



The Billboard

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Broadway Looks to TV Dough To Lighten Legit's Burdens

N. Y. Music Hall Strike Averted; AGVA Attacked

Cast Yells 'Sellout,' Threatens Own House Union

NEW YORK, Dec. 8. — The Radio City Music Hall narrowly averted a strike of its performers just prior to the opening of its Christmas show when they charged they were being "sold out" by the American Guild of Variety Artists, and attempted to form their own talent union to represent them.

The situation arose when performers heard rumors that AGVA had negotiated a deal with the Music Hall without prior consultation. The rumor received credence when members of the performer staff called on Henry Dunn, AGVA topper. He gave them mimeographed copies of proposed contracts, some dated

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Miami Rarin' To Kick Off; Names Billed

MIAMI, Dec. 8.—This month marks the official opening of the Miami and Miami Beach tourist season, and by January 1 every night club and restaurant offering entertainment will be in full swing.

With the Five o'Clock Club (starring Martha Raye), the Park Avenue, Bill Jordan's Bar of Music, The Clover Club and the Vagabonds Club already open, here's what is upcoming during December:

December 18 — LaRue's, with musical entertainment being set up by new partner Felix Young; December 20 — Lou Walter's Latin Quarter on Palm Island, site of Bouche's Villa Venice; Golden Slipper, offering American-Yiddish shows with Michel Rosen-

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Henie Ice Revue Tops 465G in San Francisco

SAN FRANCISCO, Dec. 8.—Sonja Henie's 1952 Ice Revue grossed a record-breaking \$465,072 at the gate during its stand at the Cow Palace, it was announced. The show, which closed Sunday (2) after 19 performances, almost doubled the gate of the nearest Cow Palace contender, the 1950 Grand National Livestock Exposition, which took in \$243,541.

The ice show gross was for 18 performances and did not include the opening night performance, all of which went to the Damon Runyon Cancer Fund. Show also broke all previous Cow Palace attendance records. It is planned to bring the revue back next year.

RELIGION PAYS OFF

Church Labels Hit Healthy Disk Sales

By BOB ROLONTZ

NEW YORK, Dec. 8.—Religious organizations and semi-religious groups, recognizing the importance of records as another means of spreading the Gospel, are issuing disks under their own label, and merchandising them thru their own facilities, such as church stores, reading rooms and libraries. Despite the fact that these records are sold quietly and unobtrusively, some of the sales figures racked up by the private religious labels are very healthy indeed.

A specific case are the two disks released this fall by the

Christian Science church; the first a seven-inch kidisk containing a hymn by Mary Baker Eddy, the other an LP with Christian Science hymns sung by Kenny Baker. Both are issued under the Mary Baker Eddy label, and are sold only in Christian Science reading rooms. The kidisk has sold about 50,000 copies since September, and the LP over 8,000 in the same period. The fact is that the Kenny Baker LP did not do quite this well when originally issued under the Kenart label, and sold thru record shops. The child disk retails for 50 cents; the LP, for \$3.75.

Sex Education

The Christophers, a Roman Catholic organization, recently issued a series of recordings on sex instruction, a topic that commercial companies would rather not handle. These records, available on both 78 and LP disks, are intended for adult listening, for parents of all faiths, and cover "How Babies Are Born" for kids (four to six); menstruation for (girls 10 to 12); problems of growing up, for (boys of 9 to 12) and "The Marriage Union" (teen-age kids. In this case, the disks are sold in record stores as well as thru local branches of the Christophers, tho the majority of sales go via the latter outlet. In six months, disk sales have passed 3,000 sets, evenly divided between LP and 78's.

The Salvation Army issues records on their own label, "Triumphonic," which is sold thru the Supply Store of the various Salvation Army Branches. The four bands of the Army in New York, Atlanta, Chicago and San Francisco each record an album of band music once or twice a year and sell them in their own area. Sales on these average a mini-

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A SLUMP LIKE THIS SHOULD HAPPEN TO YOU

NEW YORK, Dec. 8.—Dan Friendly, RKO booker, while having lunch with an agent, casually dropped a remark that business at the Palace (with the Judy Garland show) was "off."

"No kidding," replied the agent. "Come on Danny, tell me what happened. I promise I'll keep my mouth shut."

"Well, one night last week we had 55 standees. But last night we had only 50 standees!"

P.S.—It's her ninth week.

Bennett Bally Costs \$25,000

NEW YORK, Dec. 8. — When Tony Bennett opens at the Paramount Theater here Christmas Day, he will be cashing in on about \$25,000 worth of exploitation. The Columbia Records' chanter will be the central figure in the combined promotional efforts of RKO Pictures, the theater, the diskery, and his own personal manager and publicity man.

RKO is spending close to \$10,000 in a radio spot campaign for the Frank Sinatra flick, "Double Dynamite." Bennett gets in on this via the one-minute spots for the flick he made then for RKO. In addition, his manager, Ray Muscarella, has okayed a series of gimmicks worked out by Sid Ascher, the fiack, and Paul Brown, disk promoter, for Bennett.

Special stunts call for a Christmas party for children of local disk jockeys, a buffet luncheon for the Bennett fan club members, and a give-away of 55,000 checkerboard games to the local public and disk jockeys all over the country.

Gleason to Get 550G Per Year

NEW YORK, Dec. 8.—One of the really new comic discoveries created by TV, Jackie Gleason moves into the big money next season under a new three-year Columbia Broadcasting System contract that will pay him from \$400,000 to \$550,000 per year. Gleason also will receive 42G each week from the video network to pay for his side of the program—the writers, director, producer, etc. CBS-TV will furnish the scenery, cameramen and physical production facilities, which should mean that the program will deliver for well over 50G each week.

Gleason's contract also calls for three guest shots per season on CBS-TV shows only. The comic will have a choice of time slots, but favors Monday night because of its lack of comedy.

It has taken Gleason only two

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Spending Money on Increase; Farm Income Up \$1.5 Billion

WASHINGTON, Dec. 8.—Dollar volume available for amusement spending is continuing its upward climb. With a record high national employment

level of 46.8 million persons in mid-October, personal income thruout the country reached an annual rate of \$257.5 billion in October, almost four billion higher than in September, the Commerce Department announced this week. The amusement industry will find the greatest increase of income available for spending among farmers, according to Commerce's figures.

Farm income rose by \$1.5 billion from September to October, Commerce revealed. During the first 10 months of the year, farmer income climbed about one-fourth above this period last year. Total personal income thruout the nation reached \$249.9 billion in the first 10 months of the year, compared to \$221.7 the year before. Salary increases this fall,

for some 1,600,000 U. S. Government civilian employees, was largely responsible for the rise in national income in October, Commerce reports.

Probe Kickback Caper on Coast

HOLLYWOOD, Dec. 8. — Increased probing by talent unions, Bureau of Internal Revenue and military brass, in addition to editorial needling by The Los Angeles Mirror, is expected to result in legal action and exposure of local

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Combo Houses Also Ready for Video's Succor

Legiters Offered At 65G for Single Network Telecast

NEW YORK, Dec. 8. — With legit costs higher than ever and more difficult to achieve, Stem producers this week were openly negotiating for the sale of their properties for broadcast via network and/or theater TV. Stage plays include "St. Joan," "Peter Pan," "Tree Grows in Brooklyn" and others. In a different category of entertainment, both the Radio City Music Hall and the Roxy Theater also were trying to conclude similar deals with TV interests.

Legit producers obviously see TV as a new Moses to lead them out of the financial wilderness caused by their sponsorship of unprofitable shows. Thus, few producers of outright hits are yet interested in seeing them done on video. The three shows mentioned above are available at about \$65,000 each for one-shot telecasts.

"Peter Pan," which received

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Net Radio Is 29% on Disks; Locals, 96%

NEW YORK, Dec. 8.—Continuing his survey of recorded and transcribed versus live pop music radio programs and song performances (The Billboard, December 8), Dr. John G. Peatman this week came up with statistics which show that 29 per cent of all network programs, and 96 per cent of all local shows are now on wax or tape. Network song performance statistics disclosed that 78 per cent were live, tho 93 per cent were recorded or transcribed on local programs.

The survey findings were based on the same basic data used in last week's report on local shows. Stations checked were WNBC, WJZ, WOR and WCBS, all flagship outlets for their respective networks. During the survey period

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OK Cables for Live TV From Dallas Fair Site

DALLAS, Dec. 8.—The Dallas Park Board has approved easements in State Fair Park which will allow Southwestern Bell Telephone Company to lay cable to handle live television from the Cotton Bowl stadium, the State Fair auditorium and the State Fair recreation building. The cable eventually will link sports and amusement facilities in the park to nation-wide net.

The three TV outlets in Dallas and Fort Worth have been using mobile units to beam football telecasts to transmitters.

AGVA Insurance In N. Y. Hearing

NEW YORK, Dec. 8.—Preliminary hearings on the legality of American Guild of Variety Artists' insurance policy have been started before a deputy commissioner of the New York State Insurance Bureau. Matthew M.

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Billboard Backstage

By JOE CSIDA

It may be years before I do another honest day's work. For the past 10 days, I have been living in a style to which even Maharajahs find it difficult to become accustomed. If I am not completely spoiled now, it is only because I am possessed of an iron will and a peasant's heart. Right at this moment I feel like a totally improbable person constituted of equal parts of Tommy Manville, Richard Harding Davis, the wealthiest of the male Vanderbilts, and a man from Cook's Travel Agency whose name I do not know.

This dispatch, for example, is being written in Seat 5 D of a Pan American Clipper, soaring 14,000 feet over the South Atlantic. Under the circumstances I feel a compulsion to write something significant about international radio. The fact that I know practically nothing about either is not much of a deterrent. What really prevents my pencil from embarking on a bit about our foreign policy is that my mind is filled and my spirit is sated with the exotic and exciting days and nights at Boca Raton and Miami Beach in Florida, and San Juan in Puerto Rico.

I spent a portion of each of the last three evenings in the impeccably appointed casino of the somewhat fabulous Caribe Hilton Hotel in San Juan. Dividing my time impartially between the dice and blackjack tables, and the roulette wheel, I succeeded in separating Mr. Hilton from a modest amount of money. Prior to each evening's joust with the gaming room personnel, I (along with a handful of other newspaper and radio men) was a cocktail and

buffet supper guest at the homes of some of Puerto Rico's most notable and hospitable citizens. Last night (Wednesday, 5) we were so entertained by Juan Piza, head of Puerto Rico Station WNEL and RCA's distributor in San Juan and vicinity. And the evening previous, we were the guests of one of the finest gentlemen we've met anywhere, Senor Jose Ramon Quinones, president of Station WAPA and the Puerto Rico Network. Senor Quinones is also president of the island's Farm Board, the proprietor of several sugar plantations, and has other interests. His hospitality is unbounded.

Tie of Friendship

This morning (6), for instance, while I was in my room packing, he dropped in and gave me a present for my wife. Just as I forced my badly overstuffed bag shut, I discovered I'd forgotten to put on a necktie. I made the mistake of moaning about the job of wrestling the bag open and shut again. Senor Quinones took the tie from his own collar and, despite my firmest protestations, made me wear it. Tho he is probably one of the busiest men in the world, he stayed with us thru the morning and took us to the airport in his cars.

The hospitality tendered us by all our Puerto Rican friends was indeed overwhelming. Val Montero, of WKAQ, spent practically all day Tuesday with us, escorting us on a tour of Old San Juan, featured by a visit to the historic fortress of San Felipe el Morro. And Tomas Munis, president of the Puerto Rican Broadcasters' Association, was a fine host thru-out our stay. Between sightsee-

ing, shooting craps and feasting, we swam and sunned our exhausted bodies at the Caribe Hilton pool.

In my own case this half week of ridiculously luxurious playboying was preceded by a day and evening at the Roney Plaza in Miami Beach. My companion there was Ted Cott, WNBC-WNBT's able general manager. Ted took me to a club called the Park Avenue, where, for the first time, I caught a unique and well-known local performer called Charlie Farrell. Monday, Ted and I spent at the Roney pool with Willard Alexander whose ears I beat off in gin rummy.

The Rigorous Life

And for the four days just before Miami Beach, I tolerated the rigors of the Boca Raton Hotel and Club. Here I ate and drank my way thru twice-daily cocktail parties and multi-course lunches and dinners, whiled away the mornings and afternoons at the incredibly extensive and breathtakingly beautiful Cabana club. In between, I managed a fishing trip with Lyle De Moss of WOW, Omaha; Martin Codel, of Television Digest; and Marvin Kirsch, of Radio Daily. We sailed under Skipper George Seaman, one of the world's greatest wire line fishermen—whatever that is. And one morning, feeling disgustingly robust, I took water ski lessons. Learned to do it, too. To anyone interested in learning this important social grace, I heartily recommend, as an instructor, Danny, in Room 3018 at Boca.

Duty dictates that I should write a report (beyond that in last week's issue) on the National

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Flexible Code Will Regulate Talent Salaries

WASHINGTON, Dec. 8.—The Salary Stabilization Board this week gave fresh assurance that the entertainment talent field will have a "self-administering" regulation on salary controls, rather than an arbitrary ceiling regulation. The Board, which is studying a formula recommended by its entertainment talent industry panel, will keep "flexibility" as the by-word, it was emphasized.

Latest work on the SSB's plans came from V. Henry Rothschild, chief counsel of the board, who told the National Association of Manufacturers in New York this week that the regulation governing salaries in the entertainment field—TV, radio, movies and stage—will be "self-administering." Rothschild, who is a member of the SSB, said industries in the entertainment field would be asked for recommendations, but that these "recommendations, if and to the extent adopted, will represent regulations issued by the Board, rather than a purely voluntary code."

Loves Truman, Wants Fightcast

MINNEAPOLIS, Dec. 8.—The White House took official cognizance of the fact that recent speeches by President Truman, broadcast over television, conflict with professional boxing telecasts—indicating there may be a change. A Presidential aide, Irving Perlmutter, said as much in a letter from Washington to Charles H. McCarthy of Minneapolis, a fight fan and a Truman adherent, who had written to the White House in exasperation over the situation.

A Democratic voter since 1928, McCarthy wrote the President he feels "as tho I have the right to drop you a line and ask you why you must always give out with your speeches on Wednesday or Friday evenings, at the same time as the boxing bouts are being televised. Now, Mr. President, to say the least, this is a wee bit exasperating to us good Democrats."

"I can assure you that every reasonable effort is being made to schedule the President's broadcasts so that they will not conflict with the fights or other popular programs," Perlmutter replied. "Unfortunately, so many popular programs occupy the evening hours, it is difficult to avoid conflict. Sometimes we have found that the only radio and television times available for Presidential broadcasts have been at the hours mentioned in your letter. We will continue to do what we can to minimize these conflicts."

London Dispatch

By LEIGH VANCE

LONDON, Dec. 8.—Busiest one-man money-maker here is 30-year-old Harry Alan Towers, sole boss and brain behind the worldwide Towers of London Organization. Towers got his grounding in radio show business know-how working for Radio Normandy at the age of 15 then—at 23—as head of the British equivalent of the American Armed Forces Radio Service.

From that peak, he hired many of the biggest name performers and bands, many of whom he still uses. On demobilization he was made radio adviser to MGM and the London Associated Newspapers, and quickly re-established contact with the neighboring commercially sponsored Radio Luxembourg. This put Associated Newspapers in a pickle, for operating here is a Newspaper Proprietors' Association ban on all mention of programs, producers and, in fact, anything at all to do with Lux. But here was Towers, chief operator in the forbidden land, getting space as their won white-headed boy. He was busy in other ways too, and in the past six years has built up an international radio network with an estimated annual turnover of more than \$2,800,000. Now, with the NPA ban crumbling, because, as Towers puts it, "We beat it again and again with hard news stories," even the home situation is toeing the Towers line. Abroad he has had it all sewn up for a long time now. With offices in Australia, South Africa, and Canada, and reps in practically every other country, he claims to be in an "impregnable" position. We are the only set-up to buy, make and represent radio shows all over the world. I'm pretty sure no one else could touch us now, the dollar position being what it is." Next year Towers plans to open a New York office.

"Mary" Had a Flop, Authors Weeping . . .

Every time the gallery boss a show now, its author or producer comes up with a plea that it was

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Paris Peek

By ANNE MICHAELS

PARIS, Dec. 8.—The biggest theatrical news in recent weeks was Jean Vilars' inauguration of a week-end theater in Suresnes. Sponsored by the government, the theater is being sent to suburban dwellers who are unable to come into Paris for entertainment. After one more week in the city of its origin, the National Populaire Theater moves on to Clichy, Plessis-Robinson, and around the perimeter of Paris. For \$3.50 the theater-goer receives a classical concert on Saturday afternoon of the Lameroux ork, dinner and an excellent production of Cornille's "Le Cid," starring French leading man Gerard Philippe. Sunday, included in the same \$3.50 are a conference by the artists involved, lunch, a concert of songs by Maurice Chevalier, a presentation of Bertold Brecht's "Mother Courage," a dinner and a dance. The extraordinary thing is that for the price, which just barely manages to cover expenses, Vilars has managed to produce some of the best entertainment in France. . . . Another new group, The Paris Regional Action Committee, has been organized, in part, to protect young artists in Paris, and to further the decentralization of the arts idea. In January, the group will begin a series of festivals thruout France where their members will search for dramatic, literary and musical talent, as well as set up cinema and radio clubs around the country.

French, British Swap Plays and Players . . .

Slated to play in the Marigny Theater during the spring are Vivien Leigh and Sir Laurence Olivier in the two "Cleopatras" which they are also doing in New York. The visit is a sort of return

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Washington Once-Over

By BEN ATLAS

WASHINGTON, Dec. 8.—One Sunday morning, recently, Sally Rand phoned Paul Schwarz, president of the American Federation of Musicians local, and told him she needed a pianist who could play "Clair de Lune" for her act at a local nitery.

"I'll see what I can do," said Schwarz. Then he phoned a woman organist at a nearby church. The woman was seated at the organ as she answered the phone. "Let's hear you play 'Clair de Lune,'" said Schwarz. Leaving the hook off the receiver, she played the piece. "You're hired," said Schwarz, and gave her the Rand assignment.

"Most divine 'Clair de Lune' player the show ever had," commented Sally after the D. C. run.

Ed Cooper, Bob Swezey In the Video News . . .

Latest TV step by Motion Picture Association of America is negotiation to set up a TV department under Edward Cooper, currently top sidekick to Majority Leader Ernest W. W. McFarland (D., Ariz.). Cooper is a seasoned Capitol Hill expert on

TV. Before switching to McFarland's office, last January, he was TV-radio authority on the Senate Interstate and Foreign Commerce Committee, under Senator Edwin C. Johnson (D., Col.). . . . Bob Swezey, chairman of National Association of Radio and Television Broadcasters TV code committee, under a barrage of questions at a press conference this week, managed to buck a couple of the queries to Uncle Sam. Asked waggishly if the TV code will work "in color as well as in black and white," Swezey said: "Charley Wilson (Defense Production Administrator) will have to answer that." When a newsman asked if ratification of the code will preclude FCC's holding a public conference on TV programming, Swezey replied, "You'd better ask Wayne Coy."

Coy Crusading Poses Problem for FCC . . .

Behind the cool marble walls of the Federal Communications Commission, a warm debate is stewing over Chairman Wayne Coy's latest clarion cry for a public conference on TV programming.

Altho the Commission many months ago had announced it would stage a public confab, it was no secret that Commission brass had hoped thereby to speed the industry's adoption of a workable programing code. For this reason, a date was never set for the conference. Consequently, there were suprised looks at FCC when Coy sounded off on the public confab issue last week, practically on the eve of ratification of the code by TV broadcast leaders. Most of the commissioners are strongly opposed to getting embroiled in another Blue Book controversy, and they're hoping that TV broadcasters will do their own house-cleaning, program-wise, via the code. Few will be surprised if Coy sounds off again on the public conference matter, but apparently he'll run into a hornet's nest in any attempt to schedule a date, at least until after the code gets a test. Unforgotten is Coy's support for the Benton bill to create a National Citizen's Advisory Council on TV and radio. Coy is crusading for the Benton bill despite opposition to it by a Commission majority.

Picture Business

By LEE ZHITO

HOLLYWOOD, Dec. 8.—Content of Hollywood's picture product long has been the favorite target of the Underwood brigade when it goes on its periodic culture kick. Stock lead for such critical comment is, "Why must American movies continue to cater to the 12-year-old mentality? And builds from there. Invariably, producers are accused of prostituting the cinematic arts to the box office by avoiding the deeper, more mature subjects in favor of childish nonsense. These self-appointed spokesmen for the movie-going public usually wind-up by claiming their readers demand to be treated as an adult audience, that producers should toss overboard light entertainment and start delivering "serious, thought-provoking films that truly reflect life."

Of course, any drop in the picture industry's earnings, whether caused by TV or any other b.-o. affecting factors, is immediately pointed to as proof positive that the mature minded American public has grown weary of being treated as adolescent and is holding out for higher-browed entertainment. And as a clincher for

this argument they invariably single out a European film that happens to be playing to s.r.o. crowds at art houses to show beyond reason of doubt that recognition of the movie-goer's maturity pays off.

TV Set Owners Prove Hollywood's Right . . .

All this leads up to a very interesting point brought up by Hal Avery, the Woodbury College professor who for the past three years has been masterminding that school's exhaustive, door-to-door canvas of TV set-owner opinion in this State. Some 5,000 set owners in Los Angeles' 16 communities, San Francisco, Oakland and San Bernardino and their fringe areas are subjected to in-person interviews.

In discussing with us the various ramifications of the current survey's results, Avery singled out the programs picked by viewers as their favorite. While the Woodbury program popularity poll reflects California viewers' tastes, it varies little with regular top show listings by the major rating services. In the Los Angeles area, for

example, top three programs in order of preference are Milton Berle, wrestling and Red Skelton. None of the programs listed in Woodbury's complete breakdown comprising the top nine local favorites shows any audience preference for serious fare. Instead, the public left to its own choice, continues to go for light entertainment.

The Billboard's "Top 25 TV Shows Nationally" listing compiled by the American Research Bureau in last week's issue substantiates, for the most part, the correlation that exists between TV program and picture preferences. Of the top 25, only six TV shows can be classified as being in a somewhat serious vein, giving frothy fare better than a four-to-one vote.

It's ironic, in a way, that it takes TV to prove that Hollywood's movie makers have been on the right track all along in giving the public what they thought it wanted. If anything, movie producers within recent years have seldom dared to go as deep into slapstick comedy, clowning or corn that the public seems to want, judging by preferences reflected in the TV ratings.

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THAT NEW TAX LAW

How It Will Affect Everyone in Showbiz

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

(First of a series of three articles)
New York, Dec. 8.—Everyone is familiar with the fact that we have a new tax law which went into effect November 1, 1951. This tax law took a new bite out of your pocketbook. It affects everyone in show business, individuals as well as corporations.

The Revenue Act of 1951 is effective for taxable years beginning after October 31, 1951, and before January 1, 1954. There are new surtax tables providing increase rates beginning November 1, 1951.

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

Tables on this page provide comparisons of tax computations under the old and the new law for individuals and corporations. It should be noted that in the computation for corporations, any excess profits taxes would have to be added to the figures shown in the tables.

For the calendar year 1951, the first 10 months of the year come under the old tax rates, while the

last two months, November and December, come under the new rates. Therefore, the tax increase for the calendar year 1951 is approximately one-sixth of what the tax increase will be for the calendar year 1952, which will be figured at the new rates on a 12-month basis.

Taxpayers in high brackets should take pleasure in noting that Uncle Sam does not want to take every last cent from them. There is a maximum tax rate on individuals of 87.2 per cent. Taxpayers in this bracket will still have carfare left after paying their State income taxes, but not very much more.

Comparison of Tax Liabilities Under Old and New Law

Table with columns: Net Income, 1950, 1951, 1952. Rows for Single Person—No Dependents with income levels from \$500 to \$1,000,000.

Table with columns: Net Income, 1950, 1951, 1952. Rows for Married Couple—No Dependents with income levels from \$1,500 to \$1,000,000.

Table with columns: Normal & Surtax Net Income, 1950, 1951, 1952. Rows for Corporations with income levels from \$1,000 to \$10,000,000.

(The second article will appear next week.)

"CHOPSTICKS" IN FULL DRESS

NEW YORK, Dec. 8.—The traditional tune, "Chopsticks," long a favorite of all hunt-and-peek pianists, is being issued next week in symphonic dress on a Columbia Records LP under the title "Tati-Tati," conducted by Werner Janssen with the Columbia Symphony Orchestra.

Review Index

Table listing review categories and counts: Record Reviews (30), Classical Reviews (28), Legit Reviews (43), Night Club Reviews (12), Radio Reviews (10), Television Reviews (10), Vaudeville Reviews (12).

Highlight Reviews

LEGITIMATE

"Nina" Shoots for Titillation, Winds Up as Boring, Sexy Farce

By BOB FRANCIS

Despite the fact that, from this pewsitter's point of view, it is something unethical for a star to openly pan her own play while it was still in its break-in stage, it must be admitted that Gloria Swanson had something when she sounded off in Philadelphia a week or two back.

Andre Roussin's so-called comedy, via adapting assistance from Samuel Taylor, is that item dear to the Gallic heart—the sex farce. It had its day here many seasons back, and nothing that Roussin or Taylor have done with this sample is likely to return it to favor.

All of which, while possibly

hectically titillating to the French mind, adds up to the fact that La Swanson was right. She has been handed a stock part in a stock farce. She gives it all she has, handsomely in gowns of her own devising and vigorously thru frequently clenched teeth, but it is still a mediocre performance.

David Niven, as the young rake whose amours so intrigue friend husband, makes a commendable legit bow. He gets himself about the stage with pleasant guile, but neither he nor Miss Swanson is up to the farcical antics which a silly script requires.

But when all is said and done—and the wind-up shouldn't be far off—it is Alan Webb who gives the flotsam any body whatsoever, Webb is a sheer delight

thruout as the little hypochondriac who achieves a rare delight in basking in the reflected glory of a great lover to the point of considering the poisoning of the spouse who comes between them.

It seems odd that an ordinarily astute legit entrepreneur like John C. Wilson should have bothered with a trifle such as "Nina." A lot of cash has gone down the drain in its production, including a handsome set by Charles Elson and not too brilliant direction from Gregory Ratoff—neither of which services came cheap.

NINA
(Ropened Wednesday, December 5)
Royale Theater
A farce by Andre Roussin, adapted by Samuel Taylor. Staged by Gregory Ratoff. Setting by Charles Elson.

RECORD ALBUM

Bessie Smith Lives Again on Disks, Bringing Back Her Rich, Hot Blues

By HAL WEBMAN

The Bessie Smith Story (in four volumes) featuring Bessie Smith, with Louis Armstrong, Joe Smith, Fletcher Henderson Hot Six, James P. Johnson and Charlie Green.

Certainly one of the most unique talents in music history business was that which was Bessie Smith's. To those who have heard of her, Bessie was a blues singer. To those who knew her and were familiar with her work, she was the most distinctive, power-packed transmitter of vocal emotion that has ever graced the business.

It was primarily with the latter group in mind that Columbia Records' George Avakian went to the diskery's Bridgeport plant and searched the bins for the masters of the recordings made by Bessie in the period between 1923 and 1933.

FILM MUSICAL

Gus Kahn Tune Revival Foreseen Thru Warners' Poignant "Dreams"

By BILL SMITH

Using the Gus Kahn story and his lyrics, WB has come up with a black and white picture that was rushed thru for a Christmas date at the Music Hall. Last July, the pic was still in front of the cameras.

"Dreams" doesn't have hefty marquee values. Danny Thomas is best known in the cafe field, tho recently he's picked up on television. Doris Day, a Columbia label artist, has some rep in the picture field.

story could not have been narrated more effectively.

Forty-eight of the 160 sides were put into eight 12-inch long-play faces, these representing the finest that the "Empress of the Blues" put into the groove. They were re-recorded magnificently by Columbia's engineers to project a fresh-made sound, loaded with brilliant voice reproduction and a fine-etched duplication of the rich, soulful jazz accompaniments.

It was a tragic day in mid-1937 when Bessie died under ambiguous circumstances in an automobile accident in Mississippi. No one knows the true story, but it has been said that Bessie died of loss of blood, after the accident, because a local hospital would not accept a Negro patient.

Listening to these records, one discovers the fundamentals that

made Bessie so rightfully an "Empress." It was not so much that she was possessed of an authoritative sweep to her voice, nor was it so much that she had a pungent power.

A Few of the Gems
It may not have been completely that she was able to set off emotional reactions. More than anything else, Bessie's brilliance lay in her ability to phrase, and to punch home those phrases so that every syllable and nuance was hammered in.

Bessie was actually the first of the country-type blues singers, a field which today is more commonly typed as the rhythm-and-blues market. She made her first

(Continued on page 40)

Big 10 Rules On Video Pix

CHICAGO, Dec. 8.—Big 10 Conference, meeting at the LaSalle Hotel here this week, decided that films used on various television "Games of the Week" showings shall be turned over to the schools whose teams are involved.

While those meeting here did not further clarify the decision, it was believed that some time limitations on the use of these films for other television showings may be set later.

Big 10 television committee met Wednesday to work on its television report which will be sent to the National Collegiate Athletic Association for its meeting in Cincinnati next month.

The Billboard
The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson
Publishers: Roger S. Littleford Jr., William D. Littleford
E. W. Evans, Pres. & Treas.
Lawrence W. Catto, Secy.
Editors: Joseph G. Caida, Editor in Chief, New York; C. R. Schneider, Coln. Machine Editor, Chicago; Herb Doffen, Outdoor Editor, Chicago; Wm. J. Sachs, Exec. News Editor, Cincinnati; Ben Atlas, Chief Washington Bureau.

NARTB Okays Final TV Code, Restores Webs' Limited Power

WASHINGTON, Dec. 8.—A moderate resurgence of network power in the National Association of Radio and Television Broadcasters for the first time in five years emerged from this week's meeting of the NARTB's combined session of the association's general board and TV board.

The board recommended active board membership by networks to the extent of six active members. Also the web power is nowhere near the pre-1946 peak, it nevertheless marks the first restoration of anywhere near a balance since the association recoiled from criticism of web domination five years ago.

Sharing importance with this development was recovery for TV-radio in Defense Department spending for recruitment due to NARTB efforts. In direct contradiction to a Defense Department report last month, the Department sent NARTB a notice that "unexpended funds may be used for advertising thru any proper media, including radio and television, which are designed to recruit specialists and women." Also this means that radio and TV will be eligible for at least a seventh of \$750,000 authorized for recruitment advertising in the current fiscal year, the important principal has been re-established that TV and radio will be eligible to share with other major media in use of ad outlay funds.

By-laws change permitting radio webs in active NARTB membership to be represented on the

HIGHLIGHTS ON NARTB SESSIONS

WASHINGTON, Dec. 8.—Highlights of National Association of Radio and Television Broadcasters sessions here this week were the following actions, described in adjoining columns:

1. Radio and TV were okayed again for Defense Department's advertising expenditures for recruitment advertising.
2. Ratification of the first TV code.
3. Radio networks in active NARTB membership to be represented on radio board of NARTB.

radio board of the association, as is now the case with reference to TV members, gives the webs an alternative of associate or active membership. Active membership means they are eligible for board representation. Since 1946 the radio webs have been relegated to associate membership.

Pontiac Taking Old Gold 10:45 NBC Sun. Slot

NEW YORK, Dec. 8.—Pontiac this week is reported as picking up the 10:45 time on Mondays via the National Broadcasting Company's TV web. The time is opening up, January 8, when Old Gold cuts down its "Original Amateur Hour" to 45 minutes, as it did with its radio version about a year ago. Pontiac likely will air a news show.

The reason for the slash is that Old Gold, as a 52-week advertiser, has a very heavy schedule, what with its interest in such stanzas as "Stop the Music" and "Down You Go" on TV.

Stark Quits, Goes on Own

NEW YORK, Dec. 8.—Charlie Stark, ranking salesman with the American Broadcasting Company for the past three years, this week resigned to set up his own firm. Stark will specialize in handling sales of independent packagers programs to sponsors and agencies, on a percentage split basis. He has set up an office at 45 West 45th Street.

Capitol Widens Its Transcription Biz

HOLLYWOOD, Dec. 8.—Capitol Records, thru its broadcast (electrical transcription) division, will soon invade the open-end transcription field, offering stations a line-up of dramatic as well as musical platter packages. New service will be in addition to Capitol's already existing transcription library, thereby filling out Capitol's position in the e.t. field. Stronger

move into the broadcast field may precede TV film drive.

Capitol recently named William Finkledey as permanent New York rep for its broadcast division, and it's understood that Finkledey is currently negotiating for various properties to be featured in the new open-end e.t. catalog.

Concurrent with its move into the open-end field, Capitol will divide transcription production from sales in a manner similar to its dual production-sales set-ups in records. E.t. sales will be turned over to Capitol Distributing Corporation, wholly-owned Capitol Records subsid handling disk sales. (Continued on page 14)

WASHINGTON, Dec. 8.—An era of "moral suasion" for industry-wide support of the first TV code in the industry's history is looked for as aftermath of this week's ratification of a code by the National Association of Radio and Television Broadcasters TV board. The board hopes to get industry-wide support voluntarily without transgressing on federal restrictions. Where the Motion Picture Association of America is figured to have a budget of nearly a million dollars for this purpose, NARTB's leaders figure that their budget will be well below \$50,000 with individual TV broadcasters tapped for the costs.

In ratifying the TV code, the board made some 15 minor changes and reduced its code review board from six to five members by eliminating Justin Miller. The TV'ers gave Miller the alternative of selecting either review board membership or retaining chairmanship of the overall board. Miller elected to keep the latter place. Acceptance of the code is left as a voluntary step for TV stations, members of NARTB and non-members alike, with screening of a codal seal as the sign of support of the code.

The board wrote an appendix to the code authorizing the TV code review board to weigh compliance of the document and bring charges against any violating program within 20 days after a complaint is received. The review board can use a legal counsel's services, stage hearings and make formal findings. Requests for re-hearings will be considered, the appendix states, and penalties can be suspended.

Colgate Wavers Twixt Two Nets On Daytime TV

NEW YORK, Dec. 8.—Colgate this week had its option to renew the 11:30 a.m. to noon TV slot on the Columbia Broadcasting System extended until December 17. The sponsor is still undecided what action to take on moving its "Strike It Rich" show which it sponsors three days weekly (the stanza running sustaining on Tuesdays and Thursdays). Waiting for the decision is General Mills, which has requested an option on the time for a couple of soap operas, should it open up.

Colgate is trying to decide whether "Strike It Rich" should be its major daytime TV endeavor, or whether to air another 30 minutes across the board via the National Broadcasting Company, 3 to 3:30 p.m. The sponsor either will add another show, probably the Walt Framer package, "The Big Payoff," in the NBC time, while keeping "Rich" on CBS, or else it will drop the CBS time and move "Rich" into the NBC time. The Colgate soaper, "Miss Susan," now airs 3 to 3:15 on NBC, but is to be axed.

2-YEAR FIGHT WON BY CHI NBC TO AIR CITY COUNCIL MEETINGS

CHICAGO, Dec. 8.—A two-year fight by the Chicago National Broadcasting Company newsroom to get the right to broadcast meetings of the Chicago City Council appeared this week to be won. Aldermen indicated they would open up to TV cameras and to radio the meeting of December 17, in which the city budget for 1952 will be debated.

Aldermen have blocked broadcasts for two reasons. One is the legitimate fear that in open hearings cranks and crackpots would jam the chambers and monopolize the hearings. The other is a realistic self-appraisal. The grammar of some of the aldermen would make a longshoreman blush. However, pressure of NBC, plus that of newspaper-owned stations, brought the change of heart for the December 17 meet. Stations this week indicated they would use tape and newsreels for coverage, with no live telecasts or broadcasts planned.

TVA Reps Vote 5-Union Merger

Set-Up Would Exclude West Coast 4A Orgs; Scientific Study Planned

NEW YORK, Dec. 8.—It became virtually certain tonight that delegates to the historic first annual convention of Television Authority at the Park-Sheraton Hotel here would vote virtually unanimously for a five-union merger of various Associated Actors' and Artists' branches by July 1, 1952. The merger would join Television Authority, the American Guild of Variety Artists, the American Federation of Radio Artists, the American Guild of Musical Artists and Actors' Equity into one big talent union and exclude the 4A unions on the West Coast—the Screen Actors' Guild and the Screen Extras' Guild—which have refused Eastern merger proposals.

As a first step toward such an amalgamation, the TVA convention endorsed an Equity proposal that Cornell University and the University of California at Los Angeles jointly make a scientific study of the problems connected with merger.

Still undecided and certain to be the subject of heated discussion was whether the TVA convention would accept the AFRA offer to link organizations by the same date next year in the event the more ambitious merger plans do not eventuate. Were the other Eastern 4A unions to be faced with the fact that AFRA and TVA would join fortunes, it is believed

their readiness to accept a merger on a five-branch level would be greater.

Blocking a TVA-AFRA merger, however, were two main questions. How to arrange representation on the new union's board? And whether TVA members will have to face anti-Communist restrictions presently in effect for AFRA dues payers? The AFRA rule bars from membership in the union anyone who has joined or was a member of subversive organizations listed by the attorney general's office after December 31, 1945.

As to the immensely significant TVA status until any merger is accomplished, insiders claim, indications are that the members of the TVA executive board will be elected from now on, instead of being selected by other Eastern 4A unions as is the current practice. Otherwise TVA probably will remain a trusteeship under the guidance of its brother 4A unions until an amalgamation takes place.

The very fact that TVA is content to remain a trusteeship at this date signifies, according to observers, its determination to effect a merger of some kind shortly. If the execs running TVA did not believe that the merger, at long last, was within their grasp, they naturally would have moved for a more autonomous status, these trade sources claim.

FREE COMMERCIALS

Goodyear Cuts Sked, Gets Plugs on ABC-TV

NEW YORK, Dec. 8.—Goodyear this week cut back on its sponsorship of the "Paul Whiteman Revue" via the American Broadcasting Company TV web, and will bankroll the show on alternate weeks only, after the first of the year. However, in the course of signing a renewal pact on this basis, the sponsor reportedly received a unique concession from the web, by which it will continue to get its commercials aired weekly, while ABC seeks a new bankroller for the alternate shows, 7 to 7:30 p.m. Sundays. If the deal goes thru in this

form, it is estimated that ABC will be out of pocket some \$5,000 per alternate show in commercial costs to stations and talent, unless it can sell them on accepting sustaining rates even the plugs are being flashed. Cutback is due to heavy programming, with Goodyear recently having picked up 9 to 10 p.m. alternate Sundays of "TV Theater" on the National Broadcasting Company. Young and Rubicam is the agency.

WMGM Sets Liberty Pact

NEW YORK, Dec. 10.—With execs of WMGM here and the Liberty Broadcasting Company slated to meet today to finalize the pact which makes WMGM the local LBS affiliate, further meetings are to be scheduled to iron out details. Still to be set up are the specific LBS-fed shows which will be carried by WMGM, and which WMGM originations will go out via LBS.

Signing the contract were James Foster, LBS exec vicepres, and Bertram Lebar Jr., director of WMGM. Sitting in were Gordon B. McLendon and Barton R. McLendon, president and board chairman, respectively, of LBS. Initial major program swap may concern basketball, with LBS slated to carry 112 games and with WMGM having 40 college tilts scheduled.

SPEARING THE FREE LANCERS

Film Actors Get MCA Jobs In Return for Video Shots

NEW YORK, Dec. 8.—Music Corporation of America has concocted a neat scheme for hyping its TV film productions with movie names, while keeping video flickers' talent budgets down to a minimum. With motion picture work growing increasingly scarce, MCA now uses movie jobs as bait to induce its free-lance picture players to appear on video.

Deal reportedly involves an agreement, whereby MCA sets an

actor up with a good movie deal and, in return, the performer takes a day or two off during shooting to make a half-hour TV film for MCA at scale. Bonus-performance operation reportedly enables MCA to package TV films featuring comparatively well-known movie names on a modest budget.

Subsequent savings make it possible for agency to tag its film series at a price competitive to Bing Crosby's video films. Latter, of course, are initially peddled at

a loss, since Crosby depends on re-run rights to recoup his investment.

Gruen Watch Company is currently sponsoring a group of MCA films over ABC-TV. Half hour dramas include such Hollywood players as Cesar Romero, Ann Rutherford, Alan Mowbray, Dane Clark, Marjorie Reynolds and Gordon Oliver. Supporting casts of the video airers are given a lift via MCA's strong character actor contract list.

Bob Hope Won't Split TV Time; Quits Chesties

NEW YORK, Dec. 8.—Bob Hope this week moved out of the current Chesterfield TV programming picture when he refused an offer to work once a month on the sponsor's new Thursday, 9:30-10 p.m., time slot on the National Broadcasting Company's video web. He was requested to air once monthly with "Dragnet" to be programed thrice monthly. Chesterfield now plans to program the mystery on a regular basis.

Hope didn't think that comedy and mystery would mix, and thus declined the offer. The rapid-fire gagman, Jerry Lester and Fred Allen were all canceled out of Sunday nights 7-7:30 p.m. on

WINS RUMORS

Crosley Sez, 'No Sale' But Takes Bids

NEW YORK, Dec. 8.—Rumors are still flying between here and Cincinnati anent Crosley's decision on selling Manhattan radio station WINS. The Crosley-AYCO board was reportedly scheduled to meet here Friday (7) to consider a bid made by Elliott Roosevelt's group, quoted at around \$500,000 cash. However, Crosley's top brass Jim Shouse isn't due in New York until Monday, and it's highly improbable that any action would be taken without him.

Meanwhile, station broker Vince Manno's office is handling the bids for Crosley here. The Liberty Broadcasting System was supposed to have offered \$600,000 earlier in the week, but is considered out of the running now, in view of its new affiliation pact with local outlet WMGM. The latest bid (between \$500,000 and \$600,000) reportedly comes from The McKay-Davis Chemical Corporation, Toledo, O.

To make things even more confusing, in spite of obvious activity on the part of Manno here, Shouse stated in Cincinnati, Friday, "No active negotiations are going on at present for the sale of station WINS. As a matter of fact, it has not been definitely decided or determined by Crosley-AYCO that the station actually will be sold."

O. Gold to Test TV Version of 'Queen for Day'

NEW YORK, Dec. 8.—Old Gold Cigarettes this week set plans for a TV test on "Queen for a Day," which it bankrolls 15 minutes across the board in radio. In radio Old Gold has the 11:45 a.m. to noon segment of the show, which airs 11:30 to noon via the Mutual Broadcasting System. TV test will begin in Hollywood only, 3 to 3:30 p.m. across the board, via KHJ-TV, with Old Gold picking up the tab for the second quarter-hour.

Skedded to start just after the first of the year, the 13-week trial will determine whether the show will be expanded to the web or retained as a local stanza on the Coast. Agency is Lennen & Mitchell.

Hudnut Exits 3 TV Periods

NEW YORK, Dec. 8.—Warner-Hudnut, Inc., this week dropped its three weekly quarter-hours on the Don Ameche-Frances Langford TV show via the American Broadcasting Company. At the same time, the sponsor renewed Walter Winchell on ABC's AM web for another 52 weeks.

Hudnut has been bankrolling the 12:45-1 p.m. slot of Ameche-Langford on Mondays, Wednesdays and Fridays. Agency is Kenyon & Eckhardt.

HOARY KINE STIRS VIEWERS

HOLLYWOOD, Dec. 8.—Viewers, having become accustomed to the luxury of live microwaved Eastern originations, this week momentarily forgot the time loss element of kinescoped shows and were stirred to a high pitch of excitement when a week-old kine of the "Garry Moore Show," carried by KNXT, indicated the Korean War was at an end. In the show, Moore held up a copy of The New York Daily News headlining last week's cease-fire order, remarking: "It's great about the Korean War being over."

Phones to newspapers, wire agencies and KNXT were jammed with thousands of calls for further facts on the war's end.

NBC Confident Affils Will Okay New Rate Sked

NEW YORK, Dec. 8.—Despite the negative reaction of a majority of its affiliates at the Boca Raton sessions last week, the National Broadcasting Company is confident of its ability to put over its Economic Study formula. Station relations execs have been huddling all week with the affiliates individually on the new rate revisions, and will wind up next week with the 50 outlets not yet covered.

A web spokesman said that, since the convention, a number of affiliates have swung over to the view that the NBC rate formula, while not perfect, is the only logical move now. However, no specific outlets were named. NBC plans to notify all outlets by January 1 of their specific status under the formula, and is determined to put the new conditions into effect July 1. A 90-day notification is required under terms of the affiliation contract.

On the question of the web's securing the 9-10 a.m. option time switch, altho it is known that by far the majority of affiliates were frigid toward the deal, NBC claims that it now has 60 outlets lined up in the affirmative. Plan here is for the web to move into the 9-9:30 slot first, and if and when this is sold, to then take over the other 30 minutes.

FCC Nixes Reading Tele

WASHINGTON, Dec. 8.—An application to build an experimental TV station in Reading, Pa., was turned down by the Federal Communications Commission this week on the ground that an experimental authorization at this time could easily be converted for use as a commercial TV station contrary to the spirit of the FCC's TV freeze. In a letter to the applicant, Eastern Radio Corporation, FCC Secretary T. J. Slowie said that the experimental station probably could not be constructed prior to the FCC's lifting of its freeze.

Slowie told Eastern that its application would be dismissed formally unless Eastern requested a hearing on the matter.

NBC-TV by Chesterfield at the end of its current cycle.

Probability is that the network will work out something on its Saturday and Sunday hour comedy shows for Hope.

Fanchon-Marco Renew Pleas Vs. ABC Weld

WASHINGTON, Dec. 8.—Fanchon & Marco, Inc., owner of theaters in St. Louis and California, late yesterday (7) filed a new petition to intervene in the proposed merger of American Broadcasting and United Paramount Theaters, Inc. The Fanchon-Marco petition was filed despite a Federal Communications Commission rejection of a similar petition submitted two months ago. The FCC's rejection of the previous petition was made over a lone but strong dissent by Commissioner Robert F. Jones.

Meanwhile, Gordon P. Brown, owner of WSAY in Rochester, N. Y., this week renewed his plea to Federal Communications Commission for the right to participate in the proceedings of the proposed merger of American Broadcasting Company and United Paramount Theaters, Inc. Brown declared that his participation is necessitated by court decision against his case charging ABC with "monopolistic practices."

Best Foods to Air Cliff Norton TV Film Strip

CHICAGO, Dec. 8.—Cliff Norton, ex-comedy star of the Dave Garroway Show, this week was set for a national airing of his five-minute TV series, "The Private Lives of Cliff Norton," starting January 7. Best Foods, via Benton & Bowles, has signed to air the film series in close to 30 markets, with the deal permitting the Chicago outing, via WBKB at 5:55 p.m. across the board, to continue under auspices of Procter & Gamble.

