearing demonstration, summer fallow competition and summer fair.

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**ASSURE SUCCESS WITH THE STRATOSPHERE MAN**

Special demand bills act because it is one of the most brilliant and entertaining ever to be performed. 418 feet above the ground on a 25-foot mast; 2000 feet long; made from everyone on the stand.

THE BILLBOARD CIRCUMNAVIGATOR 22, O.

**WANTED**

Acts of all kinds for 1951 Fairs and Celebrations. Those doing 2 or more preferred. Agents, Acts, Grand Acts, Novelty Acts and Flying Acts. Mentions please contact. Fair Secretaries, will sell one Act or a complete Grandstand Show. We carry our own sound system, scenery, special lighting, band, etc.

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**WANTED**

Brides, 10 or more, with ample lighting, February 19th thru 24th.

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**ACTS WANTED**

For Our 1951 Fairs

MINNIES, DOUGLASS, THROTTLES  
Ball photos, ball descriptions.  
**Williams & Lee**  
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10 Days—Commencing May 24 to June 2, 1951—6 weeks.

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2,000,000 tickets will be distributed by the participating merchants in New Jersey and Philadelphia through the medium of Merchants' Exploration Features, Merchants and Manufacturers' Exhibits, State, Government and County Displays. Thousand of dollars will be paid for premiums in the Agricultural, Cattle, Poultry and Home Demonstration Departments. (Grants Free Attractions and Pinwards Displays daily, Special Children's Days for City and County Schools, AUTOMOBILES GIVEN AWAY FREE.)

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JOHN M. MONROE III, President S. BURODORF, Secretary

## SLA To Host 200 Orphans At Yule Party

Live Talent, Movies, Gifts To Be Given At Annual Event

CHICAGO, Dec. 9.—Showmen's League of America (SLA) will play host to around 200 children from Chicago orphanages at the fifth annual Christmas party, to be held in the League's clubrooms here Saturday (23).

Al Sweeney, chairman of the event, will be assisted by Solie Wasserman, Max Brantman, Manuel Blasco, and Iva J. Solomon. Other guests include Jimmie Stanton, Chick Bohdan, Ozzy Breger, Oliver Barnes, Dave Malcolm, Walter F. Driver, Jack Kaplan, Sam Arenz, Peley Flor, Jack Hawthorne, George Brooks, Mel Harris, Charles H. Hall, Isaac and Irving Mallis, Paul Miller and Sam J. Solomon. Toys have been donated by Bill Carsky, of the Casey Concession Company, Chicago, and Ned Torti, Wisconsin Deluxe Company, Milwaukee. Candy was donated by Sexton & Company, and Cracker Jack by the Cracker Jack Company. Cash donations thus far total \$1,055.

The kiddies will be picked up in chartered busses and following an afternoon's entertainment that will include refreshments, motion pictures and live talent, will meet Mr. and Mrs. Santa Claus in the person of Mr. and Mrs. Arthur Peets.

The SLA house committee will decorate the clubrooms for the event with a fireplace and Christmas tree.

## Mrs. Jack Ruback Dies in San Antonio

SAN ANTONIO, Dec. 9.—Funeral services were held here Wednesday (6) for Rose Mary Ruback, wife of Jack Ruback, owner of Alamo Exposition Shows. She died Monday (4) after a lingering illness.

Mrs. Ruback had served as secretary-treasurer of the shows until the past season when illness forced her to relinquish her duties.

## EASTERN OPS EYE INDUSTRIAL DATES

Agents Start Early in Inking Stands In Areas Slated for Big Defense \$\$

By Tom O'Connell

NEW YORK, Dec. 9.—General agents of Eastern ops this winter hardly had time for a breather before being goaded into activity by their bosses. Behind the unusually early action is the recent often-voiced intent of owners-operators to still date mostly in industrial settings in 1951.

While the lure of industrial dollars is by no means new, the effort to ink choice dates, of which there is no exclusive on knowledge, has become accelerated because of likely competition. The usually valuable members of the contract-writing clan are faced with their best opportunity in years to document their talents for setting first-in and, even better, shut-out dates.

Free Spending Looms

Principally prompting the turn of events is the federal government's expanding defense program, which has already shown evidences of reviving the memorable free-spending areas of the recent past. Some ops late last season got a taste of the top business resulting from primed incomes in industrial areas. Earlier in the season the tides had been dwindling as the rising cost of living whittled away at factory earnings which were mostly lacking the ballooning of overtime dollars.

As a result, many ops headed for the hinterlands to align themselves with the rural folk. Success stories were few since, for many weeks, the land was mud and potential earnings were diluted.

The losses sustained by most units during this year's still-date



A MATCH WAS LIGHTED to \$40,000 in San Francisco Sunday (26), but it was for the benefit of the Show Folks of America, Chapter 2. The flame destroyed the mortgage on the club's 600-grave Show Folks Rest in Olivet Cemetery. Participating in the ceremony that highlighted the third annual Memorial Day services were (left to right) Fred Weidmann, Harry C. Seber, chaplain and chairman of the cemetery committee; Mike Krekos, SFA president; M. Jay Jensen, Olivet secretary, and Sam Coranson, SFA past-president under whose administration the plot was purchased.

## PULLS OUT ALL STOPS

### Bill Kindel Opens Strong Sales Pitch for S. F. Show Folks Ball

SAN FRANCISCO, Dec. 9.—The sales drive put behind Christmas merchandise by San Francisco stores is a relatively mild affair compared with that being used by the Show Folks of America, Chapter 2, to promote its annual banquet and ball December 29 in the Gold Room of the Fairmont Hotel. William (Bill) Kindel, general chairman, is part owner of Kindel & Graham, one of the oldest and largest premium supply houses in the West.

Plan Greatest

"We want to make this the greatest event that the club has ever held," said Kindel. "In the short time that Show Folks has been organized, it has come a long way. This year the organization

hit a peak. It has new clubrooms and has enjoyed a successful year. The big event winding up 1950 is in keeping with the past year's accomplishments and plans for the coming year."

Kindel was named to head the banquet and ball committee by Mike Krekos, SFA president, in recognition of Kindel's past efforts in club promotions. These included his chairmanship of the Hi-Jinks committee last March when the new clubrooms at 154 Turk Street were opened. On this occasion Kindel staged a gala event and raised \$3,000 for the treasury. Before this, however, he had directed the decorating of the



BILL KINDEL

hall and acted in the club's behalf in the purchase of cafe and kitchen equipment, saving the organization sizable sums.

Handled Big Biz

In the years that he has been in the merchandising field, Kindel has come up with outstanding items that have been financially beneficial to him and many novelty concessionaires. In 1920 Kindel brought out the Chinese baskets that proved a big money-maker.

Chinese Baskets

The popularity of the Chinese baskets was so welcomed event around the Kindel & Graham store. However, this was not the first time that Kindel had scored. When he first started in the merchandise business he had been fortunate to handle the kewpie doll on the West Coast. "The enormity of the demand for this item is substantiated by the fact that Rose O'Neil, who designed the doll, received more than a quarter of a million dollars in royalties. The kewpie doll's success was followed by

## Move To Establish Federation of Clubs Is Well Received

Reps Vote Feb. Meeting in Tampa To Draft Proposed Operations

CHICAGO, Dec. 9.—Establishment of a federation of outdoor show clubs was endorsed by representatives of 10 clubs here in the Hotel Sherman Monday night (27) at a meeting called by Gen. Bernal, secretary of the Greater Tampa Showmen's Association, to determine sentiment for the proposed organization.

Following an expression of opinions on the suggested federation, club reps voted that a meeting be held February 8 in clubrooms of the Greater Tampa Showmen's Association to draft formal plans for the founding and operation of the organization. All clubs will be invited to send representatives.

J. W. (Pat) Conklin, representing the Pacific Coast Showmen's Association, presided over

the meeting. At the table with him were George A. Hamid, representing the National Showmen's Association, and Bernal.

It was emphasized throughout the meeting that the idea behind the proposed federation is that each club retain its present identity and functions but that thru a federation it would be possible to achieve objectives which individual clubs might not be able to individually.

Besides those already named, others in attendance were C. J. Sedlmayr Jr., president; Harry B. Julius, treasurer, and Joe Sciorino and Glen Porter, Greater Tampa Showmen's Association; Paul Greeley, secretary, Michigan Showmen's Association; John T. Francis, International Showmen's Association; Margaret Fugh, Lone Star Showwomen's Club; George Howk and Whitney Ellis, Heart of America Showmen's Club; Virginia Kline, Regular Associated Troupers; Dwight Bazinet, Hot Springs Showmen's Association; M. (Whitey) Monette, Show Folks of America, and William H. Green, Detroit, who served as sergeant at arms.

Transcripts of the meeting will be sent to show clubs, it was announced.

## Manning Inks Mount Holly

NEW YORK, Dec. 9.—Ross Manning, owner-operator of the shows bearing his name, this week announced that his org had been awarded the 1951 midway contract for the Mount Holly, N. J., Fair by Sam Burgdorf, fair's general manager.

Manning this year played a string of Southern annuals for the first time. He plans to play Dixie territory again next fall.

## KIDS' FUND BENEFITS

### NSA Ladies Emote In "The Drunkard"

NEW YORK, Dec. 9.—The villain still pursued her as the Ladies' Auxiliary of the National Showmen's Association (NSA) presented their version of the classic American melodrama, *The Drunkard*, Friday night (8) at NSA clubrooms here to a packed house.

Giving their all, the ladies played the meller down to the last tittle of the mousetime and sob of anxiety. Elnel Shapiro, president of the auxiliary, announced before presentation of the play that all proceeds would accrue to funds for building a permanent camp for underprivileged children. The play also was preceded by a brief resume by Dolly McCormick, chairman of the event, outlining the long history of *The Drunkard* in the American theater. Bess Hamid served as vice-chairman.

Utilizing the tried-and-true formula of the hero who overcomes adversity, the play traced the course of a young man—about town since 19th Century thru marriage, the pitfall of John Barleycorn and eventual regeneration. In addition to the characters of faithful wife, dastardly villain and upright mother, lagniappe is added by means of a true friend and suffering little daughter.

Large Cast

Cast of the play was as follows: Mrs. Wilson, Albina Hiner; her daughter, Mary, Dorothy Packman; Lawyer Cribbs, Cele Foreman; Edward Middleton, Jeanette Finkel; Miss Spindel, Helen Young; William Dowton, Betty Schatz; Agnes Dowton, Julia Tafels; Barkwer, Veronica Zuehl; Elders, Sidone Silver and Ann Brown; Farmer Stevens, Martha

Suskind; Farmer Gates, Margaret McKee, and Julia, Kitty Rauser. Benefic, with Mrs. Wilson and daughter Mary up against it for each month's rent, Mary appeals for mercy to Edward Middleton, a young man given to fast living. Despite the machinations of misanthropic Lawyer Cribbs to ruin the Wilsons because of a wrong he fancied received at the hands

(Continued on page 63)

## Showmen Gripe Heard by WFA

SEATTLE, Dec. 8.—Carnival general agents are indebted to Jim Blair, of Western Washington Fair, Puyallup, for carrying their pet peeve before the Washington Fair's Association meeting which closed yesterday after a two-day session.

Western agents, especially those in California, have contended that fair meetings should be held in rotation so they can go from one to the other with a minimum loss of time. Oregon's meeting is in mid-January, with Rocky Mountain Association of Fairs scheduled a week later in Billings, Mont.

Blair took the floor before WFA and asked that consideration be given the carnival agents' and concessionaires' plight.

Milton R. Loney, WFA president, agreed to take the matter into consideration when setting the next session.

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**NEW FLASH! TOP EARNINGS!**  
 Great new fast playing cigarette wheel  
 Plenty of punchy appeal! 40" wheel  
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 wheat and oil country. Kansas, Nebraska, South Dakota, Oklahoma*  
 All Concessions open except Bingo, Diegers, Pop Corn, Cook Shows. This  
 is because of our policy of not booking for the coming year until December.  
 All of those who have previously contacted and still interested in booking  
 write. (No Backs or Mini Camps.)  
 We will again show our route that has proven a winner in the past, so  
 we are completely changing our back end. All Shows open. Have new  
 30x80 side show top, 100 ft. front. Sherry Toppin, write. Have new canvas  
 and fronts for Grand Shows. Good preparation for people with own equipment.  
 We have 10 Fairs and Celebrations. Opening Salina, Kan., April 9.  
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**AMERICA'S BEST MIDWAY**  
**CAN PLACE**  
**MONKEY SHOW**—Have complete beautiful outfit except banners. Must have roof show.  
 Bureau, wire. Latin-American Show or Native Hawaiian Show, must have music.  
 Have complete Show with beautiful wagon front. Have Glass House, Water Castle  
 Operator, Harvey Wilson, get in touch. Will book new and novel Attractions for our  
 unbeatable 1951 Still Dates and Fair Routes. Ride Foremen and Ride Mfg. contact  
 by mail. Show opens Orlando, Fla., Feb. 19.  
**JAMES E. STRATES or DICK O'BRIEN**  
 RT. 1, BOX 49 ORLANDO, FLA.

**AMERICAN CO-OP SHOWS**  
**FEATURING CANNON ACT. 240 SHARES LEFT.**  
 Want to hear from Hanky Park Operators. Whatever you book is exclusive. You don't  
 have to buy shares to book, but you must have equipment to buy shares. Already have  
 Ferris Wheel, Merry-Go-Round, Octopus and Kiddie Auto. Want Tilt or other good  
 rides not conflicting. Want to hear from Shows with own equipment. Will book for  
 5 per cent over committee money. Cookhouse and Popcorn still open. Have five good  
 spring dates booked. Plenty others pending.  
**All inquiries: PAUL OLLIS, 4541 Houston Ave., Macon, Ga.**

**GAMES... GAMES**  
**HANKY PANKS—WHEELS AND ALL TYPES OF PERCENTAGE GAMES**  
 As of December 1st, all of our prices were increased 10%. This was due to conditions  
 beyond our control.  
 Write for New Catalog which lists 40 types of  
 Hanky Panks and Percentage Games  
 Use our 40 years experience in building money-making games.  
**HAY BAKES & SONS**  
 BOX 106, BROOKFIELD, ILLINOIS PHONE: BROOKFIELD 3660

**J. A. GENTSCH SHOWS**  
**NOW BOOKING FOR 1951 SEASON—ROUTE GIVEN TO RESPONSIBLE PARTIES**  
 Will book two Major Rides—Octopus, Scooter, Car, Dark Ride, Spiffers. Shows with  
 own outfit will book for committee percentage. Animal, Ten-in-One, Fun House, Merry  
 Dromes, or any nicely framed show. What have you? All Hanky Panks still open, also  
 Penny Arcade, Custard. Write J. A. GENTSCH, Winona, Minnesota, and route will be  
 given. We are definitely going north this season.  
**J. A. GENTSCH SHOWS, Winter Quarters, Winona, Minn.**

**FOR SALE CHEAP FOR CASH**  
 J-Abstract, 40-Ft. Allen Henschel Merry-Go-Round, in good shape ..... \$1,000.00  
 Smith & Smith Chairlift, 14 Seats, Steel Rents, Arch, Ticket Box, 200 Lights, 1,000.00  
 7 Tub Tilt, needs some repairs ..... 500.00  
 Several good Semi Trucks and Trailers, very cheap. Come see this equipment any time.  
**F. M. SUTTON SH., Osceola, Arkansas**

**STOCK TICKETS**  
 One Roll ..... 1.00  
 Two Rolls ..... 2.00  
 Ten Rolls ..... 10.00  
 Fifty Rolls ..... 50.00  
 100 Rolls ..... 100.00  
**ROLLS 1,000 EACH**  
 Double Prices  
 No C. O. D. Orders  
 Ship: Single Tkt., 1x2  
 Dist. and always seem  
 to come in and sometimes they  
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**THE TOLEDO TICKET COMPANY**  
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**Midway Confab**  
 Nina Utzreep, formerly with James E. Strates Shows, is making her home in New York. . . . John and Edna Cain are wintering in Waycross, Ga. following a good season with concessions. . . . Following a successful season on Gold Medal Shows, Ruth and Guy Williams have returned to their home in Ocala, Fla., where Ruth is operating a palmistry booth. . . . Wimpes Walston, concessionaire, who headquarters in Mobile, Ala., has set up a whole sale and retail Christmas tree stand in a downtown location there. He recently returned from Meridian, Miss., where he buried his mother, Mrs. S. M. Walston.  
 sustained recently. . . Carmelia Moran is planning to enter Mayo Bros' Clinic, Rochester, Minn., soon for a physical check-up.  
 Clyde V. Shubert, agent for a number of Midwestern shows for several years, underwent an appendectomy November 27 in Baptist Memorial Hospital, Memphis. . . . Frank Lewis, former concessionaire with Frank Aschy, is a patient in Veterans Administration Hospital, Waco, Tex., and would like to read letters from friends.

Joe King, who, with his wife, operated Parker diggers on Alamy Exposition Shows the past season, is at his home in the Royal Duke Trailer Camp, Miami, following release from St. Francis Hospital, Miami, where he underwent an operation recently. . . . Bill Hughes, concession operator on the James H. Drew Shows, is wintering in Rochester, N. Y. Bob Buntington, bingo operator, has opened a toy store for the Christmas holidays in Goldsboro, N. C. . . . Mickey Perrell, manager of Pierce Shows, is handling a crew in the East in a statistig gathering tour. With him are George and Mike Newell, Phil Ross, Joe Martin, Joe Miller, Harry Abrams, Charles Weller, James Earls and John Phelps.

Mae Joe Arnold reports from Hartlingen, Tex., that the Mid-Winter Fair there gave the Mary Webb Side Shows good business. Recent additions to the show include Slim Curtis, human skeleton; Marjorie Little, Punch and Judy; and Tex Vaughn, tattoo artist. . . . Sam (Stash) Gray and Bill McHugh, well known concessionaires, were in Charleston, S. C., November's convention as the guests of J. C. Brown, deputy chief of the South Carolina constabulary. . . . Sandra Lee Berkeley, who worked the Streets of Paris on Eastern Amusement Company, is wintering in Hartford, Conn., where she's employed as a waitress in a local restaurant. . . . During Orange State Shows' engagement in Melbourne, Fla., Hardy Brady hosted a number of the personnel at a Thanksgiving Day dinner in his trailer. Food was prepared by F. C. (Dutch) Schmitt. Guests included Leo Bisiany, manager of the show; W. A. (Bob) Hallock, secretary; treasurer; Johnny Girsch, Paul Vilko, Jack Nevins, Betty Guffey, Johnny Lash and Mr. and Mrs. Schmitt.

Mattie Crosby is at her home in Chicago recovering from a recent illness. . . . George Deas, concessionaire and novelty store operator in Kansas City, Mo., is at his son's home in California recuperating from a paralytic stroke.

Robt Marlaine reports from Cleveland that he has adopted his former stage name of Robt Vernon. . . . Eleanor Valentine (Sea-lina the Seal Girl), who finished the season on Mickey Mansion's Side Show on the Cettlin & Wilson Shows, celebrated her 31st birthday November 28 with a dinner party. Guests were Mr. and Mrs. Burt Backstein and son, Mr. and Mrs. Bill Hanson, Mr. and Mrs. Frank Bretz, Mr. and Mrs. Raymond King and family, and Louise and William Gillespie, in whose home the party was given.

**WANTED FOR HAVANA FAIR**  
 Now showing in the heart of Havana City.  
 Shows, Concessions or Exhibitions not requiring too much space. Write at once on percentage terms. Would pay rates Miami-Havana.  
**SANTOS Y ARTIGAS**  
 Santa Beatriz 44, Arroyo Apolo, Havana, Cuba.

**FOR SALE OR TRADE**  
 Want Octopus, must be late model and clean. Can also use Seal for same. For sale or trade. William Merry-Go-Round, 40 feet, 2 abreast; this ride very clean, top new this year. Has International V8 motor. Transportation for same 1 1/2 feet. Van (new) 1 1/2 ton Open Semi (4-foot racks). Ride and Semi can be seen at location. 2nd and Center Sts., Greensburg, Indiana. For Sale or Trade. Price \$1,000.00. All replies to W. R. GEREN, Greensburg, Indiana.

**FOR SALE—TRUCK, RIDES AND MOTORDROME**  
 15 Tractors, late models from \$500 up to \$1,500. 20 to 25 (new and used) 3000 and 4000. Complete Side Show, new late spring, with Van Semi-Trailers, \$1,500. Complete 12-Car Octopus with living quarters, \$1,500.00. Complete Office Trailer, 20 ft. van semi-trailer with living quarters, \$3,000.00. Inks Show on truck, complete, \$200. Combination Motordrome, new 1949, now up, \$2,500.00. Johnny Denton, phone me on this. Address: P.O. Box 100, Greensburg, Pa. 15601. Want location for Scooter, Ferris Wheel and Ride.

**COOKHOUSE**  
 OPEN FOR SEASON  
 Will lease one flat Buss with transportation. Now booking concessions for Charny Days Fairs, Greenville, S.C., January 2 through February 4. American Midway Shows, Box 1471, Harlingen, Texas. P.S.: We play more Fairs and Celebrations than any other Texas carnival.

**USED SCOOTER CARS FOR SALE**  
 12 1926 Luce Cars, Reconditioned, and all with new bumpers. Write: BOX 126, OTTAWA, KANSAS

**WANT CARNIVAL**  
 Contract for early spring.  
**Cecil Ashlock**  
 American Legion Post No. 15  
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**36 FT. Aluminum House Trailer**  
 Converted into a 35-foot cafe, complete outfit.  
 1610 E. Main St., Grand Prairie, Texas  
 Phone: GR 5-1333

**FLUORESCENT FIXTURES**  
 For Carnival Installations, Dealers, Distributors, Concessionaires.  
**FLUORESCENTS FOR EVERY PURPOSE**  
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 OFFICIALS: BELNORD PRODUCTS - DISTRIBUTORS  
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 145 E. 7th St., Philadelphia, Pa. (Lombard 3-7730)

**'America's Finest Show Carnival'**  
**TENTS—SIDESHOW BANNERS USED—IN STOCK**  
 30' Round Top, 3-40' Mid-40s, 50' Round Top, 2-30' Middles, 40x100' Square Hip Ends, all 10' Wall.  
 20x30' Hip Roof, 8' Wall.  
 Bernie Mandelshon—Charles Driver  
**O. Henry Awning Co.**  
 6212 N. CLEM ST. CHICAGO 40

**WHEELS OF ALL KINDS**  
 HORSE RACE, BIG \$X MONEY, MERCHANTS, PENNY PITCH BOARDS, OVER-UNDER, LAY BOARDS, CHICKEN LIKE.  
 Write for Catalog, Buy Direct & Save.  
**Cardinal Mfg. Corp.**  
 420 Reed Street, Brookline, N. Y. Telephone: 1-5677

**HEDY JOSTARR WANTS**  
 For Burlesque Show  
**DANCING GIRLS**  
 For winter's work. No traveling.  
 Frank Webber, wire Waco, Tex.

**VIVONA BROS. Combined Shows**  
 H. B. Shive, Representative  
**NOW BOOKING FOR 1951**  
 Can place High Class Midway Attractions and useful Show Parts—all departments.  
 103 S. 21st St., Irvington 11, N. J.  
 Phone: Essex 3-9112

**FOR SALE**  
 Wild Life Show built on semi-trailer, Case Fronts factory built by Carlens Ferre Co., 20x40 top and all equipment built on top of trailer, complete with banner line, banners, center poles, 1000 gal. everything except stock. Also included on 20 ft. Des Moines Trailer Coach Frame, equipped with butane, 2000 lbs. fuel, 100 lbs. dishes. Freestanding equipment, 1000 lbs. dishes, two slides. Both very reasonable, writing account other interests.  
**W. W. STUCK**  
 PLAINFIELD, ILLINOIS

**RIDES**  
 Can place clean Carousel and Wheel here starting Jan. 10, 1951. And furnish your own insurance.  
**HAVERHILL GROVE AMUSEMENT PARK**  
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 228 W. 42nd St. New York, N. Y.  
 Open all year round.  
 Want Breaks and Novelty Act. Slide battery and all particulars in first letter.

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**HOWARD MATURO I NEED YOU**

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 Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.  
 1930 Stewart Ave. S. W. on Highway 41  
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# Club Activities

## National Showmen's Association

1564 Broadway, New York

**NEW YORK, Dec. 9.**— Next regular meeting will be held Wednesday (13) at which time our new president, Bernard (Bucky) Allen will announce his committee. Many thanks to all who have sent us jamboree contributions, including Cettin & Wilson Shows, James E. Strates Shows, Prell's Broadway Shows, O. C. Euck Shows and the Connecticut boys, Morris Batslisky, Vincent Anderson, John S. Weisman and Sam Peterson.

Our deep appreciation is extended to Leonard Traube and Al Horowitz for donating to the blood bank and aiding our sick brother Everett Marquis, who is recovering from surgery. Congratulations to Harry Baum, who was just married. Sincere sympathy is offered George Rector, whose mother died recently.

Applications for membership have been received from the following: Morris Victor and Charles Ryan, sponsored by William Lish; Joseph H. Schuler and Howard Ramsey, sponsored by Phil Cook; Leslie Berger, sponsored by Jim McHugh, and Raymond S. Blumberg, Joseph De Leo and Irving Burgdorf. These applications will be acted upon as soon as President Allen announces his eligibility committee.

Recent visitors to the clubrooms included Bernie Mendelson, Leo Brenner, Frank Berger, James E. Strates, Max Cohen, Phil Cook, Morris Levi, Roger Duhour, Danish N. Tsakalas, H. William Jones, George Bernert, Sam S. Levy, Harry Acker, Irving Merzon, Max Goodman, John W. Wilann, Issy Cettin, Al and Michael Dorso, Curtis L. Beckus, Harry J. Kahn, Robert Kline, Cyril Wilkins, Homer L. Wood, Claude Sechrest, Walter H. Braull, Morris Vivona, Harry Heller, Herman Wolfe and William Moore.

## Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

**PHOENIX, Ariz., Dec. 9.**— All officers were present when President Lloyd Wilson called the regular meeting to order.

The following were nominated by the Independent Ticket: P. W. Siebrand, president; J. B. Austin, first vice-president; Louis Block, second vice-president; Joe Davino, third vice-president; Brownie Yeakle, secretary, and Don Hanna, treasurer. Mrs. Billie Hieko won the pot of gold.

Mrs. Margaret Stone is recuperating at her home. Mrs. Kenney Burks is in St. Monica's Hospital. H. Cullenberg is in the same hospital.

Mrs. Hiko Siebrand, banquet and ball committee chairman, reported tickets for the event, which will be held at the Silver Spur December 18, are going well.

Gift awards were forwarded to the following: Rose Morrow, Valdo B. Sullivan, E. Chambers, J. E. Dalton, M. M. Buckley, Helen M. Staley, Bill Davis, Marie Korte, John Greer, Gary Davino, E. Turnhome and Harry Kay.

### FOR SALE

78 811 Farm Wheel, Gruner Chairlains, 1 Middle Train, Peonora Trailer and other equipment. Estate of William Peonora. CONTACT

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Attorney  
992 S. 4th Ave. E. St. Louis, Ill.

### WANTED

**TALKER AND AGENTS**  
Who have Cars, Talkers who are married preferred. \$150.00 a week.  
Agency—\$125.00 per week. You work 5 weeks a year. Write or wire:

### C. W. FRANKLIN

6422 So. Lovel Ave. Chicago, Ill.  
RAY COOK—CONTACT ME

### WANT

**FOR ALL WINTER**  
Concessions all kinds, Handly Pans, \$12.50 weekly. Shows with good outfit. Electrician  
**World's Fair Shows**  
Baltimore, Md., this week

## Showmen's League of America

300 S. State St., Chicago

### Ladies' Auxiliary

Open house was held in the Jade Room of the Sherman Hotel during the outdoor meetings. Installation dinner was held November 28 in the Louis XVI Room, with Mrs. L. M. Brumleve as emcee and Mrs. Henry T. Belden as installing officer. Officers installed were Mrs. Ralph Glick, president; Mrs. Hattie Wagner, first vice-president; Mrs. Mae Taylor, second vice-president; Mrs. Lucille Hirsch, treasurer; Mrs. Elsie Miller, secretary, and Mrs. Phoebe Carsky, chaplain.

Members of the board of governor's and all past presidents were introduced. Auxiliaries were represented by Ruth Martone, Heart of America Showmen's Association, Kansas City, Mo.; Goldie Fisher, Missouri Show Women's Club, St. Louis; Ann Dootan, Pacific Coast Showmen's Association; Shirley Levy, National Showmen's Association, New York; Margaret Pugh, Lone Star Show Women's Club, Dallas; Rose Lewiston, Michigan Showmen's Association, Detroit; Martha Weiss, Miami Showmen's Association, Miami; Sally Rand, Greater Tampa Showmen's Association, and Betty Bazinet, Hot Springs Showmen's Association.

Dr. Max F. Thorek was a guest of honor. Margaret Filigrasso presented her officers with gifts. Gifts also went to Margaret Jeske, Ann Sleyster, Margaret and Evelyn Hock, Viola Parker, Delgarina Hoffman, Lee Gluskin, Edith Strleibich, Mrs. L. W. Brumleve, Mrs. Ann Belden, Dolly Young, Isabel Brantman and Bobbie Cherniak.

Mrs. Brumleve presented gifts from the auxiliary to Margaret Filigrasso, Elsie Miller and Pat Seery. Award book winners were Martha McKay, St. Paul; Isabelle Piasino, Chicago, and Max Hirsch, Dolly Young also was presented with a Gold Life Membership card by Mrs. Brumleve.

In attendance at the dinner were Lillian Glick, Hattie Wagner, Mae Taylor, Dolly Young, Lucille Hirsch, Elsie Miller, Dr. Max F. Thorek, Margaret Filigrasso, Mrs. Brumleve, Ann Belden, Nan Rankine, Mrs. Marie Brown, Louise Rollo, Margaret and Evelyn Hock, Virginia Kline, Viola J. Fairly, Frances Keller, Ann Dootan, Grace K. Hunter, Ethel Weer, Grace Weiner, Madeline Weiss, Patty Ann Sciorlino, Sally Rand, Betty Bazinet, Virginia Gamba, Blanche Wilson, Alice Hill, Nellie Byrnes, M. L. Pilgrasso, Mrs. F. Sopenar, Isabelle Brantman, Rose Jarboe, Frances Berger, Eva LaRou, Edith Billiken, Opa Rossi, Marguerite Shapiro, Geraldine Muscarello, Bessie Mossman, Lillian Lawrence, Clara Etta Barker, Mrs. Raymond Walton, Mrs. Phil G. Little, Mrs. Melvin R. Little, Mrs. Jack Lindzey, Margaret Pugh, Grace Tinder, Mrs. Charles Moss, Louise R. Donahue, Ann Sleyster, Edna Burrows and Josephine Glickman.

Jeanette Wall, Edith Streibich, Mrs. H. Hansen, Mrs. Arlo Robinson, Mrs. M. Lindeman, Mrs. Ann Miller, Mrs. Max Glick, Diana Glikr, Mrs. Lou Glick, Mrs. Max Clark, Mrs. Pearl Ptashka, Mrs. Florence Rubin, Mrs. Robert L. Mack, Mary O'Hara Smith, Ethel Wadon, Jean Zirlow, Sophia Carlin, Mirnie Simmons, Lena A. Schlossberg, Betty Glickman, Lillian Woods, Jean Frolow, Barbara Woody, Mrs. Mary Wolf, Mrs. Joe Murphy, Mrs. Lena Mills, Mrs. Ella Henderson, Mrs. Betty Harris, Mrs. John Obluck, Ruth Martone, Mrs. Morris Stokes, Mrs. C. W. Davis, Mrs. Fred A. Potenza, Claire Sopenar, Kathryn Robinson, Pat Seery, Esther Groscurth, Mildred Miller, Rose Lewiston, Shirley Lawrence Levy, Jeanette G. Hart, Goldie Fisher, Jerry Sweeney, Shirley Zirlow, Marie and Ernl Zirlow, Harriet McBeath, Lee Gluskin and Phoebe Carsky.

Annual meeting was held Thursday night, with these officers on the rostrum: Mrs. Lillian Glick, president; Mrs. Hattie Wagner, first vice-president; Mrs. Mae Taylor, second vice-president; Mrs. Dolly Young, third vice-president; Mrs. Luella Hirsch, treasurer, and Elsie Miller, secretary.

## Miami Showmen's Association

236 W. Flagler St., Miami

**MIAMI, Dec. 9.**— Large attendance at the Tuesday (5) meeting with George Ar. Cohen, first vice-president, in the chair. Also on the rostrum were Leo Bistany, William Cowan, Carl Hanson and Robert K. Parker.