Norton, who has been a smash as feature star of the "Shooting High" revue which opened at the Palmer House in early November, now plans to settle permanently in New York, where the films will be shot in the future. About 20 of the filmed segs now are in the can. Norton has New York nitery offers plus a legit show part, which are being considered by his manager, Jack Russell.

150G WCOP Sale Okayed by FCC

WASHINGTON, Dec. 8.—Sale of WCOP and WCOP-FM, Boston, by Cowles Broadcasting Company for \$150,000 to T. W. Baker Jr., A. G. Beaman and Roy V. Whisnand was approved this week by the Federal Communications Commission. Beaman and Baker are co-owners of WKDA, Nashville, Tenn.

Broadway Looks to TV Money To Lighten Legit's Burdens

Continued from page 1

very favorable notices, was costly to produce and had such a high nut that it never did return its entire original investment. The road company recently closed in Chicago after a tour which also was not conspicuously successful. The Columbia Broadcasting System has the program under option for TV, for showing on Christmas Day.

The Theater Guild's expensive production of "St. Joan" has been a financial failure, in spite of critical acclaim. Its large cast and numerous settings not only have made it costly to produce,

but make a tour too hazardous. It has about four more weeks of Broadway time left, after a fairly short run. The Guild, therefore, is showing plenty of interest in a deal being cooked up by the United Paramount Theaters for national theater TV showing of the property. There are also reports that Celanese would be interested in a one-shot Christmas deal for "St. Joan" for network TV, on the American Broadcasting Company's net.

The Radio City Music Hall is dickering with Theater Network Television, Inc., for use of its Christmas extravaganza for na-

Teleset Owners Prefer Home B. O. to Theater TV

HOLLYWOOD, Dec. 8.—Teleset owners prefer a TV home-box-office system to large-screen theater TV, according to findings by the Woodbury College survey. Woodbury's sixth semi-annual door-to-door canvass of more than 5,000 set owners in Los Angeles, San Diego, San Bernardino, San Francisco and Oakland voted 60 per cent in favor of subscription TV (i.e., Telemeter, Skiatron or Phonevision) whereby they would pay \$1 to see a first-run movie or special event rather than pay the same sum to see it via large-screen TV.

Majority felt they would rather have the \$1 added to their phone bill than use a coin-box attachment on their set, thereby favoring Phonevision over the Telemeter plan. Those contacted listed the following as their favorite special events of 1951 in order of preference: Japanese peace treaty, MacArthur's return, World Series games and Kefauver investigation.

Following order of preference for regular shows in the L. A. area

U.S. Rubber Co. Gets Nod for NBC Sun. Slot

NEW YORK, Dec. 8.—The U. S. Rubber Company this week seemed to have won out over General Foods for the right to take over the 7 p.m. Sunday slot on the National Broadcasting Company's TV web, the time being vacated by Chesterfields "Sound Off Time." GF occupies the 60 minutes preceding and 30 minutes following, and was interested in having its three shows running continuously. NBC, however, wanted a more spectacular show in the 7 p.m. slot and was reported giving the nod to U. S. Rubber.

Program probably will be the Abbott and Costello film series. The web has made a strong pitch at the rubber firm with this show, slashing the price from \$40,000 weekly to \$25,000 and offering occasional live appearances of the comics. Agency for U. S. Rubber is Fletcher D. Richards.

Officials of GF itself, rather than its agencies, carried on the talks with NBC, since both Young & Rubicam and Benton & Bowles have shows involved. Current GF line-up on NBC has the Roy Rogers film series teeing off January 6 after a gala preem December 30, with Rogers and Bob Hope on live at 6:30. The new "Claudia" show will preem January 6. At 7:30 the "Young Mr. Bobbin" series will continue.

WOR Sales Bid Filed With FCC

WASHINGTON, Dec. 8.—Federal Communications Commission this week accepted for filing the application of R. H. Macy and Company to sell WOR and WOR-TV in New York to Thomas S. Lee Enterprises, Inc., broadcasting arm of General Tire and Rubber Company.

The transaction would also give General Tire majority control of the Mutual Broadcasting System.

was given: Milton Berle, wrestling, Red Skelton, movies, sports, Groucho Marx, Spade Cooley, Show of Shows and "Amos 'n' Andy." Paramount's KTLA walked away with more than 40 per cent of the votes in stations most viewed, followed by KNBH, KLAC-TV, KTTV, KECA-TV, KISL (now KNXT) and KHJ-TV, in that order.

Army to Issue Video Series Of Combat Pix

WASHINGTON, Dec. 8.—Begun as an obscure local show on Station WTOP-TV here, the Defense Department's "The Big Picture" series is ready to make its bow over nearly half the nation's TV stations as the Department of Army's first TV project of its kind. The series, half-hour each on 16-mm. film, consists of documentaries of military events, with the Korean theater getting the focus first and attention turning to the European area in later showings.

Unique arrangement permitting commercial sponsorship via institutional advertising has been authorized for the series produced by Lt. Carl Bruton, formerly of WTVJ, Miami, with Capt. Carl Zimmermann as writer and announcer. Film is distributed by Col. E. M. Kirby's Army TV-radio branch. Preview of the opening two half-hour programs in the series this week revealed some realistic documentation of the Korean crisis since the start of hostilities. Film used on the show was taken by combat cameramen of the Army Signal Corps and includes highly dramatic scenes taken during combat operations. Accent is on enlisted GIs and company grade officers who saw action with infantry artillery, tank corps and other ground forces.

TVA Nixes Cuff Segs; AGVA Hit

NEW YORK, Dec. 8.—One of the first actions taken by the Television Authority executive board yesterday (7) was to outlaw all free performances on sponsored shows by TVA members, which in effect would bar any future television shows by the American Guild of Variety Artists.

Claude McCue, TVA Coast rep, in describing the negotiations on the West Coast leading up to the recent AGVA show on Sunday (2), said: "The whole matter reeks; I believe an investigation is in order."

The AGVA TV show negotiations were handled by Georgie Price, AGVA prexy, and Henry Dunn. West Coast reps were Mort Harper and Eddie Rio. The deal (no contract yet is signed tho the first show has run) called for \$10,000 for each show to be paid to AGVA's welfare fund. Price urged its immediate acceptance "or we'll blow the deal," and commitments were made before AGVA's executive board knew of it.

Vid-Pak, a packaging outfit, was formed by three West Coasters, including Harper, who is also West Coast AGVA and TVA attorney. The original pact called for all stars to work cuffo. Later, cuffo was to apply to only one star per show. Upon urging of AGVA counsel, tho, Price fought against the proposed change. Passage of the TVA resolution will bar even that formula.

Trout Signed To CBS Deal

NEW YORK, Dec. 8.—Veteran newscaster Bob Trout this week was signed to a long-term contract by the Columbia Broadcasting System. The newscaster will leave the National Broadcasting Company, where he has been for the past several years, to return to CBS-TV on January 1. At CBS-TV, Trout will have his own TV news program and will also participate in the panel of a new quiz show.

5 Ways (Count 'Em) to Get Clearances for Web TV Shows

Ingenious Advertisers Discover Means To Coax Programs Into Difficult Areas

NEW YORK, Dec. 8.—Ingenious advertisers beset by the station clearance problem in TV have been observed overcoming the bottleneck via some unique techniques. Network execs pointed out there are at least five main methods for facilitating station clearances, no matter how loaded outlets are with business.

Method No. 1 is to buy spot time on a TV station, either local video shows or local station breaks. Large TV spot buyers, which include the makers of soap and breakfast food products, naturally find themselves in positions of strength when trying to clear for a web show.

Method No. 2 is to buy AM spot time on the video station's radio adjunct, if it has one. Purchases of radio time these days are even more appreciated and the same group of advertisers, many of whom have cut down network radio sponsorship, have large spot campaigns. The usual partisanship for bankrollers of radio segs is shown on TV stations.

Method No. 3 is to buy newspaper space in papers owned by firms which also have title to TV stations. Clients who have concentrated their advertising dollars in newspapers find themselves favored because of a previous relationship with the paper.

A variation on No. 3 is to combine all three methods to pressure the station or perhaps to use a combination of two. Thus, if stations have been proving themselves difficult, advertisers arrive armed with facts and figures on their past expenditures, which more than infrequently has enough financial firepower to break down the station management.

Method No. 4 is to try to buy

kins of network shows which can't get clearances and try to clear station option time at the local rate. The substantially higher fees which the outlets then receive are enough to change a negative reply to a positive one. The TV webs, however, usually do not allow such deals because they realize

how harmful they can be to the network structure. Often, nevertheless, they prove the only way to do the trick.

The personal touch is also employed occasionally. Some station managers are impressed by getting a phone call from the head of a multi-million dollar concern. It sometimes has enough impact, or at least did have enough in its early days, to get the required station clearance.

Finally, when all else is unavailing, method No. 5 comes into play. The direct approach. The advertiser makes up the difference between the station's local rate and the network rate and the desired clearance is arranged.

FORESIGHT!

Clause Gives KNBH Cesana Ex in L. A.

HOLLYWOOD, Dec. 8.—An exclusivity clause in KNBH's contract with Renzo (The Continental) Cesana will force Columbia Broadcasting System to feed a show it originates in New York thru the National Broadcasting Company's owned-operated tele outlet here.

When KNBH program chief Bud Cole inked Cesana's "Continental" seg last June, pact contained a provision that if the show goes coast-to-coast on any other net and is seen in this area, KNBH must be the outlet airing the show in Hollywood. Program recently was picked up by Burlington Mills for CBS origination out of New York. If the bank-roller feeds the seg into the L. A. area, Cole's foresight will pay off with his station airing the rival Web's origination. Show will air 11:15-11:30 p.m., EST, Tuesdays and Thursdays, for Burlington's Cameo Hosiery Division.

Nix of Chain ABC-Par Plea Divides FCC

WASHINGTON, Dec. 8.—The Federal Communications Commission decision this week barring several St. Louis and California theater companies from entering the proceedings in the proposed Paramount Pictures, Inc., American Broadcasting Company merger case brought a strongly worded dissent from FCC Commissioner Robert F. Jones, who declared that participation by the theaters would have assisted the Commission's limited staff in determining the effect of the proposed merger "on monopoly in every part of the country."

Jones' Dissent

"Where the Commission has before it one of the most significant cases in the history of broadcasting," Jones stated, "it must not niggardly interpret its rules with respect to intervention in such a manner as would prevent it from securing competent and possibly significant testimony from the only persons who are in the position to help the Commission secure such testimony."

The Commission order dismissed the theater companies' petition to participate on the ground they had failed to show they would assist the Commission in determining the issues in the merger. The theater companies are owned by Fanchon & Marco, Inc.

CHI'S ALL NIGHTERS

WCFL Returns to Fold; WENR, WGN Add Shows

CHICAGO, Dec. 8.—All-night AM programming here is on the increase, with WCFL, 50,000 watter, after a five-month hiatus, returning to the fold, and WENR adding a 1 to 2 a.m. seg this week. The latter also is setting an additional hour of programming starting January 1.

WCFL has set Louis Quinn, who moved in from WGN, in the midnight-1:30 a.m. slot, and follows with Dick Elliot thru 5 a.m. Latter plays pop records for the first half-hour seg, then concentrates on country music thru the remainder of the airer.

The WENR extension finds Stan Riccardo, local advertising and promotion rep, and Eddie Plicque, taking over the 1-2 a.m. slot with the first Negro disk jockey show skedded in the early morning hours in this area. Concentrating on rhythm and blues platters, pair add another full hour to their program January 1, and may continue thru 5 a.m. by spring. Riccardo and Plicque follow the one-hour Eddie Hubbard seg from the Shangri La.

Rounding out the all-night airers are the Del Ward show on WGN, with the girl deejay featuring country music; a five-hour show sponsored by Polk Bros. and featuring Dirk Courteney on WMAQ, and the continuation of the Larry Bur-

rell show on WIND, which also goes thru the station opening at 5 a.m. WBBN, the Columbia Broadcasting System's local outlet, concludes at 2 a.m. after its two-hour "Matinee at Midnight" seg featuring Bill Wells.

Importance of the 1-5 a.m. time period here is stressed by the heavy numbers of bankrollers paying the freight. Spots cover the majority of the shows, with Polk Bros. the only sponsor picking up the tab for one entire show.

Web Restrictions Eased by CBS; Indies Also Move to Lure Billings

NEW YORK, Dec. 8.—Latest steps in the continuing radio evolution had the Columbia Broadcasting System and indie outlets making new changes in their search to retain or extend billings. Thus, this week CBS conditionally relaxed coverage restrictions to make for greater use of limited networks by sponsors. On the other hand, two groups of indie stations made new moves to make their facilities more attractive to bankrollers on a group basis.

Under its new "selective facilities plan," CBS 13-week cycle advertisers will be able to select any combination of network stations without sectional or quantity group requirements. This privilege will be extended to them provided they make their programs available, minus compensation, to the entire network on a sustaining basis where it cannot be sold, and to non-competitive advertisers where they are willing to purchase it.

Advertisers who do not wish to avail themselves of the "selective facilities plan" can remain with the new "standard facilities plan" provided they buy the CBS basic group. CBS network rates remain unchanged except that the station hour discount formerly in effect is to be replaced by a dollar-volume discount, now the practice of all other webs. Top CBS dollar volume discount is 7½ per cent for \$15,000 or more weekly.

CBS has not figured out what it will charge supplementary sponsors who buy programs under its new limited network plan. It does believe the scheme will protect its program schedule and help support local and national spot business while allowing advertisers flexible networks, especially when made necessary by their TV commitments.

Meanwhile the indies are taking steps to safeguard their heretofore dominant position in the

KIDDIES SWAP BOOKS FOR TV

SALT LAKE CITY, Dec. 8.—Salt Lake City kids have chucked books for television, according to a report "reluctantly" released by Mrs. Della L. Dye, librarian of the children's department of the Salt Lake Public Library. Small fry request "just a small book, you know we have television," Mrs. Dye said. Stamping the trend "Temporary," the librarian believes that "children who like to read just don't give it up."

NEWS REVIEW

Coast-Coast CBS Colorcast Gripping Show

NEW YORK, Dec. 8.—The first transcontinental colorcast (claim disputed by the National Broadcasting Company) was seen here via the Columbia Broadcasting System color TV system via closed circuit yesterday (7). Twenty-year-old Richard Russell was operated on for a constricted aorta at the Los Angeles General Hospital by Dr. John C. Jones with invited guests watching both here and in Chicago as the tense surgery unfolded itself.

The CBS-TV color came thru in vivid hues which compared with the best the system had to offer in previous programs. The red was a deep red, but the blue was lighter and more watery than would have been expected.

The viewers saw the patient's bare beating heart pulsating as the constricted segments of his aorta were removed. It was all very gripping, a real life drama few color TV entertainment programs could ever duplicate in suspense. Leon Morse.

CBS Puzzles Which TV-er for Sunday, 9:30

NEW YORK, Dec. 8.—The Columbia Broadcasting System this week was in the midst of deciding which program and which sponsor is to go into the 9:30-10 p.m. slot, Sundays, beginning January 13. This is the half hour of the Fred Waring Show cancelled by General Electric. Waring will be on 9-9:30 after January 6.

There are many possibilities. Batten, Barton, Durstine & Osborn, the General Electric agency, would like to move "Celebrity Time" from its 10 p.m. berth to get it away from the stiff competition offered by Red Skelton. The web, however, does not like the idea, because sale of 10-10:30 might be more difficult than sale of the prior half hour.

Lever Brothers, which has taken an option on Sam Levenson, also is interested in moving another one of its current CBS-TV programs into the vacant Sunday night spot. This would make available a half hour either on Mondays or Thursdays for Levenson.

Cavalier cigarettes, which bought the high-priced "My Friend Irma" package, now tentatively slotted Tuesday evenings 10:30-11, also would like the soon-to-be-vacated period for its new program. There are also a number of sponsors, among them Dodge, bidding for the time.

Scandinavian-American Tele Produces TV Pix

GOTHENBERG, Sweden, Dec. 8.—A new firm, the Scandinavian-American Television Company, has been launched here to produce video films for export to America.

The project calls for the equipment of a large plant in this city where films will be turned out on a big-scale basis.

MUTUAL PREVIEW RADIO MERCHANDISING DRIVE

NEW YORK, Dec. 8.—Altho the National Broadcasting Company is the first network actually to launch a cross-country merchandising push in radio, the Mutual Broadcasting System has been quietly experimenting with such a plan for the better part of a year. Web carried out a program of experiment and research testing of a "plus-value stores plan" in seven markets and 187 stores

between June 15 and November 15, using Mutual's "Mister Plus" as their trade-mark.

Stores were selected for full coverage of shopping areas and neighborhoods, ranging from 20 stores in small towns to 40 in larger cities. A dozen permanent types of display materials were maintained for MBS-advertised products, including Kraft, Peter Pan Peanut Butter, O'Henry, Babo, Kellogg, Quaker Oats and Dutch Cleanser.

Altho this test merchandising operation was so successful that several MBS affiliates are continuing the plan on a local basis, Mutual is still studying results with a view toward perfecting the operation before going national.

Thinking behind delay, according to a Mutual spokesman, is that plan must be "designed to extend the value of radio advertising, rather than offer a substitute for radio—a plan which will efficiently contribute toward making the radio advertising dollar pay off in increased sales, but which also will be within the sensible limits of our time charges to the advertiser. Consequently we well may be the first to test and last to commit ourselves."

Ronson to New Thursday Time

NEW YORK, Dec. 8.—Ronson's will shortly shift "Star of the Family" from its Sunday night, 8:30-7 p.m., weekly slot to Thursday nights, 8-8:30, alternating with Burns and Allen on the Columbia Broadcasting System's TV network.

The Ronson program, which features Peter Lind Hayes and Mary Healy, has had low ratings which have been attributed to its time period. If its ratings do not improve sharply in the new time slot, the program may be cancelled at the end of the summer. The Sunday time slot now opened by the Ronson shift has not, as yet, been sold.

Your Top TV Sales Opportunity

WDEL-TV

Wilmington, Delaware

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

Represented by

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

AD UNIT FOR COMMERCE DEPT. FINALLY VETOED

WASHINGTON, Dec. 8.—Proposed creation of an advertising unit in the Commerce Department got a final veto this week after two years of study by government officials and an advisory committee representing the nation's advertising industry. Original idea was to establish a government commission to serve as liaison with ad agencies and others on practices and methods in the major media.—TV, radio, newspapers and magazines. The advisory committee in a final report this week concurred with Commerce Secretary Charles Sawyer who stated his opposition "to the creation of new agencies, commissions and committees either within my Department or elsewhere."

The advertising committee, headed by Stuart Peabody of the Borden Company, submitted several recommendations to Commerce for improvement of the agency's industry relations. The committee advised Commerce that the best way to handle business inquiries is through the department's field offices and urged that advertising and marketing people be encouraged to direct their inquiries there. The Committee stressed that Commerce should make its field services better known.

Most of the suggestions proposed by the committee were devised by a sub-committee headed by Frederic R. Gamble, president of the American Association of Advertising Agencies, and including: J. Harold Ryan, veepee and treasurer of the Fort Industry broadcast interests; Paul B. West, prexy, Association of National Advertisers; Kenneth Godfrey, secretary, American Association of Advertising Agencies; Nelson Bond, advertising veepee at McGraw-Hill Publishing Company; Elton G. Borton, prexy of Advertising Federation of America; Philip J. Everest, managing director of National Association of Transportation Advertising, and Kerwin H. Fulton, president, Outdoor Advertising, Inc.

Yanks Nix Web B'casts; MBS Undaunted

NEW YORK, Dec. 8.—Altho the New York Yankees became the first big league baseball club to side with the minor leagues this week when they told the press they were nixing all national network broadcasting in 1952, Mutual Broadcasting System prexy Frank White maintains "many major league clubs will accept our proposal." He added that, in spite of the Yankee announcement, the web has not as yet received a formal response from the ball club about their participation in Mutual's "Game of the Day" series next year.

In line with White's statement concerning other clubs, trade reports have it that Mutual has already signed up at least 10 of the 16 major league teams. This theory was bolstered by fact that Falstaff Beer has already committed itself to sponsor Mutual's "Game of the Day" on a national basis next year, trade speculation being that White must have offered quite a concrete game schedule to lure the brewery outfit away from Liberty Broadcasting System.

Meanwhile, Liberty has a firm three year contract to broadcast the Chicago White Sox games, and the web's prexy Gordon McLendon said this week that Liberty will continue its "Game of the Day" baseball broadcasts, "whether or not we are able to cover the Yankee games." Liberty also stands a good chance of snagging the Brooklyn Dodger games this year, in view of network's new affiliation here with WMGM, which airs the Dodger contests.

Open \$225G Pearson Suit

DETROIT, Dec. 8.—Depositions were taken here Thursday in the \$225,000 lawsuit filed by Mrs. Mary Garipey of Royal Oak, Mich., against Drew Pearson, and American Broadcasting Company, with Pearson attending in person. Case was based on statements allegedly made referring to the plaintiff and Father Charles E. Coughlin, one-time nationally known as "the radio priest."

Mrs. Garipey's former husband, a local physician who received a prison sentence for income tax matters, was severely castigated by the sentencing judge for not clarifying statements or innuendo which he reportedly made involving the clergyman.

Pearson was here to talk before the Detroit Adercraft Club on Friday (7).

Interest High in ABC 'Mr. President'

NEW YORK, Dec. 8.—The American Broadcasting Company this week had several good nibbles on the TV version of "Mr. President" kine which was made recently.

An option was understood to have been given out on the stanza, which has not yet been assigned a time slot.

KUDOS TO WLIP BY NEGRO GUILD

NEW YORK, Dec. 8.—Local indie WLIP and its manager, Harry Novik, were slated to come in for some honors tomorrow (Sunday) night at a shindig tossed by the Negro Actors' Guild at the Imperial Theater. Noble Sissie, NAG prexy, was skedded to hand the outlet an award, based on its increasingly heavy list of Negro shows, "for opening avenues of opportunity for members of our group in radio."

Kellogg's to Drop Beatty, Expand Hickok

NEW YORK, Dec. 8.—Kellogg's is dropping its sponsorship of the "Clyde Beatty Show" over the Mutual Broadcasting System, and will move its Sunday series, "Wild Bill Hickok," into Beatty's Monday, Wednesday and Friday time period (5:30-5:55 p.m.) next month. Cereal outfit is currently sponsoring the Western airer on a weekly basis. When switch is made, Mutual will program a sustainer in "Hickok's" 4:30 p.m. Sunday time slot.

Altho the change-over represents a 25 minute time loss for Mutual, the web still expects to break even revenue-wise, since Kellogg's will air "Wild Bill" over a full network. Firm has been buying Beatty on 322 stations as compared with Mutual's total 550 station market.

O'Keefe May MC CBS Hour Seg

NEW YORK, Dec. 8.—The Columbia Broadcasting System this week was preparing a new hour TV audience-participation program to go into the 10:30-11:30 a.m. time period following Arthur Godfrey.

Web is dickering with Walter O'Keefe to take over as the emcee. Henry Tobias will produce as his first assignment under his new CBS-TV pact.

McDonald New NBC Treasurer

NEW YORK, Dec. 8.—Joseph McDonald yesterday (Friday) was elected treasurer of the National Broadcasting Company at the web's board meeting. The appointment is effective January 1, when McDonald joins NBC.

He currently is veepee, secretary, general attorney and assistant to the president at the American Broadcasting Company.

GLEASON'S GOLD

CBS-TV Pact Lines Him Up for 550G

Continued from page 1

years to establish himself as a top comic personality in the medium. His current "Cavalcade of Stars" stanza on Du Mont frequently gets better ratings than the fights opposite it on the National Broadcasting Company, an obvious reason for his new CBS-TV pact.

Gleason works on the premise that any personality will have trouble capably entertaining televisioners for an hour. Therefore he has built himself a gallery of comic characters whose reactions in situations usually are humorous enough to get laughter. They include such diverse types as Reginald Van Bean, the Harvard college boy; Joe, the bartender, and Loudmouth Bratton.

'Cosmo Theater' Ready to Quit

NEW YORK, Dec. 8.—"Cosmopolitan Theater" this week was reported on the verge of cancellation by Drugstore TV Productions. The hour-long drama, aired 9-10 p.m. Tuesdays via the Du Mont web, had received critical acclaim but was unable to pick up sufficient participating product sponsors for a profitable showing. Agency is Products Advertising Corporation.

NLRB Examiner Cites WHBQ

WASHINGTON, Dec. 8.—A National Labor Relations Board trial examiner found this week that officials of WHBQ, Memphis, owned by Harding College, were guilty of "unfair" labor practices; conduct which "flagrantly interfered" with employee rights, and "discriminatory" firing of WHBQ employee Frank T. Edwards for union activities. Examiner Lee J. Best recommended that WHBQ desist from restraining employees from membership in the International Brotherhood of Electrical Workers, American Federation of Labor, and reinstate Edwards.

'THE BIG STORY' IS NBC AIRER

NEW YORK, Dec. 8.—Mutual Broadcasting System was erroneously listed as airing "The Big Story" in a Billboard story date-lined Salt Lake City, Utah, last week. Radio series is actually carried by the National Broadcasting Company.

The heavy-set comic is also unique for the virtual elimination of costly rehearsal. Gleason's only rehearsing is done on the day of the Friday show, when he works three and three-quarter hours. The reason he can get away with so little preparation is that he uses supporting entertainers who know his every move and so anticipate many of his actions. Gleason does not employ name guests. He claims they work for themselves rather than for the program.

Plan 'Nother Revision in Howard Pact

HOLLYWOOD, Dec. 8.—Columbia Broadcasting System programming veepee Harry Ackerman and producer Cy Howard are currently huddling over a revision of the latter's contract which would permit Howard greater freedom to pursue non-broadcast interests (pictures and legit). Howard's pact, which terminates in 1954, has undergone a series of revisions since it was originally drafted in 1946 as a result of the growing importance of his program creations, "My Friend Irma" and "Life With Luigi."

Terms of the present revision, it was learned, called for Howard's assistance in converting both "Irma" and "Luigi" to TV form. Both packages are the sole property of CBS, with Howard participating in their earnings. Pact has Howard tied exclusively to the web, but under revision will allow him freedom to delve into stage and pic productions.

Ed-TV Reviews Pleas to FCC

WASHINGTON, Dec. 8.—Educators are pitching in for a last-ditch fight to induce Federal Communications Commission to stick to a proposed reservation of 10 per cent of the nation's TV channels for non-commercial educational stations.

With word going the rounds in some quarters here that FCC may back down on part of its proposed reservations for educational TV, the Joint Committee on Educational Television issued a reminder this week that a fourth of all the briefs filed on TV allocations are from educational institutions.

James S. Landis, former Harvard Law School dean and ex-Civil Aeronautics Administrator, who has replaced Telford Taylor as JCET chief counsel, said some 552 colleges and other educational institutions have gone on record in the "paper hearing" on TV allocations.

CBS Hunts AM Exec for Coast

NEW YORK, Dec. 8.—The Columbia Broadcasting System is seeking an exec to head up its radio programing operation on the Pacific Coast. Harry Ackerman, present radio and TV programing topper in Hollywood, has been satisfactory but the AM web would rather have an exec specializing in radio only.

The position, it is reported, has already been offered to Guy Della but he has refused it to remain in TV.

KTTV Micros Lions & Rams

HOLLYWOOD, Dec. 8.—Los Angeles Times' KTTV will originate the pro grid game between the Detroit Lions and Los Angeles Rams tomorrow for microwaved Detroit viewing (via WJBK-TV) only. Rams club, however, refuses to budge from its "no TV policy" to permit the game to be seen locally, despite the fact that four KTTV cameras will be on the field.

This will be the station's first use of the microwave facilities. Rams-Lions clash marks the second time this season a local game is televised for out-of-town viewing while local viewers are blacked out. First was the recent University of Southern California vs. Stanford University game. Detroit's Goebel Brewing Company will pick up the tab for the one-city microwave.

Tight Market Causes Indie Firms To Eliminate TV Pilot Productions

NEW YORK, Dec. 8.—With no immediate changes in sight for TV's limited market situation and in view of increased packaging activity on part of the networks, the use of pilot films by independent TV producers has become virtually a thing of the past. Few indie packagers today are willing or able to invest some \$10,000 in a pilot program, when odds are against the series being able to clear sufficient stations to interest a national bankroller.

Paradoxically, the indie boys lessen their chances of making a sale by peddling from presentations only, since most prospective buyers are dubious about picking up the tab for a pig-in-a-poke. One evidence of TV's growing dearth of pilot production is the plight of Saul Turell, prexy of Sterling Television here, a TV film distribution outfit. Less than a year ago Turell hit upon the idea of salvaging the "sad samples" by packaging them together under general themes—mystery, romance, etc.—and peddling them to local stations across the country. Stunt clicked big from the start, because the indies finally

had a chance to recoup their losses and stations were able to pick up complete 13 week half-hour series (many of them big-budget shows) for comparatively low rental fees.

At that time Turell was deluged with offers of pilots, which were considered a real drug on the market. Today, tho, exec says the supply has dwindled to the point that he has to go out and scout for them himself, and the pickings are lean. Turell opines that the shut-down on pilot production is not only foolish but unnecessary, since, under his type of distribution set-up, an indie packager can recover his investment and eventually even make a profit on it.

In view of above, considerable interest was evinced here this week in fact that the Jaffe Agency had imported pilot films of five new TV series featuring several "name" flicker players. Two of Jaffe's West Coast TV execs, Don A. Davis and Richard Steenberg, arrived here this week to screen the quintet for network and agency brass. Series line-up includes Teresa Wright in "Byline" (with Adela Rogers St.

Johns as narrator); Boris Karloff in "Purple Playhouse"; "Washington Lady" with Ann Harding; "Brass McGanon—Advance Man" with Preston Foster, and "Alarms in the Night," teaming Jane Wyatt and Fred Clark.



Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

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

Claire R. McCollough, Pres.

Represented by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles

THE BILLBOARD

Radio-TV Show Charts

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

Top 25 TV Shows

NATIONALLY Nov. 8-14

... According to American Research Bureau

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

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

Comparative Ratings of PANEL QUIZ SHOWS

... According to Videodex Reports

LISTED below are the 10 shows of the panel-quiz type that were sponsored on the TV networks the first week in October. They are in order of their Videodex ratings. The Videodex October Report was the latest available at press time.

"Leave It to the Girls" dropped sharply when its time slot was changed. "Celebrity Time" lost points when the "Red Skelton" show came on in competition. "Quiz Kids" is not on the networks at this time.

The first three shows on the list showed gains over the previous report.

Table with 5 columns: Program, Network, Time, No. of Cities Reached, Videodex Rating. Lists top 10 panel quiz shows.

NEXT WEEK:

Comparative Ratings of AUDIENCE PARTICIPATION SHOWS

According to Videodex

FOR FULL INFORMATION

about all radio and television shows... ratings, audience composition and the many other factors which determine the success or failure of a program. subscribe to part of or the full services of the research organizations featured on these pages.

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

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

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

CAPSULE COMMENT

NBC-TV, Sunday (2), 9-10 Incident at Golden's Creek (TV) p.m. EST.

"Incident at Golden's Creek," by William Kendall Clark, made a charming sidlight on the cold war. It had a Soviet diplomatic team returning to New York by auto from a Seattle conference. They are snow-bound in a small town in Ohio where they have run down a local farmer's prize Guernsey. Altho the script may not have brought out all the ironies possible in this intriguing situation, the cast established many delightful contrasts in a grass roots meeting between East and West. As the party's interpreter, Valentina Lattimore made her TV dramatic debut. A pert, comely woman, she made a well-drawn caricature of a Rooshan worker for the people, whose emotions play tricks on her ideals. Dorothy Sands, as Aunt Emily, a piano teacher, was also noteworthy.

Test Lab (TV), WGN-TV, Sunday (2), 6-6:30 p.m. EST.

The subject was a provocative one, but the discussion itself was dull. There was no real exchange of ideas. The show's also short on visual interest. (See full review this issue.)

All Star Revue (TV), NBC-TV, Saturday (1), 8-9 p.m. EST.

Now originating from Hollywood, Jimmy Durante presented one of his weaker shows in his initial Coast offering. Main support stemmed from Ethel Barrymore who, in her TV debut, revealed an impressive personality, but one much more suited for drama, as is natural, then for variety which takes more vivacity. Outstanding bit between them was a skit in which she portrayed Elizabeth, the Queen, and he was Essex, her nobleman suitor. Durante, as a Scottish nobleman was incongruous looking enough for a few laughs. The commercials for Pet Milk, Kellogg's and Snowcrop were far from accomplished. (See full review this issue.)

(TV), NBC-TV, Sunday (2), AGVA-Colgate Comedy Hour, 8-9 p.m. EST.

One of the best of the shows that Bob Hope's been on. It had pace, flash and top comedy sketches. Representing a cavalcade of show biz from the two-a-day via annunciator cards, it drew together a flock of varied acts, usually standard on any old time vaude bill, wrapped it up with some hilarious sketches, and tied it together with a bow to show biz in general and the American Guild of Variety Artists in particular. (See full review this issue.)

America's Music (Radio), NBC, Sunday (2), 3-3:30 p.m. EST.

Neither startling nor new, this half hour show of pop and light classical music should fall pleasantly on the ears of Sunday afternoon family audiences. The Joe Gallicchio ork and script delivered by Hank Cook take top honors. (See full review this issue.)

Top 10 TV Shows Each Day of the Week in BALTIMORE

(337,000 TV Sets; Panel Size 400)

... According to Videodex Reports

Table with 2 columns: Station, Network. Lists stations in Baltimore.

Videodex reports monthly on each of 20 major television markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed diaries in a total of 7,700 TV homes. The city reports for those markets, taken the first seven days of each month, contains the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

MILTON BERLE, Godfrey's "Talent Scouts" and Red Skelton in that order were the top three shows in Baltimore the first week in October, the Videodex Report shows. The time slot with the maximum average percentage of sets in use was Tuesday, 9-9 p.m., when the Berle show was on. The hour with the second greatest number of sets in use was 9-10 p.m., Sunday, at which time the "Philco Playhouse" was the most watched show in Baltimore, competing with Fred Waring on CBS and "Rocky King" and "The Plainclothesman" on DuMont. Close behind that in terms of sets in use, was the 8-9 p.m. Wednesday slot, when "Godfrey and His Friends" stood against "Frosty Frolics" on ABC and the "Kate Smith Show."

While NBC shows rated highest four days out of the week in Baltimore, CBS had most shows among the top 10 each day there.

7 P.M. to Sign-Off-

Table with 5 columns: Rank, Program, Network, Time, Station. Lists top 10 TV shows in Baltimore by day of the week.

NEXT WEEK:

Top 10 TV Shows Each Day in PITTSBURGH

Based on Videodex Reports

THE BILLBOARD

Radio-TV Show Charts

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

Top 5 Radio Shows Each Day of the Week in WASHINGTON (413,100 Radio Homes)

... According to Pulse Reports

Table listing radio stations and their wattage: WCMS (1,000 watts), WINK (250 watts), WMAL (5,000 watts), WOL (5,000 watts), WRC (5,000 watts), WTOP (50,000 watts), WWDC (5,000 watts), WARL (1,000 watts), WEAM (5,000 watts).

Pulse radio surveys are conducted monthly in 18 markets, and reports are issued bi-monthly (except for New York, which is monthly). Information is obtained by the personal interview roster method, using a cross-section of homes pre-selected by a modified area sampling method.

TOP evening listening period in Washington, D. C., over September and October was 8 p.m. Wednesday, which had "Mr. Chameleon" on CBS, the other networks switching from summer to fall programming in that period.

Top daylight slot, Monday to Friday, was 10:45 a.m., based mostly on the Godfrey show, the highest rated show in Washington in The Pulse September-October report.

Percentage of homes using radio during the average quarter hour in September and October was 21.9, which is 7 per cent more than the same period last year and .7 per cent less than the same period in 1949.

7 P.M. to Midnight

Table of top 5 radio shows for Sunday: 1. WALTER WINCHELL (ABC, 9:00-9:15, WMAL, 7.3), 2. HORACE HEIDT SHOW (CBS, 8:30-9:00, WTOP, 7.0), 3. CORLISS ARCHER (CBS, 9:00-9:30, WTOP, 5.9), 4. CONTENTED HOUR (CBS, 9:30-10:00, WTOP, 5.5), 5. THEATER GUILD (NBC, 8:30-9:30, WRC, 5.3).

Table of top 5 radio shows for Monday: 1. GODFREY'S TALENT SCOUTS (CBS, 8:30-9:00, WTOP, 8.9), 2. LUX RADIO THEATER (CBS, 9:00-10:00, WTOP, 8.2), 3. TELEPHONE HOUR (NBC, 9:00-9:30, WRC, 7.3), 4. BAND OF AMERICA (NBC, 9:30-10:00, WRC, 6.9), 5. RAILROAD HOUR (NBC, 8:00-8:30, WRC, 6.6).

Table of top 5 radio shows for Tuesday: 1. BIG TOWN (NBC, 10:00-10:30, WRC, 6.5), 2. LIFE WITH LUIGI (CBS, 9:00-9:30, WTOP, 6.2), 3. CAVALCADE OF AMERICA (NBC, 8:00-8:30, WRC, 6.0), 4. MR. AND MRS. NORTH (CBS, 8:30-9:00, WTOP, 5.9), 5. BEULAH (CBS, 7:00-7:15, WTOP, 5.3).

Table of top 5 radio shows for Wednesday: 1. MR. CHAMELEON (CBS, 8:00-8:30, WTOP, 8.7), 2. DR. CHRISTIAN (CBS, 8:30-9:00, WTOP, 8.0), 3. BOXING (CBS, 10:00-10:45, WTOP, 6.2), 4. GREAT GILDERSLEEVE (NBC, 8:30-9:00, WRC, 6.0), 5. BEULAH (CBS, 7:00-7:15, WTOP, 5.3).

Table of top 5 radio shows for Thursday: 1. FBI IN PEACE & WAR (CBS, 8:00-8:30, WTOP, 6.5), 1. DRAGNET (NBC, 9:00-9:30, WRC, 6.5), 3. COUNTERSPY (NBC, 9:30-10:00, WRC, 6.3), 4. MR. KEEN (NBC, 8:30-9:00, WRC, 6.0), 4. INSPECTOR HEARTHSTONE (CBS, 9:00-9:30, WTOP, 6.0).

Table of top 5 radio shows for Friday: 1. THIS IS YOUR FBI (ABC, 8:30-9:00, WMAL, 5.2), 1. MGM THEATER (Non-Nel, 9:00-10:00, WTOP, 5.2), 3. BEULAH (CBS, 7:00-7:15, WTOP, 5.0), 4. JACK SMITH (CBS, 7:15-7:30, WTOP, 4.8), 4. CLUB 15 (CBS, 7:30-7:45, WTOP, 4.8), 4. EDWARD R. MURROW (CBS, 7:45-8:00, WTOP, 4.8).

Table of top 5 radio shows for Saturday: 1. GANGBUSTERS (CBS, 9:00-9:30, WTOP, 8.2), 2. PHILIP MARLOW (CBS, 8:30-9:00, WTOP, 7.4), 3. GENE AUTRY (CBS, 8:00-8:30, WTOP, 6.7), 3. MR. ALADDIN (CBS, 9:30-10:00, WTOP, 6.7), 5. SONGS FOR SALE (CBS, 10:00-11:00, WTOP, 5.5).

6 A.M. to 6 P.M.

Table of top 5 radio shows for Monday-Friday: 1. ARTHUR GODFREY (CBS, 10:00-11:30, WTOP, 10.2), 2. GRAND SLAM (CBS, 11:30-11:45, WTOP, 9.9), 3. ROSEMARY (CBS, 11:45-12:00, WTOP, 9.4), 4. WENDY WARREN (CBS, 12:00-12:15, WTOP, 8.1), 5. AUNT JEMMY (CBS, 12:15-12:30, WTOP, 8.0).

Table of top 5 radio shows for Saturday: 1. THEATER OF TODAY (CBS, 12:00-12:30, WTOP, 5.9), 2. LARRY LESUEUR (CBS, 6:45-7:00, WTOP, 5.8), 3. LET'S PRETEND (CBS, 11:00-11:30, WTOP, 5.2), 3. SATURDAY SYMPHONY (Non-Nel, 5:00-6:00, WTOP, 5.2), 5. MUSIC WITH THE GIRLS (CBS, 2:00-2:30, WTOP, 4.8).

Table of top 5 radio shows for Sunday: 1. DREW PEARSON (ABC, 6:00-6:15, WMAL, 6.0), 2. THE WHISPERER (NBC, 5:00-5:30, WRC, 5.8), 3. NOW HEAR THIS (NBC, 5:30-6:00, WRC, 5.3), 4. NEWS (DON GARDINER) (ABC, 6:15-6:30, WMAL, 5.0), 5. THE SAINT (NBC, 4:00-4:30, WRC, 4.5).

NEXT WEEK:

Top 5 Radio Shows Each Day of the Week in SAN FRANCISCO

According to Pulse

Houghton in For CBS-TV's New Workshop

NEW YORK, Dec. 8. — The Columbia Broadcasting System this week hired noted legit director and designer Norris Houghton to produce its experimental "Columbia TV Workshop."

The "TV Workshop," a revival of the experimental radio program of the same name which was so conspicuous for the ideas and talent it discovered, hopes to repeat its success in the newer medium. The show will be open to anyone with a new video idea or method of presentation.

Sees Movies' Need for Video

DETROIT, Dec. 8. — Theater-television is realistically considered as an adjunct to theater programming, rather than a new type of show business presentation, in the view of Allen Johnson, Grand Rapids theater owner, who on Wednesday (5) was elected national director of Allied Theaters of Michigan.

Major advantage of video on the screen can only be developed with the availability of genuine stage-conceived shows, like the Music Hall presentation, Johnson said. Such shows, he believes, should be scheduled as a replacement of the present "pesky second feature."

Johnson indicated the only other significant use for theater television in his opinion would be to open up the house profitably for extra hours, using sports attractions such as baseball games in the afternoon or football in the fall.

Defense Delays TV Growth Down Under

SYDNEY, Australia, Dec. 8.— In view of current defense priorities, general consensus here is that it will be at least 10 years before there is any wide-spread use of TV Australia. Most recent speculation along these lines was voiced this week by the Postmaster General, H. L. Anthony, at the convention of the Australian Broadcasting Stations.

The official said that, while the government is cognizant of TV importance, "defense priorities must cause TV to be started on a very limited scale," with Australia's first video station to be erected in Sydney. Once final decision is made on bids for the Sydney transmitter, it is generally accepted that it will require two years to put it in operation, and probably six or eight years before Melbourne, Adelaide and Brisbane get their first TV stations.

It is also realized that, altho the government is in favor of encouraging private enterprise, it is not likely to permit commercial broadcasting groups to divert highly skilled manpower for TV experiments during the present world crisis. In line with this, the government has given no official intimation as to whether commercial stations are to be permitted to enter the TV field here.

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

... According to Pulse Reports

Table showing share of total audience for radio vs. TV in Washington. Columns: Day, TELEVISION % of Total Aud., RADIO % of Total Aud. Rows include SUNDAY through SATURDAY, 6 A.M. to 6 P.M., 6 A.M. to Midnight, and ENTIRE WEEK.

TOP TEN TV PROGRAMS

Table of top ten TV programs in Washington for October. Columns: Program Name, Network, Time, Day, Station, Rating. Includes programs like TEXACO STAR THEATER, RED SKELTON, GODFREY'S TALENT SCOUTS, etc.

TOP TEN RADIO PROGRAMS

Table of top ten radio programs in Washington for September-October. Columns: Program Name, Network, Time, Day, Station, Rating. Includes programs like GODFREY'S TALENT SCOUTS, MR. CHAMELEON, GANGBUSTERS, etc.

CAPSULE COMMENT

Test Lab (TV) WGN-TV, Sunday (18), 1:30-2 p.m. CST.

This was a 30-minute demonstration of products sold by the sponsor, Spiegel, Inc., but it contained enough movement and information to almost justify its description as a "public service" feature.

Inside New York (Radio), WMCA, New York, Wednesday (28), 9:30-10 p.m. EST.

A public service effort of which WMCA may be proud. The story was bitter and moving, and received a remarkably sharp reading from a cast headed by Arnold Moss.

Starring the Editors (TV), Du Mont, Wednesday (28), 9:30 to 10 p.m. EST.

Featuring top editorial execs of daily newspapers, "Starring the Editors" is a panel show which has no element of the "Front Page" depiction of newsmen. Rather, it is a serious interchange of ideas, with the conflict arising out of differences of opinion on important current topics.

Robert Montgomery Presents (TV), Monday (3), NBC-TV, 9:30-10:30 p.m. EST.

Notable mainly for the TV debut of Robert Montgomery's daughter, Elizabeth, this stanza was lamed by a hackneyed script. Filled with trite, melodramatic situations, the show also suffered from stereotyped direction, with staring, sneering villains proving much too exaggerated for so explicit a medium as TV.

Solo Drama (TV), Thursday (6), ABC-TV, 7:15-7:30 p.m. EST.

This show is virtually the ultimate in low-budget dra-

matic presentations, since its cast numbers but one, Walter Covell, who manages to do a convincing job. Other characters also are done by Covell, via previously taped voices. Sets, props and scripting likewise are of a modest nature, but the show comes off surprisingly effectively.

Big Story (TV), NBC-TV, Friday (7) 9-9:30 p.m. EST.

Televisioners who watched "Big Story" saw one of the better dramas in this documentary series. Story dealt with a 17G robbery of a bank and its subsequent solution by a reporter from the "Erie Times." Jack Bentcover's well-written script told about a man who preferred to rob rather than to accept the wealth of his blind girl friend whom he married upon the completion of his crime. The emphasis on real life minus phoney situations made the script gripping.

Man About Music (TV), WABD, New York, Thursday (6), 10:30-10:45 p.m. EST.

An unpretentious musical conducted with intimacy and charm. It's a modest, relaxing show. (See full review this issue.)

The Name's the Same (TV), ABC-TV, Wednesday (5), 7:30-8 p.m. EST.

The names, faces and format are all the "same" on this show as they are on umpteen other video parlor games. Fortunately, tho, producers have borrowed only the better components of other airers, and results on the show caught were most satisfactory. Moderator Robert Q. Lewis deserves plenty of credit for his consistently kind treatment of contestants, since the format is such a natural for a sadistic-type emcee. (See full review this issue.)