Harry Modele reported on the banquet and ball in the absence of Chairman P. J. Finnerty, and announced that the event would be held at Copia City, Miami Beach, January 2.

Bennie Weiss attended his first meeting of the season and donated a sizable contribution, as did Bill Cowan. Harry Schreiber, Harry Modele and Michael Roman handed in a check from the John H. Marks Shows, and Patty Finnerty one from the results of a jamboree on Prell's Broadway Shows.

Jack Joel Weiss's membership application was read and turned over to the board of directors. The children's Christmas party will be held December 22 in the clubrooms.

## Bill Kindel Opens

Continued from page 61

In the novelty line he was not spontaneous, but were the result of a lot of time and study. Actually, Kindel recalls the days when he had balloons that were filled with a gas concocted by putting zinc in an acid bath. The balloons were painted with gum arabic to create eye-appeal. Despite all the effort the concessionaires and merchandise men expended to make a balloon saleable, the price then was only a quarter.

All of his business life activities add up to making Kindel invaluable in staging the 1950 annual banquet and ball. To make the Fairmont Hotel event outstanding, Kindel plans to decorate the Gold Room in circus motif, and has predicted that it will be one of the "finest settings ever seen in the West." While the entertainment end is left primarily to Eddie Burke, veteran booker, Kindel supports the idea that every act be a topnotcher. A fine show in a fine setting just about sums up what Kindel plans to offer.

When he was notified of his latest assignment a few months ago, Kindel went immediately to work preparing for the ball. Most of his energies are devoted to his business and the club's work. Once in a while he finds time to do a little hunting, and his smartly furnished rumpus room in the basement of his home houses a complete and expensive set of guns. He also raises pedigreed Dachshunds.

Kindel, born in Denver, was introduced to show business by his father, a well-known vaude performer. After a few years at the Beach, which is now Whitney's, Kindel went into the wholesale merchandise end of the game. Today the firm occupies a four-story building on Mission Street.

## NSA Ladies Emote

Continued from page 61

of young Middleton's father, true love blooms between Mary and Edward, and they are married.

With William Dowton, foster brother of Edward, and William's half-mad sister, Agnes, supplying comedy, the plot takes Edward toward the brink of alcoholic disadventure on by Edith, the final salvation of Edward's life reunion with his family and the bringing to justice of Cribbs.

Despite the handicap of an occasional slipping moustache, all ladies concerned in the production administered by their roles. Piano accompaniment to the songs was furnished by Pete Kopelson. During intermission periods a "Floradora sextet," composed of Flo Thompson, Ann Brown, Margaret McKee, Sidone Silver, Julia Taflet and Albin Hines, recalled Victorian shades thru songs as did selections later in the evening by a quartet composed of Helen Young, Dorothy Packman, Sidone Silvers and Flo Thompson.

Ann Brown rendered vocal selections following the play, and during the course of the evening birthday congratulations were tendered Dolly Udowitz, Al G. King, Frank (Shrimple) Rappaport and numerous auxiliary members dispensed refreshments.

## Heart of America Showmen's Club

9134 Broadway, Kansas City, Mo.

**KANSAS CITY, Mo., Dec. 9.**— President L. K. Carter presided at the regular weekly meeting, assisted by George Carpenter, treasurer, and Al C. Wilson, secretary. Club has installed a new television set.

Banquet and ball committee reports that the ticket sale is good for the event to be held New Year's Eve in the Georgian Room of the Hotel Continental, with Milo Finley's ark signed to provide the dance and show music. George Sargent is suffering with virus pneumonia.

Ladies' Auxiliary Tacky Party will be held in the clubrooms December 30. Memorial services also will be held in the clubrooms December 31. Installation of officers is set for December 28.

## INSURANCE

### IDA E. COHEN

175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

**FOR SALE—MUG OUTFIT TRAILER**  
with or without camera. All aluminum with complete rigging. Very basic, new built with sleeping quarters. Brass new and 150 lbs. for heavy use. Sale price \$800.00 without camera.  
**IRA HOWERTON**  
808 S. Wacker Drive, Chicago, Ill.  
(Phone: Wilcox 2-4841)

### J. P. MAGEL

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BOX 126, Ottawa, Kansas



BOOKING FOR 1951 NEARBY

WE HAVE ONE OF THE STRONGEST CIRCUITS OF FAIRS IN THE COUNTRY. A PARTIAL LIST CONTRACTED.

OSARK EMPIRE DIST. FAIR	SPRINGFIELD, MO.
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NEBRASKA STATE FAIR	LINCOLN, NEBR.
TULSA EXP. & FAIR	TULSA, OKLA.
OKLAHOMA FREE STATE FAIR	MUSKOGEE, OKLA.
ARK. OKLA. FREE DIST. FAIR	FORT SMITH, ARK.

A MORE TO BE ANNOUNCED LATER IN MIDWEST AND SOUTH  
FIRST FAIR STARTS IN JULY

Ready to contract Managers and People for Colored Revue, Side Show, Motordrome, Snake Show, Furhouse, Class House, all office owned. Beautiful fronts. People must be sober, reliable and capable. People taken with an Chicago contract now. Air Note contact

Will book any worthwhile, outstanding Attractions with own transportation must be well framed and capable of grossing money. Would especially like to hear from well framed Grind Shows.

Will contract (for season only) a few more Major and Middle Rides—Rock-a-Pepper, Lone Star Racer or any new Ride: Kiddie Rides—Bulger, Sky Fighter, Altan Herschel, Boat Ride or anything new.

Popular: Grab, French Press, Snow, Penny Arcade, Photos, Novelties, Scales, Age, Ball Games, Fish Pond, Class, Darts, Short Range Gallery or any legitimate Merchandise Concessions. Would entertain proposition for all or a number of these items.

Foremen and Second Men for office owned Rides. Men who expect to stay for the season. Top salaries and you get it. Must be sober and drive semi trucks.

Mechanics with carnival experience; must have tools, be sober and will keep their moving. None but the best. References, please

Carniesmen. Men for show fronts, light towers, searchlights and front gates. Must be licensed semi drivers.

NOTICE—We have the Florida Circus Exposition, Winter Haven, Fla., Feb. 18. Regular season opens April 1. Winter quarters open Dec. 18. All replies to: **E. L. YOUNG Gen. Mgr.** HARPON SPRINGS, FLA. (Barnesport World's Courts) PHONE 4091

## FAYETTEVILLE FREE FUN FAIR AND OFFICIAL FORT BRAGG RECREATIONAL PLAYLAND

Opens Saturday, January 27, for Balance of Winter

INDOORS—New \$500,000 Building, 380x450 Feet—Heated—DOWNTOWN FAYETTEVILLE, N. CAR.

WANT SHOWS OF ALL KINDS—Iron Lung, Lord's Last Supper, Working World, Mechanical City, Wild Life, Monkey Circus or Drome, Side Show, Illusion, Grind Shows of all kinds. RIDES: FLAT—Caterpillar, Whip, Tilt, Scooter, etc.

KIDDIE RIDES, GIRLS TO Girl Show.

WANT Combination Biller and Press with own car.

### ALL ABOVE REPLY

### RAY MARSH BRYDON

784 N. E. 71ST STREET MIAMI, FLORIDA

### CONCESSIONS OPEN!

Park style Bingo, Hanky-Panks of all kinds, Novelties, Grab, Custard, Corn and Peanuts, Floss and Apples, Scales, Age, American Palmistry, Jewelry, Pennants, Long Range and Short Range Galleries.

### REMEMBER

This building covers 3 1/2 acres and we have space for a Roller Rink and Skee Ball Alley. This enterprise has full support of city officials and Fort Bragg and is not a part of any other amusement company in Fayetteville. 80,000 men now in camp—125,000 by first of year. Camp pay days 1st, 10th and 20th of each month. Don't let all-out mobilization, rationing and restrictions catch you without a spot. THIS IS IT! All concessions

### REPLY TO

### CHUCK MIGD

784 N. E. 71ST STREET MIAMI, FLORIDA

Used Everywhere for Over 35 Years

## ROLL TICKETS

PRINTED TO YOUR ORDER

**Keystone Ticket Co.** DEPT. B SHAMOKIN, PA.

Send Cash With Order. Stock Tickets. \$21.50 per 100,000.

100,000	\$29.00
50,000	.. 5.50
10,000	.. 11.75
5,000	.. 18.25





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DONKEY BASKETBALL UNIT—COMPLETE with truck for team...

INDIAN BRAD WORK, BUCKSKIN, BEADS, Feather, Stencils, Wigs, Supplies, beads...

QUICK SIGN PAINTING—USE LETTER PAINTER...

SAVE MONEY! WHERE TO BUY ALMOST any product...

TEXAS'S FOURTH LARGEST BOWLING LEAGUE—Can members...

WANTED—PROMOTER, MANAGER OF Firm financially able...

WHERE TO BUY FEAT.—BUYER'S GUIDE TO THE BEST COATS...

\$130.50 WEEKLY GUARANTEED AT HOME Salesmen...

\$140.50 PER WEEK GUARANTEED QUICK MONEY...

WEEKLY UP-THEATER, RADIO, Newspaper Promotions, Novelty, ability required...

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Secondhand Coin Machine Bargains...

COSTUMES, UNIFORMS WARDROBES

CLOWNS AND BURLESK COMEDY PROPS, Music Accessories...

FOR SALE—SECOND-HAND SHOW PROPERTY

ANALYZE HANDWRITING FOR PROFIT—Complete Outfit...

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater...

FOR SALE—ONE SPIRIT CYBORSCO Model 90...

OFFICE TRAILER—200 HOWARD, 27 tandem, truck type...

NEW AUTOMATIC ADVERTISING MACHINE, Burdick Allen...

ONIKOH WAREHOSE TRUCK—RIGHT, 47' 11" banner...

TENTS—50x100, USED SEVEN TIMES, 1949 model...

THEATER CHAIRS, SCREENS, FOLDING Chair Projector...

1948 GMC 2 1/2 TON TRUCK—1948 GMC 2 1/2 ton truck...

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\$5.25 ORIGINAL HORSESHOE ELECTRIC WESTERN HORSE CLOCK

In lots of 4 or more. Each clock has horns...



A mounted original Western Mounted Metal Horse...

HULA LAMP \$10.50 Ea. \$11.00 Ea. With beautiful matching tasseled shade.

HORSE CLOCK \$6.75 Ea. \$7.25 Ea. Sessions Self-Starting Silver Second Hand Movement...

COOK BROS. WHOLESALE ONLY

BEST MECHANICAL SELLERS FOR EXTRA PROFITS



PERFORMING SEAL \$6.75 Doz.

1/2 LG. REGGING DOG (Plush, New) \$4.50

1/2 LG. HEATING BEAR \$4.25

1/2 LG. WALKING ELEPHANT \$4.50

1/2 LG. HOPPING DOG (Fur) \$4.80

1/2 LG. HOPPING RABBIT (Fur) \$5.00

1/2 SANTA ON REED \$5.75

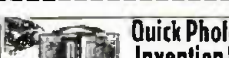
1/2 YEARNING \$4.80

1/2 HEARTY MONEY \$4.50

IMMEDIATE DELIVERY—FIRST COME, FIRST SERVED

LORET NOVELTY CO. 455 Newport St. Brooklyn 7, N. Y.

WORLD'S SMALLEST LIGHTER



The Perfect Gift. Leather, Covered Individually, Fully Loaded \$6.00

13% Deposit, balance C.O.D. Write for Holiday Price Lists

IMPERIAL MDSE. CO. 222 Broadway New York 3, N. Y.

Quick Photo Invention! PDQ CHAMPION PHOTOMASTER

Makes finished photos in minutes. Takes 36 exposures...

Finished Photos in 2 Minutes. Write for details about the great PHOTOMASTER.

HAWAIIAN MUSIC DOOL

Made of soft flexible plastic. Over 700 tunes...

\$13.80 Doz. Hawaiian Skirt Sample, 9178 \$12 Doz. 3 for \$25.00...

PARISIAN ART PRODUCTS 161 Fulton St., Dept. 9, N. Y. 7, N. Y.

JUST OFF THE PRESS: KING BROTHERS

Over 1000 copies... takes you day by day...

SWEET PAGES BY BEAL'S SELF TEACHING Lessons...

YOU CAN ENTERTAIN WITH TRICK CUBS...

MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG 1000...

A BRAND NEW '23 CATALOG—MIND-reading, Mentalism, Psychic, Hypnotism...

WADICHER BOTTLE PROMOTION—Produce a beer bottle from friend's pocket...

VENTRALIST'S RADIOPHONE, CHOPPER Blusion, Clip Boards...

3 1/2 MINUTE RADIOPHONE FOR Business, Personal, Home...

VENTRILQUIST (54 UP) PUNCH FIGURE...

MISCELLANEOUS

'REELY TANKS'—88% STEEL, SIX OR ten foot...

NEW TERRY FUR COATS, 67.50, 68.00, 68.50...

WATERPROOF AND MILKWEED proofed complete with...

RAYMOND ORGAN WANTED—ANY MOD. or any condition...

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POWERFUL, STRONG MAGNETIC VOICE developed with...

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HAVE A CHICAGO MAIL ADDRESS—Business or personal...

WE COLLECT MONEY JUSTLY DUE YOU—35¢ collection...

100 PHOTOGRAPHS FOR ONLY 25¢—FROM your favorite snapshot...

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS-BACKGROUNDS—DP Paper, Chemicals...

DIME PHOTO GLITTER CREAM—ALL sizes; drop in and see...

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything...

DIRECT POSITIVE OPERATORS—We have the new Eastman Direct Positive...

THE NEW EASTMAN IMPROVED TYPE 113... Made of soft flexible plastic...

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

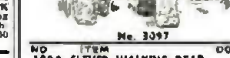
BIG

Write for bulletins Amusement Industries, Box 2, Dayton 1, O.

NEW CUTE DOG

Walt Whitman Books—Good Action. We are here to save this number.

DOZEN \$8.00, SAMPLE \$1.00 CASE LOTS OF 40 DOZEN, \$7.20 DOZ.



3090 CLEVER WALKING BEAR WITH FISH (NEW) LARGE \$7.20

3068 BEGGING FUR DOG \$6.00

3050 BABY TURTLE \$3.60

3053 AUTO \$3.60

3054 AUTO \$3.60

3055 TUMBLING JOCKO \$6.00

3056 MOUSE \$1.85

3057 AUTO \$3.60

3059 DANCING COUPLE \$2.30

3062 WADING DUCK \$2.30

3063 PECKING BIRD \$2.00

3073 WALKING PEACOCK \$7.20

3076 COVERED WAGON \$6.50

3077 HARLEM SPORT \$6.50

3084 MUSICAL MONKEY \$5.00

3089 SINGING BIRD \$2.00

3095 HOPPING FUR RABBIT \$4.80

3096 CAMEL WITH RIDER \$7.20

MECHANICAL TOYS (Copied Japan)

LARGE CLEVER WALKING BEAR \$7.20 doz.

All Numbers in Stock for Immediate Shipping...

WISCONSIN DELUXE CO. 1907 N. Third St., Milwaukee 12, Wis. Phone: LUcifer 3543

LOWELL THE FINEST WATCH OF ALL

TERRIFIC PROMOTION ITEM FOR XMAS

FREE! 50 PAGE XMAS CATALOG! LOUIS PERLOFF, Wholesale Jeweler

Simulated PEARLS

1 STRAND \$2.00, 2 STRAND \$4.00, 3 STRAND \$6.00, DROP EARRINGS (Asst.) \$2.00

ELVEE MANUFACTURING CO. 866 SIXTH AVE. NEW YORK 1 MURRAY Hill 4-1177

\$ Make More Money \$

Demographers, Penchabor Operator, Actuaries, Dealers

A. Beautifully bound 3pc. and 3pc. sets...

Call WA 2-3752 wire or write SUPERIOR JEWELRY CO. 700 SANBORN ST. PHILA. 6, PA.

STEEL OR WOOD CHAIRS

Folding or Non-Folding, Prompt shipment...

ADROWDACH CHAIR CO. 1140 B'way, N. Y. 17, N. Y., Dept. 6, MU 3-158

STERLING JEWELERS 44 East Long Street, Columbus 15, Ohio. 7 30

NEW "SUNBURST" ENCHANTING NECKLACE AND EARRING SETS. Positively the Most Fascinating Set available today!

STERLING JEWELERS 44 East Long Street, Columbus 15, Ohio.

New Laugh NOVELTY CUSHION ENTIRELY DIFFERENT

New plastic cushion-like inflatable. Place weight upon it and watch the Devil's tongue pop out!

Metzger Plastic Sales 819-821 PARK AVE. MUSCATINE, IOWA

DIRECT From Manufacturer Sensational Value! Beautiful 5 size up Headset point fountain pen...

We Sell Wholesalers Only BINGO Specials—5 ups, 6 ups, 7 ups 7 COLORS PAPER PLASTIC BINGO BALLS-MARKERS SERPENTINES—CONFETTI STAGE MONEY A. J. Wildman & Son 139 W. 19 St. New York 11, N. Y.

BALL POINT PENS \$12.50 With metal caps and clips. Visible Ink Supply—Cheaper than Felt Tip Long Lasting—Rippled Use.

ARDINO US CO. Dept. 612 16 Court St. Brooklyn 2, N. Y.

Hurry, Hurry! Be Ready for that Late Xmas Trade!

The Most Appreciated Gift!



SWISS WATCHES

Ladies' and Men's models. Sparkling new cases, genuine Swiss movements, precision rebuilt and guaranteed like new.

15-JEWEL, \$9.45; 17-JEWEL, \$10.45

Beautiful Rhinestone Dial, 5% additional

\*No extra charge for Beautiful Rhinestone Band on Ladies' Models—on G. P. Expansion Band on Men's Models.

Original Famous Make Watches

Refinished like new 15 JEWEL Regina, Walt Jewels, Green, Beaver, Silver—\$12.95

15 JEWEL, Rhinestone and White—\$9.95



Cel-Max

178 S. Main St. P. O. Box 478

WRITE FOR FREE CATALOG!

POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET. 54x72 Packed 30 to Case \$3.30 EACH IN CASE LOTS OF 30 \$3.40 Each in Less Than Case Lots \$4.00 per Sample Postpaid.

NEW GIFT CATALOG NOW READY. WRITE FOR COPY—BE SURE TO STATE BUSINESS. Mechanical Toys, Christmas Decorations.

LEVIN BROTHERS. Established 1886. THREE NAUTS, INDIANA.

TALKING CARDS. MERRY CHRISTMAS HELLO, SWEETHEART HAPPY BIRTHDAY. NOWOTNY-BURRELL & CO. SAN ANTONIO, TEXAS.

Merchandise You Have Been Looking For. Catalog Now Ready—Write for Copy Today. ACME PREMIUM SUPPLY CORP. Chicago, Illinois.

CARNIVAL, PITCHMEN, NOVELTY SHOPS. WE MEET THE COMPETITION. ACE CARNIVAL SUPPLIES. 5617 S. Mohr St. Chicago, Illinois.

SEND FOR YOUR COPY TODAY! 15 NOW AVAILABLE ATTENTION CONCESSIONAIRES AND NOVELTY WORKERS. GELLMAN BROS. INC. MINNEAPOLIS, MINN.

PRINTING. ALWAYS LOWEST PRICES: QUALITY. ATTRACTIVE, COLORFUL, DURABLE. RUBBER STAMPS, 3 OR 4 LINES. WINDOW CARDS, PROGRAMS, HERALDS.

SALESMEN WANTED. SALESMEN—JUST OUT, LOW PRICED. SCENERY & BANNERS. NERMAN CARNIVAL CIRCUS BANNERS.

HELP WANTED—ADVERTISEMENTS. RATE—12c a Word. Minimum \$2. Forms Close Thursday for the Following Week's Issue.

AT LIBERTY—ADVERTISEMENTS. 5c a Word, Minimum \$1. Remittance in full must accompany all ads for publication in this column.

CIRCUS & CARNIVAL. SHOW SIGN PAINTER AND BANNER. WOMAN AND GIRL HAVE PEOPLE FOR WRITE WORK.

MISCELLANEOUS. FORMER THEATRICAL AGENCY OPERATOR wishes to conduct talent auditions. HANDWRITING ANALYZED BY WATSON.

MUSICIANS. ALTO SAX, DOUBLING CLARINET, UNCLE LEO JOHNSON. AMPLIFIED VIOLIN—JOHN WESTERN.

VAUDEVILLE ARTISTS. DOEWEISS—ESCAPOLOGIST, SPIRIT OF HULLS. PROFIT MAKING SPECIAL. SENSATIONALLY PRICED. PRECISION MADE ELECTRIC SHAVERS.

1000 PILES ONLY \$675. OPTICAN BROTHERS. LADIES' FULL FASHIONED 1/2 GAUGE DUPONT NYLON HOSE, \$6.50 Doz.

Sell DUNHALL WATCHES For BIGGEST PROFITS. 14K Gold Plated Chronograph \$4.15.

Men's RHINESTONE DIAL WATCH \$5.75. Ladies' WATCH \$5.40.

All Extra Heavy Mountings. DUNHALL IMPORTS CO. 101 CEDARS ST., N.Y. & N.Y.

PHOTOGRAPHIC MODELS, MALE AND FEMALE. STRONG LEAD TRUMPET AND PIANO. TRUMPET MAN, MUST HAVE GOOD VOCALIST TO ACCOMPANY HARMONOID ORGAN.

DES MOINES RING CO. 1155 26th Street, Des Moines, Iowa.

PHOTO KNIFE. Two Blades Highly Polished. Unbreakable Plastic Handle with Beautiful Art Photo. 158489 \$3.90.

ROUDE SPENCER CO. 223-225 W. Madison St., Chicago 6, Ill.

1000 PILES ONLY \$675. OPTICAN BROTHERS. LADIES' FULL FASHIONED 1/2 GAUGE DUPONT NYLON HOSE, \$6.50 Doz.

TATTOOING SUPPLIES. A-1 TATTOOING MACHINES, DESIGNS. EVERYTHING YOU NEED FOR TATTOOING.

WANTED TO BUY. SECOND HAND WARDROBE FOR CHRISTMAS. USED PHONOGRAPH RECORDS.

WANTED TO BUY—SINGLE LOOPIPLANE. TRUMPET MAN, MUST HAVE GOOD VOCALIST.

WANTED TO BOARD AND ROOM MAN. WANTED FOR WESTERN TRIP—GIRL.

ORGANIST—MILKEDON KLEINBERG. PIANO ACCOMPANIST (CAN TRANPOSE).

TENOR, CLARINET—JOIN AT ONCE. TRUMPET COMMERCIAL OR COMBO.

BALLOON ASCENSION, PARACHUTE. SENSATIONAL CONCORDIANS—MID AIR.

VAUDEVILLE ARTISTS. PROFIT MAKING SPECIAL. SENSATIONALLY PRICED.

1000 PILES ONLY \$675. OPTICAN BROTHERS. LADIES' FULL FASHIONED 1/2 GAUGE DUPONT NYLON HOSE, \$6.50 Doz.



## SPECIAL FOR CHRISTMAS HOT ITEMS

### MECHANICAL TOYS IMMEDIATE DELIVERY

Large Walking Bear, Ds.	\$ 6.00
Large Walking Seal with Ball, Ds.	6.00
Merry-Co-Round Fanman, Ds.	4.00
Monkey with Bee on Tail, Ds.	2.00
Boy on Bicycle, Ds.	3.00
Cowboy with Lariat, Ds.	1.75
Tumbling Clown, Ds.	3.50
Jumping Fur Dogs, Ds.	4.00
Large Elephant, Ds.	6.00
Monkey with a Banana, Ds.	5.50
Begging Fur Dog, Ds.	5.00
Red-Nosed Deer, Ds.	3.50
Pop-Eye the Sailorman, Ds.	4.00

### PISTOL LIGHTERS

Midget Chromium Pistol Lighter, Ds.	\$ 4.00
Large Black Handle Chromium Pistol Lighters, Ds.	6.00
Medium Pearl Handle Pistol Lighters, Ds.	7.50
Large Pearl Handle Pistol Lighters, Ds.	9.00
Fatimas, Ds.	\$ 3.50
Combination Pass Case and Wallet in Box Great Flash, Ds.	6.00
Waude Walking Dolls, Ea.	\$ 11.50 Doz.

### NEW YEAR'S ITEMS

New Year's Horns (tin), Gr.	\$ 9.00
Noise Makers, Gr.	10.00
New Year's Hats, Gr.	4.50

25% Deposit Required—Money Order or Cash. We ship same day as we receive orders. This is our only store.

## HARRIS NOVELTY COMPANY

1102 ARCH STREET Phone: WA 2-9770; RA 7-9848 PHILADELPHIA 7, PA.

## Merchandise Topics

### New York:

Merchandisers tell The Billboard that wholesale prices on many items are spiraling upward at a rapid rate. Price controls are expected after New Year's Day. . . . For the small fry, there's a felt bolero on the market at 89 cents retail. The Western style vest, introduced by Freyberg, Inc., is cut out, sewn and ready for embroidering by the moppets. An instruction chart and skulls are included with the bolero. Fire Fly Yo-Yo lights up in colors as it spins. It's made of plastic with battery and bulb inside—a Novel Products item.

**Scientific Model Airplane** Company has a toy midjet racing car kit. The \$2.95 retailer is made of prefabricated parts and can be assembled in an hour. The manufacturer claims that the racing car travels as high as 40 miles per hour. . . . Another action item is offered by Cleveland Model & Supply. In kit form, C. D. Saucers loop dive and glide distances. The 39-cent kit is easy to assemble. . . . The Federal Trade Commission is reportedly cracking down on manufacturers using Japanese parts in their items, and then labeling them "Made in U. S. A."

**Temple Manufacturing Company**, manufacturer of folding pens and pencils, has moved to 1133 Broadway. . . . Did all The Billboard readers note the news item about Robert Kahn?

After placing a single ad in the merchandise section of our favorite publication, he now drives a Cadillac (The Billboard, December 2, Page 2).

As a promotional number, Roy Rogers deputy sheriff badges are turned out by the Frontiers. The silvered finished badge has a Western gun design, and states the wearer is a Roy Rogers Deputy. . . . Chester H. Roth is supplying Roy Rogers socks at 25 cents. . . . The manufacturer claims 5,000,000 pairs of the anklets already have been sold. . . . Ray-o-Vac says jobbers now are selling the second billion of their battery product. . . . A new pump-like container has been developed by the Fillo-Matic Corporation for their 39-cent can of cigarette fluid. The spout turns down, protruding over the rim of the can for easy lighter filling. When the sides of the container are pressed, the fluid flows from the spout, but when desired, cuts off without dripping. . . . Billed as a pocket-sized chest of tools, the Toolmaster is a \$3.95 item by Bayes Manufacturing. The utility kit—in a leather case—has nine instruments pivoting around a common frame that acts as the handle for each utensil—screw driver, knife, hammer, bottle opener, can opener, augur, cork-screw, saw and ice pick. . . . Pyro Plastics has a complete line of G.I. plastic toys. Retailing (Continued on page 70)

### IMMEDIATE DELIVERY

#### YEAR END SPECIAL THESE LOW PRICES GOOD UNTIL JANUARY 1, 1951

### "AMERICA'S LOWEST PRICES"

## Large Walking Bear

\$5.60 DOZ



LARGE WALKING ELEPHANT \$5.60 DOZ.  
 WHITE FUR JUMP DOG... 4.10 DOZ.  
 WHITE FUR BEGGING POODLE... 4.75 DOZ.  
 BLACK AND WHITE PANDA... 4.75 DOZ.  
 WHITE FUR JUMP RABBIT... 5.00 DOZ.  
 BABY WALKING BEAR... 3.80 DOZ.  
 COVERED WAGON... 4.00 DOZ.  
 PLUSH OSTRICH... 5.50 DOZ.  
 KING KONG BORLITA... 6.75 DOZ.  
 WALKING LION... 6.25 DOZ.  
 LARGE PLUSH CAMEL... 6.75 DOZ.  
 BLACK WIRE DOG... 4.75 DOZ.  
 SCOTCH DOG... 5.50 DOZ.  
 ROLL OVER CAT... 5.50 DOZ.  
 SCOTTIE DOG... 4.75 DOZ.

### PERFORMING FUR SEAL

With Seal \$5.50 DOZ.

1/3 deposit with order, bal. C. O. D.

## CONSOLIDATED DISTRIBUTORS, INC.

2412 Third Avenue  
Seattle 1, Washington

## HAPPY NEW YEAR! HORNS

6" Full Horn	\$ 3.00
6" Cardboard Horn	3.50
6" Full Horn—Strided	6.00
12" Imported Tumbled Horn	7.99
12" Imported Full Horn	10.99
12" Metal Horn	10.99
12" Metal Horn	10.99
12" Metal Horn	10.99
12" Metal Horn	10.99
12" Metal Horn	10.99

### METALS & BALLROOMS

18" Ballroom Squawkers	\$ 4.50
18" Oak Ballroom	4.50
18" Oak Ballroom	4.50
18" Oak Ballroom	4.50
18" Oak Ballroom	4.50
18" Oak Ballroom	4.50

WE STOCK CONFETTI AND SERPENTINE  
 25% deposit required with C. O. D. orders.


Wholesale Distributors Since 1840  
 748 47 SOUTH MERIDIAN ST.  
 INDIANAPOLIS 23, IND.

## Sensational Seller! 4 Pc. WATCH SET

In Expensive PRESENTATION CASE Best This Value!

Lots of 50	\$8.25
Lots of 6	\$8.75

\$7.95 Gross Sample \$12.00



The Newest—Handsome matched WATCH SET. Looks like more than twice the price.

Consists of:

- Gold Plated Chronograph 3 push button, 1 yr. guaranteed slip, instruction sheet
- Gold Plated Expansion Band
- Gold Plated Watch Chain
- Gold Plated Cuff Links
- Gold Plated Tie Clip
- Luxurious Case, Satin Lined Velvet Platform

C. O. D. orders from non-rated countries, 10% with order.

SARO WATCH Dept. B1 1674 Broadway, N. Y. 19, N. Y.

## RARE! Can't be Duplicated!

### Hearts of Pearls Necklaces-Earring Set

RR-10 Hearts of Pearls enhanced by simulated diamonds. Originally created by a famous jeweler for \$25.00, these bracelets give all the dazzling beauty—all the costly details of the genuine—plus simulated diamonds surrounding 3 most unusual heart-shaped soft-shine realistic pearls.

Set includes:

- 18" necklace with 10 simulated diamonds, one more beautiful than others. Comes in gorgeous black and red plastic jewelry presentation case.
- Truly a sensation at this rock-bottom price!
- 18" earrings, one more beautiful than others. Comes in gorgeous black and red plastic jewelry presentation case.
- Truly a sensation at this rock-bottom price!

Open to all E. O. D. Orders. Free Catalogue and Samples \$1.00. New York 19, N. Y.

TED BURKE INDUSTRIES

## Letter List

- Continued from page 67
- |               |        |              |            |            |            |
|---------------|--------|--------------|------------|------------|------------|
| Shaban, Frank | Victor | Tronel, John | Trout, Dan | Trout, Dan | Trout, Dan |
| Shaban, Frank | Victor | Tronel, John | Trout, Dan | Trout, Dan | Trout, Dan |
| Shaban, Frank | Victor | Tronel, John | Trout, Dan | Trout, Dan | Trout, Dan |
| Shaban, Frank | Victor | Tronel, John | Trout, Dan | Trout, Dan | Trout, Dan |
| Shaban, Frank | Victor | Tronel, John | Trout, Dan | Trout, Dan | Trout, Dan |
- MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.
- |                |                |                |                |                |                |
|----------------|----------------|----------------|----------------|----------------|----------------|
| Anthony, E. L. | Anthony, E. L. | Anthony, E. L. | Anthony, E. L. | Anthony, E. L. | Anthony, E. L. |
| Anthony, E. L. | Anthony, E. L. | Anthony, E. L. | Anthony, E. L. | Anthony, E. L. | Anthony, E. L. |
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| Anthony, E. L. | Anthony, E. L. | Anthony, E. L. | Anthony, E. L. | Anthony, E. L. | Anthony, E. L. |
- MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.
- |                 |                 |                 |                 |                 |                 |
|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Adell, Marjorie | Adell, Marjorie | Adell, Marjorie | Adell, Marjorie | Adell, Marjorie | Adell, Marjorie |
| Adell, Marjorie | Adell, Marjorie | Adell, Marjorie | Adell, Marjorie | Adell, Marjorie | Adell, Marjorie |
| Adell, Marjorie | Adell, Marjorie | Adell, Marjorie | Adell, Marjorie | Adell, Marjorie | Adell, Marjorie |
| Adell, Marjorie | Adell, Marjorie | Adell, Marjorie | Adell, Marjorie | Adell, Marjorie | Adell, Marjorie |
| Adell, Marjorie | Adell, Marjorie | Adell, Marjorie | Adell, Marjorie | Adell, Marjorie | Adell, Marjorie |
- MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 19, N. Y.
- |              |              |              |              |              |              |
|--------------|--------------|--------------|--------------|--------------|--------------|
| Alban, C. D. | Alban, C. D. | Alban, C. D. | Alban, C. D. | Alban, C. D. | Alban, C. D. |
| Alban, C. D. | Alban, C. D. | Alban, C. D. | Alban, C. D. | Alban, C. D. | Alban, C. D. |
| Alban, C. D. | Alban, C. D. | Alban, C. D. | Alban, C. D. | Alban, C. D. | Alban, C. D. |
| Alban, C. D. | Alban, C. D. | Alban, C. D. | Alban, C. D. | Alban, C. D. | Alban, C. D. |
| Alban, C. D. | Alban, C. D. | Alban, C. D. | Alban, C. D. | Alban, C. D. | Alban, C. D. |

## Gorgeous, Glamorous HOLLYWOOD MODEL KEY CHAINS



31118 Size 2 1/2" Each \$11.93  
 All Star in Perm-ament Plastic Frame With Attached Key Chain Attached \$15.00 Gr.

31119 Size 2 1/2" Each \$18.00 Gr.

Minimum shipment, 6 doz. Packed 2 dozen by separate dividers, assorted weight: 3 lbs. to 6 oz.

25% deposit on all C.O.D. orders. P.O.B. N.Y.C.

PRATT NOVELTY CO., Inc.  
 18 West 27 St. New York 1, N. Y.

## #195 CRYSTAL HURRICANE LAMP

\$1.30 In. \$15.00 Per Doz.



Burning in the wind for this mood lighting, all 1 1/2 m.p.s. Beautiful on the mantel, piano, or suitable as a table lamp. Also available with Ruby Glass and Ruby Glass. Special color design.

25% deposit on all orders, balance C.O.D.

Send for our FREE 44-page Catalogue, serving the trade in Chicago for over 34 years.

## M. K. BRODY

1116 S. HALSTED ST., CHICAGO, ILL.  
 L. D. Phone: MD. 6-9320

## CLEAN UP WITH PLASTIC RAYON TOWELS

Powerful Quick Detergent Action! Cleans, Stains Right Out in Cold Water. Use over and over. Package holds 16 towels. Towels Soft as Wet Grass. Send \$1 for sample package & Towels. Big profit! Towels \$1.00. All orders 50% deposit, balance C.O.D.

SUNBEAM PRODUCTS  
 426 St. South St. Petersburg, Fla.

GIVE TO THE DAMON RUNYON CANCER FUND





## CSCA HOLDS COURT

### Conn. Justice Solves Operators' Biz Beefs

HARTFORD, Conn., Dec. 9.—A policy of airing coin operators' disputes before a "court" of coin operator "Judges," is "paying off in a big way" for members of the Connecticut State Coin Association, Incorporated (CSCA).

"Some months ago when this policy started," said Abe Fish, owner of General Amusement Game Company of Hartford, and president of the CSCA, "the officers as well as the membership appeared skeptical over the ap-

propriability of such a policy to specific cases in specific cities throughout Connecticut.

#### Policy Value

"But we can now realize how much this policy means to both the large and small member of our State-wide organization," he continued. "It's taken our squabbles out of the streets and into the dignified setting of quasi-courtrooms, which, of course, are actually meeting places of the State association."

A number of cases concerning coin operators' rights in coin locations, for example, have come up before a panel of other coin operators at the regular monthly meetings of the State association, usually held in Hartford.

Normally, according to Fish, three or four coin operators, usually residents of cities other than the ones concerned with the im-

(Continued on page 82)

## MIDGET MOVIES

### Supermarkets Aid and Help Sales, Parents

CHICAGO, Dec. 9.—Capitol Projectors Corporation, New York, reports operators now are placing more emphasis on sales to department stores and supermarkets of its newest model Midget Movie equipment, S. B. Goldsmith, sales executive, stated here last week. Firm was an exhibitor at the NAAPB show in the Hotel Sherman.

Goldsmith explained that Capitol before launching its specialized market campaign had surveyed the field for its possible potential and found that when parents take their children shopping, the mothers and fathers are so preoccupied they cannot concentrate on their shopping. As a result some of the intended shopping is overlooked when the parents have to leave the store because their own, as well as the children's patience has become exhausted.

#### Trade Stops

In a comparatively short time, (Continued on page 81)

### New Equipment Output Muddled By Coin Mfrs.

CHICAGO, Dec. 9.—With almost hourly price and availability changes from their own suppliers, coin machine manufacturers this week were still trying to assess the early effects of the mobilization program on their output of new equipment.

Allocations of copper, aluminum and cobalt (The Billboard, December 9), had all manufacturers busy with substitutes. But substitutes, most of them pointed out, had limitations. There are no substitutes, for example, for copper wire in phonographs and other equipment.

Meantime, in Washington spokesmen for the National Production Authority (NPA) warned the steel industry that certain non-essential steel products may have

(Continued on page 81)

### Export Firm In Expansion Here, Abroad

CHICAGO, Dec. 9.—Despite current uncertainties, the International Amusement Company, New York exporters of coin machines to the Benelux countries, has already launched an ambitious expansion plan both in this country and abroad, Abe Witsen, international executive, stated here this week.

Already established in New York headquarters, International will open showrooms in Newark, N. J. in January. Purpose of the new office is to build a domestic (Continued on page 82)

### WILLIAMS SKEDS 45 JUKE OUTPUT

CHICAGO, Dec. 9.—The Williams Manufacturing Company here, one of the major game manufacturers, this week revealed it will enter the coin-operated music machine manufacturing field, starting production next week on a new ten-selection counter-model 45 r.p.m. unit called the Music Mite. For complete details of the new phonograph, see separate story in the Music Machine Section.

### Patents Plastic Shuffle Scoreboard

BELLEVILLE, N. J., Dec. 9.—A patent has been granted to Carmine DeCepoli, president of Sun-Glo Shuffleboard Supplies, for an all-plastic scoreboard the firm is manufacturing at its plant here. The manually operated tallyboard can score up to 1,000 points and is suitable for either frame or point-system scoring. It lists at \$8.

## Diversification Proving Aid to Foreign Market

### War Threat Plus New Blood Also Seen as Trade Stimulators

CHICAGO, Dec. 9.—With the international trade picture growing more confused weekly, operators in foreign cities apparently have decided to buy up as much of the new and late model used equipment as their immediate purchasing power can stand. This is the consensus of several local export firms plus a number of representatives from overseas who visited Chicago plants in the past few weeks.

One of the features of the growth of normal export market over the first half of 1950 was the successful attempts of foreign trade distributors to diversify their markets in such a way that the world in general could become more coin machine-minded. Proof that they have done the job is the number and value of the orders they have been receiving on a repeat basis from such scattered places as Venezuela, Columbia and Brazil, Costa Rica, Nicaragua, Panama and Honduras; Belgium, Holland, Sweden, Finland, Norway, Spain, France, Portugal, Switzerland and Germany; Australia; the Union of South Africa as well as Ceylon, Kuwait, the Bahamas, Turkey, Surinam, Newfoundland, Bermuda, Japan, Canada and Mexico. With such a wide geographical range of foreign operators to work with all during the year, the market remained on a steady upswing following an initial lull at the very beginning.

#### New Blood

Lately, a noticeable expansion in coin machine interest has taken place. Part of this has been the introduction of new blood in the foreign distribution end, such as the Trans-World Trading Corporation, headed by Joe Calderin in

Chicago; the International Amusement Company, headed by Abe Witsen in New York; and the formation of an export division by Ristaurat, Inc., with headquarters in Chicago. Each has had a decided effect on the over-all coin export situation in different ways.

### Pace Mfg. Co. To Bow Out December 31

CHICAGO, Dec. 9.—Pace Manufacturing Company, Inc., is being liquidated and will officially cease to exist December 31, Gene Sales, Pace executive, announced this week.

The sale of manufacturing equipment was turned over to established machinery dealers. Tools and dies were placed on the market. Atlas Novelty Company, Chicago, recently purchased its bell machine equipment.

The Pace firm was incorporated in 1929. It was founded by E. W. Pace, who has been in the coin machine business virtually since its beginning. The primarily known for its bell and console products, Pace also was in the vending machine manufacturing business just before World War II.

The company's best known machine was Paces Races, manufacturing rights to which were sold to H. C. Evans & Company in 1944 for postwar use.

## Canada Drops Import Controls January 1

VANCOUVER, B. C., Dec. 9.—Canada will withdraw all emergency exchange import controls on capital goods, January 1. Finance Minister Abbott has announced. This will eliminate the whole range of import controls first enacted at the end of 1947 when Canada's dollar reserves declined sharply and means that music machines, pin ball games, bell machines and all vending machines can be again imported.

Trade Minister Howe has issued an order banning the sale of steel for amusement construction. This order also will become effective Monday, January 1. The order will have a three-fold purpose; to conserve steel supplies for defense

#### Restrictive Steel Sales

The restrictive order on sales will apply on all steel produced by Canada. However, it will not prevent a theater or other amusement center builders from using substitute materials or even steel — if obtainable from dismantled buildings or some outside sources.

Chances of getting steel however, are slim. The United States, Canada's main foreign source of steel, already has banned amusement construction and cut down on the export of steel.

## Detroit Teamsters' Union Starts Drive

### Lead-Off With Theaters; Plan To Hit All Type of Coin Machine Locations

DETROIT, Dec. 9.—A major organization drive covering all types of coin-operated machines in theaters is being launched this week by the Teamsters' Union—the first attempt to cover this particular jurisdiction in the country. Details were confirmed by William E. Bufalino, president of Service Drivers and Helpers' Local 985, known as the Coin Machine Workers' Union.

This local has established State-wide jurisdiction in other coin machine fields and is now extending its coverage into one of the most lucrative types of locations. With about 200 theaters in the Detroit area, and 600 in the State, this move opens up a new territory for the union.

#### Start Talks

Bufalino said that preliminary discussions with theater owners

and managers indicated there would be little opposition on their part, with part or all of their present staffs already unionized, they "would not tolerate" servicing of their coin equipment by nonunion workers.

Local 985 itself is now divided into three sections — automatic phonographs, vending and service machines and arcade or amusement game sections—the latter two will both be affected by the theater drive, because of the presence of (Continued on page 82)

### Balto Company To Celebrate 25th Birthday

BALTIMORE, Dec. 9.—General Vending Sales Corporation here this week issued invitations to more than 1,000 operators, distributors and manufacturers, asking them to attend a celebration here Sunday, December 16. That day, General will mark its 25th anniversary in coin machines, open a new addition to its building and hold a showing of its entire line including the Rock-Ola Rocket and the Williams' counter model, selective 45 r.p.m. Music Mite (see separate story in Music Machines section.)

The reception will be held from 2 to 8 p.m. in General's showrooms at Biddle and Howard Streets. General recently completed construction of an additional 5,500 square feet of space which provides enlarged receiving and storage facilities for the firm.

#### See Big Attendance

Irv Blumenfeld, Harry Hoffman and George Goldman, of General, said response to their invitations indicates a large attendance. Executives of manufacturing companies, as well as other distributors from out of town, have already (Continued on page 76)

### Johnson Girds To Push Bill

WASHINGTON, Dec. 9.—Chairman Edwin C. Johnson (D. Colo.), of the Senate Interstate and Foreign Commerce Committee, reaffirmed his determination to push his bill restricting gaming machines after he made known this week that At. Gen. J. Howard McGrath had written him a renewed plea for action on the measure.

Johnson had served notice on the Senate floor last week he would seek a vote on the bill (The Billboard, December 9), when Sen. George W. Malone (R. Nev.) returned to the capital. Malone, who had been out of the country, returned to his desk this week.

In his letter to Johnson, McGrath asserted that "with each passing day" the necessity for enactment of the Johnson bill "becomes more apparent." Senator Malone, who blocked a floor vote on the bill at the wind-up of the previous session of Congress, has asserted he will fight the measure again at the current lame-duck session.

### PHILLY WOMEN DONATE BOARD

PHILADELPHIA, Dec. 9.—A shuffle bowling game was presented as a memorial gift to the Community Center for the Deaf by the Charitable Twenty, a group of philanthropic women. The game was presented in memory of PFC Stanley Abrams and was set up in the game room of the Center, located at 1516 W. Girard Avenue.

Trans-World handles virtually all types of coin machine equipment and is set up to deal in practically all countries International Amuse-

(Continued on page 76)

### Ops Will Start Paying Social Security in '51

WASHINGTON, Dec. 9.—The extension of Social Security to self-employed operators goes into effect automatically January 1. After that date they will be liable for a tax of 2 1/2 per cent on the first \$3,600 of annual income—a maximum of \$81.

The 1951 bill for coverage will not be due until March 15, 1952, when the full amount must be paid along with whatever operators owe in income taxes. The income tax form will contain a formula for figuring the Social Security levy. In the meantime any operators without Social Security cards must secure them at any field office of the Social Security Administration (SSA). In communities where no SSA office exists, blanks for cards are available at post offices.

### D & P Intros Shuffle Dept.

DETROIT, Dec. 9.—A new shuffleboard service department has been opened by D & P Service, local operating firm. The company's headquarters is a 40 by 80 cement block structure at a main highway intersection, conveniently located to service operators from up-State areas as well as in the city.

Owners are William K. Palmer, who recently withdrew from a partnership in the Brilliant Music Company, and Jake Dumler, operator at Ypsilanti, Mich. Both will continue to operate a route of games of diversified types in areas outside of Detroit, in addition to their new shuffleboard department.

Service includes complete resurfacing or other necessary work upon all makes of boards. Another service offered is the moving of boards between locations—a problem that has stumped many operators because of the length of the boards involved.

Dumler and Palmer are holding open house for visitors to view the new quarters.

## Williams Bows Into Juke Biz With 45 R.P.M. Machine

Price 10-Disk, Selective Phono Under \$200 in Bid for Op Trade

Continued from page 1

pressed for space to accommodate standard equipment.

The machine, called Music Mite, offers full selectivity across its 10-tune program panel. Changer mechanism is a standard RCA assembly with added selectivity features. Ten seven-inch disks are slotted in the phonograph.

The phonograph was designed in California by Harry Williams, firm president, who spent more than a year in perfecting and test-

ing the unit. It is already in production at the Williams plant here and will be ready for delivery early in January, according to Sam Stern, vice-president. But distributors will start showing the unit on a local basis beginning next week.

**Size, Weight**  
Weighing 50 pounds, Music Mite stands 20 1/2 inches high and will occupy 13 by 13 inches of counter

or bar space, where most installations are expected to be made. A stand will be offered as optional equipment for use in locations having space for floor installation. Placed in this manner, the complete unit requires 16 by 14 inches of floor space and has an over-all height of 43 inches.

Tunes are chosen by pressing illuminated selector buttons on the face of the machine. The patron can then watch the entire selection and player mechanism in operation thru a plexiglas dome that caps the phonograph. The records, which rest on the turntable, are lifted by an arm to the top of the center spindle and then released, one at a time, until the chosen disk tops the stack returned to the turntable. This is the platter played by the tone arm which then swings into position. Altho the "silent time" following coin insertion varies with the selected record.

(Continued on page 75)

## DAVID AND GOLIATH

### Denver Op Says Small Route Has Advantages

DENVER, Dec. 9.—There is far more opportunity of a profitable return from coin phonograph operation for the small, individual operator than for the large firm running hundreds of locations, according to Jim Blackwell, of Midwest Music Company here.

Blackwell is a veteran of many decades of coin machine operation, and at one time owned the country's largest string of phonographs in the Midwest. He retired for a few years, then opened up his Midwest Music Company a year ago, to quickly build up a route now numbering around 200 phonographs and vastly more amusement games.

After a year of hard work, he's convinced that high operating cost puts the profit percentage highly in favor of the smaller operator, running anywhere from 20 to 40 machines.

#### High Costs

"The opportunity for steady profits in dealing with 5-cent music play is just about gone otherwise," Blackwell said, "because of the high service cost involved, the inflated initial cost of new equipment, and other factors. Perhaps the best example of this is shown in the experience of an operator to whom I talked recently. The young operator had paid \$1,000 for phonograph and location, and within a year, the machine had collected \$1,000. The operator chortled, feeling that the machine

(Continued on page 76)

## Calderon Sets Phono Showing

INDIANAPOLIS, Dec. 9.—The Calderon Distributing Corporation, representatives of the Rock-Ola line in this territory, will introduce the new Rocket 51-50 phonograph to music operators throughout the State at a special two-day showing December 16 and 17, it was announced this week.

The open-house showing will be held at the firm's headquarters with refreshments and food available to visitors throughout the two-day period. Invitations were mailed to all music operators in Indiana.

## Lieberman-Hy G Debut New Org in Minneapolis

MINNEAPOLIS, Dec. 9.—Despite a snowstorm which tied up highways and travel facilities, the open house reception of Lieberman-Hy-G Music Company at 257 Plymouth Avenue here December 2-3 was listed as "very successful."

Harold Lieberman, Hy Greenstein and Jonas Bessler, hosts at the open house, reported that 150 persons signed the register but that just as many more showed up without putting their names on the guest log.

Special guest on Sunday afternoon was songstress Kay Starr, Capitol records artist appearing in the Minnesota Terrace of the Hotel Nicollet.

Flowers were everywhere, with

## Coven Distrib For Band Box

CHICAGO, Dec. 9.—Chicago Coin Machine Company has appointed Coven Distributing Company, Chicago, to handle its Band Box in Northern Indiana and Southern Illinois.

The Band Box is a play stimulator for music machines featuring the use of an animated seven-piece band on a miniature band stand. It contains its own 10-inch Jensen speaker and can be used with any regular music machine or hide-away. Ed Levin, Chicago Coin sales manager, stated that in some locations the Band Box has increased play two and three fold. Ben Coven heads the distributing firm.

17 floral bouquets being sent in by friends and business associates as tokens of good luck and good wishes. While some of the out-of-town guests were missing on Saturday, due to weather conditions, they were in on Sunday to join in the festivities.

Hours on both days were from noon until 7 p.m. and food was served continuously to all corners.

(Continued on page 75)

## PHONO BIZ GETS HYPO

### Jukes Play Merry Tunes In Export Mart These Days

CHICAGO, Dec. 9.—The grave international situation has brought about a sharp increase in the export of phonographs, distributors on the East and West Coasts indicated this week. With the music business showing an upward trend in general, the added impetus provided by the export sales, plus the introduction of one new phonograph, the Rock-Ola Rocket 51-50 (The Billboard, December 9) and indications that at least two new jukeboxes were in the preparation stages, provided a general feeling of optimism despite war clouds.

The export activity, which started showing increased signs of life late last June after the outbreak of the Korean war, stepped up considerably in recent weeks as foreign buyers, fearing the war might spread, rushed

orders for equipment to carry them thru the emergency period. Especially active were buyers in the Caribbean, South America, Belgium, Mexico and Cuba. Canadian buyers were awaiting the release of import controls, now scheduled for January 1, and it was expected that activity in that market would step up considerably with the start of the new year.

#### Mrs. Satus

As was the case in industry in general, there was much confusion in the manufacturer ranks. Controls are expected, and, barring an all-out war, there is hope that the output of jukeboxes will continue, altho on a limited basis. Seeburg, with its Select-o-Matic, and its more recent 45 r.p.m. version, and AWT are both riding on their present plans. Wurlitzer is

## 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:

**SEE NEW THREAT OF DISK SALE PRICE WAR.** New York stores start spiral that may spread thruout industry (Music Department).

**WNEW DEEJAYS HOP ABOARD JAZZ WAGON.** Station spots trend to jazz and plans programs accordingly (Music Department).

**DECCA ISSUES 2D ETHEL MERMAN ALBUM.** The diskery adds a second Madam disk to the legit show sweepstakes (Music Department).

**WILLIAMS BOWS INTO JUKE BIZ WITH 45 MACHINE.** Price is pegged under \$200 in bid for op trade (General Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

## NEEDLE PIC SEEN LEVELING OUT

Majors Report Supplies in Good Shape for Home, Juke Box Use

CHICAGO, Dec. 9.—Stabilization of the greatly confused needle picture is expected to result from the current international crisis, with major needle producers assuring their clientele, including retail record outlets, radio service shops and the juke box trade, that adequate supplies are on hand to produce this vital supply no matter which way the war clouds blow.

Actually, the needle situation today, according to reports from manufacturers, distributors and retail outlets, is in the most confused state in its history. The advent of the 45 and 33 1/2 r.p.m. phonos in both the home and the juke fields brought a "terrific variety" of needles into the market—needles manufactured by the old-line firms as well as a myriad of newcomers. These come in all shapes and forms and run the complete gamut as far as performance is concerned.

#### "Out" Brands Dropped

Today many of these needles are disappearing from the market. Retail outlets report they have dropped the "out" brands as fast as their stocks are depleted, and stocking only those needles manufactured by such established

orgs as Permo, Inc., Chicago, and Pfanzagl Chemical Company, Waukegan.

Permo, stressing the fact that it has not, nor does it intend to hoard

(Continued on page 75)

## Juke Rental Pic Changing

CHICAGO, Dec. 9.—Juke box rental business is holding its own on the employee plant-office party level, but is off in the private home field, a local rental and route operator, Walter Comens Sons, reported this week.

Anton Comens, firm head, said that while his regular factory rental customers have requested machines in about the same quantity as during the last two holiday seasons, the picture has changed on the "home front." Reason is thought to be the vastly increased use of home television sets over this period, combined with the increasing popularity of new speed and long playing phonograph attachments.

## Merchandising Music

#### AUDITION PLATTERS . . .

Paul F. Miers, Easton, Pa., has a suggestion which he feels would be of help to juke operators as well as to record distributors and dealers. Basically, Paul would like to see the diskeries each put their entire releases for the coming month on one 33 1/2 r.p.m. record, then send a pressing of

that platter to all distributors and dealers. An operator could visit his disk source, take the one record into a room where he could listen to it, and thus save much time and effort in making his record purchases. Miers believes that by following such a procedure, operators would have the opportunity to review all releases by all companies every month, something that is not always possible under the present method of auditioning disks.

**PICKIN' WINNERS . . .** Here's a note from a new record buyer, Irwin M. Fishman, who was re-

(Continued on page 75)

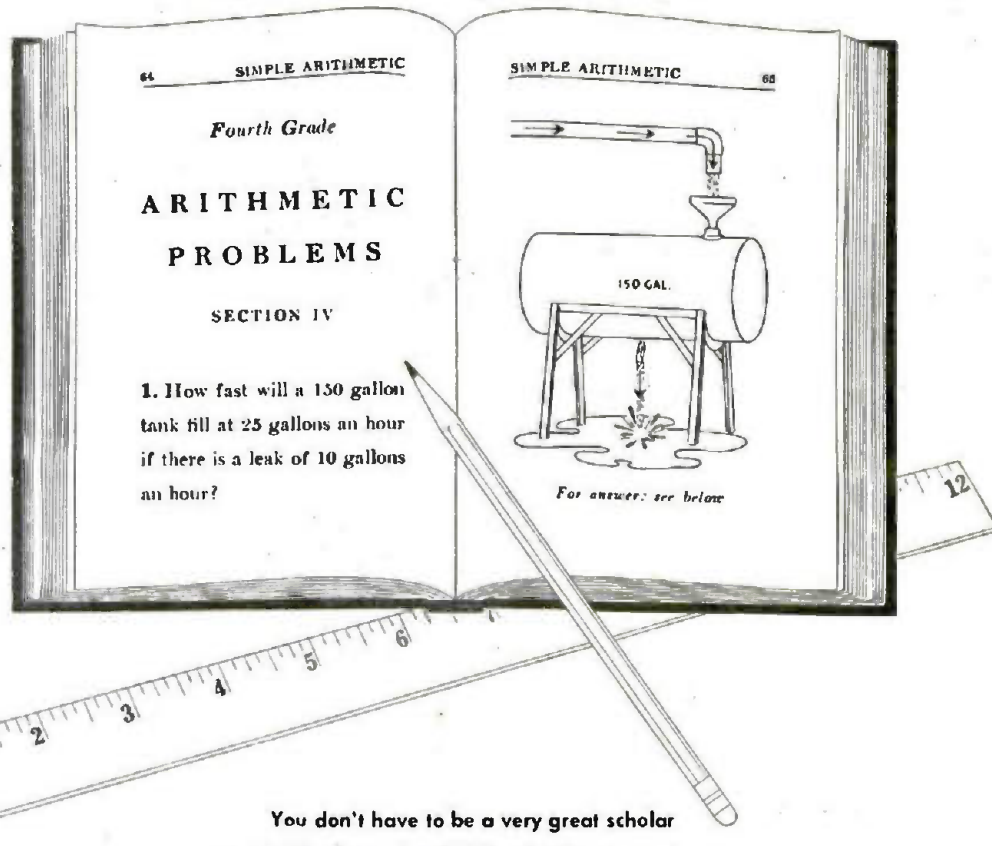
## WMG Resumes Monthly Pubs

WASHINGTON, Dec. 9.—The monthly News Letter, published by the Washington Music Guild (WMG), is expected to resume January 15, 1951, Bill Schwartz, editor, announced this week. The publication was suspended over the summer months, and had been scheduled to resume in September. However, business conditions had not permitted the move, Schwartz stated.

The News Letter will be mailed to all WMG members, and to operators requesting copies. The latter will be placed on the mailing list on the receipt of written requests mailed to Schwartz at the Guild headquarters in Washington.



# simple arithmetic!



You don't have to be a very great scholar to decide the tank will fill a lot faster—and stay filled—when the leak is plugged!

It's something like that with juke boxes. No matter how big the "take," net income, the money you take home, can dribble away in high operating leaks that should be plugged.

Model "C" with its low initial cost, its modest service requirements, its dependable performance, gives you the most from every incoming nickel, dime and quarter—let's you keep the most!

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**EVANS' 1950**  
**20 RECORD. 40 SELECTION CONSTELLATION**  
**COSTS LESS BECAUSE IT IS BUILT TO OPERATE**  
**ECONOMICALLY AND LAST LONGER!**

Evans' 52-year reputation for dependable quality equipment is at stake on every Constellation we turn out. We've got to make them the best phonographs, because you've got to come out ahead in costs, service and profits. Many operators are enjoying the advantages of lasting trouble-free Constellation performance. They will continue to do so regardless of possible future conditions. Why not join them... now! See your Evans Distributor or write Factory direct.

AVAILABLE NOW—Evans Record Player | GENUINE PARTS for Mills Empire, Motor for Original Constellation, Throne of Music, Original Constellation.

**H. C. EVANS & CO.**

1356 W. CARROLL AVENUE | CHICAGO 7, ILLINOIS  
 SEE OUR COIN MACHINE AD ON PAGE 84

**PA. JUKE SETS RECORD RECORD**

NEW CASTLE, Pa., Dec. 9.—When Delos W. Burnside, local juke box operator, removed a recording of Tennessee Border No. 2 from an AMI C recently, he had chalked up a record (at least locally) for steady platter play.

Burnside reported he had purchased the AMI shortly after it was introduced in December, 1949, and in January had placed it on location in a recreation center. The location requested the Tennessee platter when the phono was installed, and Red Foley's version was used. Although he tried to replace it in ensuing months, the owner insisted it stay in—until it had enjoyed more than 10 months of continuous play.

Although the platter was badly worn, and had turned gray, Burnside reported it still played without distortion when finally removed.

**Disk Rep Expands**

CLEVELAND, Dec. 9.—Nathan Kulkin, head of the Ohio Record Distributing Company, has announced expansion plans for the firm, which has been named rep for London records in Northern Ohio. As of January 1, firm will take over larger quarters at 1737 Chester Avenue. Firm will also handle Savoy, Imperial and Aladdin disks.

Ohio Record Distributing takes over the London distributorship from Ohio Record Sales, Inc.

**THE BILLBOARD Music Popularity Charts**

**Record Reviews**

90-100 TOPS  
 80-89 EXCELLENT  
 70-79 GOOD  
 40-69 SATISFACTORY  
 0-39 POOR

ARTIST	TUNES	CHARTS	CHARTS	CHARTS	CHARTS
LABEL AND NO.	COMMENT	POPULAR	POPULAR	POPULAR	POPULAR

Continued from page 26

**POPULAR**

**LES BROWN ORK**  
 Slaughter on Tenth Avenue—Parts I and II 67--75--67--60  
 COLUMBIA 39074—Brown tries with his crack crew to tailor the Richard Rogers ballet music to the band style and yet not lose the essence of the score. Result is a rather pedestrian, the utility carved dubbing. Can't call this a completely successful venture for Brown. Bound to attract spinner attention nevertheless.

**SONS OF THE PIONEERS (Larry Russell Ork)**  
 Little White Cross 76--78--76--75  
 VICTOR 20-3945—Religious soul serves an fairly decent material for the group's low into the pop field. Stringful, ornate and chorus back to lead voice of one of the Sons in an effective disk.

**America Forever** 78--80--78--76  
 March tempo, full chorus, arr. backing. Song charming and lyric based on Longfellow's "The Building of the Ship" add to a patriotic disk showing get lots of air play.

**TONY MARTIN (Hawaii Rane Ork)**  
 Tell Me Tonight 88--89--87--87  
 VICTOR 20-3959—Martin comes up with another strong virtuoso performance on the ballad from the Big side of the same name. Good mating of material, singer and writing. Cautious score on strength of performance.

**The Sea of the Moon** 84--85--84--84  
 Lovely Fred Warson melody from "Pagan Love Song" gets every possible assist from the Rane ork and Martin. A few dubbing which could score if song catches.

**FRANKIE CARLE (Joan House)**  
 Powder Blue 82--82--82--82  
 VICTOR 20-3960—Still looking for another "Sunrise Serenade," Carle comes close with this attractive instrumental slice.

**I'm Afraid To Love You** 80--80--80--80  
 Tasty ballad is played in typical Carle fashion—deceivable and ear-catching. Joan House handles the lyrics attractively.

**DAVID LE WINTER-BETTY CHAPEL**  
 I've Never Been in Love Before 71--74--70--70  
 MERCURY 5545—Ork supplies a nice society-style backing, but Garrovey show these counts a bit uncertain. Turner's from "Guys and Dolls."

**You're Just in Love** 70--73--70--70  
 Same comment for this reading of the Irving Berlin ditty.

**VIC DAMONE (Harry Keller Ork)**  
 Possibilities 80--84--82--80  
 MERCURY 5555—Of the same ilk as "Personality," but with a moral, here gets a light and bright treatment from Damone.

**Use Your Imagination** 86--87--86--85  
 Damone comes up with another hunk of potent wax by giving the fine "Out of This World" ballad a simple and heartfelt reading—one of the best available.

**HERB JEFFRIES**  
 Basin Street Blues 79--82--78--76  
 MERCURY 5544—The much of the commercial edge has already been worn off, review of the Exclusive disk is still highly listenable. Label's district may reach some untapped markets.

**Fleming** 77--77--77--76  
 Another good Jeffries vocal with the ork on a re-released platter.

**HERB JEFFRIES**  
 Solitude 75--75--75--75  
 MERCURY 5539—Label's re-issue of the Exclusive was may find its market via expanded distribution. Jeffries gives the Ellington style a musically reading with Red Buddy Baker ork.

**These Foolish Things Remind Me of You** 77--77--77--77  
 Another good re-issue of a too standard ballad.

**CHILDREN**

**TOM GLAZER**  
 The Twelve Days of Christmas 80--80--80--NS  
 YOUNG PEOPLE'S RECORDS YPR 229—Popular English carol is effectively sung by Glazer with simplicity of backing and clarity of diction making for a first rate Christmas disk.

**Little Betty Baby** 84--84--84--NS  
 An arranged spiritual keeps its original spirit to this version—a fine disk. Plenty of pop appeal, too.

**INTERNATIONAL**

**SEYMOUR RECHTZIT ORK (Miriam Kreszyn)**  
 The Thing 75--75--75--75  
 BANNER 505—Rechzeit treats the Charlie Green hit sweetly to a Yiddish lyric which has the same humor of the original. This version could score in Jewish neighborhoods.

**Tzena, Tzena, Tzena** 65--65--65--65  
 Rechzeit teams with Miriam Kreszyn to try a hand at a Yiddish version of the Hebrew original which hit biggest with the Gordon Jenkins' Yare lyric. Reading is lackluster.