NEXT WEEK:

Pulse Study of Radio Vs. Television SHARE OF AUDIENCE in SAN FRANCISCO

Robert Montgomery Presents

TELEVISION—Reviewed Monday (3), 9:30-10:30 p.m. EST. Sponsored by American Tobacco Company via National Broadcasting Company-TV thru Batten, Barton, Durstine & Osborn. Producer, Robert Montgomery. Director, Norman Felton. Writer, Thomas W. Phipps. Cast: Robert Montgomery, Elizabeth Montgomery, Margaret Phillips, Anthony Dawson, Joseph Holland, James Van Dyk, John D. Seymour, Edward Harvey, Patrick O'Neil, Reese Taylor and Robert McQuade.

This edition of the Robert Montgomery show was notable mainly for the TV debut of his daughter Elizabeth. The 18-year-old proved an attractive lass with genuine thesping possibilities. Just how good she is, however, must wait for a test with a better vehicle. For this script, titled "Top Secret," was strictly of the hack variety.

It certainly was one of the weakest efforts of the series, tho it is easy to see how Producer Montgomery, on first reading, might think it eminently playable. It has virtually all of the trite, melodramatic elements ever used on TV, which might make it seem sure fire. Of course, with Montgomery pere et fille glamorously cast as heroic Americans carrying out a dangerous diplomatic mission in the midst of an erupting revolution and coming off on top, it certainly was a sympathetic role for a lass making her bow.

Stereotype Direction

Sharing honors with the scripting as the weakest element in the show was Norman Felton's stereotyped direction. The villains stared meaningfully after the heroes until their eyeballs all but started from their sockets. Sneers were used in full measure along with those silent, knowing looks. This sort of hamminess can be dispensed with in TV, which is so explicit a medium that these devices seem much more exaggerated than they are. Granted that the script needed some directorial prodding, Felton should have kept the cast in bounds.

Montgomery himself, strangely, seemed ill at ease. Actor Montgomery frequently seemed to be reassuring Producer Montgomery that all was going well by gazing all over the set, and sometimes casting sidelong glances at the camera, particularly at the show's start.

Margaret Phillips gave a wooden performance as the fem heavy. Anthony Dawson, British film and legit actor, built as real a character of the male heavy as possible within the limitations of the script. Other cast members, when not hamming it up, were adequate. Thomas W. Phipps was more effective as substitute narrator than as scripiter of this stanza.

Sam Chase.

Television-Radio Reviews

One in a Million

RADIO — Reviewed Monday (3), 10-10:30 p.m. EST. Sustaining via SJZ, New York. Producer, American Broadcasting Company Special Events — Greater New York Safety Council. Narrator, Gordon Fraser. Tape interviews, Julian Anthony. Script, Ira Martin.

With the millionth traffic fatality statistically in the offing within the next three weeks, WJZ and the New York Safety Council teamed up to present this documentary in the hope of postponing the tragedy and reducing the toll of traffic accidents. The show was meant to shock, and it did so, not only thru the use of screeching brakes and the inevitable crash, but by presenting tape-recorded interviews with people who had seen experienced or been affected by traffic accidents.

These covered a policeman telling of his son's death, a taxi-passenger who saw someone killed in front of his eyes and an interview with a traffic cop on duty at Radio City. (The latter could hardly be heard over the noise of the traffic.) Skits were also used—one telling of the first death in New York due to an automobile, and one showing how some young men use cars without caring for their own or anyone else's safety.

Thru it all, between the interviews, the skits and the sound effects, ran the disconsolate comments of Gordon Fraser, asking for courtesy and consideration by drivers, and care by pedestrians, so that the millionth death can be postponed, and hoping that in postponing it now, we may even postpone it in the future. The program ended with the hope that everyone would be safe and sound at Christmas, then signed off with the harrowing sobbing of a woman whose child had been killed by a car.

WJZ deserves credit for presenting the program, but little for the type of script used. Shock programs about traffic deaths have been presented before, but they do not halt the mounting traffic accident rate. The fact that the millionth traffic death may soon be recorded calls for a stronger program than an appeal to consideration and courtesy. A program asking for physical inspection of drivers every three years, permanent revocation of drivers' licenses after three accidents, stiff fines for any accident when the driver is at fault, would not make a dramatic radio show, but it would help to correct the accident problem.

Bob Rolontz.

All Star Revue

TELEVISION — Reviewed Saturday (1), 8-9 p.m. EST. Presented by Kellogg's, Pet Milk and Snowcrop thru Kenyon & Eckhardt, Gardner & Maxon via the National Broadcasting Company TV. Producer-director, Joseph Santley. Scripters, Charles Isaacs and Jack Ellinson. Music, Roy Bargy and ork. TV director, Sidney Smith. Star, Jimmy Durante. Regulars: Jack Roth, Jules Buffano and Eddie Jackson. Guests: Ethel Barrymore, Candy Candido and Glenn Turnbill.

Now working from Hollywood, Jimmy Durante presented one of his weaker shows in his initial Coast origination on "All Star Revue." The big-nosed comic's strong point, as usual, was his ability to be ingratiating with or without material. The contrived humor, however, he offered on this stanza was really low grade. Most important, Ethel Barrymore was not a strong enough foil for him to compensate for the general paucity of laughs.

Durante opened with his old riding-the-broom bit and then went into a skit in which he unexpectedly visited his home, only to find a guided tour there. The big laughs here were supposed to stem from tourist who maltreated his furniture and made it collapse. Similar furniture has been collapsing thruout the history of slapstick, but the laughs are coming slower as repetition continues to paralyze the funny bone. Durante had a skit with Miss Barrymore, a take-off on the Elizabeth the Queen situation, which might have been very funny. As her devoted Scottish nobleman, the comic, garbed in kilts made a sight to be seen. But the gags were poor and the humor of the situation never milked.

Miss Barrymore

Miss Barrymore was impressive in her few moments. Her talent, however, as is natural, is more for drama than for variety, which takes more vivacity than she has to offer at this stage of her life. Her recitation of John Masefield's "West Wind" was something new and healthy in TV—poetry in a major time spot, tho her pace was too hurried.

Durante had two talk-sing numbers. The latter, "There's A Place in the Theater for You," in which he combined with Miss Barrymore was the better one. The lyrics in both these songs were so tortured that they were hard to follow. Eddie Jackson was on for his usual strong vocal solo, and Glenn Turnbill showed a pair of loose-limbed dancing feet in a short thesping bit.

The Hollywood camera work continues to be far from adequate. Coast directors seem to be fond of low shots which cut performers.

The commercials for Pet Milk, Kellogg's and Snowcrop were far from accomplished and reveal this branch of the medium generally far behind the entertainment being presented. The Pet Milk pitch, via film, introduces Pet Milk Pete, a Western desperado, who claims he hoists a snort of half milk and half water between chaws of tobacco. Few viewers, even kiddies, will believe in him or what he has to say.

Snowcrop says that in a blind test two out of three people voted for its frozen orange juice, a really original claim. It seems a shame because Snowcrop has a panda-like character on hand named Teddy Snowcrop, around which intelligent and ingenious commercials should be devised. Kellogg's was pitching its raisin bran flakes via a saleswoman's straightforward and simple recitation of its virtues.

Leon Morse.

doesn't call for a genius in the writing department, even a stereotyped plot can be stepped up with reasonably bright dialog. In this case, the story revolved around a smuggling ring and parlayed thru the air via bow and arrow technique, by a delightfully psychotic-looking young man (Aram Katcher), who could easily have developed into a fascinating villain with a little help from the script.

Photography was excellent thruout from both an artistic and technical standpoint, with particular accolades due the fine lensing on ocean shots.

June Bundy.

AGVA-Colgate Comedy Hour

TELEVISION—Reviewed Sunday (2), 8-9 p.m. EST. Sponsored by Colgate Palmolive-Peet thru William Esty and Sherman Marquette via National Broadcasting Company TV. Producer, Charlie Friedman. TV director, Kingman Moore. Cast: Bob Hope, Eddie Bracken, Bob Crosby, Georgie Price, Toni Arden, Al Goodman's ork and others.

So long as the American Guild of Variety Artists lends its name to shows such as this, it will have something to be proud of. It's unfortunate that behind a well-developed, rapidly paced show that brings credit to its creators, there has to be the whisperings of deals and counter-deals that may detract from it in the long run.

The show was a smoothly integrated package. It made its bow to vaude, via announciator cards plus a number of acts who did a fast two-three minutes bridged by a chorus line. Bob Hope, as the central figure of what is hoped to be the first of the AGVA welfare fund shows, was seldom better. His work was full of those nuggets which have made him the attraction he is. His appearance in sketches verged on the hysterical. The operating room sketch was particularly funny.

Eddie Bracken's sketch with Frank Taylen in a yarn about a vacuum cleaner salesmen was slapstick in the accepted tradition. But its very obviously contrived situations made it the tumultuous sketch it was.

Georgie Price's contribution as the head of AGVA consisted of three spots. In the first, he gave a dignified address describing vaude in the old days which cued Hope to come on with an "Old Gang of Mine" routine; the second had Price as a performer doing a smash job on "Laugh, Clown, Laugh."

Other Spots

In the other slots there were Bob Crosby's "Silver Bells," Toni Arden's warbling of "You Gotta Show Me" and the song-dance work of Billy Daniels, Lita Brown, Jack Kirkwood, the Rio Brothers, the Skylarks, Marion and Flick, and Maro and Mariann, with adequate assistance by a well rehearsed line which really danced and a male chorus that backed here and there.

The nostalgic vein of the whole show was well captured by producer-director Charlie Friedman. The vaude acts were given a big time treatment. These included an adagio, a novelty terp, singing and even the Weber and Fields characters.

The closer tied up all the loose ends into another show biz bow, with Georgie Price doing a very skillful George M. Cohan. The finale had everybody on a prop ship in front of a fluttering American flag bowing off to "Auld Lang Syne."

If there was anything out of keeping with the show, it was the disjointed commercials plugging Colgate products. Whoever writes these burbs should have got up some new ones to tie them into the "There's No Business Like Show Business" motif of the show itself.

Bill Smith.

Starring the Editors

TELEVISION — Reviewed Wednesday (28), 9:30 to 10 p.m. EST. Sponsored by Grand Union Food Markets in association with various food packers via the Du Mont network thru Badger, Browning & Hersey, inc., and Badger, Browning and Partcher, Inc. Producer, Richard M. Mason. Director, Jack Wilcher. Moderator, Erwin D. Canham. Panelists, August Hecksher, N. Y. Herald Tribune; Lowell Limpus, N. Y. Daily News; and Thomas Schroth, Brooklyn Eagle.

This panel show is described as being an "interchange of ideas" among editors. It features top editorial execs of daily newspapers, discussing important current topics. There's no element of the "Front Page" type of reporter here—these are all sober-minded citizens who are men of ideas rather than of action, altho their ideas sometimes do not coincide. Therein lies the conflict of the program.

On the show caught, the discussions touched on the peace

Test Lab

TELEVISION—Reviewed Sunday (18), 1:30-2 p.m. CST. Sponsored by Spiegel, Inc., thru Schwimmer & Scott Agency via WGN-TV, Chicago. A Lou Cowan production. Director, Dick Liesendahl. Writer, Jay Sheridan. Engineer, John Ahern.

A very fine line was drawn on this program between entertainment, public service, or a 30-minute commercial. The announcer said it was a public service program, and he may have fooled some of the audience. The portion of the half-hour which wasn't taken up with commercials was devoted to demonstrations and tests of the sponsor's products.

However the show should be classified, it was well done. The setting was a test laboratory. John Ahern, professor and director of the department of fire protection and safety engineering at the Illinois Institute of Technology, demonstrated tests on waffle irons, shotguns and nylon hose. Ahern was a trifle brusque and academic, but spoke well and went about his tests with authority.

With the waffle irons and nylon, he demonstrated the tests to women visitors. Jack Mitchell, of the Remington Arms Company, demonstrated the guns—Remingtons, naturally. Ahern showed how 1,500 volts is shot into a waffle iron to test it, and also demonstrated a machine that bangs the waffle iron top 2,000 times. The General Electric trade mark on the iron was plainly visible.

There was no brand identity on the nylons, but announcer Marshall Kent made it clear that "you can get these nylons anywhere, but our price is . . ."

The show was a 30-minute commercial. But at the same time it had some educational value, it moved well, and it had plenty of information. It isn't likely that viewers would complain about the commercialism, and certainly Spiegel's is picking up a bargain.

Jack Mabley.

negotiations in Korea, the recent civil defense test in New York City, the European Army problem, and the possible political affect of the new Washington scandals. Moderator Erwin Canham did an exceptional job of correlating the various points of view, setting up questions and keeping the show moving smoothly.

Of the panelists on the show caught, the Herald Tribune's August Hecksher showed to best advantage. Never angered, he spoke pointedly, with humor and with incisive point-making ability. His colleagues, Lowell Limpus and Thomas Schroth, sometimes had a tendency to get wound up in their statements, with Limpus permitting himself to get so heated up on occasion that he lost his composure.

Lansing Shield, president of the sponsoring Grand Union stores, made a brief appearance at the start of the show, to welcome the series on behalf of the sponsor. Plugs were well rendered by Arthur Van Horn. Sam Chase.

A GOOD GIFT IDEA . . .



. . . ON PAGE 37

COMEDY MATERIAL

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Horizons

TELEVISION—Reviewed Sunday (2), 6-6:30 p.m. EST. Sustaining via American Broadcasting Company. Produced by ABC Public Affairs department. Director, Leslie Gorall. Cast, Millicent McIntosh and Columbia University students.

The subject of the first installment of ABC's new discussion program was a provocative one, the future of women. The discussion itself was quite dull.

There was not a jot of controversy, not even a real exchange of ideas. How could there be? The participants were six of Columbia University's model students and dean of Barnard College, Millicent C. McIntosh. And, as everyone knows who has ever been to school, you don't get to be a model pupil by being blunt with profs, let alone deans.

In the first part of the show Dean McIntosh gave her views on the subject. She was optimistic about the fate of women in the next 50 years. They would have more co-education. They would have large, happy families, and with men taking more responsibility in the home, women would more and more be freed for careers and public affairs. Mrs. McIntosh based her opinions on the developments women have enjoyed in the past 80 years, and she flashed pix to show what she meant.

After her talk, Dean McIntosh called on each of the students to ask her random questions. They raised no issues, only called for refinements of Mrs. McIntosh's position: If women get into careers more, might they lose the right of support? how does the status of women in the U.S. compare with their status elsewhere? will women ever engage in actual warfare? do women have the patience for practical politics? is modern woman a lost sex?

All Fuddyduddies?

The appearance and decorum of the four young ladies and two young gentlemen were a pleasure to behold and would confirm the opinion that today's youth are a bunch of fuddyduddies and staunch conformists.

The show is short on verbal or visual interest. It will be bait for those who choose to "pooh pooh" educational television.

On subsequent installments, other Columbia University students will query other Columbia University faculty members about the future of other subjects of public interest.

Gene Plotnik.

Inside New York

RADIO—Reviewed Wednesday (28), 9:30-10 p.m. EST. Sustaining via WMCA, New York, in collaboration with the Federation of Jewish Philanthropies. Producer-director, Howard Phillips. Script for "The Brave Mrs. Korngold" by Sylvia Berger. Announcer, Michael Sage. Music, Merle Pitt. Cast: Arnold Moss, Ethel Everett, Roger de Koven, Joseph Julian, Pitoniak and Ruth Yorke.

The problem of taking care of old people was the subject of this installment. The program was second of a series of documentaries exemplifying social work supported by the Federation of Jewish Philanthropies. It was a tear-soaked story about the desperate plight of one particular old lady, and it received a remarkably sharp and efficient reading from a cast headed by Arnold Moss, as narrator.

The abject woman in question finds she has no means of support when she is denied old-age benefits because her late husband, as a grocer, was self-employed; and her son is pre-occupied with raising his own family. The lady suffers in silence until she has a stroke. When the hospital declares her cured and demands that she vacate the bed, her son tries to find an old-age home for her. But they are all either too dilapidated or too expensive. Finally the boys find the Federation's home, which is just right and asks no fee. But there the waiting list is a year and a half long.

"Inside" seems like a public service effort of which WMCA may be proud. The story of poor Mrs. Korngold was bitter and moving and terribly convincing about the importance of supporting this non-sectarian charity. But it was also a provocative essay on a disturbing social problem for which charity is not the final solution.

Gene Plotnik.

The Name's the Same

TELEVISION—Reviewed Wednesday (5), 7:30-8 p.m. EST. Sponsored on alternate weeks by Bendix Home Appliances and C. A. Swanson & Sons, via ABC-TV, New York. Producers, Mark Goodson-Bill Todman. Associate producer, Peter Arnell. Director, Jerome Schnur. Moderator, Robert Q. Lewis. Panelists: Abe Burrows, Joan Alexander, Meredith Willson. Announcer, Lee Vines. Guest, Margaret O'Brien.

"The Name's the Same" is an apt title for this new Goodson-Todman package in more ways than the fact it sums up the format in four brief words. In this case, the names, the faces and the format are the "same" as umpteen other video parlor games. Gimmick here is that the panel (Abe Burrows, Joan Alexander and Meredith Willson) is allotted 30 questions to identify contestants who have the names of famous persons (living or dead). Contestants confine answers to "yes" or "no," and receive personal checks for \$25 from each panelist if latter fail to come thru with right name.

Fortunately, the producers have borrowed only the better components of other panel programs, and the results on the show caught (5) were most satisfactory. Robert Q. Lewis (in a happy personality switch) was a surprisingly reserved moderator, and deserves plenty of credit for his consistently kind treatment of the contestants. This attitude is particularly commendable in view of the format's natural opening for a sadistic-type emcee on the basis of the often necessarily invidious comparisons between a contestant and his more glamorous name-sake.

One such paradox (a greying middle-aged lady tagged Jane Russell) threw the panel into an unconsciously double-entendre interrogation pattern (e.g. "Are you famous for any outstanding physical characteristics?"). However, Lewis adroitly side-stepped any threat of bad taste by salvaging enough of the earthy issue to be funny, yet cutting it off before the party got really rough.

He was equally quick on the cover-up when a stout matron named Margaret O'Brien answered "not very" when asked if she was pretty. Lewis hurriedly discounted this statement, and brought out the attractive teen-aged actress in person to prove it. Miss O'Brien then asked the panel to guess who she would like to be if she could make an ego-exchange. This seg was only slow spot on the bill, mainly because the ex-flicker player's wish to be Jimmy Durante sounded too contrived for any real audience import.

Confining the smart digs to their own personal triangle, the panel trio reflected Lewis' benevolent attitude toward the non-pros. Withal, tho, they were bright and clever and refreshingly free of any obvious intent at lens larceny. Legit actress Joan Alexander also scored as one of the most tele-genic fems on TV.

Commercials for Bendix followed usual unimaginative but reasonable effective demonstration pattern on a couple of appliance plugs.

June Bundy.

America's Music

RADIO—Reviewed Sunday (2), 3-3:20 p.m. EST. Sustaining via the National Broadcasting Company, Chicago. Director, Ralph Knowles. Writer, Bob Pierron. Announcer, Hank Cook. Cast: Bill Snary, Lois Ray, Joseph Gallicchio's ork.

Tho this new half-hour musical opus from Chicago is neither startling nor new in concept, it is a pleasant Sunday afternoon show which spots some fine musical arrangements, a good script and a pair of okay singers. Music ranges from straight pops to movie background scores and the Morton Gould type of concert pieces.

Top honors on the show caught went to the musicianship and arrangements of the Joseph Gallicchio ork and the well-written and well-read introductions. In the vocal department, Lois Ray impressed as a good legit singer, but not for pops like "Over the Rainbow." She lacks the pop feeling and phrasing for this kind of material. Bill Snary, a good pop baritone, did a neat job with numbers like "Because of You," "The House I Live In" and "Begin the Beguine."

In sum, Sunday afternoon is the right time for such a lightweight, albeit good, program effort.

Joe Martin.

Solo Drama

TELEVISION—Reviewed Thursday (6), 7:15 to 7:30 p.m. EST. Sponsored by Regens Lighters via ABC-TV thru Silberstein & Goldsmith. Producer, Vernon Becker. Writer, Virginia Rooks. Music, Lorenzo Fuller. Cast, Walter Covell.

This show is virtually the ultimate in low-budget network presentations, particularly of a dramatic nature. It is a one-man show series, featuring Walter Covell. Sets and props are of the most modern nature. Scripting, likewise, is kept within limitations of the single-player demands.

Covell proved himself a versatile chap on the edition caught. Playing a legit actor, he injected the proper touch of hambo. Story line had the thesp, yecept Lawrence Woodbury, say he'd give his soul for a starring role in a hit play. This offer was snapped up by none other than Old Nick himself, disguised as a stagedoor watchman. Immediately, the lead in a forthcoming hit is stricken, and Woodbury gets the role. Comes the smash opening and the devil arrives to collect his due, to the accompaniment of a ghoulis scream by Woodbury before he dissolves into thin air.

The voices of the satanic doorman and the director of the play, plus an adulating matinee-type female, a young boy and others, apparently were dubbed earlier by Covell himself, who also narrated, and he exchanged dialog with the recording. Only once was there a mishap in timing. Otherwise, it went very smoothly and quite convincingly, with the viewer scarcely missing the visual manifestation of the other characters.

Only other person seen on the show was Ethel Colby, who rendered one commercial. With her very dark hair capping a silver beard, Miss Colby played Santa sans Christmas costume in pitching the value of the product as a yule gift. Unfortunately, the visual effects of the beard was so striking as to take away some of the effectiveness of her spiel.

Sam Chase.

Man About Music

TELEVISION—Reviewed Thursday (6), 10:30-10:45 p.m. EST. Sponsored by Philco and Rabson's thru Lester Loeb via WABD, New York. Produced by Milverne Productions. Producers, Vernon Becker and Milton Stanson. Director, John Vince. Announcer, Ethel Colby. Cast: Lorenzo Fuller and guests.

Lorenzo Fuller has an easy screen-side manner. He conducts this 15-minute weekly musicale with intimacy and some charm. His own singing and piano playing are not inspired, but the nature of this little show is so unpretentious this is not a major flaw. The visiting talent is amateur or amateurish, but Fuller treats them nicely.

Theme of show caught was folk music. Fuller sang "Milly Malone" wearing Pilgrim's hat, and "Blue Tail Fly" wearing a straw hat. There was an octet, identified as the Hillside Singers, who did "Tzena, Tzena." Also, Peter Nelson, a ballet dancer, did a sequence from the "Nutcracker Suite." This was picked up straight on one camera.

Ethel Colby did the spiels for Rabsons, emphasizing that Philco products are becoming hard to get.

A modest, relaxing show.

Gene Plotnik.

Let's Go to Market

TELEVISION—Reviewed Monday (3) 12:45-1 p.m. CST via WGN-TV, Chicago. Director, Chris Erskine. Cast, Norman Kraeff, Butch Davis.

WGN-TV went whole hog for the farm audience with this show, for altho it was billed as of interest to housewives, it was nothing but market price and daily receipt quotations. The only glimmer of information useful to the housewife in the 15 minutes was that the wholesale price of eggs had dropped 7 cents, and this item had been widely trumpeted on regular newscasts earlier in the day. A housewife wandering into the program also might have had some curiosity about the quotation on the price of "dirties," but it was not explained what "dirties" are.

WGN-TV put this show on the air for 15 minutes Monday thru Friday after they took a survey indicating there is a relatively large farm audience in a 75-mile radius of the station, and that the farmers want such a program. Norman Kraeff and Butch Davis, of the

Chi Schools Back \$1 Mil Video Studio

CHICAGO, Dec. 8.—Tentative architects' plans already have been drawn for a million dollar studio to house the Channel 11 educational station which Chicago universities and schools have banded together to get, and hope to have authorized by next spring. The studio would be in a rehabilitated slum area on Chicago's South Side, on land of the Illinois Institute of Technology. The plans are for a one-story building, 168 by 240 feet. The old Auditorium Theater, now dark and owned by Roosevelt College, also has been offered for a studio.

The schools, which have formed the Chicago Committee for Channel 11, figure they'll need \$650,000 for initial equipment, and \$750,000 a year for operation. How the money will be raised hasn't been determined. Members of the committee include University of Chicago, Northwestern, University of Illinois, Roosevelt College, Loyola and DePaul universities, Chicago Board of Education, Illinois Tech, the Art Institute, Chicago Symphony Society and Chicago Historical Society.

Opposition to the allocation of Channel 11 for education has come from the Columbia Broadcasting System, which wants the rights to the channel as insurance against the failure of the Paramount-American Broadcasting Company merger, which would clear the way for CBS to buy Channel 4 rights from Paramount.

Radio Dollars Picks Ullman As Sales Rep

WASHINGTON, Dec. 8.—Radio Dollars, Inc., has appointed Richard H. Ullman, Inc., Buffalo, N. Y., as sales representatives for the "radio dollar" merchandising premium plan, Ben Strouse, Radio Dollar president, announced here this week. 13 stations have received their Radio Dollar franchises, and negotiations are now in progress with 150 other stations, Strouse said.

Local radio advertisers and some 100 nationally advertised products participate in the premium plan.

Hearst Radio Staff Of WBAL Revamped

BALTIMORE, Dec. 8.—A big personnel shuffle took place at Hearst Radio, Inc., Station WBAL here this week, with assistant manager Leslie H. Peard Jr. succeeding Harold C. Burke as manager of WBAL and WBAL-TV. At the same time, WBAL's assistant business manager, Victor F. Campbell, and Arnold Wilkes, the station's public service director, were upped to Hearst Radio posts, with the former appointed program director and the latter as public affairs and educational director.

Serving as direct assistants to D. L. Provost, Hearst Radio vice-pee, Campbell and Wilkes will act in a supervisory and advisory capacity, but will "in no way intervene with local control of programming." Campbell will also participate in the establishment of a Hearst radio and TV syndication service, using as its nucleus programs that have been successful on WBAL and WBAL-TV. Burke's resignation is effective December 31. Following a vacation, the exec will announce his new affiliation in January.

WGN farm staff, recited the quotations.

They read quotations on prices and volume of trading in eggs and all kinds of chickens and turkeys, ducks, lambs, cows, steers, sheep, and all livestock. Blackboards with these market quotations also were shown. Three brief film clips taken at the Stock Yards pens, and the trading floors of the Board of Trade and Mercantile Exchange, were inserted. Except for these films, there was nothing on the show that the farmer or housewife couldn't have picked up on the radio, from the same reporters 15 minutes earlier. It is doubtful if the value of this service to a few farmers will offset the loss of non-farming audience which preceding programs bring to WGN-TV.

Jack Mabley.

1 MIL IN YEAR

Talent List Builds P'kge Firm Income

NEW YORK, Dec. 8.—Packagers George Foley and Richard Gordon have grossed \$1,000,000 their first year in business. The packagers are unique in that they have done very well peddling talent in addition to programs. This supplementary income during times when program sales were slow has helped them overcome occasional rough spots in getting started.

Topping their roster of talent is Rex Marshall, the relaxed video commercial spieler who works so constantly. It also includes such personalities as Allyn Edwards, Jean Alexander and Mr. and Mrs. John McGovern. Their programs include "Tales of Tomorrow," for Kreisler watch bands, and "Dining Out With Dana," a local show which is shortly to go network for Canada Dry. Among the stanzas they had on during the year was the "Kreisler Bandstand," and a web radio program for the Coast Guard.

Foley and Gordon also do a great deal of counseling work for clients and agencies which helps to bulwark their incomes. They now have 11 employees on their staff and have two offices for the mushrooming enterprise.

"Miss Tele" Contests to Go National

CHICAGO, Dec. 8.—Plans already have been completed to expand the "Miss U. S. Television" talent contest into a national program in 1952. It was learned this week from Walter Schwimmer, head of Walter Schwimmer Productions, Inc., who inaugurated the program last year. Second contest, which included prelims in 13 cities, and the finals over the Du Mont Network, concluded Wednesday (5) when Phyllis Mayers, "Miss Baltimore," was named "Miss U. S. Television for 1952."

With talent a basic qualification in the contest, Schwimmer this year closed a deal with the Associated Booking Office which guarantees the winner \$5,000 in pro appearances during the coming year. Fred Williamson, vice-president in charge of the Chicago office, said the winner, a legit singer, will start her appearances in several weeks.

While the number of cities represented in the two contests held to date were the same, 13, the number of contestants screened this year passed the 2,000 mark, more than double that of last year. Contests were sponsored locally, with the finals, originating from WGN-TV here, sponsored by Hole-proof-Luxite thru Weiss & Geller.

Hudson May Pass Up ABC-UPT Job

DETROIT, Dec. 8.—Earl J. Hudson, named to head West Coast TV production for the American Broadcasting Company-United Paramount combine, now may not be available for that post, even if the ABC-UPT merger is approved. Hudson, longtime president of United Detroit Theaters, has been named commissioner for the new Department of Streets and Traffic for the city.

The fact that Hudson, former street railway commissioner and known as a conscientious leader in civic activities, is taking the three-year appointment may indicate his expectation of remaining in Detroit.

BEN YOST

ROYAL GUARDS
opening
STOCKMAN HOTEL, ELKO
December 22
1650 Bway, New York, N.Y.

Monte Carlo, Pittsburgh
(Tuesday, December 4)

Capacity, 200. Price policy, \$2.50 minimum weekdays, \$3.50 Friday and Saturday. Shows at 8:30, 10:30, 12:30. Owner-operators, Allan F. Clark and Harry Fox. Exclusive booker, George Claire. Estimated budget this show, \$900. Estimated budget last show, \$800.

Even though they say you can't make empty tables laugh, this small intimate room was rocking with laughter during Hal Fisher's fine comedy turn, with a fast count showing the customers around 15 or 20. Making his first appearance in town for almost four years, Fisher went right to work with his new material spiced carefully with his old drunk routines, and had the small audience roaring at every line. He also handled the show, as fine a package as the room has ever had, in very creditable fashion.

Myrna Bell, a sock dancing turn, got the show off rocking and rolling, and Vinni DeCampo followed with a sock rendition of six big tunes. The good-looking youngster, now on Coral Records, is bound to happen one of these days. His delivery, tone and style are all top drawer. Laura Kellog assisted Fisher, and the Bobby Cardillo Trio did their usual great job in cutting the show and playing for dancing. Len Litman.

The Langs



4th Return Engagement
CHICAGO THEATRE
December 7-20

Representatives
Miles Ingalls Harry Greben
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Night Club-Vaude Reviews

Moe's Main Street, Cleveland

(Friday, November 30)

Capacity, 200. Price policy, \$1 admission. Three shows nightly, four Saturday. Owner-operator, Moe Nahas. Exclusive booker, Tony Sennes. Estimated budget this show, \$1,500. Estimated budget previous show, \$1,500.

This is the room that is causing so much excitement in record circles and whose success has given Cleveland five rooms playing record names. Moe Nahas, owner of the spot, had a hit and run bar and cocktail lounge in this room, and he got the idea of using record names about six months ago, so he got the town's biggest booker, Tony Sennes, to get the policy rolling. Sennes put in Bill Farrell, a Cleveland boy, for the first week, and the room started rolling, with big grosses being piled up in successive weeks by such people as Tony Bennett, Johnny Ray, Don Cornell, June Christy, Don Cherry and many other record names. Now the room has been done over in good taste with a sliding stage and very small bar and has the necessary atmosphere for the proper presentation of the stars being used.

Nahas uses big disk jockey promotion and seems to have every deejay in town lined up with him. In show caught, Nahas is back with his opening star, Farrell, who jumped in at the last minute to sub for the ailing Buddy Greco. Farrell did his usual sock turn and had to beg off, but he was practically topped by newcomer Dolores Hawkins, who has just been signed by Columbia. The former Gene Krupa thrush is easily one of the most polished performers in the business and had this very hep crowd breaking out with a boff mitt after each tune. She had to beg off after her second encore to do a disk jockey show which was her 14th for the week. Eddie Ryan, Farrell's former accompanist, has the band in this room, and the four-piece outfit did a great job in cutting some difficult music and played well for dancing. Len Litman.

Radio City Music Hall, New York

(Thursday, December 6)

Capacity, 6,200. Price range, 80 cents-\$2.40. Four shows daily; House booker-producer, Leon Leonidoff. Show played by Raymond Paige house ork.

The 19th annual Christmas pageant, "The Nativity," is as splendid as ever.

The rest of the show, "Open House," seemed to lack the effects one expects from the MH, and the performance limped in several spots. It started with a trio of butlers up front, chanting an intro of clever lyrics. The curtain opened to a huge table top set for egg-nogs. In a moment the cups turned into ballet girls, the effect having come from the lining of their skirts. Nanci Crompton, as the fairy whose wand effected this transformation, whirled to a smattering of hands.

The Botonds, an acro team of three fellows and a girl, followed, making their American debut. They had a repertoire of solid acrobatic matter, including head to head, plus a few comic bits. But they did not seem prepared to go on. Their act had the pacing of a free for all. The audience tried to applaud but couldn't seem to find the right moment.

Next scene was a horse-shoe dinner setting. The set was angled up the back drop so that the audience had a bird's eye view. This was impressive enough to get a hand in itself. But it was accompanied by a tired performance of "Loveliest Night of the Year." Things picked up a bit when Evie and Joe Slack came on to this scene, he as a chef and she as the contents of the steam dish. Evie is an extraordinary contortionist. Her legs appear not really attached. Pair did a brief, well-routined stint during which she made like a rag doll. They didn't get the big hands, but drew plenty of gasps and made an impression.

The horse-shoe table was rolled off and a cigar box came down, from which emerged the Rockettes in brown tights. After their turn, the whole melange came on again for a confusing finale, during which, with bells ringing, an immense flat, cut out like the bust of a man, dipped into the immense egg-nog bowl. Pic, "I'll See You in My Dreams." Gene Plotnik.

Cocoanut Grove, Ambassador Hotel, Los Angeles

(Thursday, December 6)

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

A near-capacity crowd turned out to greet Yma Sumac and was held spellbound by the gal who goes from a throaty contralto to a bird-like coloratura with less effort than it takes to write it. Miss Sumac, exquisitely garbed in a satin-trimmed black velvet gown and red cape, is gracious, personable and exciting, and shows no reason for anything less than s.r.o. biz for the next three weeks.

Mixing Spanish and Incan, Miss Sumac stays in the high registers with virtual ease. Her rhythm and timing are tops. With the eerie "Hymn to the Sun," the rhythmic "Tumpa" and a breathtaking "Birds," the princess keeps ring-siders enthralled. On several selections Miss Sumac is expertly accompanied on guitar by her husband-arranger, Moises Vivanco.

A top act but shadowed by the forceful Miss Sumac, the Blackburn Twins and Pam Cavan score with their first offering. Boys warm up with "He Reminds Me of Me" and into the gal with the standard "Ain't She Sweet." Threeosome pull well with a "movies are better than ever" routine. Miss Cavan, the Twins' latest partner, is a blond and receives a warm reception. Twins' "mirror" stunt shows excellent precision and is well staged.

Eddie Bergman cuts a difficult show in able fashion and plays for dancing with equal grace. Ork chirp Pat Murphy not only looks well but sings an okay tune. Joe Bleeden.

Vine Gardens, Chicago

(Thursday, December 6)

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

North Side bistro, which mixes name shows with low-budget offerings, came up with the latter this time, and it is a good one-hour program.

Kenny Milton, in from Duluth, Minn., emsees, introducing Jill Adams, a good terper who starts off rather slow with two songs, "Charlie My Boy" and "Pretty-Eyed Baby," then goes into an excellent tap routine. Gal gets off to a strong mitt after three numbers.

Patti Ross, a tall looker, is on second, offering a series of acro-terp numbers which go over well despite limitations of the small stage. Her closer has some good acro but needs more work, she should eliminate the unnecessary hip tossing and hold to the straight turns which are strong enough without the by-play.

Francesca Cameo, who did a turn at the Chez Paree here a few months back, does four numbers (two in French, the others in English) this time. The Paris importation is a tall, well-built blonde who still has not found stage presence. Her French numbers are done to big hands. The English songs were weak, mainly because they were not suited to her husky voice.

Milton works thru the entire show, punching away with a variety of material, some good, some not suited to this type of location. His closer, however, is strong. Working with the audience, he gets four of the customers onstage, then goes thru a number which includes cymbals, horns, trick hats and other gims which get big laughs.

Pancho and his combo do a good job of backing. Norman Weiser.

Marine Dining Room, Edgewater Beach Hotel, Chicago

(Wednesday, December 5)

Capacity, 500. Price policy, cover charge 75 cents-\$1. Shows at 8:30 and 10:30 Monday thru Friday; 8:30 and 12 Saturday. Publicity, Margery Winston. Production, Dorothy Hild. Booking policy, non-exclusive. Estimated budget last show, \$6,500. Estimated budget this show, \$4,000.

Hostelry follows up the Hildegarde starrer with its annual Christmas presentation, and comes up with a perfect mixture for the family-type crowd which will patronize the room during the next few weeks. Show packs in some well-produced production numbers, including the "Winter Wonderland" piece which is almost legend in the room, top puppet work by Lester Oman, and comedy by Gene McCarthy and Jimmy Dale.

Oman, who has gained a rep in the field as a maker of puppets for his own act as well as for others, intros some new little people along with his regulars, and draws one of the biggest mitts here in a long while. Oman is a master craftsman, who lets his puppets speak for themselves, and they do an excellent job. His little old lady, who goes from table to table landing out flowers, pulled strong, as did his balancing seals, a skeleton, a dummy working a clown puppet, and his closer, a majorette, whose baton actually twirls, stopped the show cold.

Phono Hindrance

Gene McCarthy and Jimmy Dale (formerly known as McCarthy and Farrell) work hard thru their bit, but in the show caught were hampered by poor reproduction on the phonograph used in the act. Team mixes mimicry, done to the platters, with some gags, and pantomime minus the recorded backgrounds, to get a good reception. Their opener, done with a dummy and an off-stage vocal, and the closer, a play on the newsreels, were especially good.

The left hand of Dorothy Hild again makes the "Winter Wonderland" number a winner. Costumes have been changed for the current edition, but the tune bells are (Continued on page 46)

Chicago, Chicago

(Friday, December 7)

Capacity, 4,200. Price policy, 48 to 98 cents daily. House booker, Harry Levine. Show played by Louis Basil's house band.

The Will Mastin Trio, after several years of best-manning on bills throuout the country, hit pay-dirt in this strong pre-holiday show. Seen here several months ago on the Dinah Shore starrer as a supporting act, the trio came in the top spot this time, and brought down the house.

Opening with terp routines by Sammy Davis Sr., Will Mastin and young Davis, all strong in their own right, act moved into a series of impersonations by Sammy Jr., which ran the gamut from Jerry Lewis to Mario Lanza, and each one got a bigger mitt than its predecessor. Act closed to a tremendous hand from a packed house.

The Langs, an acro sextet seen here many times in the past in person as well as on TV, opened the bill with their regular turns, topped by the blindfold two and a half turn spin by one of the gals into a high seat. Moppets gave this one a big mitt.

Don Cherry, who cuts on Decca, came in with a bad throat but went thru his numbers in good order. Opener was "I May Be Wrong," followed by "Blue Velvet," "Vanity" and "Tumbling Tumbleweed." Cherry has a strong delivery and a pleasing manner, but is still not hep to the tricks which can help push his personality across the footlights.

Providing the comedy on the bill was Paul Gray, another act familiar to Chicago via his nitery and television appearances. Gray used his standard routine, which earned some big laughs and an especially heavy mitt for his impression of the Ink Spots singing "If I Didn't Care."

Louis Basil and his orchestra played the show, with Basil introducing the acts. Pic, "Starlift." Norman Weiser.

St. Regis Maisonette, New York

(Thursday, December 6)

Capacity, 170. Shows at 9:30 and 12:30. Price policy, \$1.50-\$2 cover. Owner, St. Regis Hotel. Manager, Pierre Bultinick. Booking, non-exclusive. Publicity, Timmie Rogers. Estimated talent budget this show, \$750.

If friends can make a performer, then Polly Bergen is a hit. Unfortunately, the you-were-great contingents play only opening night stands. So from here on Miss Bergen will have to prove herself to people with food and drink before them vying for the attention.

Miss Bergen, a tall, wispy, very pretty redhead came in with a routine made up of equal parts of show tunes and pops molded together in what is supposed to be a story of young lovers. The medley was introduced via a verbal description of a mythical stage set. Then she went into "Most Unusual Day"—more talk—"Be My Love"—more talk—"Wonder Why," etc. In the mid- (Continued on page 46)

Flame Room, Hotel Radisson, Minneapolis

(Wednesday, December 5)

Capacity, 200. Price policy, \$1.50 minimum dinner and supper. Shows at 8:30 and 11:30. Management: John Daniels Jr., hotel manager; Harvey McKinley, room manager; Martha Hamilton, booker. Booking exclusive. Estimated budget this show \$2,000.

Nancy Andrews, out of "Call Me Madam" where she understudied Ethel Merman is a bright new star on the hotel room firmament. Her act here showed a resonant voice, plus fresh material which she has written to pace her 25-minute seg.

Opening with "Cockeyed Optimist," she parodied it into "Cockeyed Bigamist," about the gal who loved so often and so well that she went from one husband to another without benefit of divorce. Very cleverly handled. Her top offering, tho, is her tel- (Continued on page 46)

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DECEMBER 15, 1951

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

MIAMI SEASON KICKS OFF

Nitery Ops Expect Good Year, With All Clubs Opening Before Jan. 1

Continued from page 1

berg in the top slot; Allison Hotel, newest on Miami Beach, with The Beachcombers Quartette and the dance team of Enrica and Novello; December 22—Copa City, with Gene Baylos, the Mary Kaye Trio, and an as-yet unsigned headliner; December 24—Ciro's, show not yet set, and December 28—The Beachcomber, under new management by Jack Lynch of Philadelphia and starring Lili St. Cyr.

In addition to the club openings, most of the already running niteries will launch some of their

Caesar Suit Set for Jan. 8

NEW YORK, Dec. 8.—Federal Judge John Knox yesterday (7) set January 8 for the trial of Capitol Productions' \$250,000 damage action against Sid Caesar. Caesar's counterclaim for \$75,000 will be heard at the same time. The dispute is over an agreement made in 1945 between Caesar and Milton Bren, who was then affiliated with Capitol.

Both men were in the Coast Guard at the time. Capitol, under the agreement, was allegedly going to make films to exploit Caesar's talent. The legality and enforceability of the contract will be argued in the non-jury trial.

NY Music Hall Cast Yells AGVA 'Sellout'

Continued from page 1

June, 1951, and some dated January, 1951, to run until 1953.

The staff huddled, and on the basis of these proposed contracts charged they were being sold out, wired AGVA not to represent them and retained their own attorney Robert Livingston and asked for an election. It was later disclosed that, tho AGVA was negotiating with the theater's management, it had never organized the cast or even spoken officially to its members.

Quick Action

Dunn was hurriedly called. He sent Henry Katz, AGVA house lawyer, and Lou Smolev to talk to the cast. They discovered the

biggest shows of the season. Among these are Jack Goldman's Clover Club, setting the Billy Gray unit for a December 26 debut; the Sans Souci Hotel's Blue Sails Room, with comic Lenny Kent returning on Christmas Eve, and the Saxony Hotel's Sheli-Mar Room, where Miguelito Valdes brings in his band.

Papa Bouche, whose plush Villa Venice will now be housing Lou Walters' girls, is negotiating for Club Boheme, one-time gambling casino and star showcase which Art Mooney operated last season. Mooney won't be back in nitery operation this season, altho he still owns and operates the Hampshire Hotel in Hallandale. But wherever Bouche will headquarter, he'll open up on his usual date, New Year's Eve.

The plush Colonial Inn becomes a smorgasbord restaurant Friday (14). Spot has been re-named the Sweden Inn, and will offer intimate musical entertainment with Gerry Dietz, accordionist.

Ice Show Offered

Casablanca Hotel will launch its seasonal show schedule on the 19th with an ice show in the Club Morocco, first Miami Beach hotel to attempt this type of entertainment.

Unit coming into the spot is the George Arnold "Rhythm On Ice" presentation. Group is booked for a month. Only prior ice show experiment in Miami Beach

was the abortive 10-day stand last summer at the Miami Beach Auditorium by "Holiday On Ice."

Normal business prospects are in the offing, according to the ops. They expect a season as good as last year's and possibly a little better. Practically all of the tourist and transportation agencies—including the airlines—have boosted their advertising and promotion budgets, and the expected increase in tourists will undoubtedly be reflected in night club take.

Name Line-Up Scheduled for Palmer House

CHICAGO, Dec. 8.—Merriell Abbott, bellwether talent buyer thru her exclusive purchases for the Hilton Hotel chain, has her biggest array of names in years set for the Palmer House, Midwest flagship of the chain, following the closing of her "Shooting High" revue January 9. The swank Empire Room has Evelyn Knight, Robert Maxwell and Peggy Ryan and Ray McDonald set for January 10; Billy DeWoife, Margaret Phelan and Bela Krem, February 7; Mimi Benzell, Rolly Rolls and Landre and Verna, March 6; Kay Thompson and the Williams Brothers, April 3, and Dorothy Shay, May 7.

Frank Sennes, the Cleveland agent, is taking "Shooting High," first revue to be packaged by Miss Abbott, into the Lookout House, Covington, Ky., January 21; with a four-weeker at the Desert Inn, Las Vegas, Nev., set for five weeks after the Kentucky opening. Miss Abbott said that MCA has been making overtures to take the tour from there, but that she probably will fold the show. The "Shooting High" package set a record for recent years at the Palmer House, running almost three months. Miss Abbott intends to package a second revue for the Palmer House, opening sometime around August or September next year.

Miami "Dimes" Benefits Okay

CHICAGO, Dec. 8.—The hassle in the Miami Beach area over benefits for the March of Dimes will be eliminated, according to Jack Irving, Midwest head of the American Guild of Variety Artists.

Irving spent three days in Miami recently where he huddled with Jerry Baker, AGVA head of the region, and reps of the local polio foundation.

Beefs last year, according to Henry Dunn, AGVA head, were because acts were called on to do many shows for March of Dimes but were booked thru Lee Mason, who is a performer-member of AGVA and as such not permitted to issue contracts. Lee was brought up on charges and is now under suspension, said Dunn.

Paul Brunn, columnist for the Miami Beach Sun-Tropics, will handle all polio shows for the coming winter, added Dunn.

LEWIS DROPS HECKLER SUIT

PHILADELPHIA, Dec. 8.—Comedian Joe E. Lewis, who a year ago brought assault and battery charges against a heckler following a bloodless scuffle in the Latin Casino here, appeared before the grand jury, Friday (7), to request charges be dropped. The jury agreed but assessed Lewis \$12.13 to cover cost of drafting a bill of indictment against Mortimer Steinberg, of Brooklyn. In his complaint, Lewis, who is back at the Latin Casino, stated Steinberg followed him from city to city, occupied a front table and proceeded to heckle.