**LATIN AMERICAN**

**DANIEL SANTOS ORK**  
 Dejale Dar Contra El Suelo 68--68--68--68  
 VICTOR 23-5273—Santos shouts the vocal on this gay guaracha. Writing is okay but recording could have been brighter.

**Eso Crees Tu** 70--70--70--70  
 An interesting bolero ballad is warbled with feeling by Santos.

**COUNTRY & WESTERN**

**BOB NEWMAN**  
 Cry Baby Blues 78--78--78--78  
 KING 916—Country blues gets a big lift from Newman's charming and yodling.

**One and One Is Two, Baby** 83--83--82--84  
 Infectious item with charm and a cute ending is effectively charted by a promising newcomer. Could be a good country pop item.

**FRED KIRBY**  
 My Red Hot Potato 65--65--65--65  
 COLUMBIA 2046—Strong rocking beat, on a tune that's malignity and lyrically derived from F. and B. school is effectively sold by Kirby.

**My Zig Zaggin' Baby** 65--65--65--65  
 Material is slightly less effective, but Kirby gives it the spirited reading its "pop ditty" lyric needs.

**Operators... Increase Your PROFITS**

with the  
**MUSIC BOX**  
 for the  
**SMALL SPOTS**

Ristorat '45' is the only Music Box Built Specifically for the Small Locations

**RISTAUCRAT '45'**

PLAYS 12-45 RPM RECORDS  
 RESTACKS AUTOMATICALLY  
 FOOLPROOF OPERATION

The Ristorat '45' is making gold mines out of the small spots for scores of far-sighted operators. Places like road stands, small taverns and drug stores, all too small to support a large juke box, are now producing solid weekly profit. This is possible with the Ristorat '45' because of the low investment, low servicing costs, and the remarkable 45 RPM records. Put a few Ristorats on location and test for yourself. You'll be amazed. Write today for complete details.

Now Appointing Distributors in South and Southeastern Territories. Write for Details.

**RISTAUCRAT, Inc.**  
 1216 E. Wisconsin Ave. | Appleton, Wis.



SMALL TAVERNS



QUICK BAR - II

BARBECUES—LUNCH STANDS



RESTAURANTS—PARTIES

Lightweight, clear toned Ristorats use big hits with patrons, and especially with location owners. These owners like the extra revenue the Ristorats provide.

Join **MARCH OF DIMES**  
 JANUARY 15-31

## Lieberman-Hy G Debut

• Continued from page 72

More than a dozen telegrams of congratulation were received. Irene Lake was unofficial hostess welcoming the guests.

Among those present were Ed Wurgler and Bob Baer of Rudolph Wurlitzer Company; Dave and Sol Gottlieb of D. Gottlieb & Company, and Ed Levin of Chicago Coin.

The floral pieces came from Williams Manufacturing Company of Chicago; Rudolph Wurlitzer Company and Ed Wurgler; Minneapolis Securities Corporation; Mayflower Distributing Company and Herman Paster of St. Paul; King Novelty Company Minneapolis; D. Gottlieb & Company; United Manufacturing Company and Lyndon Dumont of Chicago; Bally Manufacturing Company, Chicago; S. L. London Company, Seeburg distributors of Minneapolis and Milwaukee; Amos and Danny Heilicher, Advance Music Company operators and Mercury record distributors, Minneapolis; Northwestern National Bank, Lincoln office, Minneapolis; Johnny Watling, of Watling Manufacturing Company; Genco Manufacturing Company, Chicago; H. Z. Vending Company, Omaha; Al Bergman of Alfred Sales Company, Buffalo; Chicago Coin and Sam Walberg, Sam Ginsberg and Ed Levin, Chicago; Ben Coven of Coven Distributing Company, Chicago.

Mr. and Mrs. Lieberman were hosts at a dinner party at their home Saturday night for the out-

of-town manufacturers and distributors who came to Minneapolis for the opening.

Assisting Irene Lake were Vera Foster, head of the record department; Lew Rubin, office manager; Les Rogstad, salesman; Sid Levin, head of the parts department, and Irv Gersen, head of the Coral record distributing division.

### Sell Products

Lieberman reported that the operators present were pleased with the hospitality shown them. Despite the fact that this was an open house, the firm did some business, with a number of machines being sold. Vera Foster was kept busy filling orders for records.

Miss Starr spent most of Sunday afternoon at Lieberman Music and

## APOA Skeds Party, Meeting

CINCINNATI, Dec. 9.—Charles Kanter, president of the Automatic Phonograph Owners' Association (APOA) announced this week the annual Christmas party will be celebrated along with the regular monthly meeting Tuesday (12) at the Hotel Sheraton-Gibson at 9 p.m.

There will be entertainment, food and refreshments. Each member who attends will receive several gifts, which have been donated to the association, and some free records.

APOA execs expect to have a 100 per cent turnout.

gave out autographs and posed for numerous photographs with operators and others.

## Williams Into Juke Biz

• Continued from page 72

ord's relative position on the stack, in no case does more than a few seconds elapse, Stern pointed out.

A Williams 5-cent drop-type coin chute is used, with an accumulator that will credit up to 40 nickels at a time. To ease servicing, the entire mechanism is positioned on a drawer-type chassis that can be pulled out from the front for inspection or repair. Access to the turntable spindle for changing records is gained by removing the plastic dome.

Cabinet is of hand-rubbed wood. Interior illumination, antique gold grille, beveled mirror squares and decorative music symbols add eye appeal to the machine.

Promotional selling aids that will be supplied distributors will stress the ready availability of 45

discs on 50 or more labels, their features of greater wear, no-breakability and improved tone, as well as ease of handling when compared to 78's. Each machine will be delivered with a sample location contract specifying weekly front money of \$3 to the operator before the remainder of the income is split with location owners.

Describing Music Mite's function in the economics of present-day music operating, Stern declared:

"We have watched costs of equipment and supplies in the music industry skyrocket, and realize that present market conditions leave music operators with no equipment to offer the smaller type of location where the cost of equipment can be amortized quickly in proportion to earnings."

## Needle Pic Seen

• Continued from page 72

materials necessary to the production of its line of home and juke needles, reported that it is in excellent shape for the future. Gall Carter, vice-president and director of sales, said the firm was "prepared to meet any foreseeable emergency, and would continue to provide its customers with not only needles, but the cardboard boxes and packages used to house the finished product."

Firm, producing needles for all like speeds now commonly used, features osmium alloy and sapphire points. These products, as well as other raw materials needed, are now in ample supply at the firm's plant here, Carter stated.

Officials of the metallurgical division of the Pfanstiel Chemical Company, Waukegan, producers of a complete line of both home and juke needles, said they do not at this time anticipate any shortages, and further reported their stocks of raw materials are good. However, they stated, if there is a complete clamp-down on materials, this picture could change. Firm produces both a microgroove and a standard point product for the new speeds.

### Stress Varietas

Stressing the many varieties of needles which have been placed on the market since the advent of the 45 and 33 1/2 players for home use (together with the tremendous promotion given both types of units by manufacturers and diskeries), Pfanstiel execs said they were now finding that radio servicemen were becoming one of their major buyers. This is due, they said, to the confusion in the minds of the general public as to what type of needle to purchase for their players, and, in some cases, to the difficulty in changing these needles.

Juke ops reported it is still too soon to determine just what their needle requirements for their 45 r.p.m. phones will be in the future. However, they reported it was their understanding that replacement needles for their units would be forthcoming from their usual sources of supply—in most cases one of the two firms Permo or Pfanstiel.

'Lend me a hand'



JOIN "MARCH OF DIMES"

**Season's GREETINGS**  
TO MUSIC MERCHANTS EVERYWHERE  
from WURLITZER and its DISTRIBUTORS

The entire WURLITZER organization sends you best wishes for a Merry Christmas and a Happy New Year. We sincerely hope that your WURLITZER associations have helped make the past year a profitable one for you.

We pledge to continue to give first consideration to the building of products which will contribute to your ever-increasing success and prosperity—

*Greetings and Good Luck.*

## THE RUDOLPH WURLITZER COMPANY and the Wurlitzer Distributor Organization

- Active Amusement Machines Co.  
666 N. Broad St., Philadelphia 30, Penna.
- Alfred Sales, Inc.  
881 Main St., Buffalo 3, N. Y.
- Angort Distributing Co., Inc.  
2616 Paritan Ave., Detroit 21, Mich.
- Bilotta Distributing Company  
224 North Main St., Newark, N. Y.
- 98 Fuller Rd., Albany 3, N. Y.
- Brady Distributing Co.  
522 E. Trade St., Charlotte, N. C.
- Brandt Distributing Co., Inc.  
1809 Olive St., St. Louis 3, Mo.
- 764 Ninth St., Des Moines 14, Iowa
- Bush Distributing Co.  
286 N. W. 29th St., Miami, Fla.
- 508 Delwood, Jacksonville, Fla.
- Cain-Cailhouette, Inc.  
1500 Broadway, Nashville, Tenn.
- Central Music Distributing Co., Inc.  
1523 Grand Ave., Kansas City 8, Mo.
- 2562 Harney St., Omaha 2, Neb.
- Commercial Music Co., Inc.  
1501 Dragon St., Dallas, Texas
- 901 E. Houston St., San Antonio, Texas
- 1004 N. Walnut St., Oklahoma City, Okla.
- Coven Distributing Co., Inc.  
3181 N. Elston Ave., Chicago, Ill.
- Cruse Distributing Co., Inc.  
105 Virginia St., W. Charleston, W. Va.
- 122 S. Seventh St., Louisville, Ky.
- Draco Sales Company  
2005 West Alameda Ave., Denver, Colo.
- Ensary Distributing Co.  
348 Sixth St., San Francisco, Calif.
- F. A. B. Distributing Co., Inc.  
1019 Baronne St., New Orleans 13, La.
- 911 Gervais St., Columbia 4, S. C.
- 304 Ivy St., N. E., Atlanta 3, Ga.
- Hart Distributing Co.  
906 Elliott Ave., Seattle 99, Wash.
- Knudsen Music Company, Inc.  
201 East 2nd South, Salt Lake City, Utah
- Paul A. Laymon, Inc.  
1429 West Pike Blvd., Los Angeles 13, Calif.
- Lieberman Music Co.  
257 Plymouth Ave., North Minneapolis, Minn.
- Maestro Music, Inc.  
121 East Broadway, Tucson, Arizona
- Music Distributing Co.  
2227 Fifth Ave., Pittsburgh 19, Penna.
- Northern Music, Inc.  
8307 Euclid Ave., Cleveland 3, Ohio
- O'Connor Distributors, Inc.  
2320 W. Main St., Richmond, Va.
- 400 Water St., Portsmouth, Va.
- Redd Distributing Co.  
298 Lincoln St., Allston 34, Mass.
- Siegel Distributing Co., Ltd.  
477 Yonge St., Toronto, Ont., Can.
- 40 Powell St., Vancouver, B. C., Can.
- 853 Notre Dame St., W., Montreal, Que., Can.
- Sreela Distributing Co.  
3300 Louisiana St., Houston, Texas
- Sterling Service  
Rocky Glen Park, Moosic, Penna.
- T & I Distributing Co.  
1321-23 Central Pkwy.  
Cincinnati 14, Ohio
- United, Inc.  
4227 West Vliet St., Milwaukee 8, Wis.
- Williams Distributing Co., Inc.  
1082 Union Ave., Memphis 3, Tenn.
- The Winsters Distributing Co.  
1713 Harford Ave., Baltimore 13, Md.
- Young Distributing, Inc.  
599 10th Ave., New York, N. Y.

# THE BILLBOARD Music Popularity Charts

## • Advance Record Releases

Records listed are generally approximately two weeks in advance of actual release date. List is based on information furnished in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

• Continued from page 30

### RELIGIOUS ALBUMS

**Ways by the Mariners Album—Mariners (1-10)** Co. 3312-5154. Lead: *Heavenly Light*; *Bless Be The Lord*; *I Am Thine, O Lord*; *Close to Thee, O God of Love*; *In the Garden*; *O Marine*; *Let Me Walk With Thee*; *Abside With Thee*; *Morning Prayer*; *Now the Day is Over*.

### POP ALBUMS

**Call Me Madam Album—Dinah Shore Original Broadway Cast—Paul Lukas-Rosell Byer-Galina Tera-Vay Blackton Glenn A. Drake (8-17)** V-45780-1.

### CALENDAR FOR COINMEN

- December 13—Music Operators of Northern Illinois (MONI), monthly dinner discussion meeting, Stone Cottage, Elmhurst, Ill.
  - December 13, 27—Musie Merchants' Guild (EMMG), semi-monthly meeting, Narragansett Hotel, Providence.
  - December 14—Washington Coin Machine Association (WCA), monthly meeting, Phillips Novelty Company, Washington.
  - December 14—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.
  - December 14, 21, 28—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.
  - December 18—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.
  - December 19—Amusement Machine Operators' of Greater Baltimore (AMO), semi-monthly meeting, Mandell-Ballou Restaurant, Baltimore.
  - December 20—Operators' Guild of Westchester County, New York (OGWC), monthly meeting, Moose Hall, White Plains, N. Y.
  - December 28—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.
  - December 28—Automatic Music Operators' Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.
  - December 28—Michigan Self-Service Laundry Association, (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.
  - December 28—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.
  - January 3—Coin Machine Operators' Association of Harris County (CMOAH), Chamber of Commerce Building, Houston.
  - January 4—Washington Music Guild, Inc. (WMG), monthly meeting, Hotel 2400, Washington.
  - January 4—Summit County Music Operators' Association (SCMOA), monthly meeting, Akron Hotel, Akron.
  - January 4—Cleveland Phonograph Merchants' Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.
  - January 8—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.
  - January 22—Phonograph Owners' Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.
  - January 25—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.
  - February 5—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford.
- (Association officials are invited to submit convention and scheduled meetings information to The Billboard, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

• Continued from page 71

ment is now distributing vendors, as well as games and music, but concentrates on the Benelux countries. Ristaucrat's export division is concentrating on the \$150,000 45 r.p.m. coin-operated music machine and is capable of dealing with firms in any nation.

**Distrib. Activity**  
Among the established distributing houses in Chicago catering to foreign trade, Empire Coin Machine Exchange appears to have made much progress. Led by Gil Kitt, Ralph Sheffield and Howard Freer, Empire Coin at first concentrated on a certain few countries in Europe and chiefly sold pin games. However, in the past year Empire Coin's customer list has branched out and added a dozen nations from three continents. The firm has shipped volume quantities of vendors as well as new and used games. Indicating expanded interest in the South American market, Kitt

**PLANO MOODS ALBUM—Taddy Wilton (1-10)** Co. 3312-6135. Just One of These Things, Just Like a Butterfly; *Burnt Wife*; *The Cat on the Hat*; *Five and Dandy*; *A Ghost of a Chance*; *Honey Suckle Rose*; *Between the Devil and the Deep Blue Sea*; *You Is My Woman*; *I Can't Get You Anything But Love*; *After You've Gone*.

### LATIN AMERICAN

**Caramello—Luis Arcaiz Ors (M) Local V 25-5272** Co. 3312-6135. E. Ron Ors (Cuba Musical) London 841.

### INTERNATIONAL

**Tinga, Tina—Seymour Reizick (Trena) Banner B-585**  
Trena, Trena, Trena—M. Kessy's S. Reizick (The Trena) Banner B-585

# Merchandising Music

• Continued from page 72

cently assigned the job as record purchaser for the juke boxes operated by J. S. Morris & Sons, St. Louis. He says, in part, "I found The Billboard a buyer's bible. The information I get from it is priceless as far as I am concerned. The ratings of the individual records serve as a barometer to me, helping me to keep the top numbers on our boxes."

**OP LAUDS REP.** Reversing the opinion expressed by a number of operators in many parts of the country, the Cohen Amusement Company, Montgomery, Ala., took time out last week to praise the Columbia Record Distributors in Atlanta. In addition to stocking the hits when they can do the juke box operators the most good, this alert distrib makes a practice of getting deliveries out as quickly as possible.

**SANTA COMES LATE**  
Altho the holiday season got off to its usual fast start with Thanksgiving, Christmas tunes were still moving slowly on juke boxes operated by Rust E. Rust, Muskogee, Okla. Rust reported the tune "Blue Christmas" getting some play, but most yule disks were still dead. He said it might have been that he started

Tunes which were drawing play on Rust's route were Western renditions of "I'm the One Who Loves You," and "If You've Got the Money, Honey."

**NEED MORE HITS.** After a short retirement, Robert L. Colver recently returned to the operating field, purchasing a music route with headquarters in Marysville, Calif., and covering Yuba, Sutter, Colusa, Nevada, Placer and Butte counties in the northern section of the State. Colver, who goes back a long way in the music operating picture, says from what he sees, the industry needs one real smash hit tune—one like "Beer Barrel Polka," which drew heavy play to the juke boxes over a sustained period of time. Now, says Colver, there are too many tunes being released by the recording companies—and there just aren't enough real big hits.

## David and Goliath

• Continued from page 72

had paid for itself within the single year. However, when I reminded him that it had cost \$600 to collect that \$1,000, his big labor pay, service calls and extras, etc., plus the depreciation on the machine, the operator's eyes opened up a bit. Actually, his return on the machine was less than \$400.

"Thus, it is the small operator who can service all of his own machines, answer repair calls himself, and get by with only one employee or so, who can profit from a phonograph route operation. If it is necessary to pay collectors who formerly drew \$25 or \$30 per week up to \$75 or more, the machines simply cannot take in enough with 5-cent play to compensate. The 10-cent chute would be a practical answer, but it is apparently far in the future. When collection costs amount to 50 or 60 per cent of the take, with service costs likewise piled on, 5-cent play just cannot show a return."

### Add Games

Already in the "big operation" classification, Midwest's method of meeting this situation has been to go into the amusement machine field heavily. Pinballs, target galleries, shuffleboard and many other games are already outnumbering phonographs and may increase tremendously in recent months, despite a recent Colorado edict which bars amusement machines from taverns, where play would, of course, be heaviest. "We have been hard put to locate spots where play is ample," Blackwell said. "With the taverns cut out of the picture, it has been necessary to install amusement machines in bowling alleys, confectionaries and other such spots which have only transient, short-visit customers, and little opportunity to provide players."

Due to general business conditions and much overwork during the year past, Blackwell plans to make an extended vacation after the first of the year, for a "long, long rest."

# THE BILLBOARD Music Popularity Charts

## • Album and LP Reviews

90-100 TOPS  
80-89 EXCELLENT  
70-79 GOOD  
60-69 SATISFACTORY  
50-59 POOR

• Continued from page 37

### POPULAR

**MOZART: THE IMPRESARIO—Edna Gabor, Lois Hunt, Lloyd Vebost, Gertrude Bauman, Herman Herz, Cond. (1-10)** Mercury (33) MG-15025  
Piano "travels of time" of this lightweight piece of musical fiction is probably the English translation of Mozart's own act opera. Yet, that may also be the reason for the limited record for this disk. A song, but acted in English, the opera may be too "top" for the market.

### CLASSICAL

**SCHUMANN—FRÄULEIN UND LEBEN** 76  
—Marie Anderson-Franz Rupp (2-7)  
W-45780-1458  
From the combined artistic and commercial standpoint, the great Schumann song cycle on a standard blass sets its top reading here. The great American contralto at her best, Anderson with excellent recitatives and vocal technique. So far it's not available on LP, where it would have musical, if not commercial competition from Abt's G&P-Newmark issue.

### TOSCANINI CONDUCTS LIGHT MUSIC

**A. Toscanini-ABC Symphony Ork. (3-7)** 83  
W-45780-1416  
Succored, agreeable; Skaters Waltz; *Daughter to Diana*; *Bravissimo*.  
Pao concert fanciers will undoubtedly latch on to this one fast. The maestro has a way with his baton, his timing and his eye is brilliant, as usual. The recording is Victor's best, and a credit to "65," the two disks between the three sides of "Apprentice" would seem unnecessary in this LP age. The "Apprentice" by Karajan, is a neatly to disks, and a highly rewarding form of light music.

### BEETHOVEN: PIANO CONCERTO NO. 5 IN E FLAT OP. 73 "EMPEROR"

70  
Victor-Schubert—The Danish State Radio  
Symphony Ork-Carl Gustaf, conductor (1-12)  
W-45780-0060  
Schubert, a former pupil of Schubert, recently learned his lessons well—and Schubert has been considered one of the great Beethoven interpreters. His cooperation with the master's own disc and what Schubert makes it look for the first time. As required, Schubert's intense performance is properly brilliant in color and technique. The technical fine performance. The disc serves as a fine item as an introduction of Schubert to the record buying public, with more of his work to be heard by the label.

### JOSEPH HAYDN: STRING QUARTET IN E FLAT MAJOR OP. 64, NO. 6 AND STRING QUARTET IN D MAJOR, OP. 76, NO. 5—Vienna Camerata Quartet (1-12)

72  
Westminster (33) WL-50-58  
For the Harps and/or chamber music class this will be a welcome addition. With the D major quartet containing the piece "Largo" and the E-flat quartet, the average buyer will be interested in this technically fine distilling of one of Haydn's most masterful writings. Permed at the peak of his composer's career, both quartets are admirably scored, yet are sufficiently colorful to have popular appeal. That the Vienna group is well schooled in the Haydn tradition is quite evident, and both recording and pressing are on a par with the realists.

### MOZART: VESPERAE SOLENNES DE CONFESSIOE

65  
—Bavarian Radio Choir & Orchestra, Josef Kasper, Cond.; Valeria Bal, Hanna Munch, Richard Brunner, Heinz Maria Lieb (1-10)  
Mercury (33) MG 15014  
Almost omnipresent in its brilliance, this Mozartian secular score was written for the Palm and the Hyme of the Virgin Mary from the Capet according to St. Luke. The use of a full orchestra was called for by the composer, but the usual full-scale over-shadows even the brass. Most familiar section of the work is the "Laudate Dominum," but previous divisions of the soprano solo have been superior. Conductor Kasper's handling of the choir and complete line are excellent and the recording engineers have captured the color of the work. Complete English text is supplied on the cover.

### A. S. BACH: CANTATA NO. 78—"JESU MEIN SU MEINE SEELE"

68  
—Bavarian Radio Choir & Chamber Ork, Josef Kasper, Cond.; Clothilde Schmidt, Maria Engelhard, Richard Brunner, Ernst Conrad Weiss (1-10)  
Mercury (33) 15010  
In every respect, this disk is superior to an earlier domestic recording of the same cantata. As Bach intended, the use of a chamber group for the work a chamber sound that comes close to that of his own writings. Song by Clothilde Schmidt and Maria Engelhardt, the "Wie Elten Mid Schwachen" duet comes alive in all its true beauty. And while the members of the cantata is somewhat limited, there should be a goodly number interested to one of the most beautiful of the 200 odd cantatas he wrote.

### VIVALDI: THE CONFLICT BETWEEN HARMONY AND INVENTION, OPUS 8

77  
—Louis Kaufman, Violinist; Concert Hall Symphony Ork., conducted by Clemens Danneberg (2-12)  
Concert Hall CHC-1064 (33)  
This outstanding group of concerto writings should prove the disc's top selling offering to date in the commercial market. The Vivaldi work, composed of 12 concerti for viola, also includes the "Four Seasons," which Concert Hall issued with Kaufman several years ago. The remaining eight, including four from the first wood recording technique and are superbly played. Kaufman's interpretation is pure and projected with great good beauty. The music itself is lively, melodious and warm. The packaging is a model of good taste. Should sell wherever it's pushed.

### SONGS AT CHRISTMAS—The Howard Girsh Choir, Eric Braun, Cond., Charles Smart (1-10)

62  
London (33) LP-262  
Jerusalem, *Marche des Herold Angels*; *Sing O Come, All Ye Faithful*; *Over the Banging Water*; *Shine, Shine, Shine*; *Oh Mary, How Come, How Come, The Holy City*; *Now Once Again*.  
A 60-minute girls' choir does a selection of Christmas devotional songs. Their sound is characterized by a girlish sweetness and purity. Their diction is remarkably clear and comprehensive. Recorded with a chorus of large-scale echo and perspective. One negative: cutting is too low level, requiring heavy volume control on the phonograph. Withal, a pleasant Christmas treat.

### MUSIC FOR CHRISTMAS—110 Ken. St., St. Joseph Community Choir, Sister M. Theobald, Organist; Sister M. Gladys, Director (2-10)

66  
Orion (78) 101  
*Have a Night, Adagio Fidelity*; *Jay to the World*; *Do Little Town of Bethlehem*.  
Sister M. Theobald's a two-disc 78 rpm. album for Christmas. If only because shoppers here they can safely say old-time records in a gift when they're not sure whether the recipient is geared for 33 or 45, that records for a first class here. As to the contents, a 110-piece choir of men sings four yule hymns with smart, easy, Christmas-refering, the sound is big, somewhat stilted, with a somewhat like reverberation. Group is well trained, effort is entirely professional except for some blurriness in diction.

### EDDIE HAYWOOD (THE PIANO MAN)

65  
VOL. 12—Eddie Haywood and Ork  
Decca (33101)-5209  
You Made Me Love You, Heywood Blue; I Don't Know Why, Luck Leonard; *For My Love, Sunny Side of the Street*; *Please Don't Talk About My When I'm Gone*; *Blue Lou*.  
Transfers from the 78 album, this is the second volume of a series of the work of the extremely full little jazz combo which proved so successful in the mid-40's heyday of the Cafe Society albums. Haywood's stylish rebound, perhaps a bit forced on these later day recordings of his crew, still stands, with a somewhat like reverberation. Material there are some wonderful bits and pieces of Vic Dickenson's remarkable and admirably transcendent mastery. A mean and tasty package for jazz fans and suitable for dance fans looking for a stick beat.

### SOME VOICES FOR POLISHED SMALL BAND

JUKEES  
Not suitable. Only story-line feature for meager show.

### MERRY CHRISTMAS TUNES—The Kern 83

83  
—Kern's (2-10)  
—Kern's (2-10)  
Ampin Being Santa Claus is Coming to Town; *Rudolph*, the Red-Nosed Reindeer; *Santa Claus Polka*.  
Excellent holiday package for kids of all ages. The tunes, except for the last one, are familiar, and they're done here with bright, care color and rhythm. Vocals are clear and tempo just right for the last. Package is routine Christmas stuff, but comes with the set it's perfect for kids.

### GENE AUTRY AT THE ROODE—Autry, 88

88  
—Autry (2-10)  
—Autry (2-10)  
The title alone should make this set a best seller. Actually, it's Columbia's first recording, with a 20-page picture book accompanying the disks. Dramatic stanzas of course, but it's done here, and the story itself has an original, but there is a strong element of human sacrifice or heroism here. Packaging is colorful, and the production by Muddy Krause is fine.

### GENE AUTRY AT THE ROODE—Autry, 88

JUKEES  
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Not suitable. Only story-line feature.

## In-the-Chips Backers Mull Vending Firm

To Promote Food Vender Show by Statler at NAMA

NEW YORK, Dec. 9.—A group of well heeled investors were reported laying final plans this week for a new company to promote, sell and/or lease the Lunch-O-Mat, new multi-item food vender, introduced to the trade by Larry Reiss, of Statler Manufacturers, at the National Automatic Merchandising Association convention last month.

While details of the proposed company were not disclosed, it was learned, however, that a capitalization of several million dollars may be involved in the new enterprise.

Lunch-O-Mat, an eight-column refrigerated machine, is designed to vend canned juices, sandwiches, pies and pastries at various prices (The Billboard, December 2).

## ARE BAR COSTS GOING TO RISE?

CHICAGO, Dec. 9.—Whether candy salesmen were trying to scare up orders in the face of the usual holiday season decline, or whether they had advance information, operators here this week could not be certain. But most major vending machine companies said candy salesmen told them this week bar prices are going up soon to \$3.20 and \$3.25 per 100.

## Vend-Rite Candy Vender Withheld

CHICAGO, Dec. 9.—Vend-Rite Manufacturing Company announced this week that while production of its pocket lunch cookie-pretzel venders and hand tissue line is being maintained at good levels, the selective candy bar unit set for introduction this time will be withheld. Dick Tennes, president, said final die for the new machine will not be made up unless the international situation clears.

Firm plans continued expansion, product-wise, on its cookie equipment line, however, Tennes declared.

## New Sandwich Vender Firm Organized; Has Wimpy Exec

Lunch Box Purchased by Lowy, Gold; Starts Own Chi Operation

CHICAGO, Dec. 9.—Wimpy Grills, Inc., interests here have participated in the purchase of Lunch Box, Inc. and the refrigerated food vender made for the latter by Cedar Hill Farms, Cincinnati, an official of the new vending organization told The Billboard this week. It was stressed, however, that altho a hamburger chain official was a partner in the new firm, called Lunch-O-Mat, Inc., the vending business is being handled as a completely separate enterprise from the Wimpy chain.

Officials of Lunch-O-Mat are Robert Lowy, president, and Edward Gold, Wimpy Grills executive. Heads of the discontinued Lunch Box, Inc., are said to retain interests in the new company. They are Georgia Shanks, Florence Vipond and C. Moreau. Originally, the Misses Shanks and Vipond entered the food vending field with the Alco-Deree refrigerated candy

vender which had been converted to a sandwich machine. This firm, Tasty Sandwich, Inc., was later discontinued when they set up Lunch Box.

According to Lowy, Lunch-O-Mat will continue to offer the sandwich, juice and milk vender at the same price (\$750) and in the same specifications as did Lunch Box. The machine, which continues to be called the Lunch Box, retains the Cedar Hill Farms Dart-Mart cabinet, manufactured for latter by Cincinnati Metalcraft.

### Op Franchises

In some areas, operator franchises will be offered, and special instruction and equipment will be available to set up working commissaries, Lowy declared. All dealings will be handled by Chicago headquarters, newly opened at 307 N. Halsted Street. Direct sales policy precludes the use of distributors. The Lunch-O-Mat com-

missary at this address, which is adjacent to the Wimpy commissary, furnished sandwiches for the firm's own Chicago operation.

A special size loaf bread, baked especially for Lunch-O-Mat, enables the vending of a full sandwich (previously, Lunch Box vended half sandwiches as full slices would not fit in Alco-Deree's unit). Each sandwich is wrapped and sealed in cellophane by machinery.

(Continued on page 79)

## English Firm' Intros Drink, Milk Machine

LONDON, Dec. 9.—Peerless Automatic Dispensers, a newly formed firm organized to manufacture and deal in coin-operated machines, unveiled its first product, a vender for chilled soft drinks and milk at the recently held dairy show here. While the unit on display at the exhibit was a pilot model, Peerless executives reported they expect to turn out approximately 100 units per week when production is started.

Peerless directors are R. J. Goodwin and L. Goldfine. Firm headquarters are maintained at Llanharry Road, Pontyclun, Glam.

## Uneeda Vending Sold to Hockman

BROOKLYN, Dec. 9.—Uneeda Vending Service distributor of cigarette and candy machines at 166 Clymer Street here, has been sold by Jack Seidler to Nathan Hockman, New owner of the outlet was active in the coin machine business in the 1930s.

Seidler, in the industry for the past 14 years, said he is also disposing of his cigarette route.

## Freshway Now Delivering Five Selection Unit

CHICAGO, Dec. 9.—Freshway Automatic Vendors is now making delivery on its five-selection refrigerated sandwich and food vender, sales manager Nick Angelus said this week. The fully automatic vender, with changer, lists at \$649.50.

Angelus also said Freshway is negotiating a distributing deal for Pennsylvania. Thus far, Ajax, headquartered in Newark, N. J., and Badger Sales, in Los Angeles, have been appointed to handle sales along the East and West Coasts respectively. Sales in the Middle West are handled from Freshway's main office.

## FEWER SWEET TEETH

## Op Candy Purchases Set Record As General Sales Show Decline

WASHINGTON, Dec. 9.—While candy sales were dropping and other outlets were taking less candy, vending machine operators' direct purchases from manufacturers set a new record of \$17,892,000 last year, according to Commerce Department's annual survey of sales and distribution.

The increase in operator buying over 1948 was approximately \$1,000,000. The only other outlet for candy to show a gain was direct sales to consumers, purchases by chain stores, indies, jobbers and Uncle Sam all showed decreases from 1948.

Commerce figured venders directly accounted for 4 per cent of the total dollar sales of 272 confectionery makers last year, as compared with 3.3 per cent in 1948. That placed venders fourth among

leading outlets, ranking behind jobbers, chains and independent stores and ahead of government, exports, direct sales to consumers and mail-order houses.

### Total Sales

Total candy sales last year amounted to \$375,000,000 at wholesale price, a decline of 13 per cent from 1948 peak and of 8 per cent

from 1947. The decrease in 1949 was due almost entirely to a drop in price, since sales of 2,594,000,000 pounds were down only 3 per cent from 1948 and less than 1 per cent from 1947.

The slight poundage drop coupled with the population increase brought per capita candy consumption down to 17.3 pounds, a pound lower than in 1947 and 1948 and about equal to 1946 when sugar was under rationing.

Sales of dime bars suffered a sharp setback last year after jumping the year before. In its 1948 survey, Commerce remarked that the increase in dime bars was one of the more significant of the year's trends. In 1949, however, sale of dime bars dropped 17.7 per cent.

(Continued on page 79)

## NAMA SURVEYS OPS FOR DATA

CHICAGO, Dec. 9.—Over 20,000 questionnaires started moving out to operators of automatic merchandising equipment this week as the National Automatic Merchandising Association (NAMA) began compiling up-to-date information on vending's role in essential industries and military installations.

Equipment manufacturers and suppliers are making the mailing for NAMA, using their customer lists. The information will be turned over to NAMA's government liaison committee, which will use it to prove vending is essentially before government agencies. Individual operator responses will be treated in strict confidence.

When operators receive the questionnaire they are urged to fill it in fully and accurately and make their returns to NAMA, 71 South Dearborn Street, Chicago 3.

## Okay Drying Units In Coin Laundries

NEW YORK, Dec. 9.—Automatic laundry stores, threatened with license revocation if they housed extracting and drying equipment, got a new lease on life here this week as State Supreme Court ruled that use of such equipment did not place them in the category of steam laundries.

Earlier this year an interpretation by officials of city ordinances held that the drying units put self-service laundries in the steam laundry class and, as such, are permissible only in factory zones. New licenses for stores using the disputed equipment were refused and more than 1,000 establishments which already used dryers faced the possibility that permits to operate would not be renewed in January.

Test case was brought by Edward MacMillan and argued by the firm of Goldwater & Flynn, attorneys for Telecon, Inc. Justice Morris Eder handed down the decision authorizing licensing of automatic laundries in residential business zones.

## Op Finds Hot Drinks Click in Chi Movies

Dime Price no Barrier; Surprise Benefit Is Boost in Cold Drink Biz

CHICAGO, Dec. 9.—In one of the first reported moves to place hot drink venders in theaters on a permanent basis, Drink-O-Matic Company here, headed by Seymour Gale, this week announced successful test installations in movie lobbies and a program of expansion in such operation in the future. All hot units, which are converted single-flavor cold drink machines, and vend hot chocolate are set for dime operation, regardless of whether the companion period is a dime or nickel unit (10-cent soft drink price is charged in all Loop houses, nickel in most neighborhood movies).

Gale stated the hot drink program, initiated last March with a few conversions, has been expanded slowly to determine patron reaction. Now, after approximately four months of "hot drink" weather (March, October thru December) the resultant increase in over-all sales volume in such period nets to level out the business pattern and eliminate too-sharp winter dips, Gale said.

### Volume Up

Come cold spells, the hot drink unit averages one-half the dollar volume of its companion cold drink machine. It was found, regardless of whether the latter was a nickel or dime unit. And an "extra bonus" also was discovered in theater locations where the hot drink machines were placed; Gale pointed out that in such spots, even in cooler weather, the volume of cold drinks went up when the hot-

cold choice was available. This he attributes to two factors: 1. The broader vending front attracts greater attention (venders are placed side by side wherever possible). 2. In nickel cold drink spots, the two-price choice appears to make a cold drink sales in many cases where the cold drink unit alone would not.

Theater management has reacted favorably to the hot units, Gale reports. He said that installation of the dime hot drink machines in neighborhood 5-cent cold drink spots has not resulted in management requests to up the latter to the dime peg.

## Candy Sales in Upward Spiral

WASHINGTON, Dec. 9.—Candy sales by manufacturers continued their upward spiral in October, the Census Bureau announced this week on the basis of preliminary figures. Total candy sales were up 2 per cent in poundage and 8 per cent in wholesale value over October, 1949.

The dollar value of bar sales was up 6 per cent because of increased prices, but poundage sales declined 1 per cent. Bulk goods sales increased 9 per cent in value, tho dropping 3 per cent in weight from a year earlier. The chief gains were in the general line-up of 9 per cent in poundage and 11 per cent in value.

## Ops Give New Angles On 5-10c Bar Question

CHICAGO, Dec. 9.—Injecting a slightly different viewpoint in the growing nickel-dime bar controversy, three local candy operators, independent of the smaller (each came up with the same trio of alleged advantages in 5-cent bar sales.

The three favorable points listed by each operator were targeted for industrial installations, it was indicated. In such captive markets, it was stressed, all three points were felt to have a direct bearing on sales. In almost the same wording the three ops listed the factors as:

1. Variety, if the customer wants it (thus, instead of one dime bar, he can buy two nickel items of different type).
2. Bigger portion (two 5-cent

bars would average almost three ounces while one dime item would weigh two ounces at the most).

3. Convenience (easier eating; patron could consume the smaller nickel bar with less interference to his work, would have less need to rewrap to finish later. A second 5-cent bar purchased at the same time would still be in original sealed wrapper).

Thinking of all three operators was based on the customer's buying two nickel bars instead of a single dime item. However, even without such dual purchases, ops stated there was a better chance of come-back sales on nickel than dime candy.

## SUPPLIERS SET ORPHANS' PARTY

CHICAGO, Dec. 9.—Before checking out of town after exhibiting at the NAAFPB show here several suppliers of vending machines got together and made up large orders of soft drinks and snacks to be used during the Christmas parties for the Angel Guardian Orphanage and the Cub and Brownie scouts of St. Mary's Church here.

Those ensuring a better Christmas for the kids included Bleivins Popcorn Company, Nashville; Charles E. Hires Company (root beer), Philadelphia; Old Colony Beverages (Orange-Crush Company) Chicago, and Sero Sirup Company (Liberty Brand), Brooklyn. It marked the third straight year Bleivins donated to the kids.

## Advance Machine Hikes Output on Multi-Item Vender

CHICAGO, Dec. 9.—Advance Machine Company has announced an uptrend in both production and sales of its penny stick gum and mint vender, also offered with nickel and dime coin mechanisms. Machine featuring the Advance coin unit and sheet metal wall-cabinet design, may also be adopted to dispense package and tab gum, combs, matches, perfume and similar small articles.

The same cabinet size with exception of depth, is used to stock any of the above variety of merchandise, officials stressed. Actual dimensions are 28 inches by 3 1/2 inches by 2 1/4 to 4 inches deep.

### YOUR VENDING HEADQUARTERS

HERE ARE THE FACTS!

TOPPER IS THE MOST RELIABLE VENDING MACHINE OPPORTUNITY EVER OFFERED. PAYS FOR ITSELF AND MAKES A PROFIT ON THE SALE OF ONLY TWO FILLINGS.

Topper has a capacity of 7 1/2 pounds or 1575 balls of gum. (210 balls of gum to the pound.) Takes in \$18.75 each time the machine empties.



#### COST OF OPERATING

Cost of gum (7 1/2 lbs. @ 10¢ per lb.) \$7.10  
Cost of charms (240 @ 10¢) 2.40  
Commission to loc. (10%) 3.15  
Total Cost \$12.65

#### PROFIT FROM OPERATING

Takes in \$18.75 per filling.  
Cost \$12.65 for ea. fill'g.  
Profit \$6.10 Each Time Topper empties

DOLLAR FOR DOLLAR. TOPPER IS THE MOST PROFITABLE INVESTMENT FOR YOUR MONEY. TOPPER PAYS FOR ITSELF AND MAKES A PROFIT ON THE SALE OF ONLY TWO FILLINGS.

\$16.00 E.A.

1 Topper filled with Ball Gum and Charms ready to put on location. Send money order and we will ship immediately.

LOGAN DISTRIBUTING COMPANY  
2320 MILWAUKEE AVE. CHICAGO 47, ILLINOIS

## Nestle Ships Java Pdr. for Coin Venders

NEW YORK, Dec. 9.—Following 18 months of test the Nestle Company is offering its coffee vending preparation to operators on a general delivery basis. It was learned this week. Shipped in powder form, it is reconstituted into liquid concentrate by the operator at route headquarters.

The preparation differs from Nescafe, powdered coffee long produced for home consumption. It is being produced according to a formula believed best suited for venter, industrial and institutional use, according to Irving Lindorf, Nestle executive heading up this division of the company's business.

Powder Freshness He said the powder will retain refrigeration. After being reconstituted into liquid, it can be stored for two weeks without "appreciable" loss of flavor, Lindorf stated.

It is shipped in 50-pound drums. Mixed with 16 1/2 gallons of water, this amount will produce 20 gallons of finished concentrate. Recommended procedure is to add the powder to water heated to 190 degrees. The concoction is agitated to insure thoro mixture. Once prepared, the concentrate is stored in gallon jugs and used as needed. The sediment problem was said to be "negligible," with no clogging of valves encountered during the test period. Without added water, the Nestle coffee may be used in standard powder coffee machines.

Price of the powder, subject to the fluctuating wholesale coffee market, is \$1.73 a pound. It is now being produced by five factories, Lindorf said, and is available thru Nestle offices in 14 cities.

## FILENE'S JOINS NAMA OP RANKS

CHICAGO, Dec. 9.—NAMA officials report that one of the newest operator members of the association is the William Filene's Sons department store in Boston, whose automatic merchandising centers have been attracting trade and public attention.

Filene's is one of the more unusual operator members, but its NAMA affiliation is seen as indicative of the steady growth of vending, both in size and scope of products used.

## OPERATORS - HERE IT IS!



## Northwestern

### SELECTIVE TAB GUM VENDOR

A sensation from the start! It has everything operators want in a gum vendor - big capacity - fast servicing - simple construction. It is a dependable, rugged machine. Packed on location for nearly a year before being offered. See your Northwestern distributor or write for circular.

THE NORTHWESTERN CORPORATION  
825 E. Armstrong St. Morris, Illinois

## CCC Assigns Sugar

WASHINGTON, Dec. 9.—The U. S. Department of Agriculture announced that Commodity Credit Corporation assigned the following quantities of CCC-owned Cuban raw sugar for shipment in January and February, 1951:

American Sugar Refining Company, 21,400 short tons; National Sugar Refining Company, 15,232 short tons; Pease-Cook Company, 1,650 short tons refined sugar; Sugars, Inc., 7,200 short tons; and Savannah Sugar Refining Corporation, 5,040 short tons.

Total quantity of CCC-owned raw sugar assigned to United States refiners to date is 292,714 short tons and to foreign countries 128,242 short tons. The Cuban government has utilized the 25,000 short tons of raw sugar that CCC made available for local consumption in Cuba. The 25,000 tons will be replaced from the coming 1951 crop. The balance of CCC-owned Cuban raw sugar presently available for assignment by CCC is approximately 156,000 short tons.

### CIGARETTE MACHINES

Rowe Crusader, 8 Col., 380 Pack Cap.	\$135.00
Rowe President, 10 Col., 475 Pack Cap.	110.00
Rowe, 8 Col., 380 Pack Cap.	100.00
Rowe Royal, 10 Col., 420 Pack Cap.	85.00
Rowe, 8 Col., 320 Pack Cap.	80.00
Rowe, 5 Col., 240 pack Cap.	67.50
Rowe Imperial, 8 Col., 240 Pack Cap.	70.00
Rowe, 6 Col., 180 Pack Cap.	60.00
Uneda, 9 Col., Model 500, 350 Pack Cap.	85.00
Uneda, 9 Col., Model A, 270 Pack Cap.	72.50
Uneda, 8 Col., Model E, 220 Pack Cap.	59.50

### CANDY MACHINES

VENDIT, 150 Bar Cap.	\$52.50
CANDYMAN, like new, 72 bar cap. enclosed base.	\$7.50

25¢ CONVERSIONS; PARTS GUARANTEED

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D. Parts and Mirrors available for all makes and models.

### UNEDA VENDING SERVICE, INC.

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER ST. BROOKLYN 17, N. Y.

## EPHY DELIVERS IMMEDIATELY

BEAUTIFUL, COLORFUL, TREMENDOUS ASSORTMENTS

Supra Charm Mix	\$2.00 per bag
Combo 50-50 Mix	4.40 per 1 000
Plastic Charms #1	2.50 "
PLATED Charms #1	4.25 "
Plastic Charms #2	3.00 "
PLATED Charms #2	5.00 "
Plastic Wonderful #1	3.75 "
PLATED Wonderful #1	5.25 "
GOLD & SILVER #1	5.00 "
GOLD & SILVER #2	6.00 "
Plastic Footballs	4.75 "
PLATED Footballs	6.00 "
Plastic Boxing Gloves	5.25 "
PLATED Boxing Gloves	6.00 "
Plastic Bowling Pins	4.75 "
PLATED Bowling Pins	6.75 "
Plastic Comic Strips	4.25 "
PLATED Comic Strips	6.75 "
Licence Plates	7.50 "
Plastic Rings	2.75 "
PLATED Rings	5.25 "
Plastic Funny Faces	4.50 "
Plastic Funny Eyes with Rhinestone Eyes	10.00 "
PLATED Funny Faces with Rhinestone Eyes	8.50 "
Plastic Footballs	14.00 "
A in I Charms	2.00 "
Broxy Charms	12.50 "
Jewel Charms	10.00 "
Metal Charms	10.00 "
Scot Knifs	10.00 "
Joke Pots	10.00 "
Jingle Bells, 1/2"	5.00 "
Jingle Bells, 3/4"	6.00 "
Fortune Ball MIX	1.75 gross

Full Gum, 2 1/2 lb. bag, 6.00 (Chicago, Ill.)

NEW ITEMS CONSTANTLY. ARE YOU ON OUR MAILING LIST? IF NOT, SEND US YOUR NAME.

## EPHY

Samuel Ephy & Co., Inc.  
51-15 164th Place Jamaica 2, L. I., N. Y.

## 30 DAY MONEY BACK TRIAL

### Northwestern 49 SPECIAL

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you - return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know you will gain a satisfied customer.

GUARANTEED NORTHWESTERN SPECIALS—UNUSUAL

DELUXE, 12 or 24 Baked Biscuits	233 BALL GUM PORCELAIN, 12 or 24
10 or 20 Biscuits	SILVER KING, 12 or 24
10 or 20 Biscuits	MARBLE PORCELAIN, 12 or 24
10 or 20 Biscuits	100 OF NOBS

Complete Line of Parts, Supplies, Etc., Charms, Etc. 1/3 Deposit, Balance C. O. D.

Time Payment Plan Available—Trading Accepted.

## NORTHWESTERN SALES AND SERVICE COMPANY

MOE MANDELL  
400 WEST 42nd STREET, NEW YORK 18, N. Y. • (Chickering 4-0142)  
4105 16th AVENUE, BROOKLYN, N. Y. • (Gedney 8-3800)

## Yes.....

### VICTOR'S NEW SUPER MARKET

Is the most outstanding variety vendor on the market today.

## Now...

You can choose from 4 beautifully displayed sections with so more than a twist of the wrist, and we are proud to say, the most attractive best buy for your money, anywhere. Don't forget, it takes up no more space on the floor than one section on a stand. We carry a complete line of Charms, Ball Gum, Condes, Stands and Accessories for your vendors at the right price.

Distributors for the State of Florida.

## SOUTHERN COIN-O-MAT DIST. CO.

942 N. W. 7th Ave. Miami, Florida

## CHARMS—Proven Sales Boosters

Write for Complete Price List

### Karl Guggenheim Inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

GIVE TO THE DAMON RUNYON CANCER FUND

## WRITE FOR CATALOG

On Bulk Vendors, Merchandise

Plastic Charms, small, 1,000	\$2.75
Metal Colored Charms, small, 1,000	4.50
Plastic Charms, large, 1,000	2.50
Copper & Nickel Charms, 1,000	2.25
Silver Wedding Rings, 1,000	2.95
Toy Weapons, 3 arms, 1,000	1.95
Stone Set Rings, 2 arms, 1,000	1.95
"Key Cut" Buttons, 1,000	2.95

## STANDS

All steel aluminum finish. No need to add sand, gravel, cement, to add extra floor space. Weighs 17 lbs.

\$3.75 each EXCLUSIVE VENDOR \$3.99 each

We are factory distributors of all leading makes of VENDING MACHINES. One Third Deposit, All Orders.

## PARKWAY MACHINE CORP.

715 W. 10th St. Baltimore 1, Md.

From LITTLE ACORNS mighty INCOMES grow!

## ACORN

The only completely automatic charm-vendor operation built

### 5¢ ALL CHARM VENDOR

Vends all bulk mds.—sug, gum balls, candy, charms. Filled, easy to clean, merchandise choice. Temperature held by top lock and body straps only. Guaranteed to mechanically weigh less than 7 lbs.

DISTRIBUTORS:  
Choice Territories Still Open—Write, Wire, Phone! East & Midwest: M. J. Shalson, gen. mfr. mgr., 1249 5th Ave., Pittsburgh—AT 1-1818  
Pacific Coast Distributor: Operators Vending Machine Supply, 1022 Grand Ave., Los Angeles

STARK manufacturing co., inc.  
11411 Knightsbridge Ave. Culver City, Calif.

## BIG MONEY OPPORTUNITY!

### Vending Machine Salesmen

#### Experienced Selling Business Opportunity Leads

Some territories now open on biggest money-making deal in the industry. Leading manufacturer supplies all sales material. No blind spots. Strongest references and company backing. Write now, stating qualifications, for full details to Box No. 414, care of The Billboard, 188 W. Randolph Street, Chicago 1, Illinois.

### YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

**VICTOR'S AMAZING NEW TOPPER**  
Sold 4 to a Case \$48.00  
Sample \$12.75

**PISTACHIOS**  
25 lb. carton Large, 48 lb. carton Extra Large, 100 lb. carton Full Case with Order.

**RAISIN-BLO**  
GUM, 100, 170 or 210 Cans, 100 or 250 or more with freight, 300 lb. loss 2%.

**COLORADO BALL**  
GUM, 100, 170 or 210 Cans, 100 or 250 or more with freight, 300 lb. loss 2%.

**FULL CASH WITH ORDER**

Write for our FREE Complete Charm List  
Charm List  
1/8 Deposit, P.O.B. Brooklyn, N. Y.  
Orders Under \$10.00 Money in Full.  
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

**PIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y.  
441 Jackson St., Brooklyn 18, N. Y.  
Phone: DIckson 3-7772

## Eby Sets Mach., Supply Firm

CHICAGO, Dec. 9.—Automatic Merchandising Supply Company, with headquarters at 2372 Old Mill Road in near-by Highland Park, Ill., has been formed by George Eby to supply both bulk venders and bulk merchandise to operators. Eby handles vending sales for Ferrara Candy Company, Chicago.

The new firm, said Eby, will distribute a bulk vender manufactured on contract by W. G. Parrish Company, Chicago. The penny machine, intended primarily for pan candies but suitable for nuts and other items, will list at \$12.50. Quantity purchase, said Eby, can bring the per-unit cost as low as \$12.

Wall-mounted, or bracketed to nickel candy machines, the penny vender is 17 inches high, 4 1/2 inches wide and 7 inches deep with a capacity of approximately six pounds. It will be offered in red, white and green steel cabinets. Merchandise is visible thru a large glass display panel in the face of the vender.

Eby said he is now in process of appointing distributors and salesmen to handle the machine. These sales agents will also offer operators Ferrara Candy's complete line for the machines. First appointment was Warren C. Smith, of Dallas, to handle sales in the Southern States.

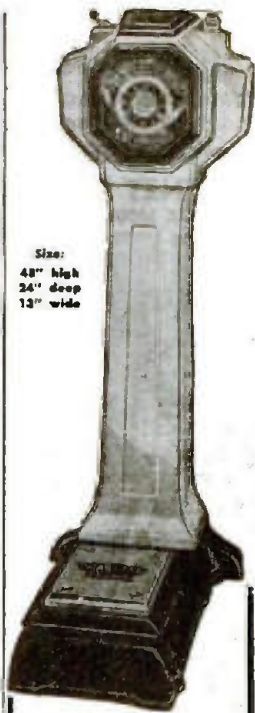


**JUMBO UNIVERSAL 15/16 INCH BALL GUM**  
Also Jumbo Universal Special Vends 3/4", 170 and 210 without any changes.  
Capacity 2,375 Balls.  
**\$14.45**  
**GRAFF VENDING SUPPLIES**  
1122 Tarpley Ave., Dallas 11, Texas

## Rail Rate Hits CM Imports to Newfoundland

ST. JOHN, N. B., Dec. 9.—The exorbitant cost of transportation is limiting the movement of coin machines of all kinds to Newfoundland. Efforts of the provincial government to have the freight and express rates reduced have failed, although the appeal has been taken to the Canadian Government and its railway commission.

The provincial government has pointed out that the extremely high transportation rates have been throttling Newfoundland and relief must be given or the province, the newest in Canada, will have to join Nova Scotia and give up its identity. When the island voted by a slight margin in favor of linking with Canada about two years ago, or resuming on its own, there had been some sentiment in favor of hooking up with the U. S.



Size:  
48" high  
24" deep  
13" wide

**NET WEIGHT 119 POUNDS**  
**\$25 DOWN**  
**Balance \$10 Monthly**  
**ALL WEATHER SCALE**  
FOR OUTSIDE AND INSIDE LOCATIONS  
**WRITE FOR PRICES**  
Invented and Made Only by  
**WATLING**  
Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1929—Telephone: Columbus 3-2772  
Cable Address: WATLINGITE, Chicago

Here is the New Flexible  
**ALKUNO CRACKER VENDOR**  
New column with capacity of 100 packs of Alkuno Crackers or any similar size package not exceeding 3 1/2" x 2 1/2". Has large merchandise display with 111 minimum in plastic bags.

**MODEL 700**  
Metal Cabinet and Base, 11 1/2" x 24" x 18", 40 lbs.

**VERY LOW PRICE**  
Immediate Delivery in Green Metal Electro Finish. Write for Catalog of Complete Line, including Cigarette Vendors.

**TAKE ADVANTAGE OF ALKUNO'S NEW FINANCE PLAN**

**Alkuno & Co.** 408 Cottage Ave. N. Y. 24, N. Y. Address: 4-7777

## Fewer Sweet Teeth

Continued from page 77

in poundage. Nickel bar sales were also off, but only 8.5 per cent.

**Producers Off**  
Of the 99 bar producers, 28 offered dime bars in 1949 as compared with 37 in 1948. Nickel bar makers totaled 96 last year, three less than a year earlier.

Commerce listed the following as the outstanding developments of 1949 in the candy field:

1. A sharp contraction in the market for bars made of chocolate, despite lower price levels than in 1948.
2. Limited increases in the sales of non-chocolate bars.
3. Substantial decreases in package candy retailing at over \$1 per box.
4. Gains in the sale of cheaper boxed candy.
5. Increases in sales of chocolate-covered bulk candy but at lower prices than in 1948.
6. Reductions in both poundage and dollar value of other bulk candy.
7. Substantial increases in the sale of penny goods.

**N. J. Cig Tax Income Shows 1950 Increase**

**GET NEWER CHARMS**

Lower prices from America's newest Charm manufacturers. Over 30 new and different series of Charms. Our prices are lowest. Send 35c for complete samples.

**PENNY KING CO.**  
415 Progress Street, Philadelphia 34, Pa.

**Assets**  
Becoming a Canadian province has not improved the economic conditions of Newfoundland. The biggest asset it has is the U. S. operation of bases at Forts Pepperell and McAndrew, Harmon Air Field, Argentia Naval Center and Goose Bay Air Station.

All forms of coin machines are functioning all over the island, including the four U. S. bases on the island and one (Goose Bay) at Labrador, which is attached to Newfoundland for government. Bringing the coin machines from the mainland all by rail or mixed steamer and rail is done at prohibitive cost and, but for this factor, the number of machines coming here would be more than doubled.

**Rix Hit**  
The unfavorable economic picture is also affecting the business, and particularly the fisheries, normally the basic asset. There also has been a recession in pulp and paper production and affiliated logging. English interests completely control the two units in this industry. The skyline cost of living is affecting all forms of entertainment, including coin machines.

## New Vender Firm

Continued from page 77

chine. Beef, egg salad, cheese, ham and other type sandwiches make up the Lunch Box menu, with milk, juice in cartons and cans supplementing the vender's menu.

**Offer Co-Op**  
Lowy declared that full co-operation in the matter of setting up, acquiring sandwich preparation know-how and proper materials will be furnished operators purchasing the food vender. Complete commissary equipment will be made available to such operators. Inference is that Wimpy Grills experience along this line will be used to advantage in the new automatic merchandising operation.

**LARGEST PROFIT MAKER**  
Se Silver-King for Pistachios

Change NOW to Se Model for REAL PROFITS

Se Change-over parts available for all Se Models

Sample \$12.95 Ea. 10 @ \$12.95 Ea. 100 or more, write for low price

**Se HOT NUT, \$29.50**  
Nut and Ball Gum, Candy Charms, Vendors, 12 1/2" U. S. and Foreign Coins, "Ice King" Vendors. All at the best customer price.

Ask about the new "Muster."  
**SILVER KING CORP.**  
622 Diversey Parkway Chicago, Ill.

TRENTON, N. J., Dec. 9.—The New Jersey State Department of Taxation reported that as of June 30 of this year, the State collected \$18,009,702.77 in cigarette taxes, compared with \$17,730,804.81 realized for the 12-month period ending June 30, 1949. The cigarette tax, realized from a 3-cents-per-pack levy, is apportioned for the most part to the various school districts on the basis of average daily school attendance. More than half of the funds are earmarked for educational purposes by State Legislature and the balance placed in the State treasury to be used for general purposes.

**WE'VE GOT... TOPPER**  
Victor's Terrific Vender

Amazing new operating features and a low price that enables you to clear each of these machines in a matter of a few weeks. Packed and sold 4 to a case. \$45.00 case in lots of 1 to 5 cases. Further, discount orders of more than 5 cases. Contact us for full details.

**Birmingham Vending Co.**  
140 2ND AVE. N. BIRMINGHAM 4, ALABAMA

## COKE GOES UP IN ST. LOUIS

ST. LOUIS, Dec. 9.—Without fanfare the Coca-Cola Bottling Company here has raised its wholesale price to 96 cents per case and most of the retailers immediately followed suit by increasing their price to 6 cents. Across the State line in Southern Illinois, most bottlers had already raised their prices, but the Coca-Cola action here is interpreted as a telling indication of the squeeze on nickel soft drinks.

The local Coca-Cola company is one of the nation's oldest as well as the pioneer in bottle beverage vending. Spokesmen for the firm indicated they plan to start converting venders to the 6-cent price, although some dealers are expected to hold to a nickel.

No public announcement of the price increase was made. Driver-routemen broke the news to dealers when they made their deliveries, pointing out that increased costs made the wholesale price rise mandatory.

**VICTOR'S TOPPER**  
With Glass or Plastic Sides \$10.50 ea. (100 or more)

Topper Deluxe with Plastic Sides Display Windows \$13.45

**JUMBO 1" BALL GUM**  
\$14.95  
Loss of 100 \$13.95

**CHAMPION NUT & CHOCOLATE CO.**  
114 TREMONT ST. BOSTON, MASS.

**TOP VALUE-LOW PRICE!**

A-1 good buy and buying it on the TORR Time Payment Plan makes it a doubly good buy.

6 or more \$11.25 each  
100 or more \$10.50 each  
ROY TORR  
LANSDOWNE, PA.

**CHARACTER CHARMS**  
DICK TRACY SERIES

The Immortal Dick Tracy Comic Heroes

Copper Plated \$4.50 Per M  
Silver Plated \$5.50 Per M  
Gold Plated \$6.50 Per M

**NEW WESTERN SERIES**  
Scribbling Wild West Charms

Plastic \$3.25 Per M  
Copper Plated \$4.25 Per M  
Silver Plated \$5.25 Per M  
Gold Plated \$6.25 Per M

**WALT DISNEY SERIES**  
All the Walt Disney Characters

Plastic \$3.75 Per M  
Copper Plated \$4.75 Per M  
Silver Plated \$5.75 Per M  
Gold Plated \$6.75 Per M

Drawings by  
Phonix, Wipe or Write

**Character Charms, Inc.**  
1349 Fifth Ave. Pittsburgh, Pa. Atlantic Leds

## Beatrice Foods Intrs New Milk Concentrate

CHICAGO, Dec. 9.—Beatrice Foods introduced a new, frozen chocolate milk concentrate here this week, and at the same time indicated it had solved problems of making a straight frozen milk concentrate. Clinton H. Haskell, president, stated the latter development is being deferred, however, while the chocolate concentrate takes introduction priority.

The new chocolate concentrate, available in six-ounce cans similar to those used for orange juice, is reconstituted by adding three parts of water which makes about a pint and a half of chocolate milk.

**TOPPER DELUXE**  
With Plastic Sides Display Windows 1 Can, 4 Machines \$24.50  
4 Machines \$48.00

**JUMBO 1" BALL GUM**  
1 Case of 3 Machines \$31.40  
Terms For Mo. & Ill. Guaranteed

**J. ROSENFELD CO.**  
3220 Olive St. St. Louis 2, Mo. (Phone: OLIVE 2800)

## New Chase Candy Rep

CHICAGO, Dec. 9.—Chase Candy Company has announced the appointment of Barney Shearer as a member of the firm's Chicago sales staff. Shearer was engaged in sales work in the tape recorder field prior to his association with the candy company.

**CORRECTION**  
Because of error, the price of Rowe & Co., 240 Pack Cap. Cigarette Machine Was incorrectly quoted last week. The correct price is \$67.50

**UNIFEDA VENDING SERVICE, INC.**  
146 Cuyler St. Brooklyn 11, N. Y.

The First Really New Cup Drink Dispenser in More Than a Decade

**SodaShoppes**  
AUTOMATIC JET CARBON COOLER

Teat Cool And Malt All For Details

**AUTOMATIC PRODUCTS COMPANY**  
250-B W. 57th St., N. Y. 19, N. Y., Phone 7-3122

**NOW!**  
**Bigger Profit**  
FROM EVERY LOCATION  
With the New  
*Northwestern*

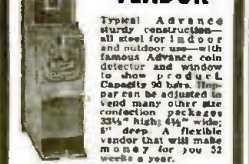
**CABINET STAND**  
FOR MODEL 49



The new company will also act as distributor for a line of vending machines and charms, but details on this phase of its business will not be disclosed until January.

**WRITE FOR DETAILS**  
OR SEE YOUR DISTRIBUTOR  
**THE NORTHWESTERN CORPORATION**  
829A ARMSTRONG STREET, MORRIS, ILL.

**ANOTHER ADVANCE Profit Maker**  
**HERSHEY 5c BAR VENDOR**



Typical Advance sturdy construction—all steel for indoor and outdoor use—with famous Advance coin detector and window to show a 5¢ bar. Capacity 90 bars. Dispenser can be adjusted to vend many other size confection packages 3 3/4" high 4 1/2" wide, 5" deep. A flexible vendor that will make you a \$7.00 per year.

**SAMPLE** 2 to 11 ..... \$10.75  
12 to 49 ..... 14.50  
50 or more ..... 14.25

**ORDER TODAY**  
1/3 Dep. Bal. C.O.D., P.O.B., N. Y.

**J. SCHOENBACH**  
Distributor of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 23, N. Y.

**WRITE FOR FREE LISTS, CATALOG OF ALL TYPES OF MACHINES**

**TOPPER** (Illustrated)  
Lots of 100 \$10.50  
Sample \$11.75

Victory Universal JUMBO 1" Ball Gum Vendor.  
Best Location Center in Year! Immediate Delivery.

By Dep. With Order, Bal. C. O. D.  
**VEEDCO SALES CO.**  
2124 Market St., Philadelphia 3, Pa.  
Phone: LOcunt 7-1448

**MAKE BIG CASH PROFITS**  
with the **NEPCORN POPPER**

Popcorn—the favorite pastime of the entire nation—brings you big profits for YOU! Every feature designed to make money. Does the work of an \$8.50 machine. Fast coin automatically—no big time popping. Bottle—double size!

only \$27.50  
P.O.S. Los Angeles

help to keep corn from burning. Stainless steel construction. Minimum open size 18" 22" 21". completely sealed—AC 110V, 60 cycles, 1250W. Also has a warning and silk screen sign, visible from all angles. Fully guaranteed. Salesman and his. Thousands sold.

**NEPCO INC.**  
7707 Melrose Ave., Los Angeles 46, Calif.

**NEPCO Intros Popcorn Unit**

LOS ANGELES, Dec. 9.—NEPCO, Inc., has placed on the market its Nepecorn Popper, an electromagnetic popcorn machine.