Lewis finally let him have it here, but said the incident apparently discouraged Steinberg since.

MCA Names Dugan Veepee

NEW YORK, Dec. 8.—John Dugan, head of the New York act and ork department of Music Corporation of America, has been promoted to a vice-presidency to take effect the first of the year.

Dugan has been with MCA for the past 14 years. His duties as an officer will remain virtually the same as now, except that as a veepee he'll be in a policy-making capacity. With Dugan's promotion, MCA now has 11 vice-presidents.

ARA DENOUNCES PACT WITH AGVA

Doesn't Want Employer Tag; Claims \$1 Insurance Won't Work; Plan Falls Down

NEW YORK, Dec. 8.—The Artists Representatives' Association meeting here Monday and Tuesday (3-4) denounced their signed contract with the American Guild of Variety Artists which embodied the insurance collecting plan, thereby creating a situation that may lead to open warfare between the orgs.

The Chicago contingent was particularly adamant for a new deal. They claimed that under the signed contract they would be termed employers, a position they didn't want, and that collecting the \$1 per man per show insurance was unworkable.

Henry Dunn, AGVA topper, said they were in effect employers, and AGVA "was tired of pussyfooting on this subject." AGVA lawyer Henry Katz said the problem was not AGVA's. So long as bookers bought and resold shows, they were employers. So far as he insurance was concerned, it was suggested to ARA that its members go to the buyers and "tell them the show cost so much plus the insurance, let the buyers pay the \$1 and you pay nothing." Agents turned this down as unworkable.

The agents proposed that AGVA sign some document relieving them of being termed employers. Instead of agents collecting the \$1 insurance, they said, let each act get \$1 more on scale and be responsible for paying the insurance.

Connors Vs. Dunn

Vic Connors, AGVA rep responsible for the original insurance plan, agreed, but Dunn did not. Later Dunn was asked why he turned it down. He said, "Because Connors went for it."

The fact is, according to well

Combos Dip, Only Palace Keeping Pace

NEW YORK, Dec. 8.—All the flesh-pic combo houses took it on the chin last week for varying reasons. The most widely accepted was the seasonal lull. But whatever the cause, the fact is that takes were down.

Radio City Music Hall (6,200 seats; average \$125,000) faded rapidly from a \$125,000 first week to \$85,000 for its second and final week. Show consisted of "Too Young to Kiss" plus Jimmy Nelson and the Shyrettes. New bill (6) has "I'll See You in My Dreams" plus its annual Christmas "Nativity" spectacle.

Roxy (6,000 seats; average \$59,000) moved down to \$47,000 for its last and second week (a 10-dayer), against a preem frame of \$66,000 for bill of "Golden Girl," Blackburn Twins and Jan August. New bill (7) has "I'll Never Forget You" plus Carol Bruce and Jose Melis Trio.

Paramount (3,654 seats; average \$59,000) went down to \$60,000 for its deucer, with "Two Tickets to Broadway" plus Patti Page, Jack E. Leonard and Buddy Morrow band. Opener saw \$90,000.

Palace (1,700 seats; average \$43,000) is still holding up, and the only exception on the Street. For nine shows, last week's take was \$41,000 against \$48,000 for 10 shows the previous week.

cast had formed its own union and refused to permit AGVA to bargain for it. The cast wanted an immediate election to determine what union if any would represent them.

The theater management, anxious to avert any walkout, agreed to talk to any representative group. In the meantime, Sam Suber, of the American Federation of Musicians, Local 802, notified the house management that the entrance of a non-AFL union into the Music Hall would create some serious problems.

Katz pointed out that no actual contracts were signed, and after considerable talking, the performers agreed to withdraw their own union and let AGVA act for them. AGVA agreed thru Katz that performer reps would be included in all negotiations from here on and that no contract would be signed without the approval of the performers.

But despite Katz' pleas, the performers didn't go along 100 per cent. About one-third of the staff expressed themselves as dissatisfied with AGVA leadership, and refused to go along on any compromise.

Vaude Flops In Detroit

DETROIT, Dec. 8.—Another brief experiment with vaudeville policy has flopped here after two tries. The Regent Theater, part of the United Detroit chain operating a score of the major houses here, including a dominating position in the first and second run set-up, is one of the key nabe houses, and a fair testing ground for a new policy.

Appeal was made to jazz fans, under the title of "Jazz at the Regent," featuring the Otis Finch orchestra, with Ernie Dunham as emcee. Shows were staged two consecutive Friday nights, with relatively poor attendance. The shows were dropped this week.

Minsky's Burly Test in Miami

CHICAGO, Dec. 8.—Harold Minsky, the burlesque major domo, is testing the first of what he hopes will be a string of major theaters, utilizing peelers, when he opens the Plaza Theater, South Miami Beach house, to the runway crowd December 21.

Minsky, who also operates the Rialto here, said that he is seeking key theaters in major cities to open a straight flesh policy, probably two a day. Minsky is scaling the Miami house at \$1 and \$2, with all seats reserved for two shows per day at 8:30 and midnight. He has taken a year's lease on the house. Last burly house in the Miami area was operated in 1938 by H. K. Minsky.

Minsky is also breaking policy at the Rialto here, when he turns over the theater to an indie venture December 6, bringing in Barbara Payton, fem fatale in the Franchot Tone-Tom Neal fisticuffs, together with her starring pic, "Bride of the Gorilla." After a three-week run, Minsky will again produce his burly revues.

Night Club-Vaude Reviews appear on opposite

page. More Night Club-Vaude News, as well as Hocus-Pocus and Burlesque Notes, appears on page 42.

Radio-Television Reviews on page 10.

Baltimore Hip. Back to Vaude

NEW YORK, Dec. 8.—The Hippodrome, Baltimore, will go back to flesh December 27 for the first time since May 27. Return of live act, however, will be on an experimental basis. If the show does business, house will use one show a month.

First bill, an eight-acter, will have the Four Aces, Sharkey the Seal, Alan King, Harrison and Shore, Milton Douglas, Tres Ascevedios, Minda Lang and Ladd Lyon. Show was booked thru Al Rickard.

The Jamaica, New York, another Rickard spot, which tried with flesh and missed, will go back for a four-dayer, starting December 29, with Cab Calloway and a package.

Out Next Week . . . Another Billboard First . . . See Page 49
The Billboard Auditorium-Arena Number

SPECIAL ARTICLES BY: BOB HOPE • SONJA HEHIE • C. W. VAN LOPK
NAT (KING) COLE • WALTER A. BROWN • NORMAN GRANZ • H. W. J. BARNET
CHARLES A. McELRABY • ARTHUR MICHAUD • NATHAN PODOLOFF
ED FURNI • C. A. RITTER • WILLIAM MAAS • WILLIAM COKER
EDWARD J. QUIGLEY • JUSTUS EDWARDS • AXEL H. REED • DAPHNE (DEE) POLI

Philips to Enter Disk Biz, Fight for Global Markets

Columbia to Set Foreign Deals For Production and Distribution

NEW YORK, Dec. 8.—A long-expected tooth-and-nail struggle for the world's disk market outside the United States may come to pass with the official entry of Holland's Philips Industries into the international wax sweepstakes. The Philips firm, one of the world's largest international producers of electronic and chemical products, after several years of preparation, is about to make a major entry into the record business.

The extent of the plunge will simultaneously carry the Philips' wax banner into virtually every civilized corner of the map, with the exception of the United States. Philips already has at hand for its

disk operation 152 manufacturing plants and 112 distribution outlets throughout the world.

The Philips invasion of the world record market picked up its ammunition this week with the announcement by Columbia Records' Jim Conkling that the latter firm would complete a deal for international production and distribution outside the United States sometime in the next six months to a year. Columbia's foreign tie in the modern history of the company has been exclusively with Electric Musical Industries of England, recognized in many quarters, along with E. R. Lewis' Decca world-wide network, as the leading world-wide waxworks.

Philips, heretofore having confined its record activity to a minimum and barely touching on that business outside sectors of Europe, will move into England and will activate all its wax resources now that the firm has close at hand in Columbia one of the world's most imposing record catalogs. Philips' other major disk affiliation was sealed last year, when the Dutch firm bought out Polydor Records of France.

LP's a Factor

Columbia's decision to part company from EMI was to a great extent determined by the EMI resistance of the new speeds, most notably long-play wax. EMI, in-

identally, controls Columbia Gramophone, Ltd., the foreign counterpart for American Columbia. LP was introduced abroad by Decca's Lewis, with most impressive results. But EMI has resisted the new speeds on the grounds that they would confuse dealers and consumers alike.

The EMI attitude toward the new speeds is said also to be providing more than a minor irritant with the powers-that-be at the RCA Victor company here. Victor, whose His Majesty's Voice is a unit of the EMI set-up, is known to be quite anxious to get its 45 r.p.m. product introduced on the foreign market before LP captures the complete play in the battle of progress abroad.

Philips, in its Columbia arrangement, has already agreed to produce LP's as well as 78's. Philips thus will carry LP to many parts of the world not yet acquainted with the Columbia-developed disk medium. The Dutch firm will make a handsome money outlay in its drive to get into the record business.

Philips intends to build its own catalog quickly and intends to record on a completely international basis. In other words, the firm will record in any country where artists are available, regardless of whether the values are local or international.

LYRIC MAG \$\$ DOWN

But Charlton Still Issues 6 Fan Sheets

NEW YORK, Dec. 8.—The sale of lyric reprint rights to fan magazines—only a few years ago an important source of income to music publishers—has of late lost much of its value to the pubbers. Some firms, however, still derive a tidy sum from the Charlton Publishing Company. Latter firm is the only outfit still in the lyric reprint business. Firm turns out as many as six different publications which contain words to pop songs. During the World War II days, and for some time after, there were three firms competing for the lyrics and bidding up the price to sky-high figures.

In the hey-day of the lyric magazine business, three firms, Charlton, Davis and Song Lyrics, Inc., were turning out as many as 15 different monthly and quarterly publications, and paying the bigger music publishers as much as \$75,000 annually for lyric rights to combined catalogs of such pubberies as the Big Three, Paramount-Famous, Chappell and Warner groups. Top price these days is known to be less than half that figure. Pubbers who are now getting about \$4,000 a year were once able to get more than three times that figure.

Sales of the magazines, which were tremendous in the 1945-1947 period, fell off drastically during the past few years. But, according to newsstand sales statistics, they are rising again. Charlton has shown a 20 per cent increase in sales of three of its magazines during the first half of this year over the same period in 1950. Five years ago, three similar magazines sold 2,000,000 copies a month.

Bigs Get Most

Payment to music publishers for the lyrics still follows the pattern set years ago. The big pubbers get the big money, usually a flat sum per year for all lyrics. The medium sized pubbers are offered a flat sum plus bonus payments if a tune hits best-seller or most-performed lists. In several instances, both the lyric magazine and the pubber work out special "one-shot" deals on specific tunes.

Writers' income from sale of lyric reprint rights has changed considerably, too. For some writers, income from this source has

gone way up. For other tunesmiths, income is negligible. While a smaller number of pubbers are now selling reprint rights, writer income derived from pubbers who have lyric deals is greater, under the 1947 revised Songwriters' Protective Association standard contract. Under the 1939 writer contract, the subject of payments for use of lyrics was ambiguously worded. Writers got as little as \$25 per use of each lyric. The current contract form makes specific refer-

(Continued on page 32)

Juke Bill Hearing Resumes on Feb. 4

WASHINGTON, Dec. 8.—The House Judiciary Sub-committee on Copyrights and Patents this week scheduled February 4 for resumption of a hearing on the Bryson-Kefauver Bill to end a copyright exemption on juke boxes. Whether the hearing will extend beyond a single day is undetermined yet, but a subcommittee spokesman said that opponents of the bill will be given "all the time they need" to air their testimony.

The sub-committee has sent invitations to seven foes of the bill, and open invitations are being extended to any others who want to be heard. Invited to the resumption of hearings are Ralph E. Curtiss, Washington counsel of the Associated Tavern Owners of America; Hammond E. Chaffetz, counsel for the Automatic Phonograph Manufacturers' Association; Irving B. Ackerman, counsel to the Michigan Automatic Phonograph Manufacturers' Association; S. C. Bristol, vice-president of the Rudolph Wurlitzer Company and Sidney Levine, counsel of the Automatic Music Operators' Association, Inc.

Previous Airing

The Bryson-Kefauver bill, which calls for royalty payments of a penny per composition on pop records in juke boxes, received a full day's public airing

PAUL ACKERMAN HOSPITALIZED

NEW YORK, Dec. 8.—Paul Ackerman, music editor of The Billboard, is recovering from a successful operation in Flushing Hospital, Flushing, L. I. Ackerman, who has had a digestive disorder for some time, will be confined to the hospital for about two weeks.

DISK PEACE?

April Stevens, Piantadosi Suit Fades

HOLLYWOOD, Dec. 8.—Indications this week were that the April Stevens-Al Piantadosi differences will be settled out of court. Plans for Miss Stevens to withdraw a contemplated suit against Piantadosi and not claim royalties on 100,000 of her platters believed sold by Society Records. Above action by the chirp will be taken only if Piantadosi forfeits all contractual rights to Miss Stevens.

Society Records claims close to 8,000 of Miss Stevens' diskings were sold. However, the singer's attorney, Mark Robinson, said that the correct figure is nearer 100,000. The lawyer is seeking declaratory relief action under two contracts, which is expected to be accepted by Piantadosi.

Thrush winds up her current Oriental Theater, Chicago, date December 12 and works a week at the Copa Club, Pittsburgh, December 17.

Victor Ships Only 45 Jukes

NEW YORK, Dec. 8.—RCA Victor this week started shipping all samples to juke box operators on 45 r.p.m. records. The decision came about as the result of a survey taken by Victor among those ops who receive samples regularly. The result was a vote of about four to one in favor of the 45 r.p.m. speed.

The first sample to coin machine operators, which will be shipped on the 45 speed, is the diskings of "Bermuda" and "June Night" by the Bell Sisters, with the Henri Rene ork. The Bell Sisters were only recently signed by Victor, and this is their first recording.

RCA Pop Dept. Feels Effects Of Kapp Drive

New A&R Head Acts To Clarify Policy; Issues and Releases

NEW YORK, Dec. 8.—RCA Victor's pop record department already has felt the effects of the first week of Dave Kapp's appointment in charge of that department. Tho he has established no steadfast policies nor does he intend to, Kapp already has made it clear that he will make use of coverage and special releases at the diskery, much in the same manner that he used this method in his long term with Decca Records.

Kapp said that he plans no immediate changes in personnel. He flatly denied a Hollywood-emanated rumor that Henri Rene would leave the diskery at the first of the year. He also denied Lindy's-derived reports that Decca's Milt Gabler and Corall's Jimmy Hilliard would come to RCA as assistants. It also was pointed out by Kapp, and by the Decca diskery, that Gabler signed a fresh term employment contract with Decca only several weeks after Kapp left the latter diskery. Negotiations currently are under way to renew a deal with musical director Hugo Winterhalter, whose current combination employment-artist document runs out in mid-January.

Kapp, in discussing immediate plans for conducting his office intends to operate on a flexible release system. "We'll record only the good songs; the more good songs, the more releases—and vice versa," was the way he put it. Diskery's policy in the past few years has been built on steadfastly maintaining a stringent release schedule that has restricted issues to as few as three per week.

Kapp's first wax productions for Victor includes two special releases, fast coverages on a pair of breaking tunes, "Tell Me Why"

(Continued on page 23)

Sinatra, Col Knot Unravels

HOLLYWOOD, Dec. 8.—Final clarification in the Frank Sinatra-Columbia Records hassle (The Billboard, December 1) can be expected within three to four weeks, according to Sol Jaffe, of Jaffe & Jaffe, vocalist's reps. Prior to hopping to a London engagement, Sinatra said that the basis of his difficulty with the label has been song material.

"All I ask is a fair shake on songs," Sinatra said, "and once I get a few more plug tunes and less standards I'll be happy."

He indicated that if the song knot isn't unraveled, he may be happier out of the Columbia fold. Sinatra also said he intends to continue using Axel Stordahl to back his ballading, stating that he and the latter long have been a disk team. He said suggestions were made he use Mitch Miller's (head of Columbia's pop artist-repertoire) accompanying ork.

Flanagan-Mills Tour Grosses 66G, 14 Days

NEW YORK, Dec. 8.—The Ralph Flanagan ork-Mills Brothers concert package grossed \$66,112 on a 14-day concert tour thru Michigan, Ohio, Illinois and Indiana. Starting November 16, the package played 14 cities in as many days, giving one and sometimes two shows a day in auditoriums and schools in Midwestern cities, including Grand Rapids, Kalamazoo, Flint, South Bend, Battle Creek, etc. Package was sold for \$2,500 per date against 60 per cent of the gross.

Biggest day's gross for the junket was hit at the Quimby auditorium in Fort Wayne, where the package drew \$7,200 for two shows. Other figures for the tour were: Grand Rapids, \$5,180; Saginaw, \$4,710; South Bend, \$4,720; Battle Creek, \$4,860; Danville, Ill., \$4,840; and Lima, Ohio, \$5,600.

The average admission charge for the package in the 14 cities played was \$2.40, with one auditorium (Saginaw) setting aside a number of 25-cent seats as required by local ordinance. The Flanagan-Mills Brothers tour was promoted by Phil Simon.

Cap Widens Services in E. T. Field

• *Continued from page 4*

Cap broadcast division split between production and sales will bring Cliff Ogden, heretofore division's head, to the post of general manager in charge of production, headquartering in Hollywood. E. R. (Pete) Lytle will serve as division's business manager, also headquartering on the Coast. A former business consultant, Lytle was originally hired by Cap to probe TV potentialities, but will be switched to Cap's regular staff.

Cap execs feel that in placing sales responsibilities with its distribution wing, it will reap greater sales benefits as a result of the firm's widespread web of branch offices. This, in turn, will also leave the broadcast division's toppers free to concentrate on program planning and production.

Files Vs. 14 in "Heart" Suit

NEW YORK, Dec. 8.—The Dixie Music Publishing Company filed an infringement suit here Monday (3) alleging that the current hit tune, "Cold, Cold Heart," is an infringement of that firm's song, "You'll Still Be In My Heart." The suit was filed against writer-

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Disks Rule Radio, 29% On ET's, 96% on Locals

• *Continued from page 1*

riod, only eight local radio programs and 62 song performances were live. Network live broadcast figures totaled 216, with 1,116 live song performances.

The Peatman survey also disclosed three-fifths of all radio programs with pop music and three-fifths of all song performances on the four local stations are network originated. Of 500 radio programs checked, 303 were network and 197 local. Of the 2,377 song performances logged,

1,440 were network and 937 local.

Tho the Peatman statistics were not startling revelations, they pointed up the continuing tendency of local stations to use disk jockey shows, while the networks still feed live programs to their outlets during peak audience hours. However, as TV continues to take the play away from radio, traders see the nets heading for increased use of recorded and transcribed pop music programming.

Diskers' Production Costs Rise Sharply

Recording, Pressing Status Quo, But Other Prices Jump 15 to 30 Per Cent in Year

NEW YORK, Dec. 8.—Record manufacturers' production costs for the year 1951 were marked by a sharp increase in the prices of albums, envelopes, labels, printing and shipping cartons, although the prices for recording and pressings remained about the same. Increases in paper and cardboard

were reflected in prices charged by the album and box manufacturers, which jumped from 15 to 30 per cent since December 1950.

One year ago, an LP envelope in 1,000 quantities sold for about 6 or 7 cents. Today the price is nearer to 10 cents. Four pocket 78 rpm albums that cost 17 cents in 1950 are now about 20 cents. Although printing costs rose only by about 10 per cent, the higher prices charged for set-up and typography has made many a small manufacturer eliminate the liner that usually is on LP envelopes and albums. In order to beat the high cost of printing, a number of independent LP firms use a standard cover for all LP's, and merely paste on a gummed sticker to identify new releases. This eliminates being stuck with envelopes for LP's that do not move.

Presses Static

Pressing charges have not risen, and in some cases have even fallen a bit below last December. This is due to the heavy competition in the pressing field and the fact that threatened shortages of shellac or vinylite did not develop as anticipated. Prices for records today run about the same as last year, with 78 rpm shellac at 15 cents to 18 cents, break-resistant 78's and 10-inch LP's at 22 cents to 28 cents, vinyl-filled records at 28 cents to 32 cents, and pure vinylite records at 33 cents and up.

At the moment there do not appear to be any acute shortages in any department of the record business. However, one large album manufacturer is of the opinion that there will be a smaller supply of cardboard next year, when the Government starts buying this product.

Royale Gets Material for 43 New LP's

NEW YORK, Dec. 8.—Eli Oberstein returned from a two-week European junket Tuesday (4) with a batch of longhair masters procured in Vienna and Berlin which will provide the backbone for the addition of 43 new long-play 12-inch platters to his low-priced Royale line. The new titles will be added sometime before January 15.

Among the new recordings Obie bought on this trip were four complete operas: "Tales of Hoffman," "Gypsy Baron," "Merry Widow" and "Die Fledermaus," which will represent Royale's first entry into low-price complete opera business. Obie also bought recordings of five symphonies and seven concerti. Most important symphonic purchase was a complete Beethoven Ninth, first for low-priced LP catalogs.

HOW'S ABOUT "DROP DEAD?"

NEW YORK, Dec. 8.—The disk industry continues to produce intriguing and unusual ideas similar to the local firm which records a "welcome to the world" wax item for new-born infants (The Billboard, Nov. 24).

This week's example is Artists Recording Studios, Kansas City, Mo., which for \$2 will mail out a special waxing of a talk from Santa Claus to moppets whose parents send in the money and such information as the child's name, address, pet's name, etc. Artists' diskery reports having had a successful year last season.

King Realigns Staff; Mobile Unit Set Up

CHICAGO, Dec. 8.—King Records, Cincinnati diskery, has realigned its sales supervisory staff and is experimenting with a mobile distribution center out of Knoxville. Jack Kelly, King's sales manager, has brought Jim Wilson, disk jockey contact for King, off the road to work permanently out of the main office. Wilson, who will handle sales promotion, is still supervising the King outlets in Detroit, Cleveland, Buffalo, Pittsburgh and Charleston, W. Va.

W. A. (Mooney) Marthaler, Kelly's aide in Cincinnati, will oversee branches in Louisville, Columbus, O., Indianapolis and Chicago. Cy House, formerly with Art Rupe, of Specialty, Hollywood r.&b. diskery, will head up the Chicago branch. Howard Budlow, manager of the branch in Baltimore, is in charge of the Washington, Philadelphia and Richmond, Va. branches. The Norfolk branch was moved to 216 East Main Street, Richmond, last week. Reshuffling of the supervisory posts was occasioned by the departure of Ben Mann from King.

King is in the midst of a three-month experiment in a traveling distribution point. Kelly has set up a man, working out of Knoxville, with a ton-and-a-half truck, specially equipped with record racks to hold 10,000 disks. Thus far, King has found that dealers and juke ops like the faster service, less breakage and the fact that they receive immediately the exact numbers they ordered. Truck carries about 80 per cent current King material, with the remainder catalog.

Sid Nathan, King proxy, has inked Erskine Hawkins' full band, with Henry Glover cutting the ex-Victor, Coral trumpeter to four sides next week. Nathan also has cemented the relationship with Moon Mullican, who attempted to bolt King, but will remain with King until 1957, following a review of his contract by the American Federation of Musicians.

Phono Production Seen as Exceeding 1,250,000 for 1951

TV Combos Total 276,222 for 10 Months Despite Material Cutbacks

WASHINGTON, Dec. 8.—Production of all types of phonograph sets in the nation totalled 1,133,444 in the first 10 months of this year, it was disclosed this week. At the current rate, it is estimated that the total will exceed 1,250,000 sets for the entire year. These comprise radio-phonos combinations, phonos only, record-players and radio attachments, and TV-phonos combinations. Although the year's total will constitute a dip below last year's, it compares favorably to 1949 output.

Record player attachments led the production list for the first 10 months, according to monthly output figures by the Radio Television Manufacturers Association. Player attachment output totalled 320,077 in the first 10 months, with TV-phonos combinations ranking next with 276,222 sets produced. Radio-phonos combinations totalled 268,055 for this period, and phonograph sets without combinations totalled 259,090.

Phono set production has been clicking at a solid pace since 1939, with the biggest production years registered from 1946 thru 1948. In those years, every annual total was well over the two million mark, with the total soaring close to four million in 1946 alone, dropping to 3,200,000 the following year, and to 2,500,000 the year after that. In 1949, production of phono sets of all types dropped

to 1,262,090, and best estimates on 1950 production show around 1,700,000 sets. Output of phono sets thus far this year is considered remarkably good in view of emergency materials cutbacks.

The pace of output has been slackening along with TV and radio sets production. In the first four weeks of October, for instance, phono-radio attachments shipped from factories totalled 22,877, compared with more than three times that number in a corresponding period the previous year. The monthly pace was considerably higher in the earlier part of the year.

High-Price LP Sets Dominate New Releases

NEW YORK, Dec. 8.—High-priced LP sets continue to dominate the new releases issued this month by the major and independent LP companies. Urania's "Tannhauser" (four LP's) is listed at \$24.50, and their "Hansel and Gretel" (two LP's) lists for \$11.90. RCA-Victor's "Don Giovanni" and the "St. John Passion," both three-record sets, retail for \$17.16 each, and the "Marriage of Figaro" (two LP's) is set at \$11.44. The Westminster "Tosca" and the Period "Juditha Triumphans," (three LP's), list for \$17.85 and \$18.50 respectively.

Even Remington Records, low-priced LP firm, is releasing three record sets, their "Tosca" and "Rigoletto" are in the inexpensive LP market at \$6.57 for each opera.

Dealers are pleased to push the sale of three and four-record LP sets, because of the high profit per unit sale. However, the high cost of these sets prevents the average dealer from stocking more than one or two of each number, due to the large amount of capital that has to be tied up in them.

Capitol Signs Jane Froman

NEW YORK, Dec. 8.—Jane Froman has been signed by Capitol Records and will be used in two album packages. She will be featured in the diskery's "Pal Joey" set and in the flick-album "With a Song in My Heart." Latter is a 20th-Century Fox film based on Miss Froman's life and stars Susan Hayward. The Froman voice was used for the singing chores on the film's sound-track.

The Capitol has acquired the original cast rights to the upcoming revival of "Pal Joey," the legit musical's leads, Vivienne Segal and Harold Lang, waxed a "Joey" album for Columbia last year. Capitol therefore will use Miss Froman, as as yet unsigned male lead, and the rest of the Broadway cast.

Lewis Office Signs Up Gloria Warner

NEW YORK, Dec. 8.—Gloria Warner, Walter Winchell's thrush discovery, has been signed to a personal management contract by the Lester Lewis office. The Lewis office contract with the singer covers all of the phases of show business.

She is currently being submitted to the diskeries in pursuit of a recording paper.

DISK EDUCATION

Cap Preps Record Mfg. Color Film

HOLLYWOOD, Dec. 8.—Capitol is currently prepping a 16mm. color sound film to be shown to its salesmen during the forthcoming exec tour of the company's divisional offices, showing men in the field the various steps in making a record. Running time is expected to be more than a half hour, with Cap artist Billy May playing a prominent role in the film. Pic is spiced with humorous sequences to sugar-coat its educational and sales-hyping content.

Chief cinematographer is Cap's Glenn E. Wallich, who personally lensed the footage.

During the forthcoming exec tour, a semi-annual event during which Cap's toppers introduce new product and sales plans, plan will be tried for the first time to combine reps of different territories to speed up the junket's timetable and provide larger groups for the sessions. Dallas and Atlanta divisional men will meet in New Orleans (January 3), while Chicago's session (January 4) will combine reps of both the Cleveland and Chicago offices. Meetings kick off December 28 at Capitol's Hollywood headquarters for the Western division and will wind up January 6 in New York for the Eastern reps.

Execs participating in this year's product prevue include Wallich, Artist-Repertoire Veepee Alan Livingston, Merchandising Veepee Lloyd Dunn and Sales Promotional Chief Hal Cook.

Dec. 12 Set for Disk Org Meet

NEW YORK, Dec. 8.—The Record Industry of America Association's first meeting has definitely been slated for December 12. The initial meeting of the budding organization of record manufacturers, originally intended as a general session, will be restricted to a conclave of the temporary board of directors, as well as proposed directors.

Out of this will emerge the first date for a general meeting and an agenda for that initial general get-together. Meeting was finally skedded upon the arrival of Capitol proxy Glenn Wallich, in town this week, and will also include, in conference for the first time, proposed board members Columbia proxy Jim Conkling and RCA Victor's general manager of the record division Paul Barkmeier.

GOLDSSEN SIGNS TAHITI'S LUND

HOLLYWOOD, Dec. 8.—Mickey Goldsen signed Tahiti's Eddie Lund to an exclusive songwriting pact. Latter's Tahitian tunes will be pubbed by Goldsen's Criterion firm, already pubbing "The Far Lands," penned by Lund and James Norman Hall, who wrote the book of the same name treating life in Tahiti. Lund is mentioned in James Michener's "Return to Paradise."

THE GOSPEL ON WAX

Religious Groups' Labels Rack Up Healthy Figures on Platter Sales

Continued from page 1

mum 1,000 sets each in a 12-month period.

Other Groups

Other religious groups making their own records are the Baptist Council on Missionary Co-operation, which has released an LP containing a worship program and a missionary program. This is sold only thru Baptist libraries. The St. Olaf Choir, well known Lutheran church chorus, sell their record via music stores. The American Bible Society, non-sectarian organization producing the "Talking Books for the Blind" (the Old and New Testaments take up 170 LP records),

has sold more than 90,000 of these disks over the past 15 years. (The Society, however, sells its LP's at a fraction of their cost, 25 cents each.)

At the same time that religious groups have increased their recording activity, there has been a companies specializing in religious disks produced by the commercial record companies, with many of these waxings reaching comfortable sales figures.

Commercial Disks

Religious numbers by George Beverly Shea on Victor, Stuart Hamblen on Columbia and Red Foley on Decca always have a

steady sale. All of the major companies have hymn albums on the market, sung by popular artists like Perry Como, Bing Crosby and the Mariners, as well as records of children's hymns and Bible stories. Classical religious works on LP records are also being issued in quantity by large and small labels. Even most of the great and lengthy classical oratorios now have been put to wax. In addition to these, record companies specializing in religious disks, Bibletone, Sacred, Singspiration and others, produce a large number of sacred cuttings each month.

Out Next Week . . . Another Billboard First . . . See Page 49
The Billboard Auditorium-Arena Number

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

DECCA
RECORDS

INITIAL
REACTION
TERRIFIC!

Guy
LOMBARDO and *Evelyn*
KNIGHT
and his Royal Canadians

**GREEN
SLEEVES**

**SNOW-
FLAKES**

A Great
Folk Ballad
in a new
and
different
version

The Song that's
causing all the ex-
citement — written
by 9-year-old Mar-
jorie Kurtz and fea-
tured on "Songs for
Sale" program.



DECCA
27892 (78 RPM)
and
9-27892 (45 RPM)

DECCA
RECORDS

America's Fastest Selling Records

FORECAST

SNOWFLAKES
and
GREEN SLEEVES
by Guy Lombardo
and Evelyn Knight
27892*

DECCA DATA

YOUR WEEKLY GUIDE

TO AMERICA'S FASTEST SELLING RECORDS

★★★★★
FLASH!

THE LITTLE WHITE
CLOUD THAT CRIED
and
BERMUDA
by
ROBERTA LEE
27893*

TO BUILD SALES

Published in the Interests of Decca Dealers and Music Operators Everywhere

TO BUILD PROFITS

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST	COUNTRY	RECORD	ARTIST	SALES
3		I'M STEPPIN' OUT OF THE PICTURE DRIFTWOOD ON THE RIVER	Ernest Tubb	46377*
25		PEACE IN THE VALLEY Where Could I Go But To The Lord	Red Foley	14573*
2		WONDERING NEW SILVER BELLS	Webb Pierce	46364*
32		JUST A CLOSER WALK WITH THEE STEAL AWAY	Red Foley	14505*
1		LET'S LIVE A LITTLE NO. 2 THE STRANGE LITTLE GIRL NO. 2	Lonzo and Oscar	46378*
19		HEY LA LA PRECIOUS LITTLE BABY	Ernest Tubb	46338*
5		HIGHWAY OF SORROW SUGAR COATED LOVE	Bill Monroe	46369*
17		I'M WITH A CROWD BUT SO ALONE ROSE OF THE MOUNTAIN	Ernest Tubb	46343*
5		SAN ANTONIO ROSE BULLY OF THE TOWN	Grady Martin	46375*
6		IT IS NO SECRET He Bought My Soul At Calvary	Andrews Sisters and Red Foley	14566*

SEPIA

3		SIN AND SO TO SLEEP AGAIN	Coleman Hawkins	27853*
4		CRY I AIN'T IN THE MOOD	Little Donna Hightower	48254*
1		BLUE VELVET The Morningside Of The Mountain	Arthur Prysock	27722*
1		EVER SINCE THE ONE I LOVE'S BEEN GONE BE CAREFUL	Buddy Johnson	27814*

*Also available in 45 RPM (add prefix '9-' to record number)
**Another Decca 'Best Bet' makes the 'Best Seller' list this week!

DECCA "BEST BETS"

Your guide to the hits of tomorrow based on actual sales

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR	ARTIST	SALES
3.	1.	BEER BARREL POLKA STARDUST	Grady Martin	27838*
2.	2.	NIGHT TRAIN TO MEMPHIS IF I HAD-A KNOWED, YOU COULD-A GOED	Red Foley and Roberta Lee	27763*
4.	3.	THE THREE BELLS The Windmill Song	Andrews Sisters and Gordon Jenkins	27858*
5.	4.	ONCE MY FIRST AND MY LAST LOVE	Bill Kenny of the Ink Spots	27844*
13.	5.	BLUE TANGO Belle Of The Ball	Leroy Anderson	27875*
6.	6.	YOU SAY THE NICEST THINGS IF YOU CATCH A LITTLE COLD	Ethel Merman-Jimmy Durante	27865*
10.	7.	BABY DID YOU HEAR? You Better Go Now	Jeri Southern with Music by Camarata	27840*
8.	8.	A HOUSE IS A HOME LITTLE BOY	Evelyn Knight	27842*
14.	9.	SENSATIONAL WYOMING	Eileen Wilson with Music by Camarata	27881*
7.	10.	THE OBJECT OF MY AFFECTION LOVE MAKES THE WORLD GO 'ROUND	Russ Morgan	27823*
9.	11.	TURN BACK THE HANDS OF TIME I Never Was Loved By Anyone Else	Jerry Gray	27839*
-	12.	CRAZY HEART WHISPERING SHADOWS	Guy Lombardo	27888*
-	13.	RAGTIME MELODY TUCK ME TO SLEEP IN MY OLD 'TUCKY HOME	Rex Allen	27876*
12.	14.	CRY I Only Have One Life To Live	Paul Chapman	27857*
15.	15.	LOVE IS HERE TO STAY IT'S ALL OVER BUT THE MEMORIES	Patty Andrews	27845*

COUNTRY

1.	1.	TOO OLD TO CUT THE MUSTARD I'M IN LOVE WITH MOLLY	Ernest Tubb and Red Foley	46387*
3.	2.	RAYOU PON PON FIFTEEN MILES FROM DALLAS	Jimmie Davis	46381*
4.	3.	TRAVELIN' BLUES BRAKE MAN'S BLUES	Bill Monroe	46380*
6.	4.	THE FIRST WHIPPOORWILL Christmas Time's A-Coming	Bill Monroe	46386*
5.	5.	MANSION OVER THE HILLTOP Down By The River Side	Jimmie Davis with Anita Kerr Singers	14590*
-	6.	YOU KNOW I'M STILL IN LOVE WITH YOU I'M GONNA SEE MY BABY	Webb Pierce	46385*

SEPIA

3.	1.	CHARMAINE HANDS ACROSS THE TABLE	The Ray-O-Vacs	48260*
-	2.	A MAN AIN'T SUPPOSED TO CRY I DIDN'T SLEEP A WINK LAST NIGHT	Arthur Prysock	27871*
4.	3.	IT'S A SIN TO TELL A LIE BABY PLEASE DON'T GO	Billy Valentine Trio	48261*
-	4.	DO YOUR DUTY THE BLUES ARE BREWIN'	Billie Holiday	48259*

*Also available in 45 RPM (add prefix '9-' to record number)

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST	POPULAR	RECORD	ARTIST	SALES
13		A KISS TO BUILD A DREAM ON I GET IDEAS	Louis Armstrong	27720*
4		SHRIMP BOATS More! More! More!	Dolores Gray with Music by Camarata	27832*
7		SLOW POKE I Wanna Play House With You	Roberta Lee	27792*
2		CHARMAINE When A Man Is Free	Gordon Jenkins	27859*
1		TELL ME WHY A GARDEN IN THE RAIN	Four Aces	27860*
7		ALABAMA JUBILEE DIXIE	Red Foley	27810*
9		I WAN ALL THE WAY HOME GOT HER OFF MY HANDS	Mills Brothers	27762*
2		UNDECIDED THE LIE-DE-LIE SONG	Guy Lombardo	27835*
17		PEACE IN THE VALLEY SAY A LITTLE PRAYER	Red Foley	27856*
14		SMOOTH SAILING Love You Madly	Ella Fitzgerald	27693*
5		COLD, COLD HEART BECAUSE OF YOU	Louis Armstrong	27816*
5		DOMINO When The World Was Young	Bing Crosby	27830*
3		I LIKE IT YES YOU ARE	Jane Turzy	27851*
4		I CAN'T HELP IT GRIEVIN' MY HEART OUT FOR YOU	Don Cherry	27836*
14		SIN Jealous Eyes	Al Morgan	27794*

*Also available in 45 RPM (add prefix '9-' to record number)
**Another Decca 'Best Bet' makes the 'Best Seller' list this week!

NEW RELEASES

SINGLES

Down In The Valley Red River Valley	Andrews Sisters	27894*
Snowflakes Green Sleeves	Guy Lombardo and Evelyn Knight	27892*

Ting-A-Ling-A-Jingle Santa Claus Is Comin' To Town	Frank Luther	27897*
The Little White Cloud That Cried Bermuda	Roberta Lee	27893*
Piensa En Mi Cada Noche Un Amor	Hermanas Pallas	10575

Desvelo De Amor Cuando Ya No Me Quieras	Trio Guadalajara	10576
Que Bonita Es Barcelona El Relicario	Los Chavales de España	21356

*Also available in 45 RPM (add prefix '9-' to record number)

CHRISTMAS RECORDS

Best Sellers

White Christmas God Rest Ye Merry, Gentlemen	Bing Crosby	23778*
Silent Night (Christmas Hymn) Adeste Fideles (Oh Come, All Ye Faithful)	Bing Crosby	23777*
Jingle Bells Santa Claus Is Comin' To Town	Bing Crosby and the Andrews Sisters	23781*
Winter Wonderland Christmas Island	Andrews Sisters and Guy Lombardo	23721*

White Christmas Blue Christmas	Ernest Tubb	46188*
Frosty The Snow Man Rudolph The Red-Nosed Reindeer	Red Foley and the Little Foleys	46267*
Silent Night (Christmas Hymn) White Christmas	Sister Rosetta Thorpe with Rosette Gospel Singers	48119*
Sleigh Ride Promenade	Leroy Anderson	18000*

Best Bets

Christmas In Killarney It's Beginning To Look Like Christmas	Bing Crosby with Bud Conlan's Rhythmaires	27831*
He'll Be Coming Down The Chimney (Like He Always Did Before) Christmas Chopsticks (*Twas The Night Before Christmas)	Guy Lombardo	27802*
That's What I Want For Christmas Dear Mister Santa Claus	Lindsay Crosby	27812*
Rudolph The Red-Nosed Reindeer (*Round The) Christmas Tree At Home	Guy Lombardo	27803*

May Every Day Be Christmas Bone Dry	Louis Jordan	27806*
Santa Claus Looks Like My Daddy Eat, Eat, Eat!	Danny Kaye	27829*
We Wish You A Merry Christmas One For The Little Bitty Baby	The Weavers	27783*
Adeste Fideles (O Come, All Ye Faithful -Christmas Hymn)	Marie Knight	48262*

*Also available in 45 RPM (add prefix '9-' to record number)

DECCA RECORDS

2 Great Records by...

JIMMY DAVIS

15 MILES FROM DALLAS AND BAYOU PON PON

DECCA 46381 (78 RPM)

DECCA 9-46381 (45 RPM)



Someone to Care

also

I WON'T HAVE TO CROSS THE JORDAN ALONE

DECCA 14596 (78 RPM)

DECCA 9-14596 (45 RPM)

DECCA RECORDS



America's Fastest Selling Records

Rival Juke Org Seen No ASCAP-BMI Threat

NEW YORK, Dec. 8.—Tagging a current test here of the ability of juke boxes to promote records into hit ratings as "a pretended remedy" to proposed legislation to remove the coin machine from royalty-free exemption, Dick Steinberg, head of the Music Guild of America, this week called on operators to concentrate their efforts on defeating the bills in committee.

The test, launched a week ago by the local operators association with the co-operation of its Westchester County counterpart (The Billboard, December 8), has members giving top machine billing to a recent release by Capitol Records. With publisher promotion at a minimum, except for the concentrated juke effort, its sponsors hope to find out just how effective coin phonographs are in creating hits.

Observers have read into the experiment an exploratory move toward the eventual establishment of a competing group to the American Society of Authors, Composers and Publishers and to Broadcast Music, Inc. Should such an eventuality occur, the new grouping could then favor operator customers, by-passing royalty fees from the juke industry even if permitted to exact them by subsequent changes to the copyright act.

The test record backs up Gordon MacRae renditions of Russ Columbo's "My Love" and Una Mae Carlisle's "How Close." Owner of the tunes is National Juke Box Music, Inc., a publishing firm headed by Barney Young, who is

said to control some 200 songs not assigned to performing rights associations.

With the test run still too short to indicate positive results, its major sponsor, the Automatic Music Operators' Association, restated its stand yesterday that the purpose of the trial is solely to measure juke box promotional strength. Its spokesmen denied (Continued on page 7)

Little Golden Sets Issues for Jan., Mid-Feb.

NEW YORK, Dec. 8.—The Simon & Schuster kidiskery this week set its release schedule for the first quarter of 1952 on its little Golden 25-cent record line. Release will be divided into two shipments—one for January and another for mid-February for Easter business. Included will be the first kidisks based on the "Space Cadet" TV show and "Caspar, the Ghost," Paramount Pictures cartoon character.

On December 15, S. & S. will ship two "Snow White" titles from its catalog plus two new titles, the "Space Cadet" and "Caspar" disks and a "Winnie the Pooh" platter. The latter is timed with the Book-of-the-Month Club's decision to issue the A. A. Milne material as a member dividend. The diskery will tie in with the Disney office on the re-issue of the "Snow White" full-length cartoon flick.

New Titles

In February, "Peter Cottontail" and "Funny Bunnies" will be re-released. New titles for Easter include "Egbert, the Easter Egg," Disney's "Bongo, the Circus Bear," "Little Audrey," "Fuzzy Wuzzy," "Star Spangled Banner," "Tawney Scrawny Lion," "Ukulele" and "My Country 'Tis of Thee."

Mitch Miller Pact Extended

NEW YORK, Dec. 8.—Mitch Miller, Columbia Records' director of popular recordings, has had his contract with the diskery extended by an additional two years.

It was indicated by Columbia prexy Jim Conkling that the extension of Miller's pact also included an improvement of the terms of the initial paper. Miller currently is on the West Coast, where he is supervising a series of recording sessions.

Dorsey Firms In P.M. Field

NEW YORK, Dec. 8.—Tommy Dorsey Enterprises, Inc., the Tommy Dorsey organization, entered the personal management field this week by inking pacts with the Sy Oliver band and with Edu, Brazilian harmonica player.

Jim Tyson, Dorsey manager and director of the orchestra leader's enterprises, will be in charge of this branch of the operation.

Vidas to Chi GAC, Bringing 12 Units

CHICAGO, Dec. 8.—General Artists' Corporation here, which hasn't made a drive for local and regional medium-budget cocktail unit business in years, this week hired Bill Vidas, veteran local promoter. Vidas, former assistant manager at Oh Henry Ballroom, Willow Springs, Ill., and more recently with Mutual Entertainment, McConkey Artists and Frank J. Hogan, takes into the office a dozen units, with which he has been associated for the past four years.

Gray Gordon, the ex-ekster who has been with GAC here for the past three years, will continue to service the high-budget accounts and some locations for bigger bands.

Chess-Bihari Feud Renewed

CHICAGO, Dec. 8.—The running feud between Chess brothers of Chess-Aristocrat diskery here and the Bihari brothers, of Modern-RPM-Intro diskeries, Hollywood, has flared anew. Original rift between the diskery brothers started about three months ago, when both were battling over who owned the contract to Jackie ("Rocket 88") Brenston.

Current hassle involves two artists, Johnny Lee Hooker and Roscoe Gordon. Phil Chess told The Billboard that Gordon who has a pressing of "Booted" out on both Chess and Modern, is a contracted artist of Chess Records. The Chess exclusive to Gordon was okayed by the American Federation of Musicians about two months ago, and Gordon cut his disking for Chess about a week after the contract was okayed in Memphis.

In the case of Hooker, both Modern and Chess have versions out on "Louise," backed by "Ground Hog Blues." Chess said that the musicians' union investigated the release of the Chess recording of the two tunes and that the Chess brothers notified the union that they purchased the controversial Hooker masters from Joe Battle, owner of Joe's Record Shop, Detroit, a year ago.

Union long has had a ruling that an artist cannot recut the same tune unless a five-year period exists between the first and second cutting. Union has made exception to this several times, where an artist has received the okay of the firm, for which he first cut the tune.

Rinker, Dant Form Pubbery

HOLLYWOOD, Dec. 8.—Al Rinker and Charles (Bud) Dant this week formed their own pubbery to be known as Christopher Music. Since both the former member of the original Rhythm Boys and Dant are ASCAP writers, firm will fly that org's banner. Rinker said both Johnny Mercer and the Dorothy Brown-Norman Luboff team are prepping tunes to be published by Christopher.

Dant, musical director on various radio shows, will team with Rinker on tune material of their own, also to be funneled thru the newly formed pubbery. Pair penned "Do You Really Love Me?" last year which received major label coverage. Firm will be open to all cluffers with pub-worthy material, Rinker said.

TV-PHONO MERCHANDISING:

Radio Retailers Plunge for Oct.; Music Stores Dip 3%

WASHINGTON, Dec. 8.—Sales by retail radio stores took a plunge during October as compared to sales in October a year ago, while music store sales fell off only slightly. Radio store sales in October were 22 per cent below those during October, 1950, but rose 7 per cent above sales in September this year, according to the Department of Commerce.

Music stores saw October sales slip 3 per cent below October a year ago, but they rose 11 per cent above September. Sales by drinking places rose 4 per cent above those last year, and 3 per cent above September.

Either of 2 Regulations Govern Sel Prices . . .

WASHINGTON, Dec. 8.—Prices for radio, TV and phonograph sets and disks may now be computed under either general ceiling price regulation or Regulation 22, the Office of Price Stabilization announced this week. The price agency said most of the manufacturers were given this option, so they would not be burdened with computing prices under both Regulation 22 and later under a tailor-made regulation for their industry.

2856 Servicers Sued

Settled for \$1,500 . . .

PHILADELPHIA, Dec. 8.—A damage suit for \$285,000 filed against the Philadelphia Radio Servicemen's Association, Inc.; the Federation of Radio Servicemen's Associations of Pennsylvania; David Krantz, federation president, and Secretary-Treasurer John G. Rader was settled for \$1,500. The suit was filed in U. S. District Court here on May 11, 1950, by the Jerrold Electronics Corporation, local manufacturers and installers of multiple television receiving systems.

The suit charged that the defendants had "boycotted" a master antenna which Jerrold makes for multiple TV reception in large buildings. The plaintiffs said the boycott was imposed because the corporation deals and sells directly with the consumer rather than thru servicemen.

10-Month Tube Sales

Nearly 315 Million . . .

WASHINGTON, Dec. 8.—Receiving tubes sold during the first 10 months of 1951 totaled 314,932,857, compared to the 304,910,457 tubes sold in the corresponding 1950 period, the Radio-Television Manufacturers' Association announced this week. Some 211 million units have been shipped for use in new sets this year, while about 79 million went for replacements. October tube sales totaled 34,137,519 tubes, compared to the 27,946,193 in September, and 40,105,611 units in October last year, the association said.

Electronics Meeting

Skedded May 5-7 . . .

WASHINGTON, Dec. 8.—Three-day meeting of TV and radio set makers and government officials to promote the continued improvement of electronic components will be held here May 5-7, it was announced this week by the Na-

tional Bureau of Standards. Sponsors of the meet include Radio-Television Manufacturers' Association, Institute of Radio Engineers and American Institute of Electrical Engineers.

Piano Makers Plead

For Vital Materials . . .

WASHINGTON, Dec. 8.—Piano Manufacturers' Advisory Committee this week charged that scarce material allotments from National Production Authority are "out of tune" with piano industry's importance, and urged NPA to give them a higher allotment classification such as that given radio and TV sets. First quarter, 1952, allotments to piano manufacturers are 75 per cent of the carbon steel used in a base period, 10 per cent of the brass mill and copper foundry products, and 20 per cent of the alloy steel and aluminum.

164 Display Booths Sold

For Chi Electronics Show . . .

CHICAGO, Dec. 8.—Kenneth C. Prince, manager of the 1952 Electrical Parts Show, to be held at the Conrad Hilton (Stevens) Hotel here May 19-22, announced the 164 display booths have all been sold. Display rooms on upper floors of the hotel, however, are still available. Drawings for preferred booth and display room space will be held at the Hotel New Yorker December 14.

CBOA Slates 1952 Election

HOLLYWOOD, Dec. 8.—Annual election of the California Ballroom Operators' Association is skedded for early next year. Notification of balloting got under way in September. However, affairs of CBOA Prexy Marty Landau were such that attempts at formulating plans fell short. This will be the group's first voting since the Northern and Southern California terps merged.

Chief topic of interest when the ballroom men gather here will continue to be the cabaret tax. Expected to attend the January elections are Landau, Kirk Hayes, Jack Lantz, Adeline Landau, Ben. J. Bernstein, Dean Curtis, Harry Renaud, A. V. Montin, Vernon Myron, Arthur Rolie, Ralph L. Martin, George Schomer and William Sweet.

Landau's current Coast tour with Hank Williams this week was canceled due to the latter's illness.



A GOOD GIFT IDEA . . .



. . . ON PAGE 37



A great new

DECCA

JERRY GRAY

ALBUM

Watch for Important Announcement



OUT ONLY 3 WEEKS -ALREADY A BEST SELLER

FOUR ACES

Featuring AL ALBERTS



TELL ME WHY

and . . .

GARDEN IN THE RAIN

DECCA 27860 (78RPM)
DECCA 9-27860 (45RPM)

America's Fastest Selling Records



2 Kenton Sidemen Get 1-Nighter Jobs With Rogers . . .

Two Stan Kenton sidemen, drummer Shelly Manne and Don Bagley, bass, last week temporarily joined Shorty Rogers' new ork and will go with the band on five one-nighters beginning New Year's Eve at Memorial Auditorium, San Luis Obispo, Calif. Other dates are Melody Bowl, Bakersfield, January 4; Civic Auditorium, Hanford, 5; University of California at Santa Barbara, 14, and Palomar Ballroom, San Jose, 18-19. On this junket Rogers will use his jazz combo (8) and warbler Jay Johnson. Band is booked by Associated Booking Corporation and gets between \$400-\$600 per night against a percentage.

New York

Frankie Schenk, former pianist-manager of the Tiny Hill and Johnny (Scat) Davis orks, who has been playing the Club Paramount, Albany, Ga., since February 12, recently cut four sides on the Rockette label. The sides are "F-L-O-R-I-D-A" and "Knock on Wood," featuring Bill Wayne, and "You Sold Your Heart for a Holiday" and "No Letter, Darling," with Helen Draper and Sonny

Music as Written

Morgan, former Tiny Hill vocalists.

Discovery Records' creditors, numbered at "quite a few," will meet Thursday (13) at the diskery's Hollywood office to confer with the label's new prexy, Harry Weber (The Billboard, December 1). Creditors were notified by letter that Weber would like to clear up the several thousand dollars of monies owed prior to getting the label's operations under way. Purchase of Discovery from Albert Marx relieved the latter of the debts. Working with Weber is his attorney, John Bricker Myers. Discovery's chief property, Red Norvo Trio, replaced the Art Van Damme Quintet on Dave Garroway's TV show.

English chanter Alan Dean signed a booking pact with General Artists Corporation and a personal management deal with Morris Levy. . . . Johnny Clarke, former deejay on WNJR and WINS, has been inked for 26 additional weeks as narrator on the

Osa Johnson film, "Big Game Hunt." . . . Bobby Wayne opens at the New York Paramount Wednesday (12), with Dick Hayman conducting for him. . . . Gwen Tynes, ex-chirp with Charlie Barnett, opens at Cafe Society December 17. . . . Leo Levine, formerly Eastern rep for the Red Doff publicity office, has joined the Morris Diamond flackery.

Decca Records signed songwriter and pianist Alex Alstone, remembered for his hit ballad, "Symphony," to record an album of French songs that have become popular in the United States. . . . Buddy DeFranco, orkster-clarinetist, has written an instruction book, "New Applications of Modern Clarinet." The project was sponsored by the LeBlanc Clarinet Company, and will be published by Leeds Music. . . . Mack Davis and Jerry Livingston, songwriting team on special assignment, wrote a new ballad, "Lygia," based on the love theme from the music for "Quo Vadis," by Niklos Roza.

Thrush Madelyn Russell entered University Hospital here Thursday (6) for surgery. . . . George Avakian's next Golden Era package for Columbia Records will be a three-volume effort built around Bix Biederbecke. . . . Regent Music was appointed selling agent for the song "Tell Me Why." The song is published by Al Alberts, lead singer, and Herb Kessler, manager of the Four Aces. . . . Merv Shiner, country singer, had his option picked up at Decca Records. . . . Thrush Teresa Brewer gave birth to a baby girl, her second, on Sunday (2). . . . Johnny Desmond's move to Coral Records was finalized Wednesday (5).

Chicago

First seg of what may be an all-night r. and b. d.j. show has been started here by WENR, local ABC affiliate, which has Stan Riccardo and Eddie Picque working the 1-2 a.m. stint. Boys will add an hour after the first of the year. Woody Herman's band set for

the Blue Note January 5 for a week at \$3,500 per. . . . Eddie Hubbard, the free-lance d.j., conducted his annual Listeners' Favorites' Poll, with Patti Page, Frankie Laine and Ralph Marterie's band walking off with firsts in their respective divisions. . . . Art Talmadge, Mercury a.&r. chief, is taking a page from the Johnny Ray book. He is cutting Bob Connally and Buddy Charles on semi r. and b. tunes in sessions next week.

Sid Nierman, honky-tonk pianist from WBBM here, has been signed to do eight sides for Mercury. . . . Lee Egalnick, of Premium Music, has taken "To You With Love," written by Bobo Rockefeller and Jay Chernis, musical director of "Gentlemen Prefer Blondes." Mrs. Rockefeller will make d.j. appearances locally to plug the tune. . . . Doris Drew, Mercury chirp, married Larry Allen, comic, recently in Chicago.

Hollywood

Roberta Linn, thrush with Lawrence Welk's ork, last week was set to dub four songs for Charlotte Austin in the upcoming Columbia film, "Rainbow Round My Shoulder." Pic features Frankie Laine and gets underway December 10. Miss Linn's tunes include the title song, "Wonderful, Wasn't It?"; "Oh, Promise Me," and "Ain't Misbehavin'." Two last named are singles, while the others are duets with Laine. The singer is optioned until January 15 by Coral Records and is working in her first film. Miss Austin, who co-stars with Laine, is the daughter of Gene Austin and on loan from 20th Century-Fox.

Dick Jurgens ork plays the University of Oregon, Portland, February 23 and the University of Washington, Seattle, March 1, following his Palladium four-weeker.

Rio Nido, swank summer resort 70 miles north of San Francisco, is lining up name bands for the 1952 season. Spa is run by the Harris Brothers. . . . Carlos Molina band works Zenda Ballroom New Year's Eve, while a Molina prop-

erty, Ada Leonard, welcomes the new year at the Rainbow Gardens, Pomona, Calif.

Tempo Chief Col. Irving Fogel, in Rome, cut the Radio Italian ork (75). Fogel is associated with Thetis Films in Rome for a series of tele films. . . . Lawrence Welk is in St. John's Hospital, Santa Monica, with pleurisy. . . . Frankie Laine and frau, Nan Grey, opened their San Fernando Valley antique shop Monday (3). . . . Les (Carrot-Top) Anderson pacted Jack Katz as p.m. Final musical number of

"Lovely to Look At," at Metro, completed last week. "Lafayette" bit features Red Skelton, Howard Keel and Gower Champion. . . . Gene Kelly pre-recorded "All I Do Is Dream of You" from "Singin' in the Rain." . . . Title song of MGM's "Glory Alley" was penned by Mack David and Jerry Livingston and will be done by Louis Armstrong in the pic. . . . "Alley's" musical director is Georgie Stoll.

Daniele Amfitheatrof, free-lance composer-conductor, has been awarded \$50,000 by the Pennsylvania Railroad Company for injuries sustained in a train mishap while riding between Philadelphia and New York May 6, 1950. A complaint was drawn, but settlement was out of court. Accident resulted in loss of five months' work. Amfitheatrof recently returned from Italy.

Louis Armstrong plays "It's a Most Unusual Day" in MGM's "Glory Alley." Charles O'Curran stages the number. . . . Max Steiner will score "Mara Maru" at Warners. . . . LeRoy Prinz will stage the finale of "She's Working Her Way Through College."

Warners revealed plans to film "At the End of the Rainbow," a musical romance with an early West background. Winston Miller scripts. . . . WB's "This Woman Is Dangerous" will be penned by David Buttolph.

Tex Williams received a citation from Washington for his contribution to "Here's to Veterans" programs. . . . Lionel Hampton grossed \$4,750 Friday (30) at the New Moon Ballroom, Wichita, Kan. Orkster Saturday (8) played the Surf, Clear Lake, Ia., and Terp Ballroom, Austin, Minn., 9.

He goes into Cobblestone Ballroom, Storm Lake, Ia., 10; River-view Ballroom, Milwaukee, 13. (Continued on page 41)

HERE'S HOW Today's TOP TUNES

The top 30 tunes each week from The Billboard

HELPS SALES

"TODAY'S TOP TUNES" is a fine medium of advertising. It keeps the newest and most popular recordings before the public.

CARDINAL MUSIC SHOP
28 Public Square, Carrollton, Ohio



The Billboard PC-1215
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there's Christmas in the Air!



CAPITOL BUYER'S GUIDE

HOT SELLERS BASED ON ACTUAL SALES REPORTS

Week Ending
DECEMBER 15, 1951

COMING UP FAST!

	78 rpm	45 rpm
"CHRISTMAS DINNER," "A ROOTIN' TOOTIN' SANTA CLAUS" Tennessee Ernie	1830	F1830
"THE LITTLE WHITE CLOUD THAT CRIED," "BLUE DECEMBER" Lou Dinning	1892	F1892
"SHRIMP BOATS," "JALOUSIE" Dick Beavers and Les Baxter	1873	F1873
"CHRISTMAS CANDY," "SILVER BELLS" Margaret Whiting and Jimmy Wakely	1255	F1255
"BLUES IN BURLESQUE, PARTS I & II" Stan Kenton	1874	F1874
"MEANDERIN'," "BELA BIMBA" Dean Martin	1811	F1811

HOT SELLERS!

POPULAR

"JINGLE BELLS," "SILENT NIGHT" Les Paul and Mary Ford	1881	F1881
"JUST ONE MORE CHANCE," "JAZZ ME BLUES" Les Paul and Mary Ford	1825	F1825
"THE WORLD IS WAITING FOR THE SUNRISE," "WHISPERING" Les Paul and Mary Ford	1748	F1748
"UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Nat "King" Cole	1808	F1808
"I'M HURTIN'," "WALKIN'" Nat "King" Cole	1863	F1863
"DOWN YONDER," "IVORY RAG" Joe "Fingers" Carr	1777	F1777
"CRY," "CHARMAINE" The Four Knights	1875	F1875
"SNOW DEER RAG," "RAGTIME MELODY" Joe "Fingers" Carr	1876	F1876
"I WAS SANTA CLAUS AT THE SCHOOL HOUSE (FOR THE P.T.A.), "THE CHRISTMAS PARTY" Yogi Yorgesson	1831	F1831
"I YUST GO NUTS AT CHRISTMAS," "YINGLE BELLS" Yogi Yorgesson	781	F 781

WESTERN & FOLK

"TEARDROPS AND TEA LEAVES," "I'LL BE YOUR SWEETHEART" Hank Thompson	1870	F1870
"TIS SWEET TO BE REMEMBERED," "SEND ME A PENNY POST CARD" Jimmie Skinner	1889	F1889
"I FEEL LIKE A WRECK," "DRUNKARD'S BLUES" Rod Morris	1882	F1882
"SATISFIED," "HIDE ME, ROCK OF AGES" Martha Carson	1900	F1900
"FUSS AND FIGHT," "BABY BROWN EYES" Skeets McDonald	1890	F1890
"A BRAND NEW BROOM," "WHAT HAPPENED TO OUR SUMMER LOVE" Joe Allison	1899	F1899
"STRANDED," "GRININ' LIKE A POSSUM" Boots Faye and Idaho Call	1871	F1871
"WON'T YOU RIDE IN MY LITTLE RED WAGON," "KEEP A LIGHT IN YOUR WINDOW TONIGHT" Jimmy Wakely	1880	F1880
"THE SNAKE DANCE BOOGIE," "I'M GONNA GET ALONG WITHOUT YOU" Roy Hogsed	1854	F1854
"GENTLE HANDS," "HE IS THE LIGHT OF THE WORLD" Leon Payne	1872	F1872



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THE BIG ONE TO WATCH!

"Heartbreak Hill"

AND
"NO! NO! NO! NOT THAT!"

Strong Material with Smash Performance by
THE DINNING SISTERS
AND
JAN GARBER
and His Orchestra

No. 1858

WESTERN & COUNTRY



Two Smash Hits

HELEN O'CONNELL

with Cliffie Stone's Music

"SLOW POKE" No. 1837 "ANY TIME" No. 1895

NEW RELEASES ON Capitol

	POPULAR	78 rpm	45 rpm
NAT "KING" COLE <small>with Orchestra Conducted by Les Baxter</small>	HERE'S TO MY LADY MISS ME	1893	F1893
BOB CROSBY <small>and the Roberts</small>	SAVOY BLUES CRYIN' SHAME <small>With Billie Holiday, trumpet: Jess Stacy, piano; Marty Marlock, clarinet; Eddie Miller, tenor; Happy Landrum, guitar; Warren Smith, trombone; The Fog, bass and whistling; Ray Bernard, drums</small>	1894	F1894
HELEN O'CONNELL <small>with Cliffie Stone's Music</small>	ANY TIME CRAZY HEART	1895	F1895
JULIA LEE <small>and the Ray Strands</small>	CHARMAINE OUT IN THE COLD AGAIN <small>Baby Lambeth on the drums; Harry Warrington; Tenor Sax to Gene Connonough</small>	1896	F1896
BOB SANDS <small>with Orchestra Conducted by Sid Feller</small>	MY BELOVED AT DAWNING <small>From the Paramount Picture "Aman, Mink from Fendle Creek"</small>	1897	F1897
BENNY STRONG <small>and His Orchestra</small>	I'VE TRIED A MILLION TIMES DON'T LET JULIA FOOL YOU	1898	F1898
DEAN MARTIN <small>with Orchestra Conducted by Dick Stabile</small>	SAILOR'S POLKA NEVER BEFORE <small>As performed in the Paramount Picture "Sally Brown"</small>	1901	F1901
JOE ALLISON <small>and His Nashville Boys</small>	A BRAND NEW BROOM WHAT HAPPENED TO OUR SUMMER LOVE	1899	F1899
MARTHA CARSON <small>and The Gospel Singers</small>	SATISFIED HIDE ME ROCK OF AGES	1900	F1900

ROLLING FOR A HIT!



'WAGON WHEELS'

BY THE

RAVENS

COUPLED WITH

"THERE'S NO USE PRETENDING"

MERCURY 5764 • 5764X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD. TORONTO, CANADA

LONDON RUSHES

LP's Out as Hub Signs Ansermet

NEW YORK, Dec. 8.—London Records is rushing a special LP disk of Ernest Ansermet's conducting some of his favorite short works. Special effort is being made because the European conductor is taking over the Boston Symphony Orchestra for what may turn out to be the rest of the season. Change in conductors was made when doctors ordered the symph's permanent leader, Charles Munch, to take a rest for a substantial period. Munch is under treatment for a circulatory disturbance.

Ansermet is under exclusive contract to London Records. The orchestra, of course, is a long-term RCA Victor recording project. Ansermet conducted the Boston ork in a concert during January, 1949. He is flying here from Geneva, Switzerland, and will have his first rehearsal next Monday (10). His first appearance here was with the Ballet Russe. He has since founded his own symphony, the Orchestre de la Suisse Romande, which waxes for London. The conductor's reputation here has been built largely via his London label recordings.

It is known that Ansermet is not particularly interested in a permanent conductorship in this country, preferring to remain with his own orchestra in Switzerland and accept guest shots with symphony groups both here and on the Continent.

Modern Shipping Disks to 35 Distribs For New Subsidiary

HOLLYWOOD, Dec. 8.—Modern Records next week will ship 700 platters to 35 potential distributors for its new subsid. Tower Records (The Billboard, November 17), as the initial step in lining up outlets for the indie. Each distributor gets five pressings of four tunes.

Mailed sides will include "Candlelight Waltz" and "Love in Bloom," Frank York's ork; "Close to My Heart" and "Dance With the Girl in Your Dreams," Buddy Divito ork; "Tain't So, Honey" and "Keepin' Out of Mischief Now," Leo Pieper ork, and "Don't Grieve, Don't Sorrow, Don't Cry" and "Who But You," Buddy Divito ork with Elaine Rodgers.

Waxings were cut prior to Tower Prexy Dick Bradley's agreement with Modern and have not been commercially released. Modern received some requests to handle the Tower line, but will wait until the disk samples are all shipped before inking distributors.

Phila. Terpery Is Teen-Age Club Now

PHILADELPHIA, Dec. 8.—The Nixon Ballroom, dancery operating for more than a generation in the West Philadelphia area, now becomes a teen-age club with record music. Bill Siemion, pioneer in teen-age club operations, has taken over the ballroom and is turning it into the Recording Artists Fan Club, with Al Adams in charge of activities.

Siemion has his Siemion's Club Room in the Northeast section of the city, and in the Summer operates the "Dance-land" for teen-agers in the Casino Park Arcade on the Boardwalk in Wildwood, N. J. Nixon spot, located atop the Nixon Theater, will be operated on Wednesday, Thursday and Saturday nights, with a membership arrangement for the teen-age dancers.

Thomason Debuts Weekly Dances

HOLLYWOOD, Dec. 8.—Jimmy Thomason, King Records artist and disk jockey at KAFY (Bakersfield), KCOK (Tulare) and KMTR (Taft), kicks off a weekly dance at Bakersfield's Melody Bowl Ballroom tonight with the Hoosier Hot Shots headlining a Western variety show.

Next Saturday (15), Thomason emcees such Western acts as Cindy Walker, Tex Acheson, Hank Penny, Cowboy Copas, Callahan Brothers, Polly Possum and Joe Woverton. Ballroom, which can handle over 5,000 dancers, is negotiating for a remote radio program for the Saturday affairs.

BIG 3 ACQUIRES 2 NEW HYMNS

NEW YORK, Dec. 8.—The Big Three this week acquired two hymns from the Homer Rodeheaver Publishing Company and will start exploitation immediately. Tunes are "There's a Rainbow Shining Somewhere" and "An Evening Prayer."

The last hymn taken over by the Big Three from Rodeheaver was "Beyond the Sunset."

RCA Repeats "Shopper" Ads

NEW YORK, Dec. 8. — The "Christmas Shoppers" co-op ad formula devised by RCA Victor last year is being repeated this season, with the diskery supplying five different sized ad mats ranging from 1,000 lines to a one column by 14-inch ad.

Ad copy is headlined "Everybody Wants Records for Christmas" and permits the dealer to insert small-type listings of available Victor disks under such categories as "familiar favorites," "opera," "Broadway on records," "popular music for dancing," etc. The 1,000-line ads have sufficient space for the insertion of more than 170 single record and album titles.

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

For the Winter Season
FROSTY THE SNOW MAN
HARDROCK, COCO AND JOE
 (The Three Little Dwarfs)
SUZY SNOWFLAKE
HILL AND RANGE SONGS, INC.
 Beverly Hills, California

TURN BACK THE HANDS OF TIME

EDDIE FISHER—Victor
 JERRY GRAY—Decca

CHOICE MUSIC INC.

1575 Broadway, N. • 3103 Sunset Blvd., Hollywood
 CO 7-7837 CA 1-5234

Stop—Look—Listen

NAT COLE'S

New Release

"UNFORGETTABLE"

Capitol 1808

BOURNE, INC.
 799 7th Ave. New York 19, N. Y.

Another BMI Pin-Up Hit!

CRY

Published by Mellow
 Recorded by

Georgia Gibbs (Mer.)	Four Knights (Cap)
Paul Chapman (Decca)	Eileen Barton (Coral)
Bill Farrell (MGM)	Ruth Casey (Capitol)
Bette McLaurin	Alan Holmes (King)
(Decca)	Bob Williams (Vic.)
Johnnie Ray (Okeh)	Carmen Taylor (Mer.)
Jane Valli (Vic.)	Little Donna Hightower-Henderson (Decca)

Licensed Exclusively by
BROADCAST MUSIC, INC.



PALLADIUM PLANS

Sets Talent For New Yr.'s Eve Line-Up

HOLLYWOOD, Dec. 8.—New Year's Eve plans for the Palladium were set into motion by Manager Sterling Way, who inked two acts and was negotiating with three others.

Prices for the celebration are the same as last year, \$3 general admission, \$4.80 for table reservation and \$9.75 for dinner, admission, et al.

Dancery will be shuttered to the general public December 17-23. During this interval the Palladium has leased the premises to private parties holding yule celebrations.

MARAIS-MIRANDA CUT COL. ALBUM

NEW YORK, Dec. 8.—Joseph Marais and Miranda, South African veldt folk singers who recently switched from Decca to the Columbia label, have recorded a long-play album for the latter.

Columbia recently released the first Marais and Miranda kidisk, "Bulu, the Zulu."

COWARD'S PLAY ON LP RECORDS

NEW YORK, Dec. 8.—Columbia Records will release this week Noel Coward's musical play of the early '30's, "Conversation Piece," with Lily Pons and Coward in the leading roles.

The LP version of the Coward musical also features Cathleen Nesbitt, Ethel Griffies, Rex Evans, Richard Burton, Rosalind Nadell and a children's chorus and orchestra directed by Lehman Engel.

Coral Signs an English Orkster

NEW YORK, Dec. 8.—English orkster Wolfe Phillips this week inked an exclusive recording contract with Coral Records. Since the diskery has no English distributing affiliation, Phillips' waxings, the recorded in England, will be issued only in this country.

The Phillips ork will style its wax efforts in the vein of semi-concertized dance music similar to the work of the original Paul Whiteman band.

Gil McKean in Columbia Post

NEW YORK, Dec. 8.—Columbia Records named a new merchandise manager for its Masterworks division this week. Paul Wexler, diskery's veepee in charge of sales, announced that Gilbert McKean was named to fill the post recently vacated by Bob Kirsten.

McKean was formerly a veepee and sales manager of London Records. More recently he has been in the sales division of the Dictaphone Company.

A Christmas Natural! "A ROOT'N TOOT'N SANTA CLAUS"

Recorded By TENNESSEE ERNIE.....CAPITOL TEX BENEKE.....MGM J. J. ROBBINS & SONS, INC. 1619 B'WAY N. Y. 19, N. Y.

Santa Claus Is Comin' To Town LEO FEIST, INC.

TED KOEHLER and RUBE BLOOM'S OUT IN THE COLD AGAIN SANTLY-JOY, INC. 1619 Broadway, New York 19, N. Y.

"I MADE A MISTAKE AND I'M SORRY" By RAY PRICE Columbia #20883

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

Files Vs. 14

warbler Hank Williams and Acuff-Rose Publications. Named as other defendants were Nat Tannen, Keys Music Inc., Tannen Music, Inc., Music Dealer's Service Inc., and Columbia, Decca, Capitol, RCA-Victor and Mercury Records, as well as Lang-Worth Records Inc., Lang-Worth Feature Programs, Inc., and Loew's, Inc.

The complaint, as filed in the United States Court for the Southern District of New York, alleges that "You'll Still Be In My Heart" was in the songbook "Round-Up of Hits for Radio and Recording" published in 1944. The plaintiff in the case is C. Van Ness Clark, owner of Dixie Music Publishing Company.

Juke Bill Hearing

in behalf of five major record companies.

Because printed proceedings have already been run off on the October 25 session, the subcommittee has agreed to allow time not only for opposition testimony at the February 4 resumption, but also for rebuttals to the opposition and possibly for counter-rebuttals to that.

Sub-committee chairman Joseph R. Bryson, who is co-sponsor of the bill with Sen. Estes Kefauver announced that the subcommittee has come to no conclusion on the proposed legislation and will deliberate on the merits after all of the testimony is in.

RCA Pop Dept.

and "Snowflakes." "Why" was done by Eddie Fisher and Hugo Winterhalter's ork while "Snowflakes," the tune written by a nine-year-old, was done by a combination including Freddy Martin's band, the Fontane Sisters and Merv Griffin. It may be coincidence, but both songs are being spearheaded by Decca recordings—"Why" by the Four Aces and "Snowflakes" by Guy Lombardo's ork and Evelyn Knight.



HOLIDAY MONEY MAKERS

CHRISTMAS WITH PATTI PAGE

- "Jingle Bells" "Christmas Choir" "Silent Night" "Santa Claus Is Coming to Town" "Christmas Song" "The First Noel"



33 1/3 RPM • MG 25109 ALSO A102 • A102X45



CHRISTMAS FAVORITES Jan August MG 25110 • A103*



CHRISTMAS FAVORITES Frankie Laine • Vic Damone • Eddy Howard MG 25082 • A1027X45



RING OUT XMAS BELLS C. E. Cronham MG 20001 • A60*



MUSIC FOR CHRISTMASTIDE Roman Vatican Choir MG 25081



CHRISTMAS CAROLS C. E. Cronham MG 20040



SACRED HYMNS C. E. Cronham MG 20039

HOLIDAY SINGLES

- PATTI PAGE "The Christmas Song" • "White Christmas".....5732* PATTI PAGE "Silent Night" • "Santa Claus Is Coming To Town".....5731* EDDY HOWARD "Uncle Mistletoe" • "When Christmas Rolls Around".....5722* VIC DAMONE "White Christmas" • "Silent Night".....5515* VIC DAMONE "Ave Maria" • "Silent Night".....5074* RALPH MARGERIE "Xmas In Kilarney" • "When Your Lover Has Gone".....5734* PATTI PAGE "Jingle Bells" • "Christmas Choir".....5730* PATTI PAGE "Xmas Bells" • "Boogie Woogie Santa Claus".....5729* LAWRENCE WELK "Merry Xmas Polka" • "Julida Polka".....5735* TINY HILL "Send Me Your Love For Xmas" • "Auld Lang Syne".....6070* REX ALLEN "The Empty Xmas Stocking" • "Tears On My Guitar".....6136* FRANKIE LAINE "What Am I Gonna Do This Xmas" • "Merry Xmas Everywhere"....5553* Richard Hayes • Kitty Kallen • Vic Damone "Our Lady of Fatima" • "Ave Maria"....5535* EDDY HOWARD "Dearest Santa" • "I'll Be Home For Christmas".....5516* HENRY WEBER & ORCHESTRA "Xmas Carols" (Part 1 and 2).....5514 JUNE WINTERS "Xmas In My Heart" • "Charm For Sale".....5502 EDDY HOWARD "White Christmas" • "Dearest Santa".....5216* EDDY HOWARD "Xmas Song" • "I'll Be Home For Xmas".....5215* JOHN LAURENZ "Merry Xmas & A Happy New Year" • "My Best To You".....5179 VIC DAMONE "Christmas Morn" • "White Christmas".....5178* FRANKIE LAINE "You're All I Want For Xmas" • "Tara Talara Tala".....5177* TWO TON BAKER "Christmas Party".....MG 30004 • MMP 5 IRENE WICKER "This Is Christmas".....MG 30004 • MMP 7 TWO TON BAKER "Boomer The Bass Drum".....MMP 11 EDDY HOWARD "Rudolph The Red Nosed Reindeer" • "Bluetail Fly".....MMP 67* HARMONICATS & Two Ton Baker "Frosty The Snowman" • "Tubby The Tuba".....MMP 76* FRAN WEIGEL "A Visit From St. Nicholas" • "Cept Fore Christmas".....MMP 78*

* DENOTES AVAILABLE ON 45 RPM



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD. TORONTO, CANADA

*This is it!
... another great novelty hit by*

ROSEMARY Clooney

with PERCY FAITH and his Orchestra

WHY DON'T YOU LOVE ME






and
BE MY LIFE'S COMPANION

78 RPM 39631—45 RPM 4-39631

COLUMBIA  RECORDS

for music that sends them . . . to you!

Trade Marks "Columbia," "Masterworks," , ,  Reg. U. S. Pat. Off. Marcas Registradas

THE BILLBOARD Music Popularity Charts

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

HONOR ROLL OF HITS

Trade Mark Reg. U.S. Pat. & Tm. Off.

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart. Based on reports received December 5, 6 and 7.

Last Week | This Week

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

By George Hoven and Chester Shull—Published by Algonquin (BMI)
 RECORDS AVAILABLE: S. Churchill, V 20-4230; B. Colt, Deatur 1001; L. Davis, Prestige 911; Four Aces, Victoria 101; Four Buddies, Savoy 817; Four Knights, Cap 1806; C. Hawkins, Dec 27853; E. Howard, Mercury 5711; S. Kaye, Col 39567; A. Morgan, Dec 27794; B. Peacock, King 4505; A. Prysock, Dec 27769; T. Smith, United 107; B. Williams Quartet, MGM 11066.
 ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth; Glenn Osler Ork, Associated.

2. **2. Because of You**

By Arthur Hammerstein and Dudley Wilkinson—Published by Broadcast Music (BMI)
 RECORDS AVAILABLE: L. Armstrong, Dec 27816; R. Barber, Mercury 5643; L. Baxter, Cap 1493; E. Becker-E. Light Ork, Remington R-25005; T. Bennett-P. Faith Ork, Col 39362; E. Butterfield, Coral 60561; Cowboy Copas, King 3244; Bob Crosby, Coral 60440; G. DeHaven-G. Lombardo, Dec 27666; J. Desmond, MGM 10947; J. Pearce, V 10-3426; T. Smith, United 104.
 ELECTRICAL TRANSCRIPTION LIBRARIES: Mindy Carson, Associated; Coconut Grove Ork, Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus; Billy Mills, Standard.

3. **3. Cold, Cold Heart**

By Hank Williams—Published by Acuff-Rose (BMI)
 RECORDS AVAILABLE: L. Armstrong, Dec 27816; T. Bennett-P. Faith Ork, Col 39449; Fontane Sisters, V 20-4274; T. Fontane, Mercury 6593; H. Henderson, Dec 48253; E. Johnson, Chess 1488; D. Washington, Mercury 5728; H. Williams, MGM 10904; E. Wilson, Dec 27761.
 ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth.

4. **4. Down Yonder**

By L. Wolf Gilbert—Published by LaSalle (ASCAP)
 RECORDS AVAILABLE: C. Butler, Col 39533; H. Carmack, Dec 46362; J. (Fingers) Carr, Cap 1777; L. (Piano Roll) Cook, Abbey 15053; S. Coffey, Dec 46355; Honky Tonks, V 20-4284; T. Jackson, Mercury 6365; F. Martin, V 20-4267; F. Petty, The, MGM 11057; E. Smith, King 986; G. Stone, Cap T-40161; C. Watts and A. Trace, Mercury 5695; G. Willis, V 21-9420; H. Wolf, Rich-R-Tone 1022; D. Wood, Tennessee 775.
 ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth; The Satisfiers, Associated.

6. **5. Slow Poke**

By Pee Wee King, Redd Stewart and Shelton Price—Published by Ridgeway (BMI)
 RECORDS AVAILABLE: R. Flanagan, V 20-4373; A. Godfrey-Chordettes, Columbia 39362; J. Gordy Sextette-J. Shook, Bullet 1099; H. Hawkins, King, 900; Tiny Hill, Mercury 5740; Pee Wee King, V 21-0489; R. Lee, Dec 27792; A. Mooney, MGM 11115; H. O'Donnell, Cap 1837; J. Watson, Rich-R-Tone 1025.
 ELECTRICAL TRANSCRIPTION LIBRARIES: Spade Cooley, Standard; Pee Wee King, Standard.

5. **6. Undecided**

By Sid Robin and Charlie Shavers—Published by Leeds (ASCAP)
 RECORDS AVAILABLE: M. Abernathy, King 4490; Ames Brothers-L. Brown, Coral 60566; R. Anthony, Cap 1824; D. Brubeck Trio, Four Star 506; E. Fitzgerald-C. Webb, Decca 25434; E. Garner, Regent 1004; G. Lombardo-K. Gardner, Dec 27835; J. Preston Sextette, Modern 1011; M. Small, King 15128.
 ELECTRICAL TRANSCRIPTION LIBRARIES: All Star Sextette, Standard; George Barnes Octet, Standard; Henry Jerome Ork, Lang-Worth; Art Van Damme Quintet, Thesaurus.

7. **7. Domino**

By Louis Ferrar and Doc Rye—Published by Pickwick (ASCAP)
 RECORDS AVAILABLE: Bing Crosby, Dec 27830; Doris Day, Col 39596; Harmonicats, Mercury 5747; C. Kutz, London 1147; T. Martin, V 20-4343; M. Mayo, Cap 1849; M. Small, King 15129; S. Torch, Coral 60611.
 ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; Denny Vaughan, Associated.

9. **8. Jealousy (Jealousy)**

By Vera Bloom and Jacob Gade—Published by Harms (ASCAP)
 RECORDS AVAILABLE: D. Beavers-L. Baxter, Cap 1873; C. Dennis, Cap 1644; B. Eckstine, MGM 11111; F. LaRue, Col 39585; B. Morrow, Mercury 5753; B. Peacock, King 4505; S. Torch, Coral 60395; F. Zebach, Decca 27509.
 ELECTRICAL TRANSCRIPTION LIBRARIES: The Bachelors, Standard; Ernie Felice Quartet, MacGregor; Allen Roth, Thesaurus; Al Sach Ork, Standard; Salon Concert Players, Thesaurus; Rene Savard Ork, Standard; Dell Sifton Trio, Standard.

— **9. Charmaine**

By Erno Rapee and Lou Pallauk—Published by Lion (ASCAP)
 RECORDS AVAILABLE: G. Ammons, Prestige 916; D. Baker, Col 36636; F. Carle, Col 36690; M. Davis, Aladdin 3114; R. Flanagan, V 20-4373; Four Knights, Cap 1875; Harmonicats, Mercury 5747; B. Hayes, MGM 11112; N. Hefli, Coral 60599; G. Jenkins, Dec 27859; H. Koch, Acme 900; J. Lee, Cap 1896; G. Lombardo, Dec 23763; J. Linceford, Dec 25423; A. Lyman, Col 37308; Mantovani, London 1020; V. Monvoe, V 20-4375; B. Peacock, King 4505; Ray-O-Vacs, Dec 48260; F. Scott, Cap 15733; J. Thomas, Swing Time 240; P. Weston, Col 29616; X-Rays, Coral 65069.

— **10. Shrimp Boats**

By Paul Mason Howard and Paul Weston—Published by Walt Disney (ASCAP)
 RECORDS AVAILABLE: D. Beavers-L. Baxter, Cap 1873; D. Brown, King 15151; B. Farrell, MGM 11113; D. Gray, Dec 27832; D. Schell, V 20-4405; J. Stafford-P. Weston Ork, Col 39581; Tex Williams, V 20-4409.

A BRAND NEW BALLAD YOU'LL REMEMBER



by RCA Victor's great new recording artist . . .

DANNY SCHOLL



"I REMEMBER YOU, LOVE"

coupled with the exciting new novelty

"SHRIMP BOATS"

78 rpm 20-4405—45 rpm 47-4405

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

RCA VICTOR RECORDS

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THE BILLBOARD Music Popularity Charts

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

Records Most Played by Disk Jockeys

... Based on reports received December 5, 6 and 7

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

POSITION	Weeks Last	This Week	Tune	Artist	Label
12	1	1	SIN	E. Howard	Mercury(78)5711; (45)5711X45—BMI
11	3	2	UNDECIDED	Ames Brothers-L. Brown	Corall(78)60566; (45)9-60566—ASCAP
5	7	3	JALOUSIE (Jealousy)	F. Laine	Col(78)39585; (45)4-39585—ASCAP
22	2	4	BECAUSE OF YOU	T. Bennett-P. Faith	Col(78)39362; (45)4-39362—BMI
19	4	5	COLD, COLD, HEART	T. Bennett-P. Faith	Col(78)39449; (45)4-39449—BMI
5	6	6	SHRIMP BOATS	J. Stafford-P. Weston	Col(78)39581; (45)4-39581—ASCAP
3	15	7	LITTLE WHITE CLOUD THAT CRIED	J. Ray	Okeh(78)6840; (45)4-6840—ASCAP
4	11	8	CRY	J. Ray	Okeh(78)6840; (45)4-6840—BMI
6	9	9	DOMINO	T. Martin	V(78)20-4343; (45)47-4343—ASCAP
8	8	10	JUST ONE MORE CHANCE	L. Paul & M. Ford	Cap(78)1825; (45)F-1825—ASCAP
13	5	11	SIN	Four Aces-A. Alberts	Victoria 101—BMI
4	10	12	CHARMAINE	Mantovani	London(78)1020; (45)45-1020—ASCAP
10	17	13	SIN	S. Churchill	V(78)20-4280; (45)47-4280—BMI
3	20	13	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489—ASCAP
2	14	15	SLOW POKE	R. Flanagan	V(78)20-4373; (45)47-4373—BMI
1	—	16	ANY TIME	E. Fisher-H. Winterhalter	V(78)20-4359; (45)47-4359—BMI
2	16	17	SLOW POKE	H. O'Connell	Cap(78)1837; (45)F-1837—BMI
18	26	17	BECAUSE OF YOU	L. Baxter	Cap(78)1493; (45)F-1493—BMI
16	21	19	DOWN YONDER	Del Wood	Tennesse(78)775; (45)45-775—ASCAP
5	—	20	SOLITAIRE	T. Bennett	Col(78)39555; (45)4-39555—BMI
12	13	21	AND SO TO SLEEP AGAIN	P. Page	Mercury (78)5706; (45)5706X45—ASCAP
3	23	21	CHARMAINE	G. Jenkins	Dec(78)27859; (45)9-27859—ASCAP
3	—	21	DOMINO	Doris Day	Col(78)39596; (45)4-39596—ASCAP
6	12	24	UNDECIDED	R. Anthony	Cap(78)1824; (45)F-1824—ASCAP
1	—	24	TELL ME WHY	Four Aces-A. Alberts	Dec(78)27860; (45)9-27860—BMI
7	29	26	SIN	Four Knights	Cap(78)1806; (45)F-1806—BMI
2	—	27	SHRIMP BOATS	D. Gray	Dec(78)27832; (45)9-27832—ASCAP
7	26	28	UNFORGETTABLE	Nat (King) Cole	Cap(78)1808; (45)F-1808—ASCAP
1	—	29	JINGLE BELLS	L. Paul-M. Ford	Cap(78)1881; (45)F-1881—ASCAP
5	24	30	DOMINO	Bing Crosby	Dec(78)27830; (45)9-27830—ASCAP

England's Top Twenty

POSITION	Weeks Last	This Week	Tune	English	American
8	1	1	LONGING FOR YOU	Sterling	Ludlow
8	5	2	I LOVE THE SUNSHINE OF YOUR SMILE	New World	Johnstone-Montel
11	2	3	BECAUSE OF YOU	Dash	Broadcast Music
25	6	5	LOVELIEST NIGHT OF THE YEAR	John Fields	Shapiro-Bernstein
16	3	6	TOO YOUNG	Francis Day	Jefferson
5	7	7	ROSLINE	Michael Reine	*
8	7	8	BELLE, BELLE, MY LIBERTY BELLE	Dash	Oxford
18	9	9	A BEGGAR IN LOVE	Cinephonic	Santly-Joy
2	15	10	ALLENTOWN JAIL	Bourne Music, Ltd.	Bourne
4	16	11	IF YOU GO	Maurice	Leeds
15	10	12	SWEET VIOLETS	E. H. Morris, Ltd.	E. H. Morris
2	18	13	I WISH I WUZ	Maurice	United
21	12	14	MY TRULY, TRULY FAIR	Dash	Santly-Joy
1	—	14	LOVE'S ROUND ABOUT	Cinephonic	*
12	19	16	KENTUCKY WALTZ	Southern	Peer International
39	14	17	BE MY LOVE	Francis Day	Robbins
1	—	18	SOME ENCHANTED EVENING	Williamson	Williamson
7	17	19	VANITY	Sun	Jefferson
11	11	20	SHANGHAI	Dash	Santly-Joy

*Publisher not available as The Billboard goes to press.

VOX JOX

By JUNE BUNDY

Ad Lib Cuttings

Ray Carrol of "Willie and Ray," WHOM, New York, is taking piano lessons via G. I. Bill of Rights. . . . Glenn Elliott. WPEO, recently wed Marilyn Miceli. . . . Don Rose, WHFB, Benton Harbor, Mich., is tagged to play station Santa Claus this year. . . . Phyllis Fuller, WSLB, Ogdensburg, N. Y., pulled enough pledges to put her town over quota, when she campaigned for the local blood bank on her show last month. . . . Willis Conover, WWDC, Washington, D. C., is now fronting a 17-piece modern jazz ork, in addition to his regular daily radio and TV shows. . . . Two ex-National Broadcasting Company guides, Don Upton, WLVA, Lynchburg, Va., and Stan Zabka (now in Army), have just had their first song published, "Christmas Eve in My Hometown," by Broadcast Music, Inc., and recorded by Roy Stevens and his ork on King label. . . . Gene De Simone, WRYO, Rochester, Pa., interviewed Tony Alamo for his "Clock Watcher" show. . . . Another "Santa's Helper" last week was John Woods, WTAG, Worcester, Mass., who threw the switch that lit 2,000 colored bulbs on 72 Christmas trees thruout the downtown business district last week, in a special city hall ceremony.

Gimmix

Art Laboe, KGFJ, Hollywood, is helping local teenagers find employment thru Youth Employment Service, which operates in conjunction with the Hollywood Sertoma Club. . . . Six Milwaukee deejays guested on the stage of the local Palace Theater last month, to plug the movie preem of "Disk Jockey." Spinners were Joe Dorsey, Tom Shanahan, Robb Thomas and Bob Larsen of WEMP; Paul Bartell, WFOX, and Mill Brandl, WISN. . . . Joe Vincent, WHOS, Decatur, Ala., has his brother, recording star Tony Fontane, introduce the first three toppers on his "Billboard Top 10" platter show. Fontane records intro on the road and mails cuts to brother Joe. . . . For the second year the Oertel Brewing Company is sponsoring a disk jockey contest over WAVE, Louisville, Ky., with emcee Bob Kay interviewing amateur spinners on the air. Weekly winners are determined by a postcard vote, with a grand championship contest held every six to eight weeks. Last year's 30-week contest pulled 205,366 votes in a two-station TV market. . . . Don John Ross, WJTN, Jamestown, N. Y., visited Toronto deejays recently to study platter preferences in Canada.