The company points out that the machine, 20 by 22 by 30 inches high has Chromolite heating element designed for a long and trouble-free operation, double doors for fast service and is of sturdy, lightweight construction. Made of stainless steel with silk screen signs, the popper has plenty of eye-appeal.

The unit comes ready to plug in and operate. It popping kettle has a capacity of eight ounces of corn and is equipped with a double agitator. Operation is on a current of 110 volts, 60-cycles, 1250 watt.

A warmer unit is also included in the machine, making it a single device for popping and keeping the popcorn ready for sale. Unit sells for \$225.00.

**New Firm To Mfr. Ball Gum & Candy**

UNION CITY, N. J., Dec. 9.—H. K. Hart Confections, Inc., has been formed here at 540 39th Street to manufacture ball gum and pan candy for bulk vendors. Firm, with Herman K. Hart, formerly of Gum Products, as president, has already begun production and has scheduled initial deliveries for December 15.

The new company will also act as distributor for a line of vending machines and charms, but details on this phase of its business will not be disclosed until January.

Leo Leary, vice-president and general sales manager, said Hart will sell its line of ball gum and candies thru non-exclusive distributors, as well as direct to operator customers. Earl E. Manhold is vice-president and secretary.

**Gordon Lamont To Retire January 1**

NEW YORK, Dec. 9.—Gordon Lamont, vice-president and director of sales of Lamont, Corliss & Company, has announced that effective January 1 he will retire from active duties. He will continue to serve on the board of directors.

Expanding on Lamont's announcement, firm's President Clive C. Day reported the duties of the retiring executive would be shared largely by Donald Cady, vice-president and merchandise manager, and Thomas F. Corrigan, sales manager. The office of director of sales will be discontinued, Day stated.

**Thief Grobs Venders From 40 K. C. Locations**

KANSAS CITY, Mo., Dec. 9.—An estimated 40 penny nut, gum and candy vending machines have been stolen from locations here in recent weeks. The thief, said Bernard Bitterman, local vending machine operator and distributor, pretends to be the operator in removing machines from locations.

"The method," Bitterman said, "is to call the location on the phone and advise the location that he (the thief) is Mr. Jones who has the peanut machines in their place. He states he has lost his keys and will send a man over to pick up the machine to take it to a key shop and have keys made. Then he appears at the location in about 15 or 20 minutes with a long story and convinces the location that he is working for the operator and walks out with the machine."

Bitterman recently warned his locations, urging them to telephone the police should a anyone attempt to remove their machines.

**Up Tobacco Quota**

WASHINGTON, Dec. 8.—Looking ahead to new highs in cigarette sales, Agriculture Department is increasing the marketing quotas for the two main types of cigarette tobacco—flue-cured and bairty. The agency hopes the higher quotas will prevent further price rises in tobacco.

Agriculture is boosting the 1951 flue-cured tobacco quota 1,235,000,000 pounds, an increase of about 9 per cent over the present limit. The bairty quota for 1951 will be 542,000,000 pounds, a 5 per cent increase over 1950.

**EMPTIES MACHINES FASTER!**

**Rain-Bio BALL BUBBLE GUM**

Copyright 1950

Leaf's famous trademark RAIN-BIO is known to operators all over the world on a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of best-selling vending candies.

**LEAF GUM CO.**  
Div. of Leaf Brands, Inc.  
Chicago, U. S. A.

**LEAF GUM**  
• Empties Your Machines Faster  
• The Finest Quality Gum  
• All Orders Filled Immediately  
Write—Wire—Phone

**RAKE COIN MACHINE EXCHANGE**  
441 Spring Garden St., Phila. 23, Pa.  
Lombard 3-5476

**WANTED**

Operators for sensational new Handkerchief Vending Machines.

These machines have been tried and proven to be a great success.

**PROTECTED TERRITORIES NOW OPEN**

Sole Distributors for U. S.

**WRITE IMMEDIATELY TO**

**NATIONAL HANDKERCHIEF VENDORS**  
245 W. 1st Street  
Dubuque, Iowa

**BRAND NEW LUCKY BOY VENDORS**

**\$9.75** each lots of 25 \$8.75

1/8 Depost, Balance C.O.D

Not and Charm Vendors hold the Most Ball Gum Vendors. 900 Ball Gum Fully Guaranteed

**FREE**  
1/8 DEPOSIT, BALANCE C.O.D

1 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

**LOYD MFG. CO.**  
VALLEY STATION, KY.

**FRENCH BOY POPCORN**

SHIPPED ANYWHERE IN THE COUNTRY

Packed in 2 1/2 pack plastic bags. Arrives fresh and tasty, ready to eat.

**ABC POPCORN CO.**  
3441 W. North Ave. CHICAGO 47

Available Now!  
1c or 5c

**ACORN ALL-PURPOSE BULK MERCHANDISER**

**Empire COIN MACHINE EXCHANGE**  
1012 Milwaukee Ave., Chicago 22, Ill.

**Trade Directory**

**Franchise**  
Ristaurant, Inc.'s Chicago export division granted a franchise to the International Amusement Company, New York, to handle the Ristaurant 45 r.p.m. in Belgium, Holland and Luxembourg.

**New Equipment**  
Band Box—play stimulator for music machines—Chicago Coin Machine Company, Chicago.  
Mitty—five ball—Williams Manufacturing Company.  
Red Shoes—five ball—United Manufacturing Company, Chicago.

**New Firms**  
E. K. Hart Confections, Inc., Union City, N. J.—manufacturer of ball gum and pan candy for bulk vendors.  
Ford Gum & Machine Company, Inc., Lockport, N. Y., opened a subsidiary plant to manufacture ball gum in Ponce, Puerto Rico.

**Purchases**  
A Nashville group purchased the Walla-Walla Chewing Gum plant in Knoxville. Will now operate as Private Brands Corporation.

**Chose Prexy Sees Candy Volume Up**

ST. LOUIS, Dec. 9.—Barring all-out world war, 1951 dollar sales in candy should be well above 1950, William A. Yantis, president of Chase Candy here, predicted this week. Yantis also declared the average retail sale of candy, in cents, will rise because of the increased emphasis on dime candy bars as compared to nickel items.

As volume increases, Yantis pointed out, wholesale prices are just as likely to be pushed upward. "Prices will continue strong," he said, "and will move higher unless something is done to check the present inflationary tendency."

Summing up, Yantis said: "A principal headache during 1951 will be an accelerated scramble for manpower (and women-power, too). There may be more difficulty in securing some of the ingredients used in candy and there certainly will be a shortage of packaging materials."

**New York Dealers Test 5-Pack Ciggie Cartons**

NEW YORK, Dec. 9.—In an effort to win back carton business lost to supermarkets, tobacco dealers here will test a five-pack carton, selling at about \$1, shortly after the first of the year. The outlets, members of the Retail Tobacco Dealers of America (RTDA), hope also to increase sales to hitherto confirmed one- or two-pack buyers.

The association will furnish special display cases and manufacturers of four leading cigarette brands will contribute wrappers. Eric Calamia, RTDA managing director, said the test will run 90 days.

**Hershey Earnings Up**

HERSHEY, Pa., Dec. 9.—Hershey Chocolate Corporation reports increased earnings for the January thru September, 1950, period amounting to \$11,405,782. In the like nine months of 1949, firm's net income totaled \$10,020,520.

Hershey sales at the three-quarter mark this year increased to \$109,966,256 from the \$101,892,424 reported a year ago.

**BREAK NEWS OF NEW YORK CUP VENDER STUDY**

NEW YORK, Dec. 8.—The New York Health Department released to the press last Friday (1) results of a study on sanitary maintenance of cup vendors that may eventually lead to the setting up of operating regulations and licensing here.

The study, covered in detail in the August 19 issue of The Billboard, reported instances of operator carelessness in keeping machines clean, and suggested proper sanitation procedures.

**NOW TAKING ORDERS! NEW Northwestern '49 Special**

Cats Coats and Services  
Time In Mail  
Less Than 25...\$15.35  
Less Than 100...\$15.15  
Over 100...\$14.95

AVAILABLE IN 1c OR 5c PLAY  
PLEASE SPECIFY WHEN ORDERING.  
**IMMEDIATE DELIVERY!**

**RECONDITIONED VENDORS**

N.W. Detroit, 1c to 5c	\$12.50
N.W. Model 40, 1c	6.95
N.W. Model 40, 5c	7.50
N.W. Model 53 Nut, 1c	7.50
N.W. Standard, 1c & 5c	7.50
Silver King Ball Gum, 5c	7.50
Silver King Nut, 5c	12.50
Master, 1c to 5c	8.00
Master 6c, 1c	8.00
Master 1c, 1c & 5c Comb	10.00
Columbus Model 440 Ball Gum, 5c	7.50
Yo-Chu Ball Gum, 1c	6.50
Acad Red Nut, 5c	12.50
Postage Stamp Mach.	12.50
Acorns Gum, 4 Cols.	14.50
S & M, 6 Cols., Adams	16.00
Royal Gum	7.50
Real	7.50
Pop Corn Set (Hart)	25.00
Starburst, 1c	12.50
Columbus Trainers, 1c	20.00
Columbus Trainers, 5c	18.50
Cosette & Cracker, 5c	20.00
Acad Red Nut, 5c	20.00
U. Woods-Pak, 5c Candy	7.50
S. Coli, 100 Bars	69.50
U. Woods-Pak, 5c Candy	7.50
Columbus Model 422B, 5c	6.00
Victor Model V. Gum, 5c	20.00
Victor Model V. Gum, 5c	20.00
Advance Ball Gum, New, 1c	7.50

**RECONDITIONED COUNTER GAMES**

Mini-Hemery, New	\$10.00
Marbles, 1c Jolly, P.O.	12.50
Kilo Black Jack, 1c	14.50
David 37 Black Jack	12.50
Camera Chief, 1c, Movie	12.50
Davis Back, 1c	12.50
Baker Photo-Pack	12.50
S/K Numbers	10.50
David 37 Shot, 1c	18.50
Marvel Pop-Up, 1c	14.50
David 37 Shot, 1c	18.50
Whirl-a-Ball, 1c Counter	19.50
A. S. T. Challenge	19.50
Target Ball, 1c Penny sack	19.50
Match, Wooden Cab.	14.50
Ball-Ball, Jr. 1c	18.50
Electric Snapper	12.50
Shuttle Card Machine	12.50
Shuttle Card Machine, Leta	12.50
Alto	12.50
Price Peak	12.50

**WE TAKE TRADE-IN! LIBERAL ALLOWANCE**  
1/3 Deposit, Balance C. O. D.  
Full Payment Must Accompany All Orders Under \$20.00

**WRITE TO DEPT. V FOR COMPLETE LIST OF COIN-OPERATED MACHINES AND SUPPLIES**

**Rake**  
609 SPRING GARDEN ST., PHILA. 23, PA.  
Lombard 3-2676

**TOPPER DELUXE**

Beautiful, Sturdy, Dependable  
With plastic slide windows.

**\$13.95**

**GRAFF VENDING SUPPLIES**  
Dallas 11, Texas  
1122 Tarpley Ave.

**POPCORN**

Find out about the original "Pop" Corn See PRE-POPPED CORN. Scientifically popped and packed to create profits for you. Shipped anywhere. It costs nothing to ask—means profits for you.

WRITE, WIRE, PHONE

**'POP' CORN SEZ CO.**  
8329 Delaware Ave., UPPER DARBY, PENN.  
Phone: ALphany 4-1019

**CONFIDENTIAL**

**PERLESS WEIGHING AND VENDING MACHINE CORPORATION**  
still has a few "ON LOCATION"

scale routes for sale  
scales from \$30.00 and up—

WRITE OR WIRE DEPT. "B"

Peerless Weighing and Vending Machine Corporation  
29-28 Forty First Avenue  
Long Island City 1, New York



# Turning Back the Clock

**10 Years Ago**  
**CHICAGO, Dec. 7, 1940.**—Cigarette operators were in the vanguard news of the week, highlighted by (1) the first annual convention of the Cigarette Operators of Illinois in Springfield, Ill., and (2) a ruling by the Denver City Council that the cigarette tax be paid by the consumer.

The Springfield meet featured exhibits of candy and gum machines in addition to cigarette vendors, with displays by Du-Grenier and Rowe. During two days of business sessions, presided over by association President Jack Kelner, the probability of a State tax on cigarettes was discussed. It was expected that such a tax would be passed when the 1941 Legislature met. Questions of policy relating to price changes, competition, amassing of tax stamps, etc., also were on the agenda.

In Denver, operators adopted an optimistic view of future build-ups in cigarette sales as the newly proposed ordinance was seen as taking the bite out of counter com-

petition. Operators saw the removal of the difference between vending machine and chain-store cigarette prices when the retail tax was instituted.

Candy vendors in Maryland were "getting to be big business," according to reports from that area. Machines ranged from bulk units to "elaborate 10-column machines. Some of the local industrial plants had as many as 25 vendors installed. Theaters were cited as being next in location importance. Altogether, about 8,000 candy vendors were said to be in operation thru the State. And half of this number was in Baltimore. Attention was also drawn to the fact that a number of candy manufacturers were offering a 50-cent pack which was "ideal for supplying operator requirements."

The marriage of Eddie Gintburg, who with brother Morrie headed Atlas Novelty Company, Chicago, brought bags of "fan mail" from well-wishers over the country. He tied the knot with Adele Glasberg in the Belden-Straford Hotel, Chicago. Prior to the ceremony, he was tendered a bachelor's party by coin machine manufacturers, with Dave Gottlieb spokesman for the affair.

**VICTOR'S TOPPER**  
 ONLY \$11.25 EACH  
 (100 or more)  
 sample \$13.00



Class of Plastic Globes. Unequaled for vending Ball Gum, Candy, Peanuts, Chews, Salted Peanuts, etc.

Lowest Prices on Ball Gum, Candy, Chews, Stands. We stock all parts and supplies.

"Try the Best, Try Victor's"  
 WRITE TODAY!  
**H. B. HUTCHINSON JR.**  
 333 North Ave. N. E., Atlanta, Ga.

**Northwestern**

**NEW REDUCED PRICES**

MODEL 47 SPECIAL \$14.33  
 Factory from Vendors  
 Collectible  
 Case Lot Prices  
 Tenney & Lincoln 592  
 Jumbo  
 Playboxes 774  
 Spanish 81  
 Peanuts 290  
 Blended  
 Virginia 350  
 10 & 15 410  
 Vending  
 Cashew  
 Buns 432  
 Boston  
 Beans 232  
 Jelly Beans 282 | Rainbow Beans 252  
 Ball Gum Bubbles  
 Parts—Supplies—Chews—Write for List.  
**BADGER SALES CO., INC.**  
 3251 W. Plou Street, Los Angeles 4, Calif.

**TERMS FOR HIS SIBLING AND SIBLINGS OPERATORS**

**TOPPER** (Universal)  
 1 Case, 6 Machines  
**\$48.00**

**JUMBO**  
 1 Ball Gum Vender  
 1 Case of 2 Machines  
**\$31.70**  
 Immediate Delivery

10 Dep. With Order, Bal. C.O.D.  
**J. ROSENFELD CO.**  
 2220 Olive St., St. Louis 3, Mo.  
 (Phone: OLive 1200)

**TOP VALUE—LOW PRICE!!**

Ask any operator using Topper in Vendors and you will find that his machines cannot be equalled in either performance or in price. "Topper" machines are \$12.00 and from \$11.25 per machine on quantity orders. Send for free descriptive material.

**H. H. ADAIR COMPANY**  
 1722 Broadway St., Oak Park, Illinois  
 Phone: EUrie 6-9219

**GIVE TO THE RUNYON CANCER FUND**

# THE BILLBOARD Music Popularity Charts

## • Rhythm & Blues Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	10c	5c	10c	10c
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• Continued from page 28

**JOE LIGGINS (His Honeydrippers)**  
 Little Joe's Boogie  
 SPECIALTY 30 374—Punching boogie wogie novelty with song chanting. 76--76--75--77

Daddy On My Mind  
 Llorens and Thrush Candy Rivers on an inconsequential novelty duet. 66--67--66--65

**IAKE VAUGHAN**  
 How Long, How Long Blues  
 DECCA 48187—Vaughan holds this grand old Leroy Carr blues in clean out unexcused style. 60--65--55--60

Since You've Been Gone  
 Vaughan affects a Middle-class style in the uneven delivery of an R & B ballad of some distinction. 70--70--68--72

**FOUR TUNES**  
 Cool Water  
 VICTOR 20-3567—Smooth-chanting quartet gets a fine medium bounce beat into the popular western. Result is a smart effort that could do both R & B and pop BIZ. 81--81--81--83

How Can You Say I Don't Care?  
 Boys do a ballad of mediocre impact with an approach reminiscent of the Ink Spots. 70--70--70--70

**CAMILLE HOWARD ORK**  
 I Ain't Got the Spirit  
 SPECIALTY 30 376—Thrush belts out a good rocking blues via tenor and keyboard. Should find juke favor in city locations. 75--75--72--78

Shrinking Up Fast  
 Calypso blues, cleverly turned, is delivered neatly by the thrush with a fine small one upped. Has an outside chance. 76--79--75--75

**JIMMY WITHERSPOON (His Gal Friday)**  
 There Ain't Nothing Better  
 MODERN 20 728—Medium blues start shouts with Witherington and a Duane Washington-type fervor could make a sweep in R & B quarters. 84--84--83--84

I'm Just a Country Boy  
 Witherington lets loose a typically lutey slow blues shout with a second cut serving up amusing wails. Should make a double-deck winner for the halcyon. 83--83--83--83

**LITTLE WILLIE LITTLEFIELD & LITTLE LORA WIGGINS**  
 You Never Miss a Good Woman Till She's Gone  
 MODERN 20 729—Little Willie turns out a smart version of a good blues ballad. Next guitar turn helps. 76--76--75--77

Ain't a Better Story Told  
 LITTLE LORA teams up with Little Willie for a female medium blues go getting a driving tenor sax ball. Vocals balance is lacking. 79--80--78--78

**EONA BROUGHTON**  
 Trouble, Trouble, Trouble  
 MODERN 20 730—Medium blues start shouts with a fine old-style ordinary romance of Bettye Smith has a great style which could pick up some Southern soul. Jazz collectors should find interest in this as well. 74--75--74--73

Oo-Wee Baby  
 Wide double entendre medium blues is here up to a La La Lee by the thrush. Not a likely candidate for radio spins but could score in juke locations. 73--NS--72--74

**VELVETONES**  
 I'm Disillusioned  
 COLUMBIA 30724—Lead singer with wide open and wobbly vibrato lay on the harmonica for this set unpleasant ballad. 47--50--45--50

Cream Cheese & Jelly  
 Slightly light-weight rhythm novelty has little performance-wise to lend ending balance. 32--35--30--30

**HELEN HUMES**  
 If I Could Be With You One Hour Tonight  
 DISCOWAY 539—Coast jam session side with rapturous crowd mixes underneath thrush's slow, insouciant playing. Lots of feeling here. 76--76--76--76

E-Baba-La-Ba  
 Very short side—2:30—but packed with dynamite as Miss Humes wades into a jump blues with terrific vitality and precision. Juke natural. 81--80--80--84

**HADDA BROOKS**  
 Maggie's Boogie  
 LONDON 749—This medium boogie on "When You and I Meet Young Men" with Hadda Brooks' unexcused balling backed by excellent jump combo in a smart and arrangement. 76--77--74--77

A Rendezvous With the Blues  
 Thrush charts a mopey slow blues, with combo abetting nicely. 72--72--70--74

**FOUR DEALS, THE**  
 It's Too Late Now  
 CAPITOL 183—Bare quartet pieces capably but without spare thro a slow slow torcher. 52--54--52--50

There Ain't No Bears in the Forest  
 Rhythm novelty has little to offer. 44--46--44--42

**EARL BOSTIC ORK**  
 Way Down  
 KING 4420—Bostic blows and shouts his way thro a rather unproductive up ideal. 70--72--67--70

Merry Widow Waltz  
 Bostic tries to make Lehara's waltz move on his side. The effort may impress a few. 74--75--72--75

**GENE PHILLIPS**  
 Big Fat Mama  
 RPM 312—Phillips, in Louis Jordan style, tackles a 1950 approach to the once-upon-a-time Lucky Millinder hit. LWS, rocking reaction and a stone. 81--82--80--82

Rock Bottom  
 Another go it to Jordan takes some steam over a rather inconsequential rhythm piece. 67--68--65--68

**MEMPHIS EDDIE**  
 Good Time Woman  
 RPM 310—Caddy belts out a brief but effective shout which could pick up coin on the New Orleans-Atlanta Memphis axis. 77--78--76--77

Highway 61  
 Another Southern blues shout which doesn't quite ring a bell here. 64--64--62--67

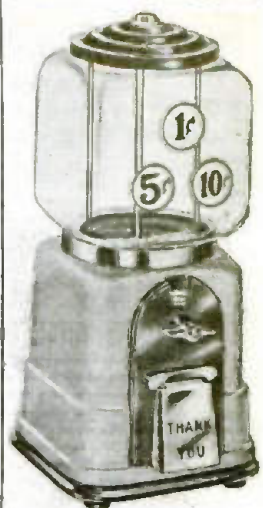
**BIG THREE TRIO**  
 Why Do You Do Me Like You Do  
 COLUMBIA 30228—Babe Dye gets off an uninteresting medium blues effort with inadequate backing from rhythmic combo. 40--40--40--40

There's Something On My Mind  
 Same. 40--40--40--40

**THE RAVENS**  
 I'm So Crazy for Love  
 COLUMBIA 30070—Group does a provocative job on this fine blues ballad, opening with favorite lead and following with Ridley's bass. 84--84--84--84

My Baby's Gone  
 Baby's gone a better as a jingy jump blues—over their forte. Could meet none. 84--84--84--84

**LOWELL FULSON**  
 Lonesome Christmas (Part 1 and II)  
 SWING TIME 742—Lyrics of this two-sided Christmas blues are rather ordinary, the Falten chante well. Ate sax and rhythm lay down a good medium beat. Persuasive beat and Falson's sock Southern-style could bring in the shears. 80--82--79--79



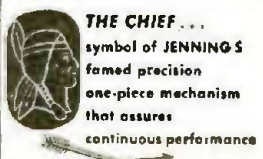
**UNIVERSAL DE LUXE**  
 NOW BEING DELIVERED in  
 1c-5c OR 10c CHUTE  
 for Vending Pistachios, Almonds,  
 Peanuts, Cashews and Mixed Nuts



**NOW AVAILABLE!!**  
**VICTOR'S TOPPER DE LUXE**  
 with the ALL-PLASTIC GLOBE

Contact your VICTOR distributor as write direct for descriptive literature and price list an complete line.

**VICTOR VENDING CORPORATION**  
 5701-13 W. GRAND AVENUE  
 CHICAGO 30, ILLINOIS



**O. D. JENNING & CO.**  
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**ROUTE FOR SALE**  
 In Southern California. Well established Penny Route—800 Machines—nets \$300 to \$400 monthly. Excess Service Club contract and Police sponsored contract. Unlimited opportunity for additional machines. \$500 Pontiac panel optional. Books open to qualified buyers. For complete details write BOX A-137, The Billboard, 4000 Sunset Blvd., Hollywood 28, Calif.

**GIVE TO THE RUNYON CANCER FUND**

## RHYTHM AND BLUES NOTES

• Continued from page 28

Magid currently is busy rounding up a house ork for the pair of diskeries.

Saxophone star Charlie Parker exited the hospital last week following an operation for ureters. He will go to work Christmas night with a small unit for a week's engagement at the Rendezevous nitery in Philadelphia.

## Midget Movies

• Continued from page 71

Capitol has succeeded in putting in 28 Midget Movie machines in the Western Super Market chain in Houston, plus another 20 in the Sears Roebuck retail store in Dallas and 21 in King's Super Markets in Northern New Jersey. Moreover, there are many Capitol machines in individual market and department store locations around the country.

Once the machines are in location, Goldsmith states, word gets around the community pretty fast and mothers know they can do their shopping in such a spot with increased freedom. The children get a handful of nickels, see several reels and have a good time. Naturally the subjects are those children like—Abbott and Costello, cartoons and cowboy films. One of the new wrinkles has been to set up several machines in a battery for the kids and another for the fathers, most of whom look upon shopping as a necessary evil. Subjects for the dads are built around sports—such as wrestling and boxing.

**Change Of Ten**  
 One of the tricks of putting over the Midget Movies in supermarkets is changing the films frequently because the kids give each new set of subjects extra heavy patronage and tend to lose interest in the machines if the same subjects remain in the locations over too long a period.

Location owners find there are several advantages to the equipment. They know they can better sales results, good will is built and the Midget Movie requires small space since they are compact in size.

## New Equipment

• Continued from page 71

to be banned entirely as the defense program moves into high gear.

NPA said the steel industry itself believes end-use limitations will be needed within six months as the military and defense usage increases. NPA earlier had indicated it might be necessary to control the end-use of copper.

As late as Friday afternoon, the government had not moved to set limitations on steel, but Washington observers felt such limitations could come at any time.

Currently, NPA has only ordered the steel industry to set aside specific amount of steel for distribution to producers holding defense orders.

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 NOW AVAILABLE IN  
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GIVE TO THE DAMON RUNYON CANCER FUND

**SPECIAL PLANT DISPLAY UPS \$ FOR CANDY OPS**

CHICAGO, Dec. 9.—Holiday presentations of stuffed hard candy, in three, five, etc., pound glass jars in special plant displays is proving an added-earnings move by candy operators. According to James E. Mulcahy, assistant to the president at Bunte Bros., operators are now selling more of this type of firm's merchandise in the pre-Christmas period than regular candy wholesalers. Idea also is used for Easter, Valentine and Mother's Day presentations.

Usual set-up is for operator to display the jars in a central plant area or supervised employee meeting room. Orders are taken here and turned over to the routeman who delivers the candy on his next visit.

**Exhibit Names Empire Coin**

CHICAGO, Dec. 9.—Exhibit Supply Company, Ithru Vice-President Joseph A. Batten, announced the appointment of Empire Coin Machine Exchange as distributor in Michigan.

Empire Coin, which also handles Exhibit Supply products in Wisconsin, has headquarters at 1012-14 Milwaukee Avenue, Chicago, and is headed by Gil Klitt and Ralph Sheffield.

Exhibit Supply is in production on the Dale Six Shooter and Rotary Merchandiser. At the NAAPPB Show in Chicago last week it showed several pieces of its 1951 arcade line including Pony Express, Big Broncho, Serv-a-Card Salesman, Vitalizer and Robot Ticker Vender.

**Elder Resigns**

BALTIMORE, Dec. 9.—G. W. Elder resigned Friday (1) as secretary-treasurer of Premier Coin Machine Distributors, Inc., 214 South Howard Street. He was succeeded by Mrs. Thelma Rolnick. Elder had been with Premier since it started business here in February, 1949. Mrs. Rolnick also has been with the firm from its beginning.

**DSA To Install 1951 Officials At Jan. 5 Meet**

DETROIT, Dec. 9.—Michael Benson, president, and other officers of the Detroit Shuffleboard Association, will be installed Friday, January 5, at the first banquet to be held by the organization, which is now starting its second year. The event will be a social highlight for operators, with their wives in attendance. Location of the party has not been set.

Commenting on "a most successful year," Fred Chlopian, executive director, said: "We are proud of our membership in the most outstanding shuffleboard operators' organization in the entire United States."

The organized league play which started several weeks ago in taverns thruout the metropolitan area, is now well under way, with attendance on league nights reaching capacity. In addition to the actual players, each night draws a sizable gallery. League team members are in frequently on other days for practice on the board—occasionally they have been known to visit the opposition tavern where they will play next, to get acquainted with the board there to improve their game. Result is a consistent volume of business.

**HI-COUNT Nickel Bar Vend Packs Continue Up**

CHICAGO, Dec. 9.—Vend counts for nickel candy bars are still on the increase this fall in spite of increasing attention by both operator and manufacturer levels to the dime bar. According to Know Your Candy Bars surveys by Vend, sister publication of The Billboard, the 100-count unit paces the vend packs with 120-counts the second most common size.

Vend's 1950 survey, as those in the three preceding years, does not purport to be the result of 100 per cent coverage of the candy bar field, but with about 85 per cent of major and smaller candy firms responding it does reveal definite patterns in the field.

Participating manufacturers brought out the following vend-count picture last year: 100-count went up over 1949 levels, with the 1950 report showing 52 firms offering 96 to 200-count packs. In 1949 50 companies offered 72 to 288-counts. The real impetus in vend counts, however, becomes apparent when 1948-47 availability is tabulated. In 1948 85 manufacturers offered 80 to 288-counts, while in 1947 only 11 firms offered high counts, ranging from 100 to 225-count.

**Detroit Teamsters**

Continued from page 71

games of various types in some theaters.

Basic objective of the campaign, however, will be vending machines—cigarettes, beverages, candy and nuts.

**Org Co-Op**

Co-operation is now close between the various sections of the union, with actual overlapping of personnel in only a few instances. Usual procedure is for a serviceman on, for instance, a juke box route, who finds his location can use a cigarette machine, to notify the union office; in turn, the union notifies the operator.

A State-wide organization move, launched some months ago, is bearing fruit, Buffalo said Wednesday (6) upon his return from a trip to Lansing and Grand Rapids. In both areas he assisted in settling several specific grievances, and reported that the Grand Rapids area now has 3,000 machines bearing stickers indicating they are serviced by union members.

Another immediate objective of the union will be the big arcade-like operation of games, as well as service and vending machines at the Willow Run Airport.

**FOLK TALENT AND TUNES**

Continued from page 26

turned his Smoky Mountain Music catalog over to Folk Songs, the Hal Blair-Doy's O'Dell firm. Rogers has inked with Modern label.

George Morgan (Columbia) reports that he is losing sidemen to the armed services. Don Davis has been replaced by Tony Lane from Mobile. Remainder of Morgan's band are Tommy Jackson, fiddle; Hank Garland, guitar; Autry Iaman, bass, and Floyd Robinson, rhythm. The Garlands are parents of a daughter.

**DISK JOCKEY DOINGS**

Rosalee Allen, WOV, New York, has inked an exclusive pact with the John Gibbs agency for radio and TV work. She has started a disk jockey show for the armed forces radio service. The show is a half-hour weekly. Lillian Ann is the new d. j. at WIRC, Hickory, N. C. Cousin Johnny Small, WOCB, West Yarmouth, Mass., reports that because of the recent National Production Authority's order against outdoor showbiz construction projects, he has temporarily curtailed his plans to open up a folk music park in his area. Small reports he narrowly missed a serious injury recently, when his ear struck a huge buck deer on a major highway, while he was on his way to a broadcast.

Red Jones is handling the K-Bar Roundup show daily on KVET, Austin, Tex. Steve Jeffers has moved from KTB, Shreveport, La., to WTIP, Charleston, W. Va., where he is doing four-and-a-half hours of country music spinning per day. He features his wife, Honey Davis Jeffers, on his live show. Clyde Moody (King) has inked a p.m. deal with Charley Holmes, d. j. at WBTM, Danville, Va., where both are working. The new duo is operating the Seminole Barn Dance, a Saturday night feature of the station. Herald (Cus) Goodman, WBAP, Fort Worth, d. j., is returning to TV, with his half-hour show weekly over WBAP-TV. Hockey Rauch, KTLN, Denver, has added Curt Baily, ex-Leon McAuliffe fiddler, to his org. George Sanders, KFVD, Los Angeles, reports that Stu Hamblen lost his prize race horse, El Lobo, in a traffic accident. Horse strayed onto a highway and was killed. The steed had won \$100,000 in prize money before Hamblen retired him a year ago. Discovery label is starting in the Western and country field. Don Larkin, WAAE, Newark, N. J., reports that Merv Shiner starts his own d. j. show soon on a Pennsylvania outlet.

Happy Hal Burns, WBRC, Birmingham, reports that he has formed a band, which plays dates regularly in a local department store, with a guest featured. Tommy Sutton, WONE, Dayton, O., is looking for gospel disks

**Export Firm**

Continued from page 71

clientele. A warehouse for export merchandise also is in the works for Newark.

With Witsen in Chicago to make stops at various plants for which International has Benelux distribution was Sal Groenteman, firm partner, who spends most of his time in Antwerp, Belgium, where International's European subsidiary, Belgian Amusement Company, Ltd. is located. Groenteman reported that he had opened two branch offices, one at 112 Belgique, Antwerp; the other at 10 Rue Van Der Muellen, Brussels. Both establishments are set up as showrooms to handle the subsidiary's fast growing Continental trade.

**Operates Arcades**

In addition to distributing equipment, Belgian Amusement has large arcades in the resort area near Antwerp, which function primarily in the six weeks before the end of August. Among the new products to be tried out on the routes soon are some newly purchased coffee and cup soft drink units.