Preems

Leo Decker and Russ Swift, (ex-WGIL, Galesburg, Ill.), have joined KVOE, Santa Ana, Calif. The latter, in addition, changed his name to George Swift. Atlanta, Ga., Journal columnist Ernest Rogers has joined spinner ranks, with a 15-minute stint on Journal Station WSB. . . . Jim Price has moved from WTPS to WJMR in New Orleans, La. Bob Chambers writes, "I am a two-month-old disk jockey on WEBK, Tampa, Fla. I do several disk shows daily; the 'big show' is tagged 'Bouncing With Bob,' which I Bryant every afternoon." . . . Bryant Arbuckle formerly with WAIR, Winston-Salem, N. C., and KVAL, Brownsville, Tex., and more recently discharged from the Navy, is now a morning man at KURV, Edinburg, Tex. Jack Moran, same station, has started a new show, "Party Line," with both sides of his phone conversations with Rio Grande Valley housewives aired on the show. . . . Bud Brees, WPEN, Philadel-

Best Selling Sheet Music

... Based on reports received December 5, 6 and 7

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

POSITION	Weeks Last	This Week	Tune	Artist
12	1	1	(IT'S NO) SIN (R)	Algonquin
5	5	2	RUDOLPH, THE RED-NOSED REINDEER (R)	St. Nicholas
12	3	3	DOWN YONDER (R)	La Salle
5	6	4	WHITE CHRISTMAS (R)	Berlin
16	4	5	COLD, COLD HEART (R)	Acuff-Rose
5	7	6	FROSTY, THE SNOW MAN (R)	Hill & Range
24	2	7	BECAUSE OF YOU (F) (R)	Broadcast Music
5	10	8	SLOW POKE (R)	Ridgeway
11	8	9	AND SO TO SLEEP AGAIN (R)	Paxton
4	13	10	WINTER WONDERLAND (R)	Bregman-Vocco-Conn
1	—	11	SHRIMP BOATS (R)	Walt Disney
7	11	12	UNDECIDED (R)	Leeds
23	12	13	I GET IDEAS (R)	Hill & Range
3	9	14	SANTA CLAUS IS COMING TO TOWN (R)	Feist
1	—	15	SILVER BELLS (R)	Paramount

Songs With Greatest Radio Audiences (ACI)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. This music checked is preponderantly (over 60 per cent) alive.

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

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Always, Always (R)	Hellis—BMI
And So to Sleep Again (R)	Paxton—ASCAP
Because of You (F) (R)	Broadcast Music—BMI
Bela Bimba (R)	Godap—BMI
Charmaine (R)	Lion—ASCAP
Cold, Cold Heart (R)	Acuff-Rose—BMI
Christmas in Killarney (R)	Remick—ASCAP
Domino (R)	Pickwick—ASCAP
Down Yonder (R)	La Salle—ASCAP
Frosty the Snowman (R)	Hill & Range—BMI
Getting to Know You (M) (R)	Williamson—ASCAP
Here Comes the Fattest Man in Town	Life—BMI
I Get Ideas (R)	Hill & Range—BMI
I Love the Sunshine of Your Smile (R)	Johnstone-Montel—BMI
It's All Over But the Memories (R)	Shapiro-Bernstein—ASCAP
Just One More Chance (R)	Famous—ASCAP
Love Is Here to Stay (R)	De Sylva, Brown & Henderson—ASCAP
Manhattan (F) (R)	E. B. Marks—BMI
More, More, More (R)	Remick—ASCAP
My Green Christmas	Life—BMI
Never (F) (R)	Robbins—ASCAP
Never Before (R)	Paramount—ASCAP
Once (R)	Walt Disney—ASCAP
Rudolph, the Red Nosed Reindeer (R)	St. Nicholas—ASCAP
Shrimp Boats (R)	Walt Disney—ASCAP
Silver Bells (R)	Paramount—ASCAP
(It's No) Sin (R)	Algonquin—BMI
Slow Poke (R)	Ridgeway—BMI
Solitaire (R)	Broadcast Music—BMI
Undecided (R)	Leeds—ASCAP
White Christmas (R)	Berlin—ASCAP

phia, is headlining his own vaude show at the local Carman Theater, in addition to his regular TV ainer over WFIL-TV, sponsored by Sun Ray Drug. . . . The last seg of Bob Lee's "Melody Time" over WPEO, Peoria, Ill., has been changed to "Tune Test," with a local dress store picking up the tab. . . . Warren Sandberg, also WPEO staffer, has taken over the "1020 Club," under sponsorship of a local record dealer. . . . Jack Garrett, extenor sax man, is now spinning 'em on WJQS, Jackson, Miss., with four disk shows to his credit. . . . Ex-Detroit jockey, Ross Mulholland, more recently of Hollywood, is returning to Detroit to join the Powell-Grant agency. . . . Dick Biondi, KSYL, Alexander, La., has started a new 45-minute record stint on Sunday mornings. . . . Ken Burkhardt has replaced Verne Brake, KSIM, Sikeston, Mo. . . . Bob Cavanaugh, KRIB, Mason City, Ia., is now doing a 13-week across-the-board show from Helzberg's jewelry store, with a fem teen-ager as co-spinner and local high school students as weekly guest jocks. . . . Eddie Dillon, WNCC, Barnesboro, Pa., will join Pennsylvania's newest radio station, WAKU, Latrobe, Pa., which should be on the air before Christmas. . . . Hal and Nancy Berg have started a two-hour morning show over WILK, Wilkes-Barre, Pa. . . . Joe Dean, WHEC, Rochester, N. Y., has launched a new radio role as "Honorary Mid-

night Mayor of Rochester," with the show originating from the lounge of the Triton niter. . . . Rebel Randall, beautiful Armed Forces Radio Service deejay, appears in the current issue of American magazine. . . . Bill Garr, KWKW, Pasadena, Calif., is now doing his daily afternoon series from Cali's Colony restaurant. . . . Charlie Trussell, WNOW, York, Pa., celebrates his fourth year on the air under the same "Hillbilly show sponsor." . . . Ken Rowland, KSAL, Salina, Kan., observes the second anniversary of his "Melody Club" show, which has been under daily sponsorship of Stiefel's department store for the last year and a half. . . . Bob Peterson, KDIX, Dickinson, N. D., will have a different teenage disk jockey on his "Teen Time Tunes" program every night of the week to "test audience reaction" to a young guest gimmick. . . . Phil Brooks, KRKD, Los Angeles, Calif. (another birthday boy), is marking two and one half years with his "Moonlight Serenade" program, Tuesday thru Sunday. . . . Johnny Martin has disbanded his orchestra and left WERD, Atlanta, Ga., to join WLOU, Louisville's first all-Negro programming station. Martin, who was also made program director of WLOU, will pilot his "Red Hot and Blue and Gospel Train" series on his new post, under sponsorship of Admiral TV, the Columbia Loan Company and Caloric Gas Ranges.



COLUMBIA'S

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

(Based on actual sales figures for week ending December 7)

✓ POPULAR

- ✓ SHRIMP BOATS
LOVE, MYSTERY AND ADVENTURE
JO STAFFORD
39581—4-39581
- ✓ COLD, COLD HEART
WHILE WE'RE YOUNG
TONY BENNETT
39449—4-39449
- ✓ JEALOUSY
FLAMENCO
FRANKIE LAINE
39585—4-39585
- ✓ BECAUSE OF YOU
I WON'T CRY ANYMORE
TONY BENNETT
39362—4-39362
- ✓ RUDOLPH, THE RED-NOSED REINDEER
IF IT DOESN'T SNOW ON CHRISTMAS
GENE AUTRY
38610—MJV-56
MJV 4-56—3-38610
- ✓ SOLITAIRE
BLUE VELVET
TONY BENNETT
39555—4-39555
- ✓ DOWN YONDER
WAY UP IN NORTH CAROLINA
CHAMP BUTLER
39533—4-39533
- ✓ GAMBELLA
HEY, GOOD LOOKIN'
JO STAFFORD
FRANKIE LAINE
39570—4-39570
- ✓ ONCE
NEVER
TONI ARDEN
39577—4-39577
- ✓ SIN
JEALOUS EYES
SAMMY KAYE
39567—4-39567
- ✓ CHARMAINE
AT DAWNING
PAUL WESTON
39616—4-39616
- ✓ THE THREE LITTLE DWARFS
THIRTY-TWO FEET—EIGHT LITTLE TAILS
GENE AUTRY
39543—Set MJV 4-121
Set MJV-121
- ✓ FROSTY THE SNOWMAN
WHE! SANTA CLAUS GETS YOUR LETTER
GENE AUTRY
38907—Set MJV-75
3-38907—Set MJV 4-75
- ✓ GREEN SLEEVES
LOVE MAKES THE WORLD GO ROUND
MITCH MILLER
39617—4-39617
- ✓ SUZY SNOWFLAKE
LITTLE RED RIDING HOOD'S
CHRISTMAS TREE
ROSEMARY CLOONEY
39612—Set MJV-123
Set MJV 4-123
- ✓ THESE PRECIOUS THINGS ARE MINE
DOOH! LOOK-A-THERE, AIN'T SHE PRETTY
CHAMP BUTLER
39604—4-39604
- ✓ ST. LOUIS BLUES MAMBO
GLORITA
NORO MORALES
39601—4-39601
- ✓ IF I LOVED YOU
DIZZY FINGERS
PERCY FAITH
39613—4-39613
- ✓ INDIANA
SLEEPY TIME GAL
KEN GRIFFIN
39603—4-39603
- ✓ I RAN ALL THE WAY HOME
JUST A MOMENT MORE
SARAH VAUGHAN
39576—4-39576

✓ FOLK

- ✓ HOW LONG WILL IT TAKE
GIVE ME MORE, MORE, MORE
LEFTY FRIZZELL
20885—4-20885
- ✓ ALWAYS LATE
MOM AND DAD'S WALTZ
LEFTY FRIZZELL
20837—4-20837
- ✓ ME AND MY BROKEN HEART
LET OLD MOTHER NATURE HAVE HER
WAY
CARL SMITH
20862—4-20862
- ✓ IF TEARDROPS WERE PENNIES
MR. MOON
CARL SMITH
20825—4-20825
- ✓ BRAKEMAN'S BLUES
MY OLD PAL
LEFTY FRIZZELL
20841—4-20841
- ✓ MY ROUGH AND ROWDY WAYS
LULLABY YODEL
LEFTY FRIZZELL
20843—4-20843
- ✓ BLUE YODEL NO. 6
TRAVELLIN' BLUES
LEFTY FRIZZELL
20842—4-20842
- ✓ THERE'S NOTHING AS SWEET AS MY
BABY
LET'S LIVE A LITTLE
CARL SMITH
20796—4-20796
- ✓ WEARY BLUES
I MADE A MISTAKE AND I'M SORRY
RAY PRICE
20883—4-20883
- ✓ MY BABY'S JUST LIKE MONEY
I WANT TO BE WITH YOU ALWAYS
LEFTY FRIZZELL
20799—4-20799

✓ GOING STRONG

- ✓ DOMINO
THAT DOESN'T DO IT
DORIS DAY
39596—4-39596
 - ✓ THERE'S ALWAYS ROOM AT OUR HOUSE
I CAN'T HELP IT
GUY MITCHELL
39595—4-39595
 - ✓ GUESS I'LL BE PLAYING THE FIELD
FROM NOW ON
WHEN THE WORLD WAS YOUNG
TONI ARDEN
39605—4-39605
 - ✓ WHY DON'T YOU LOVE ME
BE MY LIFE'S COMPANION
ROSEMARY CLOONEY
39631—4-39631
- On Okeh Records*
- ✓ THE LITTLE WHITE CLOUD THAT CRIED
CRY
JOHNNIE RAY
6840—4-6840



breaking fast for his biggest hit!

ARTHUR GODFREY DANCE ME LOOSE

with The Chordettes

and SLOW POKE

78 rpm 39632—45 rpm 4-39632




Orchestra under the
direction of
Archie Bleyer



COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!



VAUGHN MONROE *sings*

TENDERLY

and

I Like it, I Like it

after 30 records
The one great rendition

Shaye Cogan, the pert miss from Vaughn's show, does a tricky duet with Vaughn with different lyrics.

RCA VICTOR 20-4403 (78 RPM)—47-4403 (45 RPM)

This week's

New Releases ... on RCA Victor

Release #51-50

Ships Coast to Coast, Week of December 16

POPULAR

TONY BAVAAR

Another Autumn
Close To You 20-4420—(47-4420)*

THE BELL SISTERS with HENRI RENE

June Night
Bermuda 20-4422—(47-4422)*

PHIL REGAN

Nothin' Else To Do
Oh, How I Miss You Tonight
20-4423—(47-4423)*

MERY GRIFFIN

If I Forget You
Eternally 20-4360—(47-4360)*

COUNTRY—WESTERN

ROY ROGERS

Horseshoe Moon
Home Sweet Oklahoma
20-4424—(47-4424)*

ROSALIE ALLEN

I've Paid for My Mistake
Shoot Him High, Paw
20-4425—(47-4425)*

SACRED

SHANNON GRAYSON

If You Don't Love Your Neighbor
The Secret Weapon
20-4426—(47-4426)*

RHYTHM-BLUES

THE FOUR TUNES

I'll See You in My Dreams
Tell Me Why 20-4427—(47-4427)*

*45 r.p.m. cat. nos.

Going Strong...

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

- \$** **Slow Poke**
Pee Wee King 21-0489—(48-0489)*
- \$** **Any Time/Never Before**
Eddie Fisher 20-4359—(47-4359)*
- \$** **It's Beginning to Look Like Christmas**
Perry Como 20-4314—(47-4314)*
- \$** **Loveliest Night of the Year**
Mario Lanza 10-3300—(49-3300)*
- \$** **Turn Back the Hands of Time**
Eddie Fisher with Hugo Winterhalter's Orch. 20-4257—(47-4257)*
- \$** **Sleigh Ride/Serenata**
Boston Pops Orch. 10-0515—(49-0515)*
- \$** **I Get Ideas**
Tony Martin 20-4141—(47-4141)*
- \$** **A Howdy Dooey Christmas/The Popcorn Song**
The Fontane Sisters 45-5324—(47-0294)*
- \$** **You Tried To Ruin My Name**
Johnnie and Jack 20-4389—(47-4389)*
- \$** **O Holy Night/Virgin's Slumber Song**
Mario Lanza 10-1582—(49-1338)*
- \$** **(It's No) Sin**
Savannah Churchill 20-4280—(47-4280)*
- \$** **Charmaine**
Vaughn Monroe 20-4375—(47-4375)*
- \$** **Rudolph, the Red-Nosed Reindeer/Two Front Teeth**
Spike Jones 20-4315—(47-4315)*
- \$** **Music Makin' Mama From Memphis/The Highest Bidder**
Hank Snow 20-4346—(47-4346)*
- \$** **Slow Poke/Charmaine**
Ralph Flanagan 20-4373—(47-4373)*

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.

- ★** **CHARMAINE**
Ralph Flanagan and His Orchestra 20-4374—(47-4373)*
The Disk Jockey's Pick, Billboard, December 8th issue.
- ★** **BLUE DECEMBER**
Hugo Winterhalter Orchestra and Chorus 20-4412—(47-4412)*
The Billboard Pick, December 1st issue.
- ★** **ONCE**
Jan Peerce 20-4318—(47-4318)*
The Retailers Pick, Billboard, December 8th issue.
- ★** **NEVER**
Dennis Day 20-4385—(47-4385)*
The Retailers Pick, Billboard, December 1st issue.

TIPS The Bell Sisters with Henri Rene — **JUNE NIGHT/BERMUDA**



MORE SUPPORT

A repeat by request...

Last year the dealers around the country said they had such tremendous success with the RCA Victor shopper's ad that their business practically doubled. This year they have requested that we repeat this type of ad.

The shopper's ad, if you will remember, is the kind of an ad that has a striking headline, such as "Everybody Wants Records for Christmas," with an illustration that draws one's eye to a list of merchandise surrounding it. The merchandise is listed in a check list fashion that covers everything from Christmas favorites through familiar favorites, Red Seal items, concerts, kiddie records and others that are favorites in the home. The ad points up the fact that we keep repeating the slogan, "Give the Gift That Keeps on Giving."

We believe that this type ad running during the week of December 17th in some 50-odd newspapers around the country represents the best circulation coverage of any group of newspapers on a national campaign. These ads will continue to drive business into your stores—the kind of business that, because of the great merchandise you will be selling from the ads, will continue to come back to you all year round.

Look for the ad, feature the merchandise in the ad, sell the merchandise in the ad. It's the best merchandise obtainable anywhere.

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



THE BILLBOARD Music Popularity Charts

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

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received December 5, 6 and 7

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	Record	Artist	Label
14	1	1	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489-BMI
8	2	2	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Col(78)20862; (45)4-20862-BMI
18	5	3	MOM AND DAD'S WALTZ	Lefty Frizzell	Col(78)20837; (45)4-20837-BMI
20	3	4	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837-BMI
7	6	5	SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	V(78)20-4273; (45)47-4273-BMI
23	4	6	HEY, GOOD LOOKIN'	Hank Williams	MGM(78)11000; (45)K-11000-BMI
7	8	7	CRAZY HEART	Hank Williams	MGM(78)11054; (45)K-11054-ASCAP
1	-	8	TOO OLD TO CUT THE MUSTARD	Carlisle	Mercury 6348
4	-	9	TRAVELIN' BLUES	Lefty Frizzell	Col(78)20842; (45)4-20842-BMI
25	9	10	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904-BMI

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers (operators, disk jockeys) but do not have strength to be listed in best selling (most played) category

1.	GIVE ME MORE, MORE, MORE	Lefty Frizzell	Col(78)20885; (45)4-20885-BMI
2.	MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow	V(78)20-4346; (45)47-4346
3.	'TIS SWEET TO BE REMEMBERED	Cowboy Copas	King(78)1000; (45)45-1000

Best Selling Retail Folk (Country & Western) Records

Based on reports received December 5, 6 and 7

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

POSITION	Weeks Last	This to date	Record	Artist	Label
11	1	1	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489-BMI
4	3	2	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Col(78)20862; (45)4-20862-BMI
19	4	2	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837-BMI
16	2	4	MOM AND DAD'S WALTZ	Lefty Frizzell	Col(78)20837; (45)4-20837-BMI
37	4	5	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904-BMI
7	7	6	SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	V(78)20-4273; (45)47-4273-BMI
1	-	7	MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow	V(78)20-4346; (45)47-4346-BMI
7	9	8	CRAZY HEART	Hank Williams	MGM(78)11054; (45)K-11054-ASCAP
1	-	9	ALABAMA JUBILEE	Red Foley	Dec(78)27810; (45)9-27810-ASCAP
24	-	9	I WANT TO PLAY HOUSE WITH YOU	E. Arnold	V(78)21-0476; (45)48-0476-ASCAP

Coming Up

1.	SLOW POKE	Tiny Hill	Mercury(78)5740; (45)5740X45
2.	HOW LONG WILL IT TAKE	Lefty Frizzell	Col(78)20885; (45)4-20885

Advance Folk (Country & Western) Record Releases

Ashes of Love—Johnny & Jack (You) Victor (45) 47-4389	More Pretty Girls—Ken Marvin (Half) Mer 6366
Baby Brown Eyes—Sheets McDonald (Fuss) Cap 1890	Oh, She's Gone, Gone, Gone—Mill Hersh Trio (Dixie) Victor (45) 47-4390
Camptown Doodle Rag—Eddie Hawks (Rag) Mer 6364	Paw Ain't Got a Cent—Jackie Butler & His Playmates (Just) Decca 7175
Dixie—Mill Hersh Trio (Oh) Victor (45) 47-4390	Rag Time Melody—Eddie Hawks (Camptown) Mer 6364
Fans and Fights—Sheets McDonald (Baby) Cap 1890	Rain is Still Falling—Grandpa Jones (Happy) King 992
Gentle Hands—Leon Payne (He is) Cap 1872	Savannah River Rag—Oklahoma Wranglers (Unhappy) Victor 20-4376
Goodbye Waltz—John Gordy (Ma) Bullet 1098	Slingy—Jimmy Thomson (That's) King 991
Happy Little Home in Arkansas—Grandpa Jones (The Rain) King 992	Victor 20-4377
He is the Light of the World—Leon Payne (Gentle) Cap 1872	That's What I Got for Loving You—Jimmy Thomson (Slingy) King 991
I Don't Want You Now—Toni Allen & His Teen. Pals (When) Bullet 746	Unhappy New Year—Oklahoma Wranglers (Savannah) Victor 20-4376
I'm in Love With Mollie—Red Foley-Ernest Tubbs (You) Decca 46387	When Hillbilly Willie Met Kitty from the City—Toni Allen & His Teen. Pals (I Don't) Bullet 746
In the Mood—Chet Atkins (Sweet) Victor 20-4377	You Tried to Ruin My Name—Johnny & Jack (Ashes) Victor (45) 47-4389
Just Lookin'—Jackie Butler & His Playmates (Paw) Decca 7175	
Ma (He's Making Eyes at Me)—John Gordy (Goodbye) Bullet 1098	

FOLK TALENT AND TUNES

By JOHNNY SIPPEL

Artists' Activities

Ozie Waters (Coral) will join the daily working cast of country entertainers at WLS, Chicago, January 1. Waters is already working the station's "National Barn Dance" Saturday nights.

Texas Bill Strength, formerly with 4 Star, has moved to Coral, cutting his first session in Nashville recently.

Mrs. Neva Starnes, wife of Jack Starnes, manager of Lefty Frizzell, has inked Ray Price (Columbia) to a management pact. Mrs. Starnes has leased their nitery in Longview, Tex., and the new owners are seeking Western and country talent for shows there. The Starnes will open a new club in Beaumont, Tex., December 14.

Lieut. Sid (Hardrock) Gunter (Coral) has formed a h.b. trio made up of himself, Pvt. Bob Green and Pvt. Frank Liske at Fort Jackson, S. C., where they are members of the 31st Infantry Division.

Adrienne Dee and Her Western Modernaires are now at WNDR, Syracuse, doing a daily-afternoon show.

Donn Reynolds, the Australian yodeler, is convalescing in Dallas from an auto accident.

Bill Moran, brother of George (Candy Kid) Morgan, has started his own h.b. and Western publicity office at 1212 Catina Drive, Nashville. He reports that Kenny Marvin (Mercury) is now a part of Morgan's troupe, working as singer and emcee.

Al Miller, of Victor, reports that Jack Garrett is doing a h.b. disk show at WJQS, Jackson, Miss.

Disk Jockey Doings

Howard Garland, KFMB, San Diego, Calif., is working a TV show locally with Smoky Rogers. Garland does two hours each morning of country music and two hours of pop in the afternoon.

Cousin Lou Stevens, KXLA, Pasadena, Calif., reports that Eddie Kirk and his newly formed Texans are appearing week-ends at the Harmony Park Ballroom, Anaheim, Calif.

Jack Lloyd, formerly with Bob Wills, is singing with Kirk's band. Other members of the crew are Johnny Horton (Abbott) and Skeets McDonald (Capitol). Tom Brennen is emceeing the new "Spade Cooley Time," a d.j. stint which moved from KFVD to KXLA recently.

Bill Crews, KVLC, Little Rock, is doing a daily Red Foley disk show.

Kermit Reid is doing a remote d.j. shot from a used car dealers' lot over WDUN, Gainesville, Ga.

Shel Horton, d.j. at WJSW, Saxton, Pa., doubles as

(Continued on page 73)

Most Played Juke Box Folk (Country & Western) Records

Based on reports received December 5, 6 and 7

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

POSITION	Weeks Last	This to date	Record	Artist	Label
12	1	1	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489-BMI
6	4	2	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Col(78)20862; (45)4-20862-BMI
8	2	3	SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	V(78)20-4273; (45)47-4273-BMI
4	3	3	ALABAMA JUBILEE	Red Foley	Dec(78)27810; (45)9-27810-ASCAP
2	10	5	I DON'T WANT TO BE FREE	J. Wakely-M. Whiting	Cap(78)1816; (45)F-1816
19	5	6	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837-BMI
9	6	6	CRAZY HEART	Hank Williams	MGM(78)11054; (45)K-11054-ASCAP
12	8	8	DOWN YONDER	D. Wood	Tenniser(78)775; (45)45-775-ASCAP
1	-	9	DRIFTWOOD ON THE RIVER	E. Tubbs	Dec(78)46377; (45)9-46377-ASCAP
16	7	10	MOM AND DAD'S WALTZ	Lefty Frizzell	Col(78)20837; (45)4-20837-BMI

Coming Up

1.	I'D STILL WANT YOU	Hank Williams	MGM(78)11100; (45)K-11100
2.	BABY, WE'RE REALLY IN LOVE	Hank Williams	MGM(78)11100; (45)K-11100
3.	GIVE ME MORE, MORE, MORE	Lefty Frizzell	Col(78)20885; (45)4-20885

Country & Western (Folk) Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	REVIEW
RED FOLEY-ERNEST TUBBS Too Old to Cut the Mustard DECCA 46387—Ditty written and started on its way by the Carlises should break wide open with this dunting. Tubbs and Foley sell the lyrics for all their worth—and that's plenty enough.	86--86--85--86	★★★★
I'm in Love With Mollie The powerful country chatters sound like they're having a big ball with a ditty about a friendly rivalry for Mollie. The fun should rub off on plenty of disks buyers.	81--83--80--81	★★★★
JOHNNIE & JACK Ashes of Love VICTOR (45) 47-4389—Pair, backed by small chorus, do a standout job with a country weeper, by singing it straight and fast enough to make it humorous.	82--82--82--82	★★★★
You Tried to Ruin My Name The boys give out with a fine reading of a good backwoods tune, with the aid of a chorus.	75--75--73--77	★★★★

Watch!-JOHNNY HORTON ON THE ABBOTT LABEL



- Western and Folk Field
- DONE ROVIN' PLaid AND CALICO #102 (Billboard rating 85)
 - TALK GOBBLER TALK SHADOWS ON THE BAYOU #105
 - CANDY JONES DEVILISH LOVELIGHT #100
 - BIRDS AND BUTTERFLIES COAL SMOKE, VALVE OIL AND STEAM #103 (Billboard rating 70)
 - MEAN, MEAN SON OF A GUN HAPPY MILLIONAIRE #101
 - IN MY HOME IN SHELBY COUNTY (Down Near Memphis, Tennessee) GO WASH THEM DIRTY FEET (Before you go to bed) #104

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the "Singing Ranger" and
his Rainbow Ranch Boys

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THE BILLBOARD

Music Popularity Charts

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

Best Selling Retail Rhythm & Blues Records

Based on reports received December 5, 6 and 7

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...

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, Label, and Catalog Number. Top entries include 'BECAUSE OF YOU' by Tab Smith and 'I'M IN THE MOOD' by J. L. Hooker.

RHYTHM AND BLUES NOTES

By HAL WEBMAN

A flock of record contract signings this week saw Decca, Savoy, Abbey and New Jazz labels add artists to their rosters. Decca inked Lincoln Chase, a student at the American Academy of Music in New York...

Most Played Juke Box Rhythm & Blues Records

Based on reports received December 5, 6 and 7

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...

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, Label, and Catalog Number. Top entries include 'I'M IN THE MOOD' by J. L. Hooker and 'FOOL FOOL FOOL' by Clovers.

Rhythm & Blues Record Releases

- List of new record releases including 'Blues With a Feelin'' by Lowell Fulson, 'It's All Over' by Big Three Trio, and 'Hey, Good Lookin'' by Piano Red.

Rhythm & Blues Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale for review. Reviews include 'Little Esther - Crying Blues' and 'Piano Red - Hey, Good Lookin''.

R&B Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the country and Western records received this week.

Chess is taking Muddy Waters with him on his next junket thru the South to introduce the Chess bluesinger to the trade.

An impressive array of talent has been set for the Lincoln Theater's annual Christmas benefit. Event is skedded for Saturday (15) from 1-5 p.m. and produced by Gertrude Gibson...

Lyric Mag \$\$

Continued from page 14

ence to "song sheets" and calls for a 50-50 split on income. Some pubbers are loathe to make lyric reprint deals not only because income has fallen off...

Advertisement for Okeh records featuring 'THE LITTLE WHITE CLOUD THAT CRIED' by Johnnie Ray and other hits. Includes Okeh logo and 'A PRODUCT OF COLUMBIA RECORDS, INC.'

Advertisement for Savoy Record Co., Inc. featuring 'SENSATIONAL!' records like 'SOLDIER'S PRAYER' and 'MR. SANTA'S BOOGIE'. Includes address: 58 Market St., Newark 1, N. J.

Advertisement for VEDEX COMPANY offering a 'LATEST CATALOG' with 500 different 'Standards' and hit tunes for \$10.00 per 100.

Advertisement for TRUMPET RECORDS featuring 'SONNY BOY'S CHRISTMAS BLUES' and 'PONTIAC BLUES'.

Advertisement for a 'WANTED! RECORD MANAGER' and 'RECORD SALESMAN' for Birmingham, Ala. and Georgia territory.

Advertisement for 'EVERYBODY'S FISHIN'' by Diamond Records, Jackson, Miss.

Xmas Hit!
Best Wishes
 by
ROY MILTON
 #414
Specialty records

Spin & Win!
CRY BABY
 by
PERCY MAYFIELD
 #416
Specialty records



Hear this new sound!!!
DANNY BOY by
 The Johnny Creach Trio
 Dootone 301
 ★★ Another Seller ★★
HARD LUCK WOMEN & STRIFE
 and
ANTICIPATING BLUES
 Pete Johnson's Latest
 Dootone 302
 ● WIRE ● WRITE ● PHONE ●

 9514 S. Central Ave. L.A., Calif.

• Rhythm & Blues Record Reviews

Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	RECORDING	RECORDING	RECORDING	RECORDING
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• Continued from page 32

LLOYD GLENN					
Christmas Sleigh Ride	80--82--78--80	SWING TIME 271—Glenn, a proven exponent of the buck dance instrumental, has another sparkling example in this one, which unfortunately will be restricted in values because of the title. Use of sleigh bells lends the new sound in the rhythm. Should do well; could have done better with another title.			
Savage Boy	76--76--75--76	A wordless chant in echo chamber lends a sort of exotic touch to a deep mood instrumental idea in the buck dance style. A bit druggy, but still attractive enough to draw some coin.			
JOE TURNER					
Life is a Card Game	78--78--78--78	FIDELITY F-3000—The old Turner blues item may get a new lease on life via this re-issue by the new West Coast label. This is still one of the better blues lyric ideas.			
When the Rooster Crows	78--78--78--78	A powerful Turner rocker sounds just as strong on this re-issue as it did when originally released.			
JACK PORTER					
Slowly Go Out of Your Mind	75--78--74--74	COMBO 1—The warm, husky-voiced chanting of Dorothy Ellis, on this melodic slow-tempo blues, plus the pretty rhythm background, makes this a listenable disk, and one that could catch some coin.			
Corn Pone Boogie	63--65--60--63	Tune doesn't go anywhere, the performance is clean on a rather routine buck blues instrumental.			
LOWELL FULSON					
Why Can't You Cry for Me?	74--76--73--73	SWING TIME 272—Fulson turns in an effective blues chant in his mournful Southern style on a rather routine sort of love-and-misery blues.			
Blues With a Feelin'	74--75--72--75	Mood blues instrumental is done with the accent on a pair of expressive guitars and piano. Pushing beat and emotional improvisation builds a feeling that should draw some coin, particularly in the Southern belt.			
ROBERT NIGHTHAWK					
My Sweet Lovin' Woman	73--73--70--75	CHESS 1488—Philosophy about women is the theme of this effective slow blues try, again featuring a strong guitar and, in addition, a pianist well schooled in the blues.			
Return Mail Blues	70--68--70--73	Typical meaning Southern style love blues is delivered quite convincingly by Nighthawk. Disking features an especially standout guitar effort.			
JOHN LEE BOOKER					
Ground Hog Blues	72--68--70--75	CHESS 1482—Humorous blues is given a good reading by the singer, accompanied by a ringing guitar and solid bass that often go off on a tang.			
Louise	69--69--69--69	A down-to-earth blues number, delivered with feeling by Booker, backed by a driving guitar accompaniment. Material is average, Booker good.			

JOE SWANSON ORK					
East of the Sun	71--74--68--72	RECORDED IN HOLLYWOOD 173—Fine instrumental performance of the slide, with good tenor sax, guitar and piano solos. The number is played in a smooth medium beat tempo, that adds up to a danceable piece of wax.			
Thrust	63--67--63--60	A fast, hard driving jump number, loaded with riffs that go. Swanson takes some good solos; romps with shades of the famous Dan Basie. Jazz collectors should investigate.			
BURNIE PEACOCK ORK					
(It's No) Sin	70--70--70--70	KING 4505—Peacock's alto and Tyree Glenn's vibes are supported by a rhythm section which includes drummer Jimmy Crawford on a fine instrumental reading of the pop hit. Should pick up some of action in the r. and b. market.			
Jealousy	70--70--70--70	More of the same here.			
EDDIE BEALE FOURSLETTE					
Everybody's Got Money	69--69--68--70	RECORDED IN HOLLYWOOD 172—Some highly effective chanting by Gene Forrest here on a good blues ditty.			
It Was You	69--69--68--70	More good wax from Forrest. Material is okay blues.			
JOHN LEE COOKER					
Moaning Blues	69--68--68--70	KING 4504—Deep Southern blues chanting against whining and thumping guitar is expertly turned by a John Lee who sounds very close to one usually known as J. L. Hooker.			
Stomp Boogie	66--66--66--66	Medium blues stomp instrumental gets a big beat by way of the thumping on the guitar sound field. Strictly limited to the Deep Southern market.			
THE FOUR FLAMES					
W-I-N-E	57--55--55--60	FIDELITY F-3001—Rather old-fashioned novelty is obviously dedicated to the grape. There's a gutty tenor sax solo, handclaps, and something of a rocking beat. Otherwise, there's little that's distinguished.			
Tabarin	55--55--55--55	A new male quartet, specializing in the wobbly-note bending style, gives out with a rather feeble ballad.			
SPIRITUAL					
THE JUBALAIRES					
David and Goliath	82--80--83--82	CAPITOL 1888—A slick semi-religious item, is expertly sung by the new Capitol group. Lyrics are slyly humorous, and disk should be watched.			
I've Done My Work	72--70--74--72	Another rhythmic religious chant, lifted above the material by a fine performance.			
REUBEN HENRY					
Lord, I Want to Be There	82--82--82--NS	FIDELITY F-2001—A rhythmic spiritual with a real beat, is well sung by the chanter in hand-clapping tempo, with an effective combo behind her.			
Stay in Touch With Jesus	80--80--80--NS	Singer gives a strong and effective performance on a modern spiritual, backed by a rhythm combo.			
ORIGINAL FIVE-BLIND BOYS					
Coming Home	80--80--80--NS	PEACOCK 1580—Group performs expressively on this moving spiritual. Lead talks the lyric over a choral background. A fine disk.			
Mother, Don't Worry	80--80--80--NS	Another excellent cutting by the talented five, with the lead socking out the melody on a steady beat.			
HARMONEERS QUARTET					
Weapon of Prayer	73--73--73--NS	VICTOR 20-4391—A serious religious ditty is handed a sincere coverage by the group. Fine for the family trade.			
What Could I Do?	70--70--70--NS	A typical religious number receives a good run thru by the quartet. Lead singer and bass spark the record.			

Keep your eyes on this one...

I LOVE EACH MOVE YOU MAKE

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coupled with I DON'T WANT TO BE ALONE FOR CHRISTMAS
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THE BILLBOARD Music Popularity Charts

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

• Best Selling Pops by Territories

... Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Altho the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

NEW YORK

1. SIN
Four Aces—Victoria
2. CRY
J. Ray—Okeh
3. COLD, COLD HEART
T. Bennett—Columbia
4. SLOW POKE
Fee Wee King—Victor
5. BECAUSE OF YOU
T. Bennett—Columbia
6. SIN
E. Howard—Mercury
7. UNDECIDED
Ames Brothers—L. Brown—Coral
8. DOWN YONDER
D. Wood—Tennessee
9. DOMINO
T. Martin—Victor
10. SOLITAIRE
T. Bennett—Columbia

CHICAGO

1. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
2. SIN
E. Howard—Mercury
3. CHARMAINE
Mantovani—London
4. JALOUSIE (Jealousy)
F. Laine—Columbia
5. DOWN YONDER
D. Wood—Tennessee
6. DOMINO
T. Martin—Victor
7. I GET IDEAS
T. Martin—Victor
8. COLD, COLD HEART
T. Bennett—Columbia
9. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
10. TURN BACK THE HANDS OF TIME
E. Fisher—Victor

LOS ANGELES

1. COLD, COLD HEART
T. Bennett—Columbia
2. SIN
E. Howard—Mercury
3. BECAUSE OF YOU
T. Bennett—Columbia
4. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
5. JALOUSIE (Jealousy)
F. Laine—Columbia
6. JINGLE BELLS
L. Paul—Capitol
7. CHARMAINE
Mantovani—London
8. DOMINO
T. Martin—Victor
9. I GET IDEAS
T. Martin—Victor
10. UNDECIDED
Ames Brothers—L. Brown—Coral

WASHINGTON, D. C.

1. SIN
E. Howard—Mercury
2. JALOUSIE (Jealousy)
F. Laine—Columbia
3. CHARMAINE
Mantovani—London
4. BLUE TANGO
L. Anderson—Decca
5. DOWN YONDER
D. Wood—Tennessee
6. TURN BACK THE HANDS OF TIME
E. Fisher-H. Winterhalter—Victor
7. BECAUSE OF YOU
T. Bennett—Columbia

DALLAS-FORT WORTH

1. SIN
E. Howard—Mercury
2. COLD, COLD HEART
T. Bennett—Columbia
3. UNDECIDED
Ames Brothers—L. Brown—Coral
4. CRY
J. Ray—Okeh
5. I GET IDEAS
T. Martin—Victor

ST. LOUIS

1. JALOUSIE (Jealousy)
F. Laine—Columbia
2. UNFORGETTABLE
Nat (King) Cole—Capitol
3. UNDECIDED
Ames Brothers—Coral
4. DOMINO
T. Martin—Victor
5. CHARMAINE
Mantovani—London
6. SLOW POKE
Fee Wee King—Victor
7. ALABAMA JUBILEE
Red Foley—Decca

ATLANTA

1. SIN
S. Churchill—Victor
2. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
3. BECAUSE OF YOU
T. Bennett—Columbia
4. COLD, COLD HEART
T. Bennett—Columbia
5. JINGLE BELLS
L. Paul—Capitol
6. DOWN YONDER
J. (Fingers) Carr—Capitol
7. CHARMAINE
P. Weston—Columbia

DETROIT

1. CRY
J. Ray—Okeh
2. COLD, COLD HEART
T. Bennett—Columbia
3. JALOUSIE (Jealousy)
F. Laine—Columbia
4. SIN
S. Churchill—Victor
5. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
6. SIN
E. Howard—Mercury
7. UNFORGETTABLE
Nat (King) Cole—Capitol
8. BECAUSE OF YOU
T. Bennett—Columbia

PITTSBURGH

1. TELL ME WHY
Four Aces-A. Alberts—Decca
2. SIN
Four Aces-A. Alberts—Victoria
3. CRY
J. Ray—Okeh
4. CHARMAINE
G. Jenkins—Decca
5. JALOUSIE (Jealousy)
F. Laine—Columbia
6. UNFORGETTABLE
Nat (King) Cole—Capitol
7. ANY TIME
E. Fisher & H. Winterhalter—Victor
8. SLOW POKE
H. O'Connell—Capitol

SEATTLE

1. SIN
E. Howard—Mercury
2. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
3. UNDECIDED
Ames Brothers—L. Brown—Coral
4. COLD, COLD HEART
T. Bennett—Columbia
5. DOMINO
T. Martin—Victor
6. BECAUSE OF YOU
T. Bennett—Columbia
7. DOWN YONDER
D. Wood—Tennessee
8. SLOW POKE
Fee Wee King—Victor

BOSTON

1. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
2. SIN
Four Aces-A. Alberts—Victoria
3. CHARMAINE
Mantovani—London
4. JALOUSIE (Jealousy)
F. Laine—Columbia
5. SLOW POKE
Fee Wee King—Victor
6. MOTHER AT YOUR FEET IS KNEELING
B. Wayne—London
7. COLD, COLD HEART
T. Bennett—Columbia
8. TELL ME WHY
Four Aces and A. Alberts—Decca

DENVER

1. DOWN YONDER
J. (Fingers) Carr—Capitol
2. SIN
E. Howard—Mercury
3. COLD, COLD HEART
T. Bennett—Columbia
4. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
5. JALOUSIE (Jealousy)
F. Laine—Columbia
6. BECAUSE OF YOU
T. Bennett—Columbia
7. UNDECIDED
Ames Brothers—L. Brown—Coral
8. I GET IDEAS
T. Martin—Victor

PHILADELPHIA

1. COLD, COLD HEART
T. Bennett—Columbia
2. CRY
J. Ray—Okeh
3. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
4. ANY TIME
E. Fisher-H. Winterhalter—Victor
5. IT'S BEGINNING TO LOOK LIKE CHRISTMAS
P. Cano-Fantone Sisters—Victor
6. SIN
Four Aces-A. Alberts—Victoria
7. TURN BACK THE HANDS OF TIME
E. Fisher-H. Winterhalter—Victor
8. JALOUSIE (Jealousy)
F. Laine—Columbia
9. UNFORGETTABLE
Nat (King) Cole—Capitol

NEW ORLEANS

1. IT'S ALL IN THE GAME
T. Edwards—MGM
2. SIN
S. Churchill—Victor
3. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
4. DOMINO
T. Martin—Victor
5. SLOW POKE
Fee Wee King—Victor
6. JALOUSIE (Jealousy)
F. Laine—Columbia
7. BECAUSE OF YOU
T. Bennett—Columbia

THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Records

... Based on reports received December 5, 6 and 7

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION	Weeks	Last	This	Record	Artist	Label
Week	to date	Week	Week			
18	1	1	1	COLD, COLD HEART	T. Bennett-P. Faith	Col(78)39449; (45)4-39449-BMI
12	2	2	2	SIN	E. Howard	Mercury(78)5711; (45)5711X45-BMI
25	3	3	3	BECAUSE OF YOU	T. Bennett-P. Faith	Col(78)39362; (45)4-39362-BMI
6	7	4	4	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489-BMI
11	4	5	5	UNDECIDED	Ames Brothers-L. Brown	Coral(78)60566; (45)9-60566-ASCAP
16	5	6	6	DOWN YONDER	Del Wood	Tennessee(78)775; (45)45-775-ASCAP
5	6	7	7	JALOUSIE (Jealousy)	F. Laine	Col(78)39585; (45)4-39585-ASCAP
13	8	8	8	SIN	Four Aces-A. Alberts	Victoria 101-BMI
7	12	9	9	OUT IN THE COLD AGAIN	R. Hayes	Mercury (78)5724; (45)5724X45-ASCAP (B. Eckstine, MGM 11073; Mindy Carson, V 20-4259; Bonnie Davis, Coral 65043; The Ravens, D. Washington, Mercury 8257)
8	10	10	10	JUST ONE MORE CHANCE	L. Paul-M. Ford	Cap(78)1825; (45)F-1825-ASCAP (Dinah Washington, Mercury 5736; R. Gilbert, Decca 27877; R. Flanagan, Victor 20-4402)
3	14	11	11	CRY	J. Ray	Okeh(78)6840; (45)4-6840-BMI (A. Holmes, King 15145; C. Taylor, Mercury 8262; E. Barton, Coral 60592; Little Donna Hightower, Decca 48254; P. Chapman, Decca 27857; B. Farrell, MGM 11113; Four Knights, Capitol 1875; J. Valli, Victor 20-4388; R. Casey, Cadillac 103; B. McLaurin, Derby 785; Georgia Gibbs, Mercury 5749)
9	9	12	12	SIN	S. Churchill	V(78)20-4280; (45)47-4280-BMI
2	18	12	12	ANY TIME	E. Fisher-H. Winterhalter	V(78)20-4359; (45)47-4359-BMI (D. Haymes, Decca 27885; H. O'Connell, Capitol 1896; Leo and His Trio, Intre 6006; Eddy Arnold, Victor 20-2700)
2	17	14	14	LITTLE WHITE CLOUD THAT CRIED	J. Ray	Okeh(78)6840; (45)4-6840-ASCAP (Lou Dinning, Capitol 1892)
12	14	15	15	AND SO TO SLEEP AGAIN	P. Page	Mercury (78)5706; (45)5706X45-ASCAP (B. Mann, King 15134; D. Belmont, Texalisc 1009; D. Haymes, Decca 27731; C. Hawkins, Decca 27853; M. Whiting, Capitol 1784; P. Weston, Columbia 39549; A. Stevens, Victor 20-4283)
24	11	16	16	I GET IDEAS	T. Martin	V(78)20-4141; (45)47-4141-BMI (L. Armstrong, Decca 27720; E. Light, Remington R-25003; Peggy Lee, Capitol 1573)
6	20	17	17	DOWN YONDER	J. (Fingers) Carr	Cap(78)1777; (45)F-1777-ASCAP
1	—	18	18	SLOW POKE	H. O'Connell	Cap(78)1837; (45)F-1837-BMI
7	13	19	19	DOMINO	T. Martin	V(78)20-4343; (45)47-4343-ASCAP
2	20	19	19	SLOW POKE	R. Lee	Decc(78)27792; (45)9-27792-BMI
11	25	19	19	DOWN YONDER	C. Butler	Col(78)39533; (45)4-39533-ASCAP
3	25	22	22	UNFORGETTABLE	Nat (King) Cole	Cap(78)1808; (45)F-1808-ASCAP (Tex Beneke, MGM 11060)
5	29	22	22	SIN	Four Knights	Cap(78)1806; (45)F-1806-BMI
1	—	22	22	SHRIMP BOATS	J. Stafford-P. Weston	Col(78)39581; (45)4-39581-ASCAP
4	23	25	25	I LIKE IT	J. Turzy	Dec(78)27651; (45)9-27651-ASCAP (Jerry Lewis, Capitol 1740; B. Davis, Coral 65074)
3	23	25	25	DOMINO	Bing Crosby	Dec(78)27830; (45)9-27830-ASCAP
1	—	25	25	CRY	Four Knights	Cap(78)1875; (45)F-1875-BMI
5	20	28	28	BECAUSE OF YOU	Tab Smith	United 104-BMI
2	25	28	28	CRY	G. Gibbs	Mercury(78)5749; (45)5749X45-BMI
1	—	28	28	CHARMAINE	Mantovani	London(78)1020; (45)45-1020-ASCAP
1	—	28	28	ALABAMA JUBILEE	Red Foley	Dec(78)27810; (45)9-27810-ASCAP (J. Maddox-J. Templeton, Dot 1823; Fontaine Sisters, Victor 20-4387)

TOPS IN RECORDS, TOO!



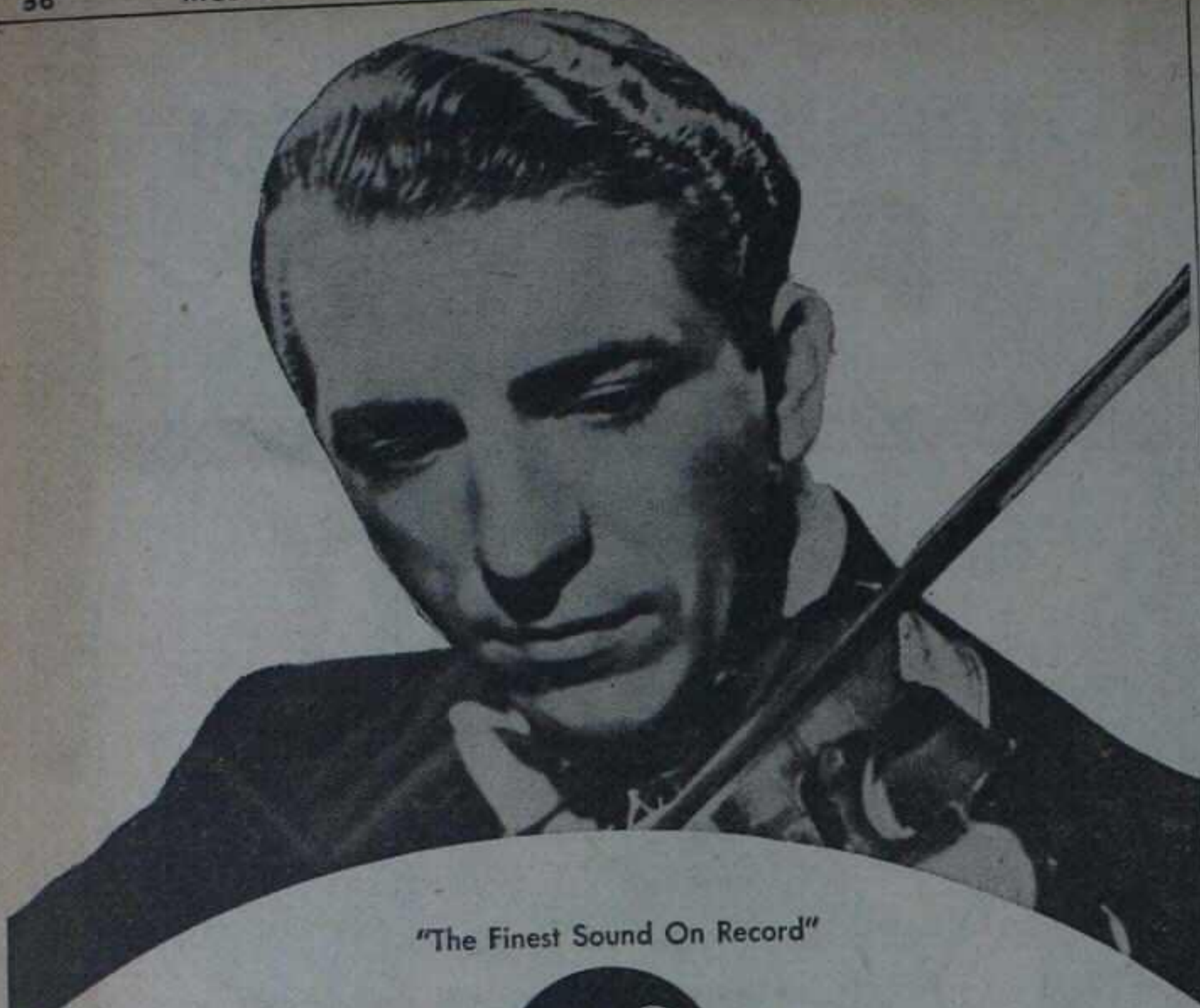
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"WALTZING WITH MANTOVANI"

LONDON

RECORDS

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.

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Each of the records reviewed here expresses the opinion of the members of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	DISK JOCKEY	RETAILER	OPERATOR
ARTHUR GODFREY (The Chordettes-Archie Bleyer Ork) COLUMBIA 39632—Godfrey may have himself another "Too Fat Polka" in this fitting novelty with a Pennsylvania Dutch flavor. Fine Bleyer orking and brilliant recording sound should help push this one big. The Chordettes join in for the fun.		90--90--90--90			
Dance Me Loose					
Slow Poke Godfrey delivers a breezy straight pop coverage of the Fee Wee King pop-country smash hit. The it's late, should catch a share for the very workmanlike and appealing performance.		80--80--80--80			
NAT (KING) COLE (Les Baxter Ork)		89--90--88--88			
Miss Me CAPITOL 1893—A really tasty, simple appealing ballad is rendered with a maximum of sincerity and warmth by Nat with a fat assist from a chorus and ark led by Les Baxter. Set in a dance tempo for those who dig terpsichore. Should be a big one for Cole.		87--88--87--86			
Here's to My Lady Nat follows an unusual pattern for this lovely Rubie Bloom-Johnny Mercer ballad; he sings the full (and beautiful) verse in front before doing the splendid chorus. The dinking's a thing of beauty, should score with fans, should get tremendous deejay play, and could score the it defies every current music biz convention.					
ELLA MAE MORSE		89--89--88--89			
Tennessee Saturday Night CAPITOL 1903—Ella Mae bounces back into action after a lengthy lapse and she comes on real strong, man. Backed by a swinging orking, she knocks out this several-year-old country hit in her best "Cow Cow Boogie" style and it sounds as fresh as all that newly-minted coin this one seems destined to earn.		78--78--78--78			
Sensational The thrush does a workmanlike job with this new item. Side is enhanced by some expert trombone work by an unbillied tootler, and a generally top drawer orking.					
EVELYN KNIGHT-GUY LOMBARDO ORK		89--90--89--87			
Snowflakes DECCA 27892—The child-like simplicity of the winter waltz written by a nine-year old is beautifully maintained by a particularly effective Lombardo orking and the combined chanting of Miss Knight and the trio. Fine wax which should be big year after year.		77--79--76--76			
Green Sleeves The latest pop rewrite of the old English folk melody as a verse-chorus waltz makes some good material for Miss Knight. Backed by the Lombardo ork and trio, la Knight does right well with the ditty.					
ROSEMARY CLOONEY-PERCY FAITH ORK		87--87--87--87			
Why Don't You Love Me? COLUMBIA 39631—Rose affects the backwoods country style in belting out a really infectious Hank Williams' bounce epic. Captures spirit of a new sound for Rosie. Arresting use of country-type honky piano in backing adds to the merit of a dinking which could really romp if it catches quickly.		86--86--86--86			
Be My Life's Companion A fresh idea song-wise with a bright philosophical twist—it rendered buoyantly by Rosie with a large-sized assist from Percy's shuffle orking. Strong song and strong entry.					
PATTI PAGE (Jack Rael Ork)		87--87--87--87			
Down in the Valley MERCURY 5751—Patti carves a rich mood etching of this evergreen. She does a dubbed duet for her second chorus. This gal's simply wonderful.		86--86--86--86			
I Want to be a Cowboy's Sweetheart Patti offers another brilliant sampling of her tremendous natural singing ability. She swings hard on this western oldie and, believe it or not, she does more than a proficient job of yodeling a chorus. Bound to score heavy profits.					
MILLS BROTHERS (Sy Oliver Ork)		86--87--86--86			
Be My Life's Companion DECCA 27889—A highly attractive new bouncer with a slick lyric is done up smartly by the group, while the Oliver ork backs the boys with a fine beat. One of Mills' strongest bids in a while.		77--76--74--80			
Love Lies The new bounce ditty makes excellent material for the quartet's rhythmic chanting style. With a neat assist from the Oliver ork, the boys could draw some coin with this.					
GUY LOMBARDO ORK		84--84--84--84			
Whispering Shadows DECCA 27888—The Midwestern sleeper is handled its best interpretation by the trio and ork with a marimba adding some fine Spanish flavor.		82--82--82--82			
Crazy Heart The country hit turned pop gets a typical Lombardo interpretation with Kenny Gardner chanting. If the ditty makes it as a pop, this one—as any Lombardo coverage—will get plenty of action.					
DEAN MARTIN (Dick Stabile Ork)		83--85--82--82			
Never Before CAPITOL 1901—Martin does a relaxed, persuasive warble of an appealing ballad from his coming movie, "Sailor Beware". On the strength of the movie alone, this should be a profitable effort and could possibly do even better if the song stacks up as a winner.		75--75--74--76			
Sailor's Polka Another ditty from the same movie, this one is a happy, corny novelty polka treated lightly by Martin with help of a vocal group. Light item.					
WHITTEMORE AND LOWE		82--85--81--81			
Third Street Rhumba VICTOR 20-4404—Slick, gimmicked etching of an exciting rhumba riff. Some unusual sounds could bring the sought-for pop market attention. Could have been shorter to greater effect. Interesting, tho, and could catch for the novelty of it.		72--75--72--69			
Begin the Beguine The popular classic keyboard duo turn their four hands at putting together a stirring rendition exclusively for pop marketing. They make an intriguing reading of the Cole Porter classic. Still a bit too sophisticated in approach for general tastes.					
TONY FONTANE (George Bassman Ork)		82--84--81--81			
All Over Again MERCURY 5754—Fontane turns in a first-rate reading of a current "sleeper" ballad from the pen of Tommy Edwards. It's a direct, unaffected warble which could help kick the song over.		80--85--80--75			
Love Fontane is showcased to extremely fine effect in an exciting, rousing rendition of this slick, production standard. Bassman's stimulating orking rounds out a slicing which should get a warm welcome from jockeys, at the very least.					

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
SIR HUBERT PIMM-ELLEN SUTTON I Wanna Say Hello! KEM 2710—There's strong sleeper potential in this really rousing, rowdy-daw honky novelty spotlighting a new thush, Ellen Sutton, with a truly potent berrie-house style. Pimm's honky 88-ing, too, is strong juke stuff. Miss Sutton is to be watched.		81--82--80--82
I Love the Sunshine of Your Smile Some type of wax is done with equal persuasiveness by the thrush and pianist on a ging song which was around for a while and didn't quite make it here, but did score big in England. Good juke stuff.		78--78--76--80
ERROLL GARNER Sophisticated Lady COLUMBIA 29615—Garner's delicate keyboard manner makes a delightful thing of Duke Ellington's brilliant tune. Fans of Garner and/or piano will rank this as a must.		77--80--77--73
Fine and Dandy The standard is handed a scintillating go in Garner's individual jazz style. The man plays up a storm on this side. One of the finest of the recent new-made jazz etchings. Stimulates genuine excitement.		75--80--75--70
RAY ANTHONY ORK The Honeydripper CAPITOL 1884—Brilliantly played, brilliantly recorded etching of the standard riff piece brings back memories of the peak days of the Tommy Dorsey-style ensemble swing. This is a hard-hitting, driving item representing the Anthony band at its very best, and that's becoming better every day.		77--80--75--75
Busman's Holiday The sharp Anthony band comes up with a fine, danceable instrumental original spotlighting Leo Anthony's bary and brother Ray's muted horn. Neat fluff idea.		72--75--71--71
SIDNEY TORCH ORK Yaass CORAL 60611—The familiar East European melody with a new literal lyric translation is served up vocally and instrumentally with much spirit. The English ork and choral group impress with their performance. A good big-city item.		77--80--75--75
Domino Big, sweeping instrumental version of the pop hit should draw coin in spots where the listeners want background music.		69--68--65--75
GEORGIE AULD Manhattan CORAL 60612—The Rodgers and Hart oldie, being revived via the new Tony Martin flick, is done at a slow mood tempo by Auld and the Condon Rhythmatics. The vocal group is used to carry the melody in the manner of an ork session, except for singing the title.		76--80--72--77
Solitaire Auld turns in a fine, breathy sax solo on the pop ditty, while Jud Doofon vocal group adds spice with some lyricizing. Excellent coverage in a slick way.		73--75--70--75
ANN GIBSON (Jerry Shard Ork) If I Can't Have You All to Myself CAPITOL 1883—Miss Gibson, a new thush, shows a simple, forthright style with a touch of the old Mildred Bailey quality in reading down a gallant-type torcher. Wash-wash tram lends tidy touches.		75--78--74--74
You're Gonna Love Somebody Someday Same type of song, same type of treatment. Miss Gibson adds a touch of cuteness to her style, affecting something of Rosie Clooney's intimacy. The old-timey flavor of the coupling could perk some tavern-crowd favor.		75--78--74--74
JAN GARBER ORK (Roy Cordell) Toyland Jubilee CAPITOL 1886—A pleasant kiddie type of bouncer is done with rest and buoyancy by the Garber crew with Roy Cordell and trio doing the vocalizing. A happy etching, but tune could be put to better use in a more deliberate siddle approach.		75--80--75--70
Hi, Beautiful Garber gives out with one of his typical micky orkings on a slight bounce ditty.		66--66--66--67
KAY STARR (Crystalette All Stars) Baby, Won't You Please Come Home? CRYSTALETTE CR-647—New issue of a master made by the pre-Capitol Starr shows the thrush off in an easy jazz reading of a top oldie. Backing is an all-star hot group. Kay's current popularity should give this effort a good ride.		74--75--73--73
Laughing on the Outside With a full ork backing, Kay delivers the decade-old hit ballad in a straightforward dance-style reading. Pleasant record.		72--75--71--71
ALAN HOLMES ORK I Gotta Have Another Chance KING 15147—Herbie Well and male group handle the lyric with spirit on the first chorus. It leads into a slick orking, hand-slapping and chanting job which builds nicely.		69--71--66--70
These Things Shall Pass The Stuart Hamblen religious item is handed the type of vocal and instrumental reading by Holmer which should please the family trade in some spots.		61--62--60--60
MURRAY ARNOLD (Russ Case Ork) Blue December KING 15136—Arnold, who has a natural singing style with a strong lyrical sense to match, misses the beat on this tender ballad. He virtually shouts it with only bare shading. If song goes, he'll probably get a little piece the.		68--68--68--68
It's All Over But the Memories Arnold sings this current plug ballad most pleasingly and spells himself with a piano solo that's handsome. Set in a neat society dance beat. The weight of the song will determine the value of the recording.		68--68--68--68
MILDRED FAWCETT (The Sweethearts) On New Year's Eve PRINCESS P-1035—The piano-organ background is still pretty bad, the material not much better and the boy-girl duet quite ordinary.		45--45--45--45
Santa's Helper Completely amateurish singing, recording and playing on an innocuous seasonal ditty.		35--35--35--35
LATIN AMERICAN		
LUIS ARCARAZ ORK Trumpet Mambo VICTOR 20-4355—Material and performance are both suited to the mambo buyers and jazz collectors. The ork sparkles.		78--79--77--78
Sax Cantabile The growing clan of Arcazar fans should take to this jazz instrumental featuring the ork's reeds.		76--77--75--76
CESAR CONCEPCION ORK Negra SEECO 7129—A first-rate Puerto Rican ork handles a beautiful bolero in the style of the best pop dance bands in this country. Excellent wax.		77--78--76--77
University Plena Up tempo dance dishing, a "plena moderna", should do quite well with the local Puerto Ricans.		77--78--76--77
DANIEL SANTOS Ritmo Alegre SEECO 7140—This one is a neat, gang-sing guaracha which should please both the Manhattan hip-swinging Latinos and the Cubans.		76--77--75--76
Tu Eta Enmaranao More of the same here on another guaracha.		76--77--75--76
TITO RODRIGUEZ ORK Mambo Gee-Gee TICO 10-050—A fine rhythm section plus clean brass and reeds add up to a highly attractive mambo-top well suited for dancing and listening.		75--76--74--75
El Mambo-Hop More slick mambo material on the modern jazz tick.		75--76--74--75
BOBBY CAPO Sobre Las Olas SEECO 7128—As coverage in the local Spanish markets this version of "The Loveless Night in El Year" should do well.		72--75--70--70
Gracias A Ti This is "Because of You" done as a bolero for the same market. Same results.		72--75--70--70

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(FROM WAITING)

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- # 516 YOU'VE GOTTA STOP THIS MESS GLAD I DON'T WORRY NO MORE The Fat Man With Sunnyland Slim Trio
- # 1007 YOU WON'T BE SATISFIED THAT WAY BLUES ON THE DOWNBEAT Vance Morris and His Alabama Playboys
- # 1008 SMILES THOSE NAUGHTY BLUES Joe Williams and His Rhythmaires
- # 1010 SHE'S GOT HER EYE ON "WOODY AND LENA" SOME OTHER GUY I KEEP ON FORGETTING with Dixie Ramblers

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THE BILLBOARD Music Popularity Charts

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

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

- Ain't She Sweet—Debbie Morris-Al Lyles Ork (Rock-a-Bye) Tuxedo 881
- All Over Again—Bettie Clooney-Elliot Lawrence Ork (It's) King 15150
- All Over Again—Tony Fontane-George Baseman Ork (Love) Mer 5754
- Angel Darlin' When You're Free—Gunny Ring-Bobby Bullard Trio (Lull) Ring CR-1001
- Be My Life's Companion—Rosemary Clooney-Percy Faith Ork (Why) Col 39631
- Be My Life's Companion—Milti Bros.-Sy Oliver Ork (Love) Decca 27889
- Blue December—Murray Arnold-Russ Case Ork (It's) King 15136
- Busman's Holiday—Ray Anthony Ork (Honeydripper) Cap 1884
- Crazy Heart—Guy Lombardo (Whispering) Decca 27888
- Dance Me Lame—Arthur Godfrey-Chordettes-Archie Bleyer Ork (Slow Poke) Col 39632
- Dixie Jump—Ralph Flanagan Ork-Harry Prime (Lull) Victor 20-4402
- Domino—Sidney Torch Ork (Yaas) Coral 60611
- Down in the Valley—Patti Page-Jack Rael Ork (I Want) Mer 5751

- Green Sleeves—Evelyn Knight-Guy Lombardo (Snowflakes) Decca 27892
- Heaven Dropped Her Curtains Down—Freddy Martin Ork-Merv Griffin (I Would) Victor 20-4401
- Hi, Beautiful—Jan Garber-Ray Cordell (Toyland) Cap 1886
- Honeydripper, The—Ray Anthony Ork (Eastman's) Cap 1884
- I Gotta Have Another Chance—Alan Holmes Ork (These) King 15147
- I Idolize My Baby's Eyes—Johnny Long Ork—Jimmy Sedlar (Shut) King 15117
- I Want to Be a Cowboy's Sweetheart—Patti Page-Jack Rael Ork (Down) Mer 5753
- I Would If I Could—Freddy Martin Ork-Merv Griffin (Heaven) Victor 20-4401
- If I Can't Have You All to Myself—Ann Gibson-Jerry Shard Ork (You're) Cap 1883
- It's All in the Game—Bettie Clooney-Elliot Lawrence Ork (All) King 15150
- It's All Over but the Memories—Murray Arnold-Russ Case Ork (Blue) King 15136
- Just One More Chance—Ralph Flanagan Ork-Harry Prime (Dixie) Victor 20-4402
- Leaf of Bread—Gunny Ring-Bobby Bullard Trio (Angel) Ring CR-1001
- Love—Tony Fontane-George Baseman Ork (All) Mer 5754
- Love Lies—Milti Bros.-Sy Oliver Ork (Be My) Decca 27889
- Manhattan—Georgie Auld (Solitaire) Coral 60612
- Rock-a-Bye Broken Heart—Debbie Morris-Al Lyles Ork (Ain't) Tuxedo 881
- Santa's Helper—Mildred Fawcett (On) Princess P-1035
- San Antonio Rose—Patti Page-Jack Rael Ork (Prisoner's) Mer 1219
- Shut the Door—Johnny Long Ork-Jimmy Sedlar (I) King 15117
- Slow Poke—Arthur Godfrey-Chordettes-Archie Bleyer Ork (Dance) Col 39632
- Snowflakes—Evelyn Knight-Guy Lombardo (Green) Decca 27892
- Solitaire—Georgie Auld (Manhattan) Coral 60612
- These Things Shall Pass—Alan Holmes Ork (I Getta) King 15147
- Toyland Jubilee—Jan Garber-Ray Cordell (Hi) Cap 1886
- Whispering Shadows—Guy Lombardo (Crazy) Decca 27888
- Why Don't You Love Me—Rosemary Clooney-Percy Faith Ork (Be My) Col 39631
- Yaas—Sidney Torch Ork (Domino) Coral 60611
- You're Gonna Love Somebody Some Day—Ann Gibson-Jerry Shard Ork (If I) Cap 1883

Candid Microphone Album, Vols. 2 & 3—Allen Fant (Bernard Green Ork) (2-12") Col ML-4449-50.

Jack Benny Album—(1-10") Col (33) CL-100; Cuban Boogie Woogie; Stardust; City Night; What is There to Say; I Walk Alone; Night is Blue; Moon Ray.

One For My Baby Album—Frankie Laine (Paul Weston Ork) (1-10") Col (33) CL-4206; Tomorrow Mountain; Song of the Islands; She Reminds Me of You; To Be Worthy of You; When It's Sleepy Time Down South; Love is Such a Cheat; Necessary Evil; One for My Baby.

Bessie Smith Story in 4 Volumes Album—Bessie Smith-Louis Armstrong-Joe Smith-Fletcher Henderson Hot Six-James P. Johnson-Charlie Green (4-12") Col (33) CL-503-4-5-6.

Fats Waller Favorites Album—James P. Johnson (1-10") Decca (33) DL-5228; I've Got a Feeling I'm Falling; Blue, Turning Grey Over You; I'm Gonna Sit Right Down and Write Myself a Letter; My Fate is in Your Hands; Keepie' Out of Mischief Now; Honeyuckle Rose; Ain't Misbehavin'; Squeeze Me.

LATIN AMERICAN

Alicia Es El Pato De Las Maravillas Album—(2-7") Victor (45) W5Y-5

CHILDREN'S... Big Rock Candy Mountain—Tom Glazer (Springfield) Young People's Records YPR-509; Springfield Mountain and Sourwood Mountain—Tom Glazer (Big Rock) Young People's Records YPR-509; Three Little Trains (Parts 1 & 2)—John Griggs Young People's Records YPR-809

RELIGIOUS

- All the Way—Sunset Jubilee Singers (Rastlin) Okeh 6846
- Coming Home—Original Five Blind Boys (Mother) Peacock 1580
- David and Goliath—The Jubilaires (I've Done) Cap 1888
- He is All I Need—Roberta Martin-Singers of Chicago (Precious) Fidelity F-2000
- I've Done My Work—The Jubilaires (David) Cap 1888
- Lord, I Want to Be There—Reuben Henry (Stay in) Fidelity F-2001
- Mother Don't Worry—Original Five Blind Boys (Coming) Peacock 1580
- My People—John Daniel Quartet (Sing a) Bullet 141
- Precious Memories—Roberta Martin-Singers of Chicago (He is) Fidelity F-2000
- Rastlin' Jacob—Sunset Jubilee Singers (All the) Okeh 6846
- Sing a Happy Song—John Daniel Quartet (My) Bullet 141
- Stay in Touch With Jesus—Reuben Henry (Lord) Fidelity F-2001
- Thank God I'm in His Care—Goodman Family (Weapon) Fidelity 140
- Weapon of Prayer—Goodman Family (Thank) Bullet 140
- Weapon of Prayer—Harmonizers Quartet (What) V 20-4391
- What Could I Do?—Harmonizers Quartet (Weapon) V 20-4391

CLASSICAL

- Bartlett: A Dream—Jan Peerce, Warner Bros. cond. (Gehi) Victor (45) 49-3446
- Beethoven: Minuet in G, Minor No. 2—Mischa Elman-Wolfgang Rose (Drigo) Victor (45) 49-3444
- Drip: Serenade—Mischa Elman-Wolfgang Rose (Beethoven) Victor (45) 49-3444
- Foster: Old Folks at Home—James Melton-RCA Victor Ork-Frank Black, cond. (Foster) Victor (45) 49-3445
- Foster: Old Folk at Home—James Melton-RCA Victor Ork-Frank Black, cond. (Foster) Victor (45) 49-3445
- Gehi: For You Alone—Jan Peerce-Warner Bros. cond. (Bartlett) Victor (45) 49-3446
- Herbert: Ah! Sweet Mystery of Life—Jan Peerce-Philharmonia Ork-Anatole Fitoussi, cond. (Mesa) Victor (45) 49-3447
- Humperdinck: Hamel and Gretel-Dream Fantasia, Parts 1 & 2—Fritz Reiner, cond.-RCA Victor Symphony Ork—Victor (45) 49-3442

(Continued on page 72)

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THE BILLBOARD Music Popularity Charts

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

• The Billboard Picks

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

**MISS ME
HERE'S TO MY LADY** Nat (King) Cole Capitol 1893
 Nat Cole injects his usual warm personal feeling into the lyrics of a pair of fine ballads.

WHY DON'T YOU LOVE ME Rosemary Clooney Columbia 39631
 The Clooney sound is strongly evident on a countryish item with a big beat.

WHEN IT'S SLEEPY TIME DOWN SOUTH Louis Armstrong-Gordon Jenkins Ork. Decca 27899
 The fabulous Louis does this oldie in his own superb style, against a lush Jenkins backing.

**TELL ME WHY
TRUST IN ME** Eddie Fisher RCA Victor 20-4444
 Private First Class Fisher comes up with another strong entry in a coupling of a standard and a coverage item. Hugo Winterhalter's background adds luster to the performance.

A WEAVER OF DREAMS Billy Eckstine MGM 11125
 Mr. B. gets back into his strongest groove, with a fine ballad done up tastefully. Nelson Riddle provides powerful support.

• The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. I REMEMBER YOU, LOVE Vic Damone Mercury 5744
2. WALKIN' Nat Cole Capitol 1863
3. GARDEN IN THE RAIN Four Aces Decca 27860
4. YES, YOU ARE Bobby Wayne Mercury 5745
5. BLUE DECEMBER Hugo Winterhalter Ork. Victor 20-4412

• The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. ONCE Jan Peerce Victor 20-4318
2. IF WISHES WERE KISSES Perry Como Victor 20-4344
3. DANCE ME LOOSE Arthur Godfrey Columbia 39632
4. LITTLE WHITE CLOUD THAT CRIED Lou Dinning Capitol 1892
5. CRY Georgia Gibbs Mercury 5749

• The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. CHARMAINE Gordon Jenkins Ork. Decca 27859
2. RAGTIME MELODY Del Wood Tennessee 800
3. SHRIMP BOATS Dolores Grey Decca 27832
4. I DON'T WANT TO BE FREE Margaret Whiting-Jimmy Wakely Capitol 1816
5. I REMEMBER YOU, LOVE Vic Damone Mercury 5744

• The Country and Western Disk Jockeys Pick

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

1. GIVE ME MORE, MORE, MORE Lefty Frizzell Columbia 20885
2. BABY, WE'RE REALLY IN LOVE Hank Williams MGM 11100
3. I'D STILL WANT YOU Hank Williams MGM 11100
4. TALK GOBBLER TALK Johnny Hartak Abbotts
5. CHRISTMAS TIME'S A-COMIN' Bill Monroe Decca 46386

CHRISTMAS CHEER



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TAKING A CHANCE ON LOVE • YOU'RE DRIVING ME CRAZY

78 RPM—MGM 11101 • 45 RPM—MGM K11101



BILLY ECKSTINE

A WEAVER OF DREAMS

TAKE ME BACK

78 RPM—MGM 11125 • 45 RPM—MGM K11125

FRAN WARREN

FIND ME

SPEAK LOW

78 RPM—MGM 11114 • 45 RPM—MGM K11114

BILLY WILLIAMS QUARTET

BUSY LINE

I'LL NEVER FAIL YOU

78 RPM—MGM 11117 • 45 RPM—MGM K11117

CINDY LORD

SINCE YOU SAID GOODBYE

HERE IS MY HEART

78 RPM—MGM 11123 • 45 RPM—MGM K11123

ROBERT Q. LEWIS

I'D LIKE TO BABY YOU

GRAND CENTRAL STATION

78 RPM—MGM 11116 • 45 RPM—MGM K11116

TOMMY EDWARDS

SOLITAIRE

MY CONCERTO

78 RPM—MGM 11077 • 45 RPM—MGM K11077

LIONEL HAMPTON

SAMSON'S BOOGIE

HELPLESS

78 RPM—MGM 11108 • 45 RPM—MGM K11108

TOMMY TUCKER

WHISP'RING SHADOWS

A HOUSE IS A HOME

78 RPM—MGM 11124 • 45 RPM—MGM K11124

BUDDY DE FRANCO

THE CLOSER YOU ARE

TOO MANY DREAMS

78 RPM—MGM 11107 • 45 RPM—MGM K11107

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THE BILLBOARD Music Popularity Charts

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

Album and LP Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

POPULAR

PATRICE MUNSEL SINGS STRAUSS WALTZES — Patrice Munsel-Arthur Fiedler, Cond.—RCA Victor Ork (1-10") Victor (33) LM-139

On the Beautiful Blue Danube; Wine, Woman and Song; Emperor Waltz; Artist's Life; Gypsy Baron Waltz; Tales From the Vienna Woods. After the great performance of Patrice Munsel in last year's revival of the Metropolitan Opera's "Der Fliegende Holländer," this album of Strauss Waltzes is a natural. Singing better than ever, the attractive diva transforms the well known Strauss waltzes into fresh, listenable music, projecting her knowing charm into the new English lyrics. With Arthur Fiedler doing a fine job with the orchestra, this LP is light, and delightful, and should find a wide market among the LP trade.

GENS FROM SIGMUND ROMBERG SHOWS (VOL. 5)—Jean Cariton-Louis Hunt-Jo Cameron-Stuart Churchill-William Diehl-Warren Galt-Jour-Sigmund Romberg Ork-Robert Shaw Chorale (1-10") Victor (33) LM-138

In this, the fifth album of songs from Romberg shows, Victor has had to include some numbers that are not as well known as those recorded before, but they still contain the same melodic appeal as all Romberg compositions. The selection from "Sunny River"; "Lordy," as sung by Jo Cameron is outstanding, and Stuart Churchill is fine on a ballad from the "Desert Song." The stirring "Boys in Grey" and "Military March," will bring back many memories of Romberg's great shows, and will help this LP become as popular as his other four releases.

THE HOT CANARY — Florian Zabach (1-10") Decca (33) DL-5367

Off the Hot Canary; Jalousie; Tea for Two; Running on the Rails; The Waltzing Cat; The Whistler and His Dog; Cold Turkey; Ida, Sweet as Apple Cider. The popularity of the Zabach diskings of "Hot Canary" and "Jalousie" spurred Decca in issuing this LP containing both of these numbers as well as other Zabach violin specialties. In addition to his violin playing, this LP has a Zabach vocal on "The Waltzing Cat," a whistle solo by the violinist on "The Whistler and His Dog," and thru multiple recording, has him become the entire string section on "Ida, Sweet as Apple Cider." The LP is cute, and will appeal to those who like instrumental novelties. It is a good one for the kids, too.

ACCORDIANA—Charles Magnante (1-10") Columbia (33) CL-6194

Toccata in D Minor; Flight of the Bumble Bee; Malaguena; Waltz Allegro; Tea for Two; Tantalizing; Mozart's Been Around; Minutes With Magnante. Charles Magnante, the accordion virtuoso, puts his instrument thru some amazing paces by playing a Bach Toccata, "The Flight of the Bumblebee," marches, waltzes, popular numbers and some of his own compositions, on this new LP. Magnante's musicianship is excellent and the recording is good. But even an accordionist of Magnante's caliber can overreach himself; Bach's "Toccata in D Minor" sounds rather pallid on an accordion. However, for technical skill, this LP is fine, and it will pull among accordion aficionados and students.

KINGS AND QUEENS OF BOOGIE WOOGIE —Maude Lux Lewis-Pete Johnson-Albert Ammons and Rhythmic Kings-Cleo Brown-Honey Hill-Dot Rice-Frankie Black (1-10") Decca (33) DL-5249

Honky Tonk Train Blues, Vancey Special, Blues on the Down Beat, Kaycee on My Mind, Boogie Woogie Stomp, Pinetop's Boogie Woogie, Boogie Woogie, Texas Stomp. Decca has transferred to LP eight of its many catalog recordings of classic samples of recorded boogie woogie. The selections here packaged are staples in the history of boogie piano style and they cover the unadorned, uncultivated eight-to-the-bar method of expression. The diskings thus is an interesting documentary on the boogie woogie style and as such should find a ready acceptance on the collectors' market. The recordings have been transferred from 15-year-old masters to LP with considerable success in clarity of reproduction and recorded resonance.

CHILDREN

TCHAIKOVSKY: SLEEPING BEAUTY—Norman Rose (2-10") Children's Record Guild CR-202

This, the second two-record set issued by the label, should be a big one. Norman Rose does a particularly fine job in handling the narration of the familiar fairy tale adapted by Leo Israel. The Tchaikovsky ballet music, played by the Richard Mahaupt ork, is not only sparkling and interesting, but of educational value to the moppets. Since the albumette also contains the complete script, this one should be a fine disk for kids ranging in age all the way from 4 to 10 or 12. The cast of characters and vocalists are uniformly excellent and the cover is colorful.

DRIPPY (The Runaway Raindrop) ALBUM —Keenan Wynn (2-10") MGM L-16

For the younger school-age set, this is a good disk package. Movie star Keenan Wynn impresses as an excellent storyteller as he spins this tale about a little raindrop who meets all sorts of problems. The moppets with imaginative minds will have lots of fun as the birds, sun, wind and raindrop get involved in conversations and activities. For those youngsters with a "show me" attitude this one won't really make the grade. The Sidney Sheldon story, however, is good kid fare and Andre Previn's music does much to add interest. Packaging of the two-record albumette is colorful.

READINGS FROM THE BIBLE — Ronald Colman (1-10") Victor (33) LM-124

This LP recording presents Ronald Colman reading selections from the Bible, not for their religious teachings, as such, but for their enjoyment as literature. This is a hard task under any circumstances, since so many people look at the Bible as a source of divine authority, rather than literature. But it is a more formidable task here because Mr. Colman often misses the essential meaning of the psalms or the proverbs, in his attempts to interpret them as poetry or literature. The reading itself is well performed, except for an occasional attempt to act, rather than read the words. The selections are wisely chosen.

Bessie Smith Lives Again

Continued from page 3

recordings in 1923 under the guidance of her discoverer and later her mentor, Frank Walker, who then was a recording director for the Brunswick Record Corporation, and today is topper of MGM Records. She made her last records in 1933 under the supervision of John Hammond, at that point one of the spearheads in the development of jazz as a key show business entity. It should be added that only one other personality is ever mentioned in the same breath with Bessie by those who know, and that's Louis Armstrong.

Bessie, in addition to being so great a singer, wrote many blues songs, songs that were earthy, poignant and thoro'ly honest portraits of the problems and ways of living of her race. No more striking social commentary in song has ever been written than her words to "Poor Man's Blues."

There's the story of a lifetime written in a couplet from her "Reckless Blues":

My mama says I'm reckless, my daddy says I'm wild, I ain't good lookin' but I'm somebody's angel child.

Her "Back Water Blues" is a genuinely inspired piece of Americana, a realistic commentary on the aftermaths of a Mississippi flood. "Empty Bed Blues" is a classic example of earthy expressiveness of the desire to love and be loved.

Hardly obscured by her singing

in this collection are the jazz accompaniments tendered the "Empress" by a varying group of the finest of hot musicians. Volume One delves into her collaborations with Louis Armstrong, then a young and sensitive and soulful artist, blowing ever so wonderfully. Volume Two shows the cornet powers of Joe Smith, Bessie's favorite background musician. Volume Three highlights the Fletcher Henderson Hot Six with Buster Bailey, Smith, etc., featured. Volume Four offers samplings of James P. Johnson's slick and driving piano backings, as well as the pungent tramping of Charlie "Long" Green.

Mark down this collection as a unique sampling of the folk lore of our country. Bessie's was an art that is peculiarly American, yet it is an art which speaks an international language.

It is to the credit of Columbia Records that so comprehensive a selection has been made available. It is to the credit of Columbia's Avakian that he supervised the production of this package with such meticulous care. His running set of liner notes, a new set for each volume, is an effort which rarely if at all has been approached for honesty, information and color in this field.

Incidentally, these recordings are to be recommended as absolute musts for any who have the least interest in singing. They'll find no finer model for phrasing and soul than Bessie Smith.



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POPULAR

MARY SMALL I LIKE IT, I LIKE IT DOMINO 15129 and 45-15129 IF I CAN LOVE YOU IN THE MORNING UNDECIDED 15128 and 45-15128

MURRAY ARNOLD I TALK TO THE TREES I'M ON MY WAY 15131 and 45-15131 LET ME CALL YOU SWEET-HEART CHICAGO 15139 and 45-15139 POLLY ROSALIE 15142 and 45-15142

DICK BROWN I WISH I HAD A GIRL SHRIMP BOATS 15151 and 45-15151

FOLK-WESTERN

HAWKSHAW HAWKINS SLOW POKE TWO ROADS 998 and 45-998 BLUE SKIES IN YOUR EYES SUNNY SIDE OF THE MOUNTAIN 997 and 45-997

MOON MULLICAN HEARTLESS LOVER ANOTHER NIGHT IS COMING 984 and 45-984

COWBOY COPAS 'TIS SWEET TO BE REMEMBERED BECAUSE OF YOU 1000 and 45-1000

EDDIE SMITH & THE CHIEF DOWN YONDER SWEET BUNCH OF DAISIES, OVER THE WAVES, MEDLEY 986 and 45-986 SAN ANTONIO ROSE BOW-WOW 1002 and 45-1002

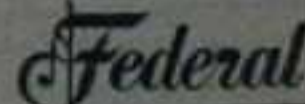
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EARL BOSTIC I'M GETTING SENTIMENTAL OVER YOU 4475 and 45-4475

SLEEP SEPTEMBER SONG 4444 and 45-4444

WYNONIE HARRIS LOVIN' MACHINE LUSCIOUS WOMAN 4485 and 45-4485 BLOODSHOT EYES CONFESSIN' THE BLUES 4461 and 45-4461

MOOSE JACKSON I'LL BE HOME FOR CHRISTMAS I NEVER LOVED ANYONE BUT YOU 4493 and 45-4493



THE DOMINOS SIXTY MINUTE MAN I CAN'T ESCAPE FROM YOU 12023 and 45-12022

I AM WITH YOU WEeping WILLOW BLUES 12039 and 45-12039

LITTLE ESTHER THE CRYING BLUES RING-A-DING-DOO 12055 and 45-12055

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RECORD PLAYERS

Table with 3 columns: Record Player Model, Without Coupon Price, With Coupon Price. Includes 45 RPM attachments, amplifiers, and Decca Kiddy Player.

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NEW YORK, Dec. 8. — Lang-Worth Feature Programs, Inc., is preparing a special transcribed radio show, "The Billboard Honor Roll of Hits—1951," for presentation January 1, via 500 subscriber radio stations in the United States and Canada. The program will be an hour long and will include a recapitulation of important music news and the leading song hits of the year, all drawn from the pages of The Billboard.

Irwin Winehouse is producing the show for Lang-Worth, and it will be airmailed to the subscribing stations when completed. The music used will be from the Lang-Worth library. Firm plans to utilize the show every year.

Dick Jurgens' Tour Postponed

HOLLYWOOD, Dec. 8.—Northwest one-nighter tour for Dick Jurgens, following his January 22-February 17 stint at the Palladium, will be postponed. Bad weather in that area during the early part of the year was blamed for the postponement by Music Corporation of America's Pierre Cossette.

Jurgens, who winds his current Fairmont Hotel (San Francisco) location January 20, will either work local terperies or play one-nighters in other locales. Orkster, however, is expected to play Northwest college dates already confirmed but not contracted. Cossette this week-end huddles with Jurgens and his brother, Will, regarding definite bookings. With the Jurgens tour almost out, MCA will concentrate on an itinerary for Harry James, Sonny Burke, Jerry Gray and Frank DeVol.

Claude Thornhill returns to the Coast next month for a series of casuals.

1st Arcaraz Album Issued by Victor

NEW YORK, Dec. 8. — RCA Victor is releasing the first Luis Arcaraz album this week following some heavy single record sales racked up by the Mexican orkster. The package will be available on three speeds and contains eight Arcaraz instrumental versions of pop standards, several of which have previously been issued as singles.

Tunes on the albums are "Summertime," "Caravan," "Bewitched," "Blues in the Night," "Johnson Rag," "Sophisticated Lady," "Stormy Weather" and "It's the Talk of the Town." The Arcaraz ork was only recently switched from Victor's International label to the pop department.

Music Merchants Promote Education

NEW YORK, Dec. 8.—The National Association of Music Merchants has set up a new Education Division to work with dealer members in promoting sales in schools, clubs, industry, etc. Named this week to direct the division was Verne R. Marceaux. Actual plan of operation is now being formulated, with a test scheduled to be held in San Antonio, Tex., in January. Marceaux is expected to set up additional projects in other cities.

Marceaux joined the NAMM after two years with the educational division of Lyon and Healy. The new education division will point toward increased sales of musical instruments of all types.

Walden Records Issues 1st LP's With Gershwin

NEW YORK, Dec. 8. — The Walden Record Company, a new LP diskery, issued its initial release last week, "Piano Transcriptions of George Gershwin," played by Leonid Hambro. The 12-inch disk contains 18 Gershwin songs, arranged by the composer himself for piano. Walden Records will specialize in American music, both classical and pop, on LP records exclusively. The firm is headed by Ed Jablonsky and Leon Seidel, and its releases are distributed by Record Producers here.

Vox Sets Up Broad Foreign Distribution

NEW YORK, Dec. 8.—Vox Records, classical LP indie, has set up additional European distribution and will start releasing LP's in England and on the continent starting January 1, according to George Mendelssohn, president of the diskery. The records will be distributed in England by private agents, and distribution for France, Germany and Switzerland will be handled by affiliates of Electric Musical Industries.

Vox Records are being pressed in England by Decca Records, Ltd. In New York Musart Distributors have taken over the Vox line for Metropolitan New York and New Jersey areas.

Satchmo Bows Tour Dec. 16

HOLLYWOOD, Dec. 8.—Nineteen dates this week were set for Louis Armstrong by Joe Glaser's Associated Booking Corporation. Satchmo kicks off Coast bookings December 18 with two weeks at the Oasis. On New Year's Day he makes a guest appearance on Frank Sinatra's TV show.

Itinerary includes dates in Santa Barbara, January 3; San Luis Obispo, 4; Sacramento, 5; Fresno, 8; Camp Roberts, 10; Stockton, 11; San Jose, 12; San Francisco, 13; Vallejo, 14; San Francisco, 15; Klamath Falls, Ore., 16; Salem, Ore., 17; Portland, 18; Victoria, B. C., 19; Tacoma and Ft. Lewis, Wash., 20; Palomar Theater, Seattle, 21-27, and two weeks at the Palomar Supper Club, Vancouver, B. C., January 28.

Following the Northwest junket, Armstrong plays Spokane, University of Montana, University of Washington and works his way East via Southern one-nighters. Another guesting on Big Crosby's radio show is being contracted.

On the Stand

Frank York

Reviewed Thursday (16) at the Porter House, Hotel Sherman, Chicago. Managed by Mercury Artists, New York. Past key engagement. Le Directoire, New York.

Reeds, Louis Horvath; Joe Mitterman and Lee Budetti. Trumpet, Doc Essick. Drums, Ted Sommer. Bass, Danny Yale. Piano, Jimmy Kanneite. Leader, Frank York, vocals and fiddle. Vocals, Yole O'Bryn. Arrangers, York and Sommer.

When Jimmy Hart, Hotel Sherman exec, went hunting a new band to open this ultra-smart Western motif eatery, he wisely selected a band whose showmanship equaled that of the chi-chi hostelry inn. York stands out over other small combos because of the strolling unit, which he's built within the band. Before each dance set six sidemen, excluding the drummer, who takes over on vibes, and the piano man scatter thru the room and start playing anything from show tunes to high-powered up-tempo longhair. The table-hopping fiddle sextet walks continually around the room and its proximity to diners and the resultant requests from the tables warms up the room to the music. Boys are colorfully clad in Western gear that blends well with room's costumed help.

Proof that the band is doing a showmanly job is the fact that it is in its 14 month here. When band hits the stand for dance music, the versatility of its sidemen make it possible to work out an amazing number of reed combinations to get good, new sounds for different types of numbers. Each of the reeds doubles at least three instruments on this job. Library is large, containing goodly amounts of every kind of requested tune, plus plenty of authentic syncopated South American stuff. On one number ork did a fine Dixie job on a standard, further stressing its range.

While York does a bit of novelty chirping, his frau, Yole O'Bryn, does most of the lyrics. A coed-ish youngster, she deserves a much better break for her fine lyrics than this dead p.-a. system gives her.
Johnny Sippel.

'PAINT' WAXING OUT ON VICTOR

NEW YORK, Dec. 8.—RCA Victor began shipping its original cast recording of "Paint Your Wagon," Broadway legit musical, on all three speeds, yesterday (7). Album package features James Barton, Olga San Juan and Tony Bavaar, and contains 15 selections from the show. Franz Allers conducted the orchestra for the recording. Prices on the three different speeds are: \$6.50 for 78 rpm, \$5.25 for 45 rpm, and \$5.45 for the LP.

Debbie Ishlon Upped at Col.

NEW YORK, Dec. 8.—Columbia Records this week named Deborah Ishlon as director of its press and public relations department. Miss Ishlon has been with Columbia's press department since September, 1946, and has worked both with the diskery's pop and masterworks departments.

She will assume the post made vacant when Walter Murphy left the diskery to return to the press department at the Columbia Broadcasting System several months ago. Miss Ishlon will be assisted by Elliot Horn, who recently joined Columbia to handle matters pertaining to pop slicings.

Decca Pacts Snyder, Biondi

NEW YORK, Dec. 8.—Decca Records added a pair of new artists to its talent roster this week by signing pianist-orkster Bill Snyder and guitarist-conductor Remo Biondi. Both already have cut their first sides for the label under the new contracts. Biondi had previously sliced several sides for Decca as conductor for Jane Turay.

Snyder, who formerly recorded for the London label, created a stir in disk circles last year with his piano-led instrumental version of "Bewitched."

Barnet's Big Crew For Coast 1-Niters

HOLLYWOOD, Dec. 8.—Charlie Barnet's large ork (18) plays the Zenda Ballroom Saturday (15) and follows with a string of Western one-nighters. Orkster returns the first week in January for bookings with his sextet.

Key dates are Pismo Beach Ballroom, Pismo Beach, Calif., January 16; Sweets Ballroom, Oakland, 17; Hamilton Field, Sacramento, 18; Jantzen Beach, Portland, 23; Auditorium, Spokane, New Year's Eve, and Jerry Jones' Rendezvous Ballroom, Salt Lake City, January 4-5. Tour was booked by Music Corporation of America's Pierre Cossette.

Music—As Written

Continued from page 20

and either the Armory or Auditorium, Gary, Ind., 15. . . . Beginning January 15 Mills Music will plug "It's Raining," a Dave Kenner-Sid Flick clefting. Pianist Jodie Marshal, musical director of the musical, "Hit the Road," is at the El Morocco Room of the Chapman Park Hotel. . . . Capitol warbler Bob Savage is recovering from minor throat surgery.