Since the present situation in the Far East has had a marked effect on Europe, Witsen and Groenteman pointed out they are naturally perplexed about future coin machine purchases both for their own and export use. Currently, the plan is to keep purchasing steady but small orders of equipment with the idea of not being caught short if coin machine production is curtailed.

for a new half-hour daily show.

Ben Blackmon, KWBU, Corpus Christi, Tex., reports that Mancel Tierney, pianoman with Bob Willis has joined Link Davis and the Western Showboys at his station. Carl (Mr. Sunshine) Swanson, WRUN, Utica, N. Y., reports that, following two announcements, he gave away 622 pictures of Montana Slim as a program gimmick. Billy Walker (Capitol) is now vocalizing with the Lone Star Playboys (Imperial) at WACO, Waco, Tex. Paul (Shorty) Schroeder, WIMS, Michigan City, Ind., is running a contest for kids, asking them to send in their picture ideas of what "Guffy the Gobbler" of Gene Autry's last diskling would look like.

Coffeyville, Kan., reports that the Ruffing Family has returned to the station. Ed Kobak, WTWA, Thomson, Ga., reports that the Higdon Brothers are doing a Saturday show weekly over his outlet.

Bradley Kincaid is doing a daily d. j. shot over WWSO, Springfield, O.

Hank Hazzal, KSEL, Lubbock, Tex., reports that Bill Monroe and His Blue Grass Boys are working 10 days of Texas dates, promoted by Bill Myrick, of KSEL. Morris Taylor, KDAN, Oroville, Calif., has added two hours per day to his busy schedule. Happy Wilson, KAPI, Birmingham, is doing a weekly TV show on Sunday, for which he would like guest stars. Ken Kribbs, WROL, Knoxville, reports that the Masters Family have returned to Knoxville after cutting their first sides for Columbia.

Herman Wright, the Carolina country boy, has joined WERI, Western, R. I., according to Clarence Kresland, of the station. Don Tausch, KTBB, Tyler, Tex., is doing two hours more per day on his schedule. Bill Wilson, WRFC, Athens, Ga., is proud pack of a sort. Hillbilly Mack, KTYL, Mesa, Ariz., is getting better listenership since the station wattage went to 1,000 last week. Dal Stallard, KCMO, St. Louis, reports that Frankie Kay, steel with the "Antony Four" there, has left to join Cowboy Copas at WSM, Nashville. Frank Porter, WKGI, Richmond, Va., writes that Joe Wheeler, WRVA, also in Richmond, has joined the "Atlantic Barn Dance."

**CSCA Holds Court**

Continued from page 71

mediate case, are selected and briefed on the situation concerning the bickering members, and then are given arguments by both opponents and defendants in the case at hand. The "jury" repairs to another room, comes up with a decision (usually adhered to by the conflicting parties) and the industry has made two more good members.

**Proud of Record**

"We're proud of the record already chalked up under this new policy," Fish said. "And the most amazing thing about it has been that the conflicting parties, following the hearings, have always seen their wrongs and agreed to abide by the decisions of the judges."

Under the heading of arguments has come such topics as whether a coin-operator should "invade" a territory customarily serviced by a long-established operator; whether a man should go into a neighboring town, charge lower rates than his opponents and in many other ways attempt to get his opponents out of business thru unfair practices.

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# Air Promosh Builds Play

**KENOSHA, Wis., Dec. 9.**—Pointing up the value of planned promotion for shuffleboards is a weekly radio program over Station WLIF sponsored jointly by several operators in this area. Called *Shuffleboard Roundup*, the program is held each Sunday at 1:15 p.m., and since its inauguration a few weeks ago interest in the game stepped up sharply.

One of the unique parts of the program is that each Sunday a different local operator plans the program, invites his own guest players for interviews and emcees the production. On Sunday (3) Chuck Miller handled the Round-up and had as his guests Chuck Huck, whose Embassy Club team are Wisconsin State champions in the longboard division, and Ken Paulsen, American Shuffleboard Company, Union City, N. J., who was working with distributors and operators in Kenosha last week. Theme song of the Roundup is a tune called *Shuffleboard Blues*.

## NAMA Considers 'Days'

**CHICAGO, Dec. 9.**—A series of Automatic Merchandise Days, coupled with afternoon and dinner meetings, is being considered by the National Automatic Merchandising Association (NAMA), spokesmen for the vending machine group said this week.

In all likelihood, the Automatic Merchandising Days would supplement NAMA's traditional annual regional meeting schedule. Holding the one-day meetings in key marketing areas would enable more operators to attend, NAMA staff members figure, than if each region confines itself to one meeting in a single city.

*Lend me a hand*

**JOIN "MARCH OF DIMES"**

# Coinmen You Know

## Miami:

The recent cold wave brought a drop in business for cup drink vendors hereabouts. However, sunny skies and temperatures in the 70s are back again and the Greater Miami area is filling up rapidly.

The November report of the State Beverage Department showed that Florida cigarette smokers and imbibers of alcoholic beverages paid \$1 out of every \$8 collected to support the State government in the last 17 years. These licenses totaled a quarter of a billion dollars and were second only to the gasoline tax as a source of revenue.

New arcade reported due to open soon at N. E. Second Street and First Avenue, in downtown Miami. . . Cigarette machine ops here are forming an organization which will be State-wide in scope. A meeting is slated for December 13 in Miami.

Joe Mangone, of All-Coin Amusements Company, completed an 18 well-box installation of the new 45 r.p.m. Select-o-Matic 100 Seeburg at the newly renovated Withers drugstore. The installation represents a \$5,000 investment and is believed the only one of its type in Florida.

D. E. Boerema, of Vending Corporation of America, is receiving compliments on the special cup used in the company's drink vendors spotted around town. It started when principal cup manufacturers got together and decided to spur the nationwide Community Chest campaigns by turning out an attractively designed container picturing a red feather flanked by the twin messages, "Everybody Gives" and "Everybody Benefits." Boerema was advised of the stunt and drew a large supply of new cups to time their distribution with the current Miami drive.

El Ross, of Taran Distributing Company, returned from a successful fling trip in Georgia, Florida and Cuba. The company reports a big pick-up in its Latin-American export business.

Willis (Little Napoleon) Blatt, of Supreme Distributors, has been granted a patent on a scoring wheel for shuffle-type games and other amusement devices. Blatt

had a phone call the other day from his friend Morris Hankin, of Hankin Distributing Company, Atlanta. Hankin reported that business is picking up in the Greater Miami area and coin machine men there expect a banner winter season.

Ken Willis, of Bush Distributing Company, says the juke box business in Greater Miami is good and in the Caribbean it is phenomenal. War jitters and the threat of export restrictions have stepped up foreign trade. Willis just returned from a selling trip to central Florida and Key West and will next go to Tampa and other cities on the west coast of Florida.

Miami Beach ops are buying new pinball and shuffle alley equipment and getting their routes in shape for the big winter season which coinmen here expect. . . . John Saxon, of Ace-Saxon, was selected as chairman of the Vending Machines and Tobacco Division of the Dade County Community Chest campaign.

Leon Hersh, of Modern Vendors Company, reports cup prices are up and sirup is expected to take a jump. The steady insistence by movie locations for the 10-cent cup drink is doing a great deal of harm, he believes, in reduced consumption and loss of good will. With television making serious inroads on movie attendance, Hersh observes that the resentment engendered by 10-cent cup drinks will only do the movie industry more harm and keep the take low for vending ops.

Lenny Baidler, Jack-of-all-trades at Taran Distributing Company, understands now what is meant by always a "bridesmaid, never a bride." Only in his case it's "Always a best man, never a bridegroom." To climax a series of weddings recently at which he served as the bridegroom's chief aid, Lenny officiated again December 4 in a unique ceremony in Miami. A Cuban girl, Gilda Lois, of Havana (daughter of Comdr. Louis Lois, of the Cuban Navy, who is connected with the Officer's Club in Havana) became the bride of Joe Segal, an inspection officer of the U. S. Customs service in Baltimore. Lenny not only served as best man but scurried around making arrangements for the ceremony.

Gil Kitt, of Empire Coin Machine Exchange, Chicago, vacationing in Miami and touring the night spots with All-Coin's Joe Mangone. Other vacationers who dropped in on Mangone recently were Harry Brown, of Brown Novelty Company, with Pappy D'Appella, of Arc Sales Company, both outfits located in Trenton, N. J. Mangone is going on the road (Florida, South Carolina, Georgia) to beat the drums for D. Gottlieb & Company's five-ball game Double Feature, due out soon in his absence wife, Elaine, will run the business. And very competently, adds Joe.

Bush Distributing Company moved into its new Jacksonville office at 60 Riverside Avenue with Elmer Whicomb, formerly with Southern Music Distributing Company, of Orlando, in charge in the absence of Les Hagglund, who is reported improving in Clearwater, Fla., after a recent illness. The new building, with a frontage of 110 feet, was formerly occupied by T. B. Holliday, who had the Seeburg distributorship in Jacksonville. The old address of Bush Distributing in Jacksonville was 508 Delwood Avenue.

The office gang at Taran Distributing, celebrating Mike Cohen's 27th birthday anniversary with beer and sandwiches.

A truck belonging to Ace-Saxon, largest vending machine company in Greater Miami, was filled with 900 packages of cigars in the northwest corner of Miami December 2. R. S. Miller, a delivery man employed by the firm, discovered the merchandise was missing when he returned to his truck after servicing a cigarette machine.

Florida Automatic Sales Corporation, operators of music boxes and other coin machines, plans to expand its organization into a national sales service with branches in principal cities. The aim is to bring together salesmen

and distributing agents with factories manufacturing all types of merchandise. Fiscal agent R. H. Gibson, founder of the National Association of Manufacturers Agents, Inc., is in charge of the program in the FASC office located in the Congress Building in Miami.

(Continued on page 84)

## Coin Binocular Firm Chartered In Pennsylvania

**PHILADELPHIA, Dec. 9.**—The first firm organized for the operation of coin binoculars in theaters and other places of amusement here was established with a certificate of incorporation obtained November 30 by the Videoscope Mid-Atlantic Corporation.

According to its application for a charter the company was organized to "design, patent, manufacture, install, buy, sell, import, export, own, maintain, operate and deal in vending machines and automatic devices, apparatus, appliances, facilities and instruments of all kinds, including appliances for the supplying and use of binoculars in theaters and other places of amusement. To purchase and otherwise acquire, hold, develop and deal in patents, patent rights, copyrights, trade-marks, trade names and any interests therein, and to sell, convey, assign, grant licenses, rights and privileges in respect to the same."

## Twin Meter

**ATLANTIC CITY, Dec. 9.**—A new twin-type coin-operated parking meter will be installed at this resort. One meter parks two cars and effects a savings for the city in installation costs, maintenance, policing and collections. Harold P. Hallock, of New York, a representative of International Meters, Inc., came here to demonstrate the new parking meter. There is no need to visit on the twin-type meter. Hallock staged the demonstration in Haddon Hall before the annual conference of the New Jersey League of Municipalities.



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Set of three. \$139.00  
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Set of three. \$48.00  
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TRIPLETS	\$160	SUPER HOCKEY	\$75	CHICO	\$45
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LUCKY HANING	\$135	PHOENIX	\$9	CIRCUS	\$45
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				DEW-WA-DITTY	\$9
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Just 21	49.50
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Ballerina	49.50
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Alibi in Wonderland	49.50
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Jamboree	49.50
1-3-2	49.50
Templation	49.50
Cavalry	49.50
Star Ball	49.50
Sorcerer	49.50
Spinball	49.50
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Floating Penny	49.50
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Balloon-Coin	
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SHUFFLE ALLEYS USED	
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United Red w/Ch.	149.50
Flint	59.50
Genco	59.50
Lepore	59.50
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Alley	149.50
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1944 Seeburg	\$399.50
1944 Seeburg	499.50
Genco	339.50
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<b>SHUFFLE ALLEYS</b> Lto Models \$29.50 Each	<b>Conversions</b> FOR BALLY GAMES Original \$47.50 Value \$59.50	<b>SHUFFLE BOARDS</b> \$19.50 Score Unit With Machine \$49.50
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**Milwaukee:**  
With business at a satisfactory level these days, Harry Jacobs Jr. of United, Inc., on West 7th of Sirena, reports the firm has been getting in on some export business. Thru advertisements in The Billboard, people interested in shipping games and music equipment overseas have contacted United and several deals have been closed.

Recent Wisconsin visitors to the United stronghold have included Leo Bartels, of Waupaca; Don Mossholder, Wisconsin Dells; Ralph Klatt and La Vera Meris, of Beaver Dam, and Jim McCann, of Portage.

Irv Beck, of Mitchell Novelty, had his hands full last week when he had to hold the fort down all by himself while most of the boys were deer hunting. Four of the boys will be sent hunting and all claim they got their limits. The lucky lads from Mitchell Novelty were Irv Hoeth, Tony Hepner, Clifford Cottrill and Ed Kobrzycki.

The October and November Shuffle Alley tournament run by Mitchell Novelty Company came to a close last week. Entries, according to Irv Beck, totaled around 3,500 players.

Emmett Musselman, the wax wizard from Kewaunee, is laid up in Mount Sinai Hospital recovering from serious injuries received in an automobile crash a few weeks ago. Emmett's left leg is in a heavy cast and the doctors report it will be months before he will be able to bounce around his State plugging his disks again. Emmett recently discontinued representing the Frumkin line of records in the Northern part of the State.

The group of local operators, who generally get together Wednesday nights for dinner and coin machine talk, have changed their meeting place temporarily. For the past few months, the meetings have been held at Joe Deutsch's Cafe, but recently the supper hour has been finding them cutting their steaks and jackpots at Mike Chesnick's Elbow Room. Gathered last Wednesday were Joe Beck, Sam Haslings, Math Schaefer, Joe Pellegrino, Red Jacomet, Les Reder and Doug Opitz.

In addition to operating the Elbow Room, Mike Chesnick also runs a sizable route of music and game equipment.

Out of town drop-ins at the Sam Hastings Bluemound Road headquarters recently included Jake Schaller and Tony Hirt, of Sheboygan, who are in practically each week; O. J. Zimmerman, operator from Watertown, and Mike Young, of Solder's Grove.

Johnny's O'Brien's Mercury Records distributary continues to be a beehive of activity, what with Pat Page's "Tennessee Waltz" going strong all over the State. Shirley Dodge, Johnny's girl Friday, celebrated her 20th birthday.

In the Mercury stockroom, deer hunting is the major topic of the day. Both Kenny Schmidt and Bob Krasny swear that they each got their venison within one hour after hitting the woods.

Visitors from out of town, buying Mercury wax, were Joe Hallam, of Green Bay; M. Weismann, of Menasha, and Stan Gerlach, of Palmyra.

Ken Wendel, Pfau Records distributor, has added the Frumkin Sales Company line for the Southern part of the State. Wendel reports that his polka records are still hitting high sales totals among the shops and operators all over his territory.

Rush Bender, who operates the Kwik-Kafe hot coffee vending route locally, is in Philadelphia for a meeting at the home office. Howard Lemke, route foreman, informs that they are making them and are looking ahead anxiously to see how it will work out.

Copeland Russell, of Russell Candy Service, reports having attended the NAMA show recently in Chicago and taking in the Coin Manufacturing Company dinner.

**Indianapolis:**  
The property of the Zimbar Music Company, owned and operated by James Barley, has been sold to the Armstrong Automatic Vending Company of Indianapolis. The Armstrong Company operates on a rental basis. Mr. and Mrs. Peter Stone, operators of the largest shuffleboard route in the city, are planning a six-week vacation in Mexico.

Despite sub-zero temperatures, ice covered highways, and dangerous driving, J. L. Flynn, Shaffer Music Company manager, ventured forth to call on operators over the State. The Calderon Distributing Company, distributors for Rock-Ola phonographs, have finally received an invoice for the new Rocket. Plans are in the making for a preview of the instrument.

The Glascock Bros. Manufacturing Company, in Muncie, is producing vending machines for something new in merchandising. Fourteen "U-Serve-U" vending machines manufactured by Glascock are in operation in the world's first automatic store, open 24 hours a day, 365 days a year. The machines take nickels, dimes and quarters in any combination. They have been placed by William Filene's Sons, Inc., in the Greyhound terminal, Boston.

The Calderon Distributing Corporation announced the arrival of the Rock-Ola Rocket and set the preview of the new machine for December 16-17 at the Calderon headquarters. There will be food and refreshments for operators visiting the two-day affair. A large assemblage from throughout the State is expected.

Robert (Bob) Reynolds, operator of phonographs with headquarters in Anderson, Ind., and some operations in Indianapolis, disposed of his local spots, Sicking, Inc., has added United's Team Hockey game to its line. Business is reported improving over the past weeks, and inquiries for games are better.

Harold Maeker and C. M. Phillips spent a week in the Seeburg factory attending the service school, Chicago, gaining knowledge of the construction and workings on the 100 selection 45. B. A. Holliday, Holiday Music Company, was on coin row during the week. He reported heavy snow in La Fayette, Ind.

Joe Flynn, manager Shaffer Music Company, spent Thanksgiving Day in Columbus, Ind., with his friends and family. When he was ready to return, he found himself snowbound in one of the worst storms in the history of Ohio. He was detained four days, and returned under dangerous conditions on frozen roads and plenty of snow drifts, including sub-zero temperatures.

**Philadelphia:**  
Felix Valdera, operating the Paramount Amusement Company, expands the juke operation to include placement of shuffle bowling machines. He plugs the machine operation generously on his nightly radio programs on WIBG, promoting his retail recordings. Harry H. Westphal, prominent industry attorney, announced the formation of the Shirbil Music Company in the Oak Lane section, with William S. Goldstein being the principal owner of the new operation.

Candy and soft drink vending machines have been installed at the former Pix Theater, center-city playhouse which reopened last week as the World Theater, featuring foreign-language films.

Glass-breaking burglars stole silver and cigarette vending machines in two gasoline service stations in near-by Chester, Pa. Charlie Amsterdam, head of the Charles Sweets Company, Inc., candy vending machine firm, is in Hot Springs to recover from an illness, but plans to return here in the near future.

Jack Beresin, head of the Berlo Vending Company, was re-elected to the board of directors of the local Variety Club. Y and Y Pattern Supply Company is now ensconced in its new headquarters at 1235 Vine Street. Dava Yaffe, head of the firm, is back from an extended business trip which took him up-State and into Cleveland.

**Detroit:**  
Harold A. Harty, of Wolverine Tubes, reports the company's present production is allocated, with plans for expansion into the beverage vending field suspended until the copper supply eases.

Michael Bellantuoni, of the Bell Coin Machine Company, is back on the job after two weeks' illness. His brother, Anthony, handled the route for him part of the time, but became ill himself with the flu. Bellantuoni, who has a mixed bulk vending and amusement route, plans to take in a partner or two, in order to allay the burden of work to be shared and to plan route expansion.

James Curtis and Nate Comisar are going into partnership as the Detroit Shuffleboard Supplies, Sales & Service, with a store at 4808 Joy Road. Lucille and Clifford L. Whitcomb are establishing the Self-Serve Laundry. Sam W. and Gabeia Jaxlett are establishing the Ever-White Automatic Laundry.

C. F. Denison, head of Kwik-Kafe, Inc., reports the company is engaged in a steady expansion program, but will concentrate exclusively in industrial locations, which prove the best money-makers. They have tried hospitals and large service garages, but neither type of spot has been satisfactory. At present they are operating about 25 coffee machines and do not plan to diversify their operation.

Christ Hornbeck, who was in the music machine business here 15 years ago as the Hornbeck Music Company, subsequently taken over by another party, has become manager of the Custom Drink Dispensers Company, taking a partnership in the business with Mrs. Hera Mae Alexander. Cecil C. Alexander, formerly a partner, has withdrawn from the company, which has moved to new headquarters in Redford.

A. K. Neilson, of Service Parts Systems, reports the company is flooded with inquiries from all parts of the country as a result of recent trade publicity about their new parts storage bins. Firm is reorganizing its office set-up to handle the increased volume. Joseph O'Connor supervised the wind-up of production of the Penguin Hair Drier in the Consolidated Productions' plant here the end of last week, with actual loading of all equipment to start next Thursday, when the plant will be moved to Fort Lauderdale, Fla. His brother, Louis O'Connor, has been in Florida readying the new site and supervising erection of homes for personnel.

**Washington:**  
Coinmen from Washington and environs back from Chicago include Aaron G. G. d'Ar and Meyer Gelfand, president and sales manager of the G. E. Macke Corporation; Melvin Baum, head of the Candy Man Vending Company, and Harry Roth, of Norfolk.

Washington coinmen are regarding with interest the proposed repeal of the five-month-old 2-cent-a-pack cigarette tax in near-by Alexandria, Va. Councilman Marshall J. Beverly, who had proposed the tax last June as an emergency measure, announced that he would press for repeal at the next council meeting, inasmuch as the expected budget deficit for 1950 will probably turn out to be a half-million dollar surplus instead. City Manager W. Guy Ansell's 1951 budget calls for continuation of the tax, but the Alexandria Retail Mer-

**Vital Statistics**

**Deaths**

Joseph J. Scherneck, 63, coin machine manufacturer for 40 years, died November 30 at his home in Detroit. He specialized in the stamp vending field, first inducing the government to issue stamps in rolls. His firm also manufactured a "savings bank" which was sponsored by various banks. He is survived by his widow, Stella; a son, Joseph S., two daughters, and a brother, Alfred, who was associated with him in the business for many years.

chants' Association is fighting it on the grounds that it is harming all retail trade. They will protest the tax at a public budget hearing early in December.

Other news from Macke is a report on the firm's cigarette premium program. "It's really beginning to snowball," said sales manager Gelfand. Just four months old, the premium plan has resulted in the redemption of 1,500 gifts, he said. In addition, 10,000 catalogs were sent out by the firm on the request of vending machine users. Macke also has installed several 4-flavor beverage machines in the Government Printing Office building in Washington. These machines are currently handling hot chocolate plus three cold drinks.

Gordon Leach, concessionaire of the Washington National Zoo, had his own Thanksgiving treat for members of the Anteaters' Association—a rare food gourmet group that dines at the Zoo Park Restaurant. At their last luncheon, November 28, the main dish was Western black bear steak.

The thing that's causing most talk around the offices of Southern Wholesalers, RCA Victor distributors, these days, is, of course, Phil Harris' swing of "The Thing," which climbed rapidly from nowhere into the top-10 hit lists. This label is also putting out two new renditions of this number—one by the Red Caps, the other by June Carter. Two up-and-coming Perry Como numbers reported here are "Bushel and a Peck" with Betty Hutton, and "You're Just in Love." Other recent releases going over well on jukes, according to record manager George Cervantes, are "Christmas in Killarney," by Dennis Day; Phil Spitalny's "Our Lady of Fatima," Eddie Fisher's "Thinkin' of You," "Cool Waters" by the Four Tunes, and "Rockin' with Red" by Piano Red—a number "that's making the meters go all the way around," said Cervantes. Mario Lanza's "Be My Love" is a natural for 100-selection boxes, while his hillbilly tunes include "Golden Rocket" by Hank Snow and "Poison Love" by Johnny and Jack. This latter disk Cervantes characterized as a sleeper that's turning out to be very popular.

Marvin Maddox, of Wailing Sales & Service, recently returned from a trip in the South with Bob Brown, who bought a route from him a short time ago. Maddox also is taking a pre-holiday pleasure trip to North Carolina this month.

Bill Schwartz reported that the Washington Music Guild (WGMG) "News Letter," which he edits, will probably come out about January 15. Usually a monthly, the publication was not issued during the summer and was originally scheduled to resume in September. But just about that time, the Hirsch Coin Machine Company, with which Schwartz is affiliated, acquired the Washington route of the Silent Sales System, necessitating a vast remodeling and expansion program that has taken up the time of all members of the firm. Schwartz was further delayed by a recurring virus infection which lasted for several weeks. The newspaper is a one-man job from the reporting to the production end, he pointed out. He added that he has received 300 letters and countless phone calls from people about the next issue.

When publication resumes in January, distribution in Washington and vicinity will be limited to WGMG members, Schwartz declared, since people in the industry in other parts of the country will be put on the mailing list (if they are not on it already) on the receipt of a written request on their own letterhead. Schwartz also said that the National record "I'm So Old" by the Army in Your Arms, picked as the Record of the Month, has been doing very well.

The Amusement Machine Operators of Baltimore are planning their bang-up annual banquet for February. Tex Benke was on hand for last year's festivities, and big doings will be scheduled this time, as well.

A merchandising gimmick promoting sales on the Spacarb mixer machine in the downtown RKO Keith Theater here is a huge sign on the machine offering free passes to anyone whose cup comes out with the name of the theater on it.

The G. B. Macke Corporation has been securing several new luxury-type apartment buildings as locations for the firm's cigarette machines. These usually are placed in the lobbies, near entranceways, or close to elevators. Jack Epler, Falls Church, Va. operator, was consulted as a pin-ball machine expert by Arlington County authorities seeking information on the workings of certain machines.

Eddie Galtzger's two most recent Record of the Week selections on his WTOP disk shows were Patti Page's "Tennessee Waltz" and Phil Harris' "The Thing." These platters are chosen with the Washington Music Guild, which gets air mention from the jockey. Galtzger also pushed these records as Christmas gift selections December 3 in his weekly record column in The Washington Post.

Other Guild record selections are aired on Mill Grant's WINK shows. The Guild picks the 30 top tunes of the week and recent numbers included "Harbor Lights" by Sammy Kaye, "I'll Never Be Free" by Kay Starr, "All My Love" by Patti Page, "Lucky, Lucky Me" by Evelyn Knight, and "Orange Colored Sky" by King Cole.

Los Angeles:

Stan Rouss, Stoner representative on the West Coast, returned to his office here Thursday (30) following a business trip to Arizona. . . . Al Weymouth, head of Weymouth Service, and distributor for the Electro cigarette machine in the West, Alaska and Hawaiian Islands, is back in the city following a trip to New York. While in the East Weymouth had business conferences with Lew Jaffe, sales manager for Electro.

Nina Peterson is the new receptionist at the Oak Manufacturing plant in Culver City. She will also serve as the secretary for Harold Probusco, Oak's treasurer and general production manager. Miss Peterson succeeds Mrs. Dozia Hopkins. . . . Maitly Forbes, head of Cigarette Merchandisers' Association in New York, has returned to his bailiwick after a trip to the West Coast.

Gene Rhodes has joined the staff of the Badger Sales Company in the parts and premium departments. Lou Leonard, father of Jack Leonard, of the Badger sales parts department, arrived in town Saturday (2) for an indefinite visit. Leonard is on the Royal American Shows and flew here following the showmen's league banquet and ball in Chicago. He will attend the annual Pacific Coast Showmen's Association banquet and ball here at the Elks Club December 16.

Dan Gould, of the Dan Gould Company, Chicago, parts supply dealer, is missing out cigars upon the arrival of a son. The Goulds make their home in California.

Lucille and Paul Laymon due back from their extensive motor trip any day now. . . . The many friends of Eddie L. Lee, of San Luis Obispo, were glad to see him around a few days ago after a serious illness. . . . Hugh McElaney, Ingewood operator, reports that his son, Hugh Jr., is still adding laurels on the football field. He plays for Oregon State and has made an enviable record. . . . Cliff Lottin, Tulare operator, made one of his infrequent trips here for equipment.

From Seoul, Korea, comes word that Corp. Wilbur F. H. Radelme, formerly service manager of Davidson Brothers operating company, is serving with the Finance Disbursing Section of the Eighth Army. Corporal Radelme's friends can contact him by addressing their mail: Corp. Wilbur F. H. Radelme, RA 662800, 4th Finance Disbursing Section, APO No. 8, care Postmaster, San Francisco.

New York:

Meyer Parkoff's engineering staff at Atlantic New York dispensed trouble-shooting hints at the Seeburg outlet's 11th service school session of the current season Saturday (9). Equipment covered was the manufacturer's 100-Selection juke. . . . Albert Goldberg, of Emerson Music, has moved into the new home he recently purchased in Jackson Heights.

Mike Munves, back from the outdoor show meetings in Chicago, reports he snagged orders on all equipment he displayed, with Air Hockey getting the greatest attention. . . . Marcus Klein, local jobber, is getting set

for a vacation in Florida. Moe Bittner will be in charge while Klein is away.

Cy Melikian, Rudd - Melikian vice-president, and Jack Manning, sales manager, were in town last week to attend the National Association of Manufacturers convention. . . . Al Simon, Chicago Coin factory agent, has the firm's newly introduced Band Box installed in his private office and connected to a phonograph in a showroom. Visiting ops are invited in to see how the play stimulator works.

Danny Melzer, of Mel-Ler Music, who recently returned to the army in the rank of captain, is overseas. His father, Ben, owner of Ace Music Service, is taking care of Danny's juke route for the duration. To headquarter his dual route adequately, Ben moved to larger quarters at 318 Fourth Avenue, Brooklyn. Offices are being shared with Harry Brodsky, of Harbor Music.

Major news along coin row is the imminent return of Nat Cohn to the coin machine business. Back from a 2 1/2-year stay in Arizona where he operated a drive-in movie and a string of florist shops, he has liquidated all but his movie interests there and soon will open shop on 30th Avenue. Cohn's Modern Music Sales rated among the top coin firms here for years before he moved to the Southwest. Now he will introduce a new game for op and arcade consideration.

Parker Lawrence, sales manager of Sulphur Products, reports that the Bowl-O machine on display at the outdoor show in Chicago a week ago collected \$93.80 in dimes. The money has been turned over to the National Foundation for Infantile Paralysis. . . . Jack Seidler, who is retiring from the coin machine business, has sold his Unesco Vending Service to Nathan Hochman. The jobbing firm specializes in cigarette and candy venders.

Morty Brinn, whose telephone answering service has been used by juke, cigarette and game ops here for some 10 years, has come up with a contest idea that should snag a few more subscribers. Any new client who can predict the three tunes that will head The Billboard's Honor Roll of Hits in the issue of February 17 will receive six months of free service by Morty's firm. But, he cautions, names must be listed in the correct order. Deadline for entries is January 10.

Lou Rosenberg, president, Associated Amusement Machine Operators of New York (AAMONY), and Joe Hirsch, manager, reported that the affair it will hold Sunday (17) at the Latin Quarter is sold out, with 300 tickets in the hands of local ops, jobbers and distributors. Perhaps the shindig's biggest hit will be provided by Dave Simon and the manufacturers he represents who will pick up the tab for the bottles of rye and scotch that will grace each table. AAMONY, which has about 90 operating firms on its growing roster, will hold an election meet early next month.

Hartford, Conn.:

It's southern bound for a number of Connecticut coinmen. Already vacationing in Florida is John Fitzgerald, of Fitzgerald Sales, New Haven, due home sometime in February. . . . Leaving for the Sunshine State is Joe Naclerio, of Waterbury Amusements, Waterbury, Conn. . . . Gus Mendillo, West Hartford coin operator, has joined the Connecticut State Coin Association, Inc. (CSCA). He makes the 65th member in the State-wide organization headed by Abe Fish, of General Amusement Games, of Hartford.

Art Rode and Ernie Geramondi, Bristol, Conn., coin operators, are going all-out in a membership drive for CSCA, according to Fish. Abe says the two operators are among the busiest canvassers for the State group. . . . Abe, incidentally, has a new Cadillac. Mac Perkins, Hartford division manager for Atlantic-New York Corporation, borrowed the car to go around Connecticut on his business rounds. "Quite a boat!" was Mac's comment.

Gus Savall, the Hartford coin operator, and Mrs. Savall are expecting a visit from the stork. . . . Ralph Colucci, of Seaboard Distributors, was back on the job, following a bad cold.

(Continued on page 86)

Williams NIFTY



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**NIFTY HAS EVERYTHING! HIGH SCORE—THUMPER BUMPERS—FLIPPERS and Williams' ORIGINAL TILT RESET (Pat. Pend.)**  
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Money Saving Prices—Money Making Quality!

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Conco Glider	39.50	1-2-3	19.50
Conco Bing a Roll	89.50	Yanks	39.50
Bally Ry Bell	69.50	Virginia	29.50
Triple Action	29.50	Wisconsin	29.50
Trade Winds	29.50	Bermuda	29.50
Mardi Gras	29.50	Spinball	29.50
Merry Widow	39.50	Catalina	29.50
Screwball	29.50	Thru	29.50
Sunny	29.50	Sherry	29.50
Humpty Dumpty	29.50		

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Cleaned!	PHONOGRAPHS AND ACCESSORIES	Checked!
FILBEN FP-300 (30 Selection)		\$199.50
SEEBURG COLONEL		69.50
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# EVANS' 1951 TEN STRIKE

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Greatest  
of Bowling  
Games!