Liberace guests on the Bekin's radio show Wednesday (12) and cuts an Armed Forces Radio Service platter Thursday (13). Coast tour for Hank Williams is postponed until January due to the singer's illness. . . . Singer Marie Shaw, in the East, is still under contract to Mort Ruby. . . . Decca's Sonny Burke is in New York as a witness for the diskery in a law suit. . . . The Modernaires did the Ed Wynn TV show Saturday (8). . . . Following completion of the Louis Armstrong Coast one-nighter tour, Associated Booking Corporation's Bob Phillips will set up similar junkets for Frankie Carle and Duke Ellington. . . . Mambos released by Aguila Records were arranged by Ramon Marquez and sliced in Mexico. Additional sides by the new label are "Tu Mirar," "Sabras Que te Quiero," "Tlaquepaque" and "La Margarita," by the Trio Huracan.

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A GOOD GIFT IDEA . . .

ON PAGE 37

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Hocus-Pocus

By BILL SACHS

AL WHEATLEY (Tung Pin Soo) has an offer for England early in the new year. . . . Werner C. (Dorny) Dornfield is featured on the cover of a Christmas issue of M.U.M. . . . Dr. Silkini (Wyman A. Baker) continues his successful march with his spooker thru the Deep South. Glenn Parkins, Canadian lad, is back with the unit, and Jim Kelly continues as stage manager. Newcomers with the show are Ray Winder and Cecy, while Irene Baker continues to spread sunshine among the audience and the crew. . . . Judith Johnson and Company, after a fortnight's stand at the Skyline Club, Phenix City, Ala., have shifted their activity to the Showtime, Daleville, Ala. After three weeks there, the unit heads for Miami. Harold Laughon continues as manager-pilot. . . . Julien J. Proskauer, past president of the Society of American Magicians, was a Cincinnati visitor Tuesday of last week (4). A conference prevented our making contact with him, but he left word via phone that Emil Jarow, inventor of the lemon trick, had been elected a life member of the Magicians' Guild of America. . . . The Johnstones, George and Betty, are heralding their nifty turn with several attractive new mailing pieces. . . . C. Thomas Magrum is currently filling bookings for Bob Brown, of Science Circus, in the Asheville, N. C., area, and will remain in that sector for two more weeks. After the first of the year he heads westward for a swing thru Utah and Idaho. Recently he contracted for another season with S. E. Paulus, of School Assembly Service, Chicago. Magrum also recently set D. D. Foxwell, of Maywood, Ill., on a number of Chicago school dates. . . . Word from Florida has it that Magicker Frank Garcia has lined himself up a new partner in Ray Mitchell, and that the pair is set for the winter in those parts. That nullifies a recent report that Frank had split with his former partner and was planning an early return to New York.

Joe Laurie Jr., Dick Richards, Leon Maguire and J. Malcolm Ross. . . . Al DeLage and Shirley are slated to go into Radio City Music Hall, New York, in January. . . . Dave Lustig was in Baltimore last week handling advance publicity for the flicker, "The Magic Face." . . . Bill Williston is set for a quick tour across the nation for an advertising sales session account. . . . Gerrie Larson will be one of the features of the annual show to be staged soon by the Parent Assembly, Society of American Magicians, in New York. Bobo will be another headliner. . . . George Schindler, windliner, is holding week at Franklin Inn, Hempstead, L. I., N. Y., is set for the holiday season around New York, with George Caplane looking after the bookings. . . . George Jason, New York trixster, was in Cincinnati last Thursday (6) for a single performance at the exclusive Cincinnati Club. He returned to New York Friday afternoon, but not before phoning a "hello" to the Magic Desk.

San Pedro Peelry Bows

HOLLYWOOD, Dec. 8.—In the midst of city and county crack-downs on burly clubs, San Pedro this week (6) opened its first strip cafe, the Klondike Club. Spot is owned and operated by Lonny Kirksey. Nearest competition is in Long Beach, several miles east. Initial show featured Dorothy Eddy, Helen Renae and Sy Sommers.

Caught Again

PALACE, NEW YORK: Senor Wences, who moved into the Palace last week, replacing English comic Max Bygraves in closing spot on the first half of the bill, scored top audience responses. Judy Garland's sock one-woman show, of course, is the only real audience draw here, but Wences gives the house an extra entertainment dividend with his solid performance.

Act is essentially the same, featuring a handkerchief hand puppet, a head-in-a-box contraption, and a phone voice; plus Wences' incidental balance tricks. Charm rests in Wences' gentle whimsy which breathes life into each of his creations. His tricky double-voicals and cigarette gimmick pull terrific hands. Minor drawback is presented by the head-in-a-box prop, which is blinding at times when it catches and reflects the light. Nothing wrong there, tho that a little soap can't fix.

Rest of the bill is the same, with Judy Garland still playing to packed house at show caught (5). Judy followed up her smash performance with an intro for MGM pal Esther Williams and a special encore vocal of "Liza," dedicated to her little daughter of the same name. Star handled both chores with an admirable blend of sincerity and showmanship, pointing up again the fact that she is one of the few performers in the business who can project lump-in-the-throat sentimentality without becoming maudlin in the process. June Bundy.

Burlesque Bits

By UNO

Gloria Flame Marlowe opened at the Melody Club, Union City, N. J., December 6 for two weeks.

Harold Minsky is opening the Plaza Theater, Miami Beach, December 21. Milton Schuster, who has the exclusive booking, has set so far Sammy Smith, Dolly Dawson, Al Golden Jr., Carol Shannon, Montmarie Kitty and a chorus to be produced by Eddie Lynch. . . . Thelma White was driving to Springfield, Ill., to open at the Lake Club on November 23 when another car tried to pass a truck ahead and collided with hers, killing her instantly. . . . Grand, St. Louis, like many other Western houses, shutters for over the holidays (December 9-27), reopening for a New Year's show. Yvone Showles and Billie Martin are chorine newcomers.

Other houses closing besides the Grand are the Rialto, Chicago (December 5-27); Alvin, Minneapolis (November 29-December 27); Gayety, Cincinnati, permanently, and Folly, Kansas City, also permanently. . . . Murray (Larry) Rosen, who once managed houses on the Columbia wheel, has bought out the Popkin-Ringer interests in the Burbank, Los Angeles. Present cast includes Nona Carver, Ming Toy, Jack Murray and Billy Foster.

Robin Jewel is being held over at the Bingo Club, Las Vegas, Nev. Carol LeClair, "The Lady of Burlesque," featured on the Hirst wheel, is having a new strip novelty act designed, built and routined for her by Paul Morokoff, producer at the Hudson, Union City. . . . After doing the second show November 29 at the Follies, Chicago, Mac D. Ferguson, comic, collapsed and died of a heart attack in the arms of his wife, Vivian Keenan. Burial was in La Center, Ky. Also surviving is a brother, Garth K. Ferguson.

Stanley Montfort, manager of Minsky's Follies, now playing a four-week run at the Desert Inn, Las Vegas, was a visitor at the Burbank and Follies theaters in Los Angeles and enjoyed visits with Bobby Faye, Billy Foster, Jack Murray, George Rose and the hospitality of manager Morris Rosen of the Burbank and Leon DeVoe and Lillian Hunt of the Follies. The latest cast of Minsky's troupe includes 16 girls; Court and Saunders, vocalists; Rudy Tardenas, juggler; Leo Diamond, harmonica player; Corine and Tito Valdez, dancers; The Visionaires, three boys and

one girl, harmony singers and impressionists, and Johnny D'Arco and Parker Gee, comedy mixed with vocals.

Mae Joyce, talker with the Robinson-Ridley unit, is partnered on the side in a new nitery, Hi-De-Ho, in Newport, Ky., recently acquired and operated by Charles Roth, ex-heavyweight puglist. Candy Paige continues to be held over at the Red Feather, Hollywood, Calif., where her stay now runs close to a year. . . . Artie Harris, former burly comic famed for being the only Hebrew funster without a beard, is now assistant to executive director Carl Timan at the Friars new club house in New York where members tendered a luncheon to Phil Silvers of "Top Banana" musical on November 29. . . . M. K. Stark and Samuel Kessler, execs of the M. S. K. Music Company, celebrated their recent removal from 1585 to 1564 Broadway, New York, with an opening party participated in by a host of friends. . . . Virginia Mayo will star in Warner Brothers new pic, "She's Working Her Way Thru College." The title is interesting to the El Rey Players in Oakland, Calif., especially since the El Rey burly theater has had two national stories about El Rey girls who worked their way thru college, according to Ed DeVere, publicity man for Special Service Associates, and Peter A. DeCenzie, theater op.

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The Billboard Auditorium-Arena Number

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Off-Broadway Reviews

DOCTOR FAUSTUS LIGHTS THE LIGHTS

(Opened Sunday, December 3)

Cherry Lane Theater

A drama by Gertrude Stein. Staged by Judith Medina. Set by Julian Beck. Lighting, Marjorie Spita. Costumes, Rose Zamora and Iksa Suarez. Music, Richard Banks. Choreography, Remy Charlip. Stage manager, James Walsh. Press representative, Helen Samitch. Presented by the Living Theater.

Doctor Faustus Donald Marye
Mephisto Robert King
Chorus Michael Wright
Dog Budie Bond
Boy Tony Grosio
Marguerite Ida and Helena Annabel
Viper Kathie Snyder
Country Woman Remy Charlip
Man from over the seas Larry Swanson
Girl with boy Patty Dinnell
Boy with girl Louis Spencer

Anyone attending the Cherry Lane Theater these days knows what he's in for and will go anyway, regardless of what is said here. Gertrude Stein's long suit has always been capital "A" Art, with a singleton in entertainment. And "Doctor Faustus Lights the Lights" is no exception. Coupled with Miss Stein is the Living Theater group which is Ambitious, Arty and Abstract (all, again, in capitals). It must be recorded that the two go nicely together, and Miss Stein is well served. So for those who believe in art-for-you-know, this presentation of Gertrude Stein is fine is Gertrude Stein.

However, anyone who believes that the purpose of language (either written or spoken) is for communication had better stay away. For Miss Stein defeats that purpose. A literate mind trying to decipher what "Doctor Faustus" is about—since Miss Stein is no longer available—is in for a tough time. For example:

Faustus, via the Devil, discovers electricity, with no bows to Ben Franklin. So here, it seems, electricity symbolizes science in general. And in a dark wood is Marquerite Ida and Helena Annabel, a young innocent bitten by a viper, said viper being, according to this reporter's understanding, the symbol of awakening the innocent to the facts of the world. She goes to the Doc to be cured and also is illumined by his lights (science) but is saved from going to Hell by discovering love.

Then the Devil!

So far so good. Then the good doctor finally keeps his bargain with the Devil by committing a sin—allowing the viper to kill a dog and a boy—and shouts triumphantly: "I can go to Hell!"—which is where this reporter's comprehension went in the last act.

Most astonishing is the smooth way the actors perform their lines, not to mention having learned them in the first place. Donald Marye, Robert King Moody, Sudie Bond and Kathie Snyder head a fine cast, unusually good for off-Broadway. (Continued on page 46)

Fonda Returns To "Point" Cast

PHILADELPHIA, Dec. 8.—Henry Fonda returned to the lead role in "Point of No Return" on Thursday night (6) after being out of the cast for almost a week. The show is readying for New York at the Forrest Theater here. While there was considerable disappointment when Fonda failed to make the matinee because of a voice ailment last Saturday (1), only a handful of pew-buyers left the house at the various subsequent performances to get their money back. Nat Abrams, Forrest manager, said that the show has been a sell-out thru this, its final, week before going to New York.

Bartlett Robinson, Fonda's understudy, has been filling in. During his five-day absence, Fonda has been in New York for treatment of a throat infection. Abe Cohen, company manager, described Fonda's condition as laryngitis. But Fonda's wife, the former Susan Blanchard, said, "It's really much worse than that. He's a very sick man. The doctor says it's voice fatigue caused by a spasmodic condition in the throat."

BONDS OF INTEREST

(Opened Friday, November 30)

Circle in the Square

A farce by Jacinto Benavente. Staged by Edward Mann. Sets by Phil Lerman and Ray Malon. Costumes, Charles Martinelli. Stage manager, Will Hines. Press representative, James Tuck. Presented by the Loft Players.

Leander Kenneth Paine
Crispin Fred Villani
Innkeeper Max Gulak
Servant Jan Marazek
Harlequin Ray Malon
Captain Ernest Jackson
Dona Sirena Miriam Green
Columbine Emilie Stevens
Laura Harriet Praver
Risella Jane Manors
Signor Polichinelle Norman Feld
Wife of Polichinelle Julie Lawrence
Sylvia Kathleen Murray
Pantaloon George Franklin
Doctor Jason Wingreen
Secretary Jan Marazek

To old hands at attending Circle in the Square productions, the excellence of the Loft Players' revival of Jacinto Benavente's "Bonds of Interest" will be no surprise. Now presenting the second bill of their second season in New York, the Loft Players live up to the praise heaped upon them previously. "Bonds of Interest" fulfills completely the purpose which off-Broadway theater serves—to present fare which, however worthwhile, is too far from the beaten track to survive the stiff competition up-town ("Bonds" was stamped NSG for Broadway twice before). And the group itself fulfills its obligation in presenting such plays to the best of its ability, which is plenty.

We are all puppets moved thru life by more or less obvious strings, says author Benavente. He demonstrates his theory with a charming story of two wayward 17th Century gentlemen of the road who find love, money and social position in an Italian city thru chance and the masterminding of one of them. Along the way Benavente slips in his barbs at the aristocracy, bourgeois money bags and jurisprudence, and the whole play is wrapped in a Cimedia Del' Arte style, with the familiar Columbine, Harlequin, etc., performing like animated marionettes.

Good Players

It takes a bit of adjustment for an audience to fall into the mood of such a play, but the exaggerated characters gradually slip into the pattern. There are, however, still some forced bits of comedy. Fred Villani carries the burden of "Bonds" in creditable fashion, altho empty gestures and continual self-appraisal of his own voice stand in the way of a truly fine projection. Jason Wingreen and Ernest Jackson also uphold the men's assignments, but the distaff side is over-all exceptional for off- (Continued on page 46)

Foreign Review

Women of Twilight

(Reviewed Friday, November 30)

A drama by Sylvia Rayman. Presented by Jack Hyton in association with John Buckley by arrangement with J & Gatliff, Ltd. Anthony Hawtree and Jean Sheppard. Directed by Anthony Hawtree. Set card by Mary Purvis. General manager, Hugh Charles. Stage director, Reggie Dear. Press representatives, William Wordsworth and Frank Brown.

Helen Allistair Barbara Couper
Christine Joslin Parlane
Jess Vida Hope
Boole Maria Charles
Laura Gwynne Whithy
Viviane Rene Ray
Olga Miriam Karlin
Sai Lynda King
Veronica Maureen Glynn
Molly Jacqueline Seager
Nurse Betty Henderson

While author Sylvia Rayman strips two of her fem characters down to their panties in the first scene of "Women of Twilight," there is nothing whatever salacious in the rest of her treatment of a household full of unmarried mothers. Her locale is a house on the outskirts of London run by a woman who pretends she is giving refuge to social outcasts who would otherwise be unable to make a home for their babies. However, the lady overcharges on rent, grabs food rations intended for the children for her own use and by cunning and superior intelligence plays her guests off one against the other (Continued on page 46)

IS BAD NEWS ALSO RUSHED?

BOSTON, Dec. 8.—Latest gimmick of Steuben's Cafe Midnight, local nitery catering to theatrical folk and after-theater trade, is delivery of first-night notices to casts of shows playing the Hub before the a.m. sheets have hit the street.

Proofs of aisle-sitters' reviews are rushed from newspaper plants to Don Dennis, fixture in Steuben's as maitre d' greeter, vocalist and jack-of-all-trades. Dennis presents them to whatever nailing-biting thespians happen to be present.

Parson's Ads Open Fire Vs. Shubert House

NEW HAVEN, Dec. 8.—The battle for the legit patronage of Connecticut between the new Parson's Theater of Hartford and the well-established Shubert of New Haven took on a total war aspect this week when the Parson's management invaded the home grounds of the Shubert by purchasing huge display ads, December 1, in the local press offering block subscriptions to the Haven public.

The ads (one-third of a page each) pointed out the fact that the new Parson's had four solid weeks of bookings—the Shubert is currently dark—and offered the public a choice of seats on a subscription basis for the unit.

However, the Shubert's management remained apparently undisturbed. They pointed out that the Parson's is a comparatively small house (approximately 500 seats less than the Shubert) and that it is too small for musicals.

The public, they claim, won't be satisfied with a steady diet of straight plays, most of which are tryouts. And after a "curiosity appeal" has exhausted itself, the pew-buyers will sit by and wait for the assured hits.

Their own subscription list, said Shubert's management, is well established because the top musicals—Rodgers and Hammerstein, George Abbott, et al.—are annual events, and seats are sold out weeks in advance.

To some extent, however, they appear to be whistling in the dark, as plans are underway at the Shubert for a revival of its present subscription system. Indications are that the new system will be more liberal than the previous one.

The Parson's of Hartford opened this season with a newly decorated and refinished legit house and booked in a solid early semester of plays, including the preem of "I Am a Camera," "Nina" and "Don Juan in Hell." Subscriptions were sold in blocks of five, four and three units.

The latest invasion of the almost monopolistic New Haven Shubert territory is an attempt to wean away the legit trained New Haven audience, and any counter move by the Shubert management is eagerly awaited by a gleeful public, which hopes to be the eventual winner.

Hartford Ops Add Bahamas Legit Project

HARTFORD, Dec. 8.—Operators Philip Langner and Charles Bowden, partners with Mrs. Nancy Stern in the Parson's Theater project here, will open an eight-week legit season in a 300-seat playhouse at Nassau in the Bahamas on January 28.

Alfred Drake, Claudette Colbert, Judy Holliday and Pamela Brown are among the stars slated to appear in the Bahamas.

Likewise, Langner and Bowden have agreed to act in a supervisory capacity for the Palm Beach Playhouse, West Palm Beach, Fla., owned by Mary Hawse of Palm Beach and New York.

Sides and Asides

A second play of Andre Roussin will hit the Stem next season. It's "The Ostrich Eggs" and is adapted by David Lowe, who has expanded it from two to three acts. The play was a hit in Paris a couple of years back, when Pierre Fresnay played the lead. . . . Leonard Key will be listed as co-producer, with Julie Styne and Anthony Farrell, of the revival of "Pal Joey," which is now scheduled to open on Broadway January 3. A New Haven try-out beginning December 25 will replace the previously skedded previews. . . . Robert Whitehead and Walter Fried have decided to postpone production of Arthur Laurents' "The Time of the Cuckoo" until next season.

Running News Gamut, Williams to Stix . . .

Due to casting problems, rehearsals of Tennessee Williams' "Camino Real" have been postponed a couple of weeks. They were to have begun January 7. . . . Alfred de Liagre Jr., who for the past several months has been trying to get an appropriate adaptation of Jacques Deval's "Samarkand," is now interested in a comedy by Benn Levy, entitled "Cupid and Psyche." . . . "Don Juan in Hell" will return to New York for a limited engagement beginning Sunday, March 30. Theater has not been selected yet. The reading is now holding forth at the Century until December 31. . . . Signed to support Celeste Holm in the City Center produc-

tion of Eugene O'Neill's "Anna Christie" are Kevin McCarthy, Art Smith and Betty Garde. Michael Gordon will direct. . . . John Straub will probably replace Alexander Scourby in the cast of "Saint Joan" when latter leaves to take a role in the new Rita Hayworth film. "Joan" is skedded to end its New York run January 5. . . . Mike Kellin, now in the cast of "Stalag 17," will get the role in "Modern Primitive," previously slated for Henry Morgan. Mervyn Vye and Diana Douglas have two of the leading roles. "Modern Primitive" is the new Herman Wouk play to be presented by Otto Preminger. Not to be confused with the above is a folk-drama entitled "American Primitive" by McEvoy Patterson. The latter has been optioned by J. P. Miller and William Lanteau for spring production to be staged by John Stix. "American Primitive" has been produced at the Yale Drama School and won its author the \$2,000 Stanford University Stevens Award. The play is set in rural Mississippi.

Casting Briefs, Tours, Production Plans . . .

"Fancy Meeting You Again," the new George S. Kaufman-Leueen MacGrath comedy, will make its Broadway bow January 8. No theater has been signed yet. . . . Enid Bagnold's "Gertie" will open January 30 under Herman Shumlin's sponsorship and direction. . . . Another show inspired by Toulouse-Lautrec will reach New York March 11, when Cornelia Otis Skinner will open in her one-woman show now entitled "Paris, '90." Miss Skinner will portray a dozen characters derived from the artist's lithos and posters. After a four-week engagement Miss Skinner will tour until June 1. The New York showing will be preceded by an eight-week tour. . . . Thomas Kilpatrick, who once held the dramatic rights to "A Stretch on the River," will be listed as associate producer when Jose Ferrer presents the dramatization. . . . Life aboard an air-

(Continued on page 48)

Ticket Agents Win Fight for \$1 Brokerage

NEW YORK, Dec. 8.—Licensed Broadway theater ticket brokers emerged as winners in a hassle with the Office of Price Stabilization over a rollback in ticket brokerage tariffs, decreed last October 5.

A New York State law, effective June 1, permitted the brokers a service charge increase of 25 cents per ticket for a total of \$1. OPS' October rollback called for a return to the 75 cent maximum, retroactive to June 1, which would have meant a substantial cash return to the government.

Jesse Morse, attorney for the New York Ticket Brokers Association, has been arguing for a reversal of the ruling with the result that Thursday (6) OPS announced that services of licensed brokers whose maximum charges are fixed by local or State laws are exempt from federal price control. OPS pointed out that most brokers primarily handle ticket sales for legit theater performances and that charges for admission to theatrical productions are exempt under the economic control law. The ruling does not affect brokerage on the sale of sports tickets, where the tariff is still pegged at 75 cents.

Dramatic & Musical Routes

Autumn Garden (Orpheum) Kansas City, Mo., 10-12. (KRETT Radio) Des Moines, 13. (Auditorium) St. Paul 14-15.
Candids, with Olivia DeLavaland (Geary) San Francisco.
Cocktail Party (Metropolitan) Seattle.
Darkness at Noon (Erlanger) Chicago.
Death of a Salesman (Omaha) Omaha 11-12. (City Auditorium) St. Joseph, Mo., 13. (Orpheum) Kansas City 14-15.
Fancy Meeting You Again (Wilbur) Boston.
Fledermaus (Boston O. H.) Boston.
Gentlemen Prefer Blondes (Palace) Chicago.
Greco, Jose, Spanish Ballet (Forrest) Philadelphia.
Guys and Dolls (Hartman) Columbus, O.
Happy Time (Blackstone) Chicago.
Kiss Me, Kate (Erlanger) Buffalo, N. Y., 10-12. (Auditorium) Rochester 13-15.
Legend of Lovers (Gayety) Washington, D. C.
Lo and Behold (Walnut) Philadelphia.
Member of the Wedding (Biltmore) Los Angeles.
Mr. Roberts (Mayfair) Portland, Ore.
Moon Is Blue (Harris) Chicago.
Moon Is Blue (Plymouth) Boston.
Oklahoma (American) St. Louis.
Point of No Return (Ford) Baltimore.
Rose Tattoo (Colonial) Boston.
Season in the Sun (Selwyn) Chicago.
South Pacific (Shubert) Chicago.
Wells, Sadler, Ballet (Opera House) San Francisco.

BROADWAY SHOWLOG

Performances Thru December 8, 1951

DRAMAS

Affairs of State.....	9-25, '50	507
(Music Box)		
Don Juan in Hell.....	11-29, '51	12
(Century)		
Faithfully Yours.....	10-18, '51	60
(Coronet)		
Gigi.....	11-24, '51	17
(Fullton)		
Glad Tidings.....	10-11, '51	68
(Lyceum)		
I Am a Camera.....	11-28, '51	13
(Empire)		
Nina.....	12-5, '51	5
(Royale)		
Remains to Be Seen.....	10-3, '51	78
(Morosco)		
Saint Joan.....	10-4, '51	77
(Coit)		
Stalag 17.....	5-8, '51	248
(48th Street)		
The Constant Wife.....	12-8, '51	1
(National)		
The Four Poster.....	10-24, '51	53
(Barrimore)		
The Moon Is Blue.....	3-8, '51	316
(Henry Miller's)		
The Number.....	10-30, '51	47
(Biltmore)		

MUSICALS

Bagels and Yox.....	9-21, '51	122
(Holiday)		
Call Me Madam.....	10-12, '50	484
(Imperial)		
Guys and Dolls.....	12-24, '50	438
(46th Street)		
Paint Your Wagon.....	11-12, '51	32
(Shubert)		
South Pacific.....	4-7, '49	1092
(Majestic)		
The King and I.....	3-19, '51	292
(St. James)		
Top Banana.....	11-1, '51	44
(Winter Garden)		
Two on the Aisle.....	7-18, '51	163
(Mark Hellinger)		

CLOSED

A Tree Grows in Brooklyn.....	12-8, '51	267
(Alvin)		
(Opened 4-8 '51)		
Borscht Capades.....	12-2, '51	97
(Royale)		
(Opened 9-17, '51)		

COMING UP

(Week of December 9)

The Grand Tour.....	12-10, '51	
(Martin Beck)		
Lo and Behold.....	12-12, '51	
(Booth)		
Point of No Return.....	12-13, '51	
(Alvin)		

'52 RSROA Contests Returning to Denver

Board Meeting Votes Convention Emphasis On Operator Problems; Revises By-Laws

DETROIT, Dec. 8.—Approval of Mammoth Gardens, Denver, as site of the 1952 American Championships and convention of the Roller Skating Rink Operators' Association was voted at the semi-annual Board of Control meeting held here December 3-5. Dates will be July 6-13.

Earlier selection of the Roller-drome, Culver City, Calif., for the national gatherings was canceled because of the inability of the operator, A. E. Baker, for reasons of health, to carry out necessary work in connection with the event.

Denver was host to the events in 1950, and the gathering was one of the most successful in RSROA history, with a whole-hearted wel-

S&J "Follies" Sets New Mark In Cincy Date

CINCINNATI, Dec. 8.—The 1952 edition of Shipstad and Johnson's "Ice Follies," in a 16-performance stand here on November 15-25, romped off with its best local gross and attendance figures since the attraction started coming to Cincinnati Gardens in 1949. This year's show drew 110,000 patrons.

Last year, in its November 14-23 stand, the show racked up a big \$201,042 in 12 performances to come within \$14,000 of the previous record of \$215,000 grossed in 1949 in nine performances.

Altho figures were not announced by Garden officials, this year's gross was in excess of the 1949 record. The 1952 edition offered five matinees (four on weekends and Thanksgiving Day) with the house priced at \$3, \$2.50, \$2 and \$1.25, approximately the same scale that has been in effect in the past.

Rawson Closing Lab; Slates Fla. Vacation

ASBURY, PARK, N. J., Dec. 8.—Perry B. Rawson is in the process of winding up activity at his skating research laboratory here. He will spend the winter in Florida, reopening the lab for a spring session.

Speed Skating Gives Hypo to AOW Box Office

ELIZABETH, N. J., Dec. 8.—Inter-rink racing in the America on Wheels chain is breaking attendance records for the sport, according to Jack Edwards, AOW director of speed.

Thus far two rinks, Mt. Vernon (N. Y.) Arena and Twin City Arena here, have recorded their biggest racing crowds since the sport was inaugurated by the chain in 1946, both spots reporting grosses 100 per cent above last year's figures for the season's first contests. At both meets it was necessary to use two cashiers, said Edwards.

Thruout the chain, Edwards reports, the sport is drawing increasing numbers of followers, and all racing clubs have rosters at capacity. Each meet get under way at 10:30 p.m., and offers a schedule running up to 25 events. Spectator excitement is high, with interest especially strong in women's three-mile and men's five-mile relays. Intense rivalry exists between the representatives of Paterson (N. J.) Arena and Twin City Arena. Paterson, with a total of 153 points, is in first place. Twin City has amassed 144 points.

AOW continues its promotion of the Atlantic Roller Hockey League under the supervision of Jay P. Edwards, and has taken into the league teams representing rinks in Baltimore, Reading, Pa., and Florham Park, N. J. Scheduled for December 15 is a contest between Florham Park and Boulevard Arena, Bayonne, N. J., at Bayonne.

Ice Show Set for Run At Big Rink in Vienna

VIENNA, Dec. 8.—Rated as the largest artificial rink in the world, the Viennese Skating Club's rink covers an area of 10,764 square yards. While the major section of the rink is open-air, a large indoor rink forms part of the establishment and is used at times for shows. The Viennese Ice Revue will open in this section of the rink December 21 for a run of three weeks, after which it goes on tour.

ARENAS AND AUDITORIUMS

Oakland Municipal Aud Boasts Elaborate Layout

By DAPHNE (DEE) POLI
OAKLAND, Calif., Dec. 8.—Facilities of the Oakland Municipal Auditorium, which include the arena, theater, ballroom and exposition building, are serving a population of 1,742,000 in the Oakland-San Francisco area. Superintendent of buildings is Albert R. Taylor and Lindsley C. Lueddeke is director of the auditorium and exposition building.

The arena plays all arena-type shows as well as local sports events. It seats 7,600 persons for stagershow or 10,000 for arena shows. Balconies accommodate 3,800; boxes, 800, and folding chairs on risers or the flat arena, the remainder.

Capacity of the theater is 1,951, including 916 chairs on the main floor, 498 seats in the balcony and 537 in the gallery. Stage is a standard theater type with 40 lines and dressing room facilities. Road shows, concerts and lecturers use the theater.

Exposition building is across the street and has 48,000 square feet of floor space. The annual California Spring Garden Show is staged there.

Holiday Show Set
Houston, Dec. 8.—Second annual Christmas show for children will be staged at the City Auditorium here December 27 by the Optimist Club. Proceeds from the matinee and evening performances

will go to the club's youth activities fund.

Directors of the show are Rudy Kroeller and Betty Green Little, of Houston, and the offering will be a series of fantasies on the style of Walt Disney's "Alice in Wonderland." Last year the club staged "A Christmas Carol" and drew 9,000 paid admissions for the pre-Christmas run of four performances.

Original Cast
HOUSTON, Dec. 8.—Texas gentlemen will see New York blondes when Joanna Albus and William Rozan, co-producers of the Playhouse Theater, bring forth "Gentlemen Prefer Blondes," with the original New York cast. The musical hit will be at the Music Hall here January 3-6.

The entire Broadway cast, including the star, Carol Channing, plus the full orchestra and Broadway sets will be here, according to H. O. Johnson, manager of the Music Hall and Coliseum.

Producers Albus and Rozan have promised Houstonians more original companies of top shows. They are keeping their Playhouse and Music Hall operations separate.

Coming of the Christmas season in Houston also means the annual appearance of the Ballet Russe De Monte Carlo is due. The celebrated troupe opens a nine-performance run at the Music Hall December 22.

DETROIT TRIPLE PLAY

3-Ply Promotion Puts Silver in Arena's Till

DETROIT, Dec. 8.—"Business is good," reports Earl King, co-manager with Fred A. Martin at Arena Gardens, in contrast to the reports current today from many rink managers. The reasons lie in a three-fold promotion program which is retaining old and bringing in new patrons, and at least one new Arena idea is rapidly spreading into other rinks, with remarkable popular acceptance—speed skating.

First aspect of Arena promotion activities is continued emphasis upon sales of better grade skating equipment, making good skating more attractive and instilling pride of ownership in the skater. While some lower-priced skates are handled in the skate shop, which is part of Arena's operating policy, the stress is upon precision skating equipment—selling at \$41 and up. The volume of sales in this class, King earnestly says, is frankly "unbelievable."

Display in the store, which opens on the entrance lobby, is handled like merchandising in a well-run retail store. Point-of-sale advertising is used, and various display and selling devices are utilized to further the objective of getting the best possible equipment in the hands of patrons so that they will enjoy the sport more and remain fans.

Party Emphasis

Second point is the booking of special parties. Jess Bell, veteran skating champion and Arena staff member for years, is in charge. He has a tremendous following among young skaters. As manager of the summer rink at Walled Lake Park for years, Bell is acquainted with the Detroit skating world the year round.

Contacts are made with schools, especially high schools and parochial schools, and with church groups or other organizations. Small parties, perhaps of a Boy Scout troop for a Saturday afternoon, are set, and larger parties for an entire school. Sometimes two or more are booked for a single evening, as part of the regular skating schedule, and a glance at the booking record shows one for almost every night of regular operation. These tend to bring additional young people who are not regular skaters into the rink, and

some of them develop into steady patrons.

Third facet of the Arena program this season is speed skating, with the Speed Derby, inaugurated some three months ago by Martin, spreading rapidly to nearly all other rinks in Southeastern Michigan which are members of the Roller Skating Rink Operators' Association.

What has developed is a spontaneous growth of speed skating with skaters from various rinks traveling to another in the circuit on a regular two-nights-a-week schedule—Monday or Tuesday and Friday. Each rink holds the Speed Derby one night a month, but the schedule is flexible, with at least one monthly session scheduled at the big Arena which started the whole thing.

About 200 skaters appear in each of the semi-weekly derbies. Some smaller rinks are represented by only a few skaters; others have up to 50. Participating rinks include: Arena Gardens, Arcadia, Fairview Gardens and Edgewater Park, Detroit; Roller-drome, Dearborn; Imperial, Ypsilanti; Arena, Mount Clemens; Collins, Imlay City; Rolladium, Pontiac, and Flint Park, Flint.

Some up-State and smaller rinks were reluctant to actively sponsor speed skating at first, believing there was little interest in it, or that the activity might conflict with regular operation, but three months of it at Arena and the mushrooming of the circuit appear to have convinced the dubious.

Should Be Controlled

"Rink men today realize that speed skaters, properly controlled, will be as good skaters, and as good sports lovers, as dance or figure skaters," King observed.

Formal club-like organization, training, special practice sessions, and special inducements to make speed skating attractive are essential parts of the Arena program. The speed skating club started in early fall with a group of 23 skaters, with sessions held for two hours at 7 a.m., Sunday. Today there are over 50 skaters regularly turning out at this hour for practice.

Every Thursday there is a special 10-mile race at Arena. Last Thursday there were 23 starters, and every one finished. The field included seniors, juniors and intermediates, and average speed for the field was 4½ minutes per mile.

New Year's Night there will be a marathon race, with the basic old Greek distance—26 miles, 386 yards. The event is expected to run well over two hours and will be a spectacular and unusual attraction. A trophy will be presented to the winner, and medals to three place winners.

SAVE ON RINK SUPPLIES

- Metal Skate Cases, ass'l colors, doz. \$34.00
 - Pro-Tek-Toe Stops, doz. pr. 7.80
 - Champ Toe Bumpers, doz. pr. 7.20
 - Pom Poms—extra large, doz. pr. 3.75
 - "Streamliner" Skate Cases, rounded corners, doz. 36.40
 - Shoe Laces, all colors, 54", 72", 81", doz. pr. 1.40
- L. & L. PRODUCTS, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508, 510, 512, 514, 516, 518, 520, 522, 524, 526, 528, 530, 532, 534, 536, 538, 540, 542, 544, 546, 548, 550, 552, 554, 556, 558, 560, 562, 564, 566, 568, 570, 572, 574, 576, 578, 580, 582, 584, 586, 588, 590, 592, 594, 596, 598, 600, 602, 604, 606, 608, 610, 612, 614, 616, 618, 620, 622, 624, 626, 628, 630, 632, 634, 636, 638, 640, 642, 644, 646, 648, 650, 652, 654, 656, 658, 660, 662, 664, 666, 668, 670, 672, 674, 676, 678, 680, 682, 684, 686, 688, 690, 692, 694, 696, 698, 700, 702, 704, 706, 708, 710, 712, 714, 716, 718, 720, 722, 724, 726, 728, 730, 732, 734, 736, 738, 740, 742, 744, 746, 748, 750, 752, 754, 756, 758, 760, 762, 764, 766, 768, 770, 772, 774, 776, 778, 780, 782, 784, 786, 788, 790, 792, 794, 796, 798, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 1000.

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Out Next Week . . . Another Billboard First . . . See Page 49
The Billboard Auditorium-Arena Number

Drivin' 'Round the Drive-Ins

THE Twin Drive-In Theater, Cincinnati, is operating the year around. Heaters are placed in each car as it enters the grounds at no cost and a station wagon is on hand at all times in case a customer gets a flat tire or runs out of gas. A refreshment center will heat the baby's bottle and wash and sterilize the bottle without cost. Popcorn and candy will be distributed free December 19-22 and Santa Claus will make an appearance daily during that period. . . . Marking its first year of oper-

ation, the Educational Film Sales Department of the University of California Extension offers nine 16mm. films, which are part of a series of motion pictures on the various crafts within the dramatic arts and which were produced by the Theater Arts Department on the Los Angeles campus.

ASSESSMENT of drive-in theaters for tax purposes was given a lively discussion last week at the Allied Theaters of Michigan's annual convention in Detroit, with Ernest T. Conlon, executive secretary, giving advice as an experienced public official handling similar problems. He formerly was city manager of Grand Rapids, Mich., and a State senator. Especial attention was directed to political areas which have been assessed for grading and graveling. It was brought out by Michigan drive-in operators that these factors are a detriment, rather than an improvement if the theater is removed, since the gravel would have to be removed to make the land again suitable for farm use.

London Dispatch

By LEIGH VANCE

• Continued from page 2
"Communist inspired" or "done deliberately by our enemies. . . . Al Rosen, one of three authors of "Mary Had a Little," runs true to form. Booned black and blue on its opening last week, and greeted with cries of "take it home" and "shoot the authors," "Mary" closed this Saturday (8). "But," says Rosen, "I can't understand it. The play was packed out on its pre-London tour, and the provincial press forecast a long West End run for it. In the States, two companies have been running it for two years, taking an average \$22,400 a week. In Australia, it was a sell-out, breaking all records for 50 years. Of course it's all sex, but I believe in sex on the stage and this is the first time in my long career I have had to deal with such a setback. I'm convinced it's a put-up job." So is Jack Waller, who backed the show at the Strand Theater for \$11,200.

Noel Coward Brings One in as Click . . .

Everyone was kinder to Noel Coward's first comedy in nine years, "Relative Values," which opened at the Savoy last week. A contemptuous attack on the manners and morals of Hollywood, it won great applause, is listed as a certain long-runner. Star part goes to comedienne Judy Campbell, who first sang the lilting "A Nightingale Song in Berkeley Square." She plays the film star who tries to marry into British top drawer, finds the servant girl in the family she chooses is her disapproving sister, played by Hermione Baddeley. Hugh McDermott is the Hollywood star, male version, and Gladys Cooper the mellow dowager countess who tries to smash Judy's romance with her son. Lacking some of the old Coward zip and sting, the play takes the whole first act to get moving; after that it hits brilliantly.

I'll See You in My Dreams

Warner Bros. Pictures, produced by Louis F. Edleman. Director, Michael Curtiz. Writers, Melville Shavelson and Jack Rose. Musical director, Ray Heindorf. Cast: Danny Thomas, Doris Day, Frank Lovejoy, Patrice Wymore, others.

• Continued from page 3

"Leave Me," etc., figure to draw hefty new plays when the pic breaks nationally. The flick will undoubtedly invite comparison with others based on songwriters' lives. In this, however, there is no flamboyant productions. It is a moving story about a little man's rise to the top, his human faults and his career, all built on a solid basis of family life. The songs were well placed and in believable sequences.

Probe Kickback

• Continued from page 1

booking agencies accused of participating in kickbacks to military installations. Information is believed to be in official hands, sufficient to yank licenses from the unnamed agencies. Trade talk is that some "fairly large" outfits are in the kickback mess. However, it is doubtful whether any of the major agencies are in trouble.

Paris Peek

By ANNE MICHAELS

• Continued from page 2

gesture toward Jean Louis Barrault and Madeline Renaud, owners of the theater for their performances at Olivier's St. James Theater, London, this fall. It is possible this visit may lead to the Barrault company's producing some English plays in translation. The actor manager has in mind an Elizabethan tragedy entitled "Arden of Feversham," a Christopher Fry play and "Henry VI." . . . Pierre Bras-seur announced his plan to begin a theater of his own in 1952. It could be the Athenee, which still rests without an owner. His idea is to play each production three months in Paris and tour for three months, giving himself personally six months of the year in films. The first scheduled production is an Anouilh translation of "Macbeth." . . . A new play has been written by Andre Roussin, which Edwige Feuillere will create in Paris at the same time Vivien Leigh does it in London. . . . Germaine Montero signed for Barrault's production of "The Exchange" after her success as Mother Courage in the Vilar company show. . . . The Somerset Maugham play "Theater" has been adapted by Marc-Gilbert Sauvignon into French for a winter presentation. . . . Andre Certes invented a title for himself, "animator of the theater." Whatever that suggests, Certes is responsible for more plays falling into the hand of the right producer than anyone in town.

Niteries Open New Acts on Bills . . .

La Taupiniere, a night club run by a blind songwriter, opened last week with an all blind cabaret. Every evening one of the famous names in the entertainment world lends his services to the club. The show is also slated to be broadcast and in the spring sets out on tour. . . . Natacha Sandroff, a sad Russian aristocrat, who has just spent 31 months in French prisons for the shooting of a young man, opens a night club which she has bought in order to recite the poems she wrote during her term in prison. Miss Sandroff tried to get employment as an entertainer, but when no club wanted her services, she decided to open her own as a sound-board for her writings. . . . Another new addition to the list of niterie entertainments is Marquis de Gonzague. . . . Signs of the American invasion, the restaurant-bar Lutece has added TV from 9 until 11. . . . Mae West is considering a stint in a Champs-Elysees club. . . . Spivy in Paris, gave an off-the-record concert at the Pernod Circus bar. Maurice Chevalier is re-requesting a visa for the United States; he says he never had anything to do with politics. . . . Pierre Sancan composed the music for a new ballet at the Opera Comique, entitled "Comedia Del Arte." . . . Louis Jouvet's last film, "Love Story," opened recently, and is acclaimed one of the best of the year. . . . Howard Richardson's play "The Cat in the Cage" is at the Theater Noces. . . . Jacques Francois goes to New York in March to star in the play "Leocadis."

Top Money-Making Pix in France . . .

Films that made the most money in France during the year 1950-51 are in the following order of their standings, "Gone With the Wind" (about \$10,000,000), "Cinderella," "Caroline Cheri," "Justice Est Faite" (Justice Is Done), "Andalousse," "Dieu a Besoin des Hommes" (God Needs Men), "Topaze," "The Black Rose," "La Ronde," "Le Journal di une Cure Dans La Compagne" (The Diary of a Country Priest), "Chateau Verre" (Glass Castle), "Meurtes" (Murders), "Pigalle-Saint Germain Des Pres" and Sunset Boulevard.

AGVA Insurance

• Continued from page 1

Adler, insurance broker, has been on the griddle all week. Henry Dunn, AGVA head; Vic Connors, AGVA official and Jack Irving, Midwest topper, accompanied Adler to the hearings but were not permitted to attend. They paced outside.

Roadshow Rep

CHARLES E. CONATY opened his religious pix show season at Wallingford, Vt., December 2 and will move Northward into Ontario where he has some dates booked that will carry him into the Easter season. . . . E. E. Bailey writes from Boerne, Tex., that he had a good season with a platform show and that he will play Central Texas dates with a new spook show. . . . "I had a good summer and fair fall tour with my museum," advises G. H. (Prof.) Richards from Winchester, Idaho. "In the Midwest they call my show a museum but out here they type it as Americana which makes no difference to me. For several years I have been building up a show of old-time Western guns and pistols and fire arms and it gives the old-time whip-hands a lot of pleasure to look them over. I'm also using them in spots where I play to school pupils. I also use some 16mm. pix and will round out a well-balanced show for small towns. I met Ruffler, hypnotist, in November and his show is a knock-out in all ways and I have taken some of his books which move very well.

Fort Wayne, Ind., where he is employed by the Sears-Roebuck Company. . . . Johnny Coupe, show drummer with rep shows for many years, is making his home in Beloit, Wis. . . . Johnnie and Coonie Spalding are reported set to join Boob Brasfield's tab stock show which opens this month in Paducah, Ky. . . . The Dancing Tracys (Mrs. Tracy and her two sons), who were with the La Verne Slout Players the past summer, are playing clubs around Pittsburgh. . . . W. W. (Billy) Wehle, owner-operator of Bill-roy's Comedians, who retired from the rep-tent show field in 1944, is special agent for the Paul Revere Life Insurance Company, Worcester, Mass., with headquarters in Miami. Writing from the Florida city, Billy says that "last April I ranked second in the nation in sales for the company. So you see, I can pitch insurance as well as candy."

Billboard Backstage

By JOE CSIDA

• Continued from page 2

Broadcasting Company convention at Boca. But I can rationalize my way out of that on the grounds that I covered the convention exhaustively last week.

Top Ambassadors

Duty also dictates that I should write a set of stories on the Broadcast Music, Inc., Clinic held for the Puerto Rico Broadcasters' Association in San Juan. My physical and mental energies, however, are at the moment inadequate to reporting anything except that the Clinic was looked upon as a great success by the P. R. radio men; and that BMI executives Carl Haverlin, Glenn Dollberg and Charlie Wall are most excellent and able ambassadors of good will for their organization and American radio generally.

Ted Cott's speech on "Building Station Personality" was an idealized, inspirational wham. Dick Redmond's talk and demonstration on "Music Selection and Smooth Production" was of practical value to the assembled radio men. Senor Quinones' words on "Good Programing Begins with Management" clearly illustrated that Puerto Rican radio management (at least in some quarters) recognizes the responsibilities it has to its people and advertisers. Carl Haverlin's "Radio's Unlimited Horizon" talk was a modest, yet effective outline of BMI's solid contributions to better programing and station operations. And Buzz Molina (WEIM, Fitchburg, Mass.) told the story of his successful "scientific" approach to selling radio time and programs.

The trade press was set up as a panel to wind up the session. Frank Bufke, editor of Radio Daily; Norman Glenn, editor and publisher of Sponsor Magazine; Mannie Rosenberg, Russian art student, editor, publisher and advertising director of The Advertiser; and I indulged in the scintillating type of discussion to be expected of trade newspapermen.

I do not consider this a sharp, incisive interpretation of events. But at the moment all I want to do is get home. Come on, pilot, open up those throttles.

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3 night stand, "Passion Play," two Westerns, comedies, travelogs. Films like new. Two rebuilt semi-portable Powers, 35MM., with sound, script, rewind, snap paper, \$600.00; four nickel or slug target pistols, new, 10x12 extension top, 7 ft. slide wall, light frame, \$100.00. 729 S. Martinson Wichita, Kansas