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BOWLING!

ALL  
SKILL!

**BETTER THAN EVER—EVERY WAY:**

NEW! High Dial Projector Scoring up to 150!

IMPROVED! Pin Setting Devlop eliminates wooden pullers. Many other improvements for faster play.

PERFECTED! When pins are knocked over, Perfected Automatic Pin Boy removes them from alley, leaving it clear for next ball! Perfected Mainkin Bowler is adjustable by the player for delivery of ball to any part of the alley! Adds more skill to play!

REALISTIC! Closest thing to real bowling and just as thrilling! Player controls ball action and makes strikes and spares by skillful play! Five frames. Sc. with extra balls for spares and strikes, same as actual bowling. Fully automatic! Bug-free, trouble-proof!

For equipment that pays profits sooner—faster—longer, buy Evans' 1951 improved TEN STRIKE! Thousands of original pre-war TEN STRIKES are still in operation and still producing profitable earnings... proof positive of top appeal and quality! 1951 TEN STRIKE, the finest game of skill for amusement only, is gilt-edged! If you are tired of "90-Day Wonders" on which you have to write your investment, get started with the game that pays dividends, not weeks or months, but for years!

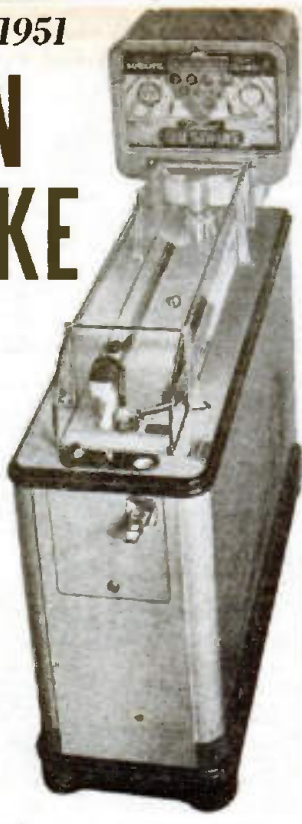
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1556 W. CARROLL AVE. CHICAGO 7, ILL.

SEE THE EVANS' CONSTELLATION AD ON PAGE 74



## Coinmen You Know

Continued from page 85

### Toronto:

Sam Wells, who formerly operated machines on the outskirts of the city, has opened a route of music boxes in the city itself. His 50 machines have been placed in all sections of the city.

Reg Gilchrist, of Baldwin Distributing, reports he has a good quantity of 45 r.p.m. Seeburgs under order to be in readiness for the lowering of bars against the importation of coin machines come the new year. He says he has 60 per cent of his shipment already spoken for. They will sell for \$1,500 in Canada, compared with \$1,000 in U. S.

Al Siegel, Siegel Distributing Company, Ltd., Toronto, says his Wurlitzer machines are moving from his warehouses "as fast as we bring them in." Siegel, who is also Mercury Records distributor in Canada, claims the Patti Page "Tennessee Waltz" dish looks like it is the top record on the music boxes these days. "Looks like we will sell around 80,000 copies in Canada," he said.

### Chicago:

David C. Rockola, president of the Rock-Ola Manufacturing Company; Raymond Bacon, executive vice-president, and Art Weisand, vice-president and director of sales, were all on hand last week at the last shipments of the new Rocker "51-50" left the plant. Firm's distributors will start unveiling the new unit for operators in all parts of the country this week-end, but the showings will be held individually rather than as a simultaneous effort.

David Fromer, Vidioscope Corporation of the Midwest, reports the firm's theater installations are growing steadily. With most of the houses here now equipped with coin-operated binoculars, Fromer plans to tour thru the Midwest arranging for additional installations in Milwaukee, Minneapolis, Indianapolis and other cities.

Joe Kline, partner in First Distributors, delayed his road trip scheduled for last week when his wife took sick. Mrs. Kline underwent surgery Thursday (30) and was reported coming along well after the operation. Meanwhile, Wally Finks, the other partner in the firm, reported a pick-up in game business last week, and added that the premium sales continue high, a trend that is expected to hold at least thru the holiday season.

Murray Rosenthal, who heads Coinex, reports the firm is now in the game juggling field in full force. A special display room has been set up at the Coinex headquarters, and ops can look over the equipment at their leisure. A premium display also is included. The servicing and shipping departments have been enlarged to handle the new line, Rosenthal stated.

Irving Owitz and Oscar Schultz, Automatic Coin, followed the pattern set by manufacturers during the Thanksgiving holiday, giving out large turkeys. Activity at the firm's headquarters has been high during the past few weeks. Visitors to both the NAMA show and the NAAPB convention made Automatic one of their stops while touring the coin machine firms in the city.

Recent visitors at the United Manufacturing plant here to see the new Red Shoes unit included Nat Cohen, New York; Dave Lowy and Dave Simon, also of New York; Ivy Morris, New Jersey; Ben and Mrs. Sterling, Scranton, Pa., and Buddy Swartz, New Jersey operators; Billy DeSelm, sales manager; Ray Riehl, and Herb Ostinger, controller, hosted the visitors.

A. Garrick Alex, head of the Vendall Company, reported the production outlook for the next few months has brightened considerably. Contact with a new source of steel has assured output of the new Vendall 8-column candy vending at an increased pace during this period, at least, he said. Alex also announced

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# Reconditioned phonographs

## Prices Slashed on LATE MODELS

Completely reconditioned and refinished, every machine is a quality buy in top top shape.



SEEBURG

- 148-ML ..... \$425.00
- 126-148-M ..... 329.50
- 147-M ..... 325.00
- 146-147-M ..... 300.00
- M-147-M Midway ..... 279.50
- 146-M ..... 279.50
- M-146-M Midway ..... 250.00
- 147-S ..... 250.00
- 146-S ..... 239.50



WURLITZER

- "1100" ..... \$375.00
  - "1015" ..... 239.50
- ROCKOLA**
- "1422" ..... \$149.50
- AMI MODEL "C"  
Write
- WURLITZER "1250"  
Write

## PRE-WAR BARGAINS!

Order your needs now, while you can save more at these rock bottom prices. Quality reconditioned... ready for location.

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|-----------------------|-----------------------------|-------------------------------|
| <b>SEEBURG</b>        | <b>SEEBURG</b>              | <b>ROCKOLA</b>                |
| Lo-Tone ..... \$79.50 | \$200 Victory ..... \$49.50 | Super '40 ..... \$55.00       |
| Hi-Tone ..... \$9.50  | 41 RC Special ..... 49.50   | Commande ..... 49.50          |
| Colonel ..... \$9.50  | Royal ..... 39.50           | Midway ..... 45.00            |
| Envoy ..... \$9.50    | Plaza ..... 39.50           | '39 Deluxe ..... 39.50        |
| Wynfair ..... \$9.50  |                             |                               |
| Casino ..... \$9.50   | <b>WURLITZER</b>            | <b>WALL BOXES</b>             |
| Crown ..... \$9.50    | "850" ..... \$79.50         | Seeburg 3WS-LS6 ..... \$49.50 |
| Vesta ..... \$9.50    | "800" ..... 59.50           | W6-LS6 ..... 49.50            |
| Comet ..... \$9.50    | "500" ..... 49.50           | W4-LS6 ..... 49.50            |
| Classic ..... \$9.50  |                             | 3W2-LS6 ..... 39.50           |
|                       | <b>MILLS</b>                | W1-LS6 ..... 24.50            |
|                       | Throne ..... \$45.00        | AMI Post War ..... Write      |
|                       | Empire ..... 45.00          | Packard Post War ..... 12.50  |
|                       |                             | Rock-Ola Post War ..... 12.50 |

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## SOMETHING DIFFERENT IN 5 BALLS

# Williams "NIFTY"

Now on display at TRIMOUNT

## WANTED

Universal PHOTO FINISH

Bally CITATION

Bally CHAMPION

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS

Late GOTTLIEB, WILLIAMS & GENCO'S 5 BALLS  
We offer exceptionally large allowances.



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ON NEW ENGLAND  
IT'S TRIMOUNT!

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BALLY SHUFFLE BOWLER CONVERSION TO REBOUND—45 SECOND PLAY ..... \$42.50  
INSTALLED IN OUR SHOP ..... \$52.50

<b>PRICES SLASHED!</b>	Draw Ball, 50 or 75 ..... \$9.50
Champion ..... \$34.50	Williams All Stars ..... \$9.50
Citation ..... \$29.50	MW-A-Hemer ..... 19.50
Lionheart ..... 19.50	Wurlitzer 1015 ..... 274.50
Trophy ..... 9.50	Seeburg 144 ..... 239.50
Jockey Special ..... \$9.50	Wurlitzer 150 ..... 129.50
Thoroughly Reconditioned, Additional	
Bally Shuffle Champ ..... WRITE	Shanghai ..... \$44.50
Speed Bowler ..... \$179.50	Triad ..... \$4.50
Bally Shuttle Bowler ..... \$9.50	Silver-A-Cord ..... 154.50
Un. Twin Bowler ..... \$9.50	Merid Ore ..... 34.50
Geney Pin Boy ..... \$9.50	49 Major ..... 44.50
Wm. Davis ..... \$4.50	Score Ball ..... 24.50
	Trinidad ..... 24.50

Exclusive Distributor for **BAND BOX** in Va., Illinois and Indiana  
**BUY NOW!** WURLITZER 1250 1217 Midway BALLY HOOK BOWLER CHICAGO BAND BOX

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distributing company  
3181 Elston Chicago 18, Ill.  
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All Equipment Thoroughly Serviced or Reconditioned by Our Trained Staff  
Authorized Distributors for **Bally and WURLITZER** Products Phonographs

## FOR SALE—COIN MACHINE ROUTE

Located on Florida's West Coast  
Sixty pinball music, forty-seven wall boxes, seventeen speakers, all post-war equipment. Consisting of Seeburg 20-D's, A, M, L's and Wurlitzers; also thirty pin ball, pin shuffle alloys, office and shop equipment. Route brings in better than \$50,000 per year. Full price, \$85,000—\$85,000 cash, balance may be financed for twenty-four months.  
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**WANTED LATE 5 BALLS CASH—TRADE**

**LARGE LIST OF PREMIUMS**

ONE BALLS: CHAMPION \$200.00, Citation \$15.00, Victory Special \$9.50, Mills 4 Balls \$9.50

SCOREBOARDS: Wall Type \$9.50, Wm. Type (new) ... Write

<b>USED SHUFFLE GAMES</b>	<b>SHUFFLEBOARD SUPPLIES</b>	<b>PURVEYOR SHUFFLEBOARD COMPANY</b>
Shuffle Alley ..... \$ 99.50	Shuffle Board ..... \$ 8.50	
United Shuffle Alley, lighted pins ..... 39.50	Shuffle Pins, Wax (case of 12) ..... 3.00	
United Shuffle Alley, with flying pins ..... 99.50	Clinoric Adjusters, Per set of 18 ..... 10.00	
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Shuffle Bowl Attach. .... 49.50	Liquid Wax, Per can ..... .88	
Universal Twin Bowler ..... 119.50	Paints, Wax, Per can ..... .88	
Uni. Super Twin Bowler ..... 159.50	Fast Purveyor Shuffleboard Wax, Per case 4.50	
Geney Gitter ..... 21.50	Shuffleboard Lights, fluorescent, Each ..... 0.75	
Nationwide Bow-Ball (wood) ..... 99.50		
Geney Baseball ..... 149.50		
Geney Bowling Champ ..... 229.50	United Twin Express Rebound ..... \$249.50	
Chicago Coin Bowling ..... 199.50	Rebbit Strike ..... 124.50	

4322-34 N. Western Ave. Chicago, Illinois  
Phone: Juniper 9-1914, 9-1915, 9-1916

**KEENEY LEAGUE 8' & 9 1/2' BOWLER**  
 Fastest Scoring 1, 2, 3 or 4 Player  
 Robocon Bowling Game!  
 Now Taking Orders!  
 Come in and See It in Action!  
**WANT TO BUY!**  
 Post-War Music—Active until you have  
 and lowest price.  
 Available for immediate delivery—  
**KEENEY BLEC. CO. VENDOR**

**DAVE LOWY & CO.**  
 Exclusive Distributor for Keeneey  
 Products in the Metropolitan Area  
 and No. N. J.  
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For the best in  
**PIN GAMES**  
**SHUFFLE ALLEYS**  
**RAY GUNS**  
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 CORPORATION

**Murray Rosenthal**  
 1346 Roscoe Street Chicago 13  
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**\$79.00 SALE**

**SHUFFLEBOARDS** (rebuilt and reconditioned) with Maple or Mahogany Tops \$79.00

**UM SHUFFLE ALLEY** (re-built with Fly-Away Pins) \$79.00

**NEW SHUFFLEBOARD**, Thomas Mahogany and Walnut cabinet. With dried Maple top—new accessories \$199.00

**SHUFFLEBOARD SPECIALISTS**  
 4413-19 S. State St. Chicago 9, Ill.  
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**SERVICE MAN WANTED**  
 Qualified to service Seeburg Music Sys. terms. Good future.  
**Write Box D-455**  
 c/o The Billboard 2160 Patterson St. Cincinnati 22, Ohio.

**LOOK!**

1 Seeburg Lefone, U.S.R.C.	549.50
1 Wurlitzer 508R's, B.S.	79.50
1 Wurlitzer 152 Stagers, B.S.	79.50
1 Wurlitzer 210 Stagers, B.S.	79.50
1 Genco Glider	119.00
1 Keeneey Yan Pins	39.50
1 Lyle Talsma	79.50
1 Mel Nuv Vendors, B.S.	7.50

**OLSHEIN DIST. CO.**  
 1168 Broadway Albany 4, N. Y.

plans for expansion of firm's facilities as another contribution to upped production.

Charlie Pieri, sales manager, J. H. Keeneey & Company, returned last week from a business trip which took him thru the North Central States. . . . Operators in the Chicago area reported music business continuing on the upgrade during the past week, with the trend expected to become even more evident as the holiday season nears.

Mechanical Merchants, Inc., is setting up final phases of its winter operating program for its Chicago Transit Authority (CTA) locations. Herman Stamez, vice-president, states hot chocolate units will soon go into most of the system's el and subway stations to give patrons desiring a warm beverage the opportunity to "get it en route."

Appointment of Runyon Sales as distributor in the New York area has stepped up sales of Permo needles there. Gail Carter, vice-president and director of advertising for the firm reported last week. Art Olson, Permo's president, is recuperating from a punctured lung suffered in a fall in which he broke a rib. Olson is now in Florida. Bert Davidson has been traveling around the country contacting music operators for Permo.

Among those handling the steady run of inquiries on the Hollycrane machine in the Como Manufacturing Corporation booth at the NAAPPB show were Don Pearl, Harry Mintz, Ben Becker, Ralph Nicholson and Bill Billheimer. All three models of the Hollycrane (open chute merchandise, closed chute and free play models) are now being delivered daily. . . . Ken Poulsen, American Shuffleboard Company, Union City, N. J., was in Chicago for a day before going to see operators in Wisconsin.

Sam Stern, Williams Manufacturing Company, reports interest in the new five ball game growing steadily. Firm is also getting ready for production on its counter model music machine, known as the Music Mite. It is selective and plays 45 r.p.m. platters.

Jack Nelson Jr., general manager of Logan Distributing Company, reports lots of visitors last week despite the inclement weather.

Among visitors at the local plants last week were Abe Wisman, International Amusement Company, New York, and Sal Green-

leman, Belgian Amusement Company, Antwerp, Belgium. Both were given a warm welcome at Exhibit Supply, Genco, Williams Manufacturing and the D. Gottlieb Company. . . . Joe Calderon, head of the Restaurat Export Division and president of Trans World Trading, says business is climbing with the passing of each week.

Eddie Ginsburg, Atlas Music Company, his wife, Adele, and daughter, Joannie, were guests of Cmdr. Herman Strock at the recent recommissioning of the U. S. S. New Jersey. Following the ceremony they had dinner with Commodore Strock and had an opportunity to use the \$60,000 silver dinner service, a gift from the State of New Jersey to the warship. Each guest was given a medalion which indicated the location of every battle the New Jersey had engaged in during World War II. Ginsburg became acquainted with the commander while on active duty in the last war. . . . With 45 r.p.m. music equipment a leading topic of the trade these days, Atlas was pleased to receive a wire from Wayne Music Company, De Kalb, Ill., pointing out they had the best installation of its kind in Atlas' Seeburg territory. The Wayne firm claimed the whole town was excited about the new Seeburg baby.

At World Wide Distributors, Al Stern, Len Micon and Monty West are greeting steady crowds of old and new customers who drop in to have a look at the Rock-Ola Rocket '51 music machine. Shuffle game interest picked up considerably last week. Micon states. . . . Stanley Levin, Empire Coin Machine Exchange, has been catching up on a pile of inquiries which accumulated during his last road trip. He plans a new trip soon but meanwhile is trying to keep his customers contented by frequent letters and phone calls. Howie Fraer is getting ready for a new catalog mailing but took time out to say that Empire's export department is doing steady biz. Gil Kirk and Ralph Sheffield are building an elective sales campaign for the Chicago Coin Band Box.

**St. Louis:**  
 Dan Baum, for many years operator of the Baum Novelty Company, is now engaged in the real estate business, and is associated with Hartmann-Heinrich, one of the leading real estate firms in the area.

**WORLD WIDE** Your Exclusive  
 Distributor for Rock-Ola, Exhibit, Williams, Keeneey

**EXHIBIT DALE**  
**SIX SHOOTER**  
 Here's a hip-bearing West-ern game! Popular with young and old. 30 or 100 play. Moving targets.

**NEW**  
**5 BALL GAMES**  
 Williams NIFTY  
 Genco FLYING SAUCER  
 Williams RAD MOP  
 Genco HARVEST TIME  
 Schibitz JOKER  
 Williams PINKY  
 CNI Coin PUNCHY

**Williams**  
**DOUBLE HEADER**  
 The greatest two player available today. Backing up new profit records every wash! Best buy for your money.

**KEENEY**  
**LEAGUE BOWLER**  
 8 or 9 ft. length. Fastest rebound ever made. 1, 2, 3 or 4 players. The high scoring game for any location.

Northern Illinois and Northwestern Indiana OPERATORS are cordially invited  
 To preview the new Rock-Ola 1951 Phonograph Model '51-50 (78-45 R.P.M.) Now on display at our showrooms. See it! You'll like it!

**Reconditioned SHUFFLE GAMES**

Williams DELUXE BOWLER	\$125	Genco BOWLING LEAGUE	45
Williams SINGLE BOWLER	60	Genco GLIDER	35
Williams TWIN SHUFFLE	95	Rock-Ola SHUFFLE LANE	45
United SHUFFLE ALLEY EXPRESS	185	CNI Coin BOWLING ALLEY	115
United SHUFFLE ALLEY	45	CNI Coin BOWLING ALLEY (light)	95
With Original Flyaway Pins	75	Universal SUPER TWIN BOWLER	185
Universal TWIN BOWLER	125	United TWIN SHUFFLE ALLEY	245
With Flyaway Pins	150	REBOUND	245
Keeneey DOUBLE BOWLER	175		
Bally SPEED BOWLER	175		

**RECONDITIONED CONSOLES**

Bally CLOVER BELL (New) Write	305
Bally TRIPLE BELL	275
Universal ARROW BELL	150
Keeneey SINGLE BONUS	195
Keeneey TWIN BONUS	275
Keeneey THREE WAY BONUS	275
Pop SARATOGA	48
Bally DRAW BELL	75

**NEW SHUFFLE GAMES**

Keeneey 4 PLAYER LEAGUE BOWLER	
United 4 PLAYER SHUFFLE ALLEY	
United SKI ALLEY	
United DOUBLE SHUFFLE ALLEY EXPRESS	
Universal HIGH SCORE BOWLER	
Universal DELUXE BOWLER	
Bally HOOK BOWLER	

**RECONDITIONED FIVE BALL GAMES**

BLUE SKIES	55
BUTTONS & BOWS	95
JUST 31	75
LADY ROBIN HOOD	45
LUCY IMMING	110
PARADISE	60
ONE-TWO-THREE	65
RAMONA	75
SCREW BALL	50
TRILL	45
TENNISSEE, No. P.P.	45
TRINIDAD	50
TRIPLE ACTION	60

**NEW AND RECONDITIONED ONE BALLS**

Bally TURP KING (New) Write	
Bally GRANDSTAND (New) Write	
Universal WINNER (New) Write	
CITATION	\$225
GOLD CUP	215
JOCKEY SPECIAL	95

**FLY-AWAY PIN CONVERSION**  
 For CHICAGO COIN BOWLING ALLEY. \$5 for the best ever made. Strong and score indicator—World Fire Speed. Many request orders daily.  
 Limited Price **\$59.50**  
 Write for quantity price.



**BRING 'WESTERNS' to your spots! CROWDS LIKE 'EM!**

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**SIX SHOOTER**

**SHOOTER**

**VARI-SPEED MOVING TARGETS**

**Operators Report Fast Growing Popularity with Location Crowds**

**OPERATE EVERYWHERE**

**Vends Ticket on Skill Scores**

**EVERY HIT TUMBLES A FAST RIDING BANDIT FROM GALLOPING HORSE**

**A LONG TERM MONEY MAKER**

**SEE YOUR "EXHIBIT" DISTRIBUTOR**

**TARGET SHOOTING BECOMES A DAILY HABIT**

**EXHIBIT SUPPLY CO. - 4218-30 W. LAKE ST. - CHICAGO 24, ILL.**

**UNITED'S**  
**FOUR PLAYER SHUFFLE ALLEY**  
 1 TO 4 CAN PLAY  
 IT'S DIFFERENT  
 SKILL and SPEED  
 Two Sizes: 8 FT. and 9 FT.

**UNITED'S**  
**SHUFFLE ALLEY REBOUND**  
 OFFICIAL BOWLING SCORING  
 SINGLE PLAYER  
 SENSATIONAL EARNINGS  
 Two Sizes: 8 FT. and 9 FT.

**UNITED'S**  
**TWIN SHUFFLE ALLEY REBOUND**  
 20-30 SCORING  
 EXTREMELY FAST PLAY—BIG PROFITS  
 Two Sizes: 8 FT. and 9 FT.

**UNITED'S**  
**DISAPPEARING PIN CONVERSIONS**  
 FOR  
**SHUFFLE ALLEY**  
**SUPER SHUFFLE ALLEY**  
**DOUBLE SHUFFLE ALLEY**  
 EASY TO INSTALL  
 ADDS TO EARNING POWER

**FOR THE BIGGEST**  
**Dollar's Worth**  
**EVER OFFERED**  
**TO COIN-MACHINE MEN**  
**ANYWHERE**

**DAVE SIMON**  
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 PHONE PLAZA 7-5660

**UNIVERSAL'S**  
**SHUFFLE TOURNAMENT**  
 The Greatest Conversion Ever Built  
 FITS ALL SHUFFLEBOARDS  
 IT'S TERRIFIC

**UNIVERSAL'S**  
**DELUXE TWIN BOWLER**  
 IT'S FAST! IT'S QUIET!  
 Convertible—Novelty or Free Play

**UNIVERSAL'S**  
**OUTSTANDING ONE-BALL WINNER**  
**FEATURE BELL CONSOLE**  
 Rings Up Biggest Profits!

**UNIVERSAL'S**  
**HIGH SCORE BOWLER**  
**15 PINS**  
**1 OR 2 PLAYERS**  
 It's New!  
 It's Different!

**IMMEDIATE DELIVERY**  
**UNITED'S SKEE-ALLEY**  
 Automatic Scoring Shuffle-Type Game  
 UNITED'S 8 FT. DOUBLE SHUFFLE ALLEY REBOUND  
 Only game of its kind with professional scoring

**IMMEDIATE DELIVERY**  
**Attention!**  
**FOREIGN BUYERS**  
 We have a complete line of coin-operated equipment available for immediate shipment at drastically reduced prices.

**IMPORTANT!**  
 We carry a complete stock of parts for United and Universal games.  
 SAME DAY SHIPMENTS  
 NO WAITING!

**GENCO'S NEWEST SENSATION!**  
**FLYING SAUCERS!**  
 featuring  
**The NEW EXCLUSIVE VISIBLE TILT**  
 Adds New Zest  
 Adds Extra Skill!  
 Adds Greater Play!  
 Visible tilt pendulum swings with every shake of the machine. Room's players to see how closely they come to hitting—without loading.  
**LIGHTS UP MARS, VENUS AND THE MOON!**  
 7 Ways for Replay...  
 SCORES IN THE MILLIONS  
**Get on the FLYING SAUCER Money Maker Today!**  
**TOP EARNINGS IN TEST LOCATIONS**  
**GENCO**  
 2621 NORTH ASHLAND AVE. CHICAGO 14, ILL.  
 WRITE, WIRE, PHONE YOUR DISTRIBUTOR NOW

**REAL BUYS at the RIGHT PRICE!**  
  
 All games are cleared, checked and ready for action. You know you can buy with confidence!  
**JOE ASH**  
**\$34.50 EACH!!!**  
 Build Up Business  
 Cinderella  
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 Merry Snow  
 Robin Hood  
 Shanghai  
 Seven Ball  
 Thrill  
 Three Wines  
 Trinidad  
 Trixie Action  
**BOWLETTE**  
**\$59.50**  
**JUST 21**  
**\$64.50**  
 1/2 Dep. Bal. C. O. D.  
**Foreign Buyers**  
 We ship games all over the world. Visit our showrooms or write for list.

**ACTIVE**  
**AMUSEMENT MACHINES CO.**  
 906 N. Broad Street, Philadelphia 30 Pa.  
 Phone Fremont 7-6293

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

**CLOSE-OUT OF GAMES IN FACTORY SEALED CARTONS**  
 Fighting Irish, New York, Write  
 Pinkie, 1949 St. Oliver, Write  
 Bowlette, 195 Pouchy, \$25.00  
 Keweenaw, 195, 150.00  
 Williams Single Bowler, 150.00  
 Kenney Cig. Mach. Imbico Shop,  
 NEW YORK  
**Lehigh Specialty Co.**  
 674 N. Broad St., Philadelphia 30, Pa.

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 Direct Distributors for Leading Manufacturers

<b>VENDING MACHINES—USED</b>	<b>SLOTS</b>	<b>ARCADE EQUIPMENT</b>
10 Silver King, 1c.....\$4.50	<b>NEW MACHINE GUARANTEE</b>	Mut. Fishes Well...\$125.00
100 Victor "N".....6.50	Blue Bell, 5c.....\$10.00	Mut. Drive-Ins.....125.00
50 Younger.....6.50	Blue Bell, 10c.....7.00	Mut. Silver Crest...175.00
10 33 N. W. nut.....6.50	Blue Bell, 25c.....3.00	Mut. Ace Bomber...125.00
15 Columbus 1c gum.....6.50	Black Cherry, 5c.....\$11.00	Acme Shoe Shiner...150.00
15 Columbus 1c gum.....6.50	Black Cherry, 10c.....7.00	Baiting Practice...65.00
15 Columbus 1c gum.....6.50	Black Cherry, 25c.....3.00	BIG Inlins.....100.00
15 Columbus 1c gum.....6.50	Silver Chief, 5c.....7.00	Boomerang.....100.00
15 Columbus 1c gum.....6.50	Silver Chief, 10c.....7.00	CHI Coin Mchky.....65.00
15 Columbus 1c gum.....6.50	Silver Chief, 25c.....3.00	CHI Coin Pistol...135.50
15 Columbus 1c gum.....6.50	Golden Falls, 5c.....3.00	CHI Coin Basketball...195.00
15 Columbus 1c gum.....6.50	Golden Falls, 10c.....3.00	Chicken Sam (Conv.)...95.00
15 Columbus 1c gum.....6.50	Golden Falls, 25c.....3.00	Evans Ten Steeles...75.00
15 Columbus 1c gum.....6.50	Golden Falls, 5c.....3.00	Exhibit Silver Baller...125.00
15 Columbus 1c gum.....6.50	Golden Falls, 10c.....3.00	Falcon Shoe Shiner...125.00
15 Columbus 1c gum.....6.50	Golden Falls, 25c.....3.00	NEW 3c Vest Pockets...65.00
15 Columbus 1c gum.....6.50	Golden Falls, 5c.....3.00	Heavy Hitter.....85.00
15 Columbus 1c gum.....6.50	Golden Falls, 10c.....3.00	Jack Rabbit.....100.00
15 Columbus 1c gum.....6.50	Golden Falls, 25c.....3.00	Lo Key 1c, Sealed...50.00
15 Columbus 1c gum.....6.50	Golden Falls, 5c.....3.00	Mut. Modern Scales...50.00
15 Columbus 1c gum.....6.50	Golden Falls, 10c.....3.00	Mut. Modern Scales...50.00
15 Columbus 1c gum.....6.50	Golden Falls, 25c.....3.00	Panorama.....225.00
15 Columbus 1c gum.....6.50	Golden Falls, 5c.....3.00	Pictures & Buttons...175.00
15 Columbus 1c gum.....6.50	Golden Falls, 10c.....3.00	Photomatic, early...275.00
15 Columbus 1c gum.....6.50	Golden Falls, 25c.....3.00	Photomatic, late...245.00
15 Columbus 1c gum.....6.50	Golden Falls, 5c.....3.00	Quartz and Film...125.00
15 Columbus 1c gum.....6.50	Golden Falls, 10c.....3.00	Recordo Gram.....135.00
15 Columbus 1c gum.....6.50	Golden Falls, 25c.....3.00	Scientific Key Penner...85.00
15 Columbus 1c gum.....6.50	Golden Falls, 5c.....3.00	Sires Brush Up.....75.00
15 Columbus 1c gum.....6.50	Golden Falls, 10c.....3.00	Tommy Gun.....85.00
15 Columbus 1c gum.....6.50	Golden Falls, 25c.....3.00	Undersea Raider...95.00
15 Columbus 1c gum.....6.50	Golden Falls, 5c.....3.00	Western Baseball...85.00
15 Columbus 1c gum.....6.50	Golden Falls, 10c.....3.00	Williams All Stars...125.00
15 Columbus 1c gum.....6.50	Golden Falls, 25c.....3.00	Exhibit Rotary.....225.00
15 Columbus 1c gum.....6.50	Golden Falls, 5c.....3.00	Exhibit Dippers.....85.00

**CONSOLES**  
 Super Bonus Ball...\$125.00  
 Sub. Bon. Ball, 9-25...250.00  
 Multi One Ball...195.00  
 Bally Draw Ball...190.00  
 Evans Race Comb...275.00  
 Keweenaw, 1c...175.00  
 Bally Tri. Ball, 8-25...145.00  
 Arrow Ball...130.00

**MUSIC**  
 Wurlitzer 41.....65.00  
 Wurlitzer 42.....75.00  
 Wurlitzer 71.....80.00  
 Wurlitzer 71A.....80.00  
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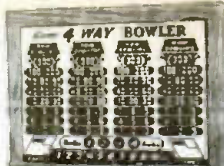
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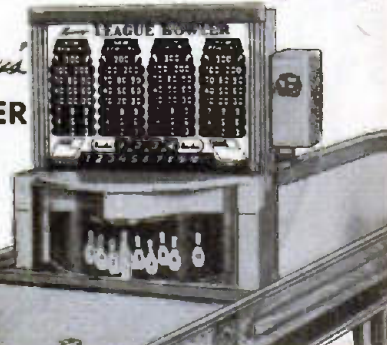
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- BALLY CLOYER BELL
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- JEAN. CHALLENGER
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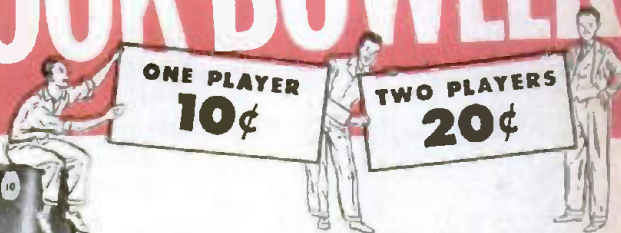
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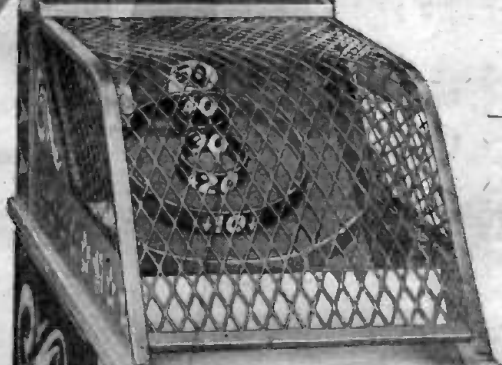


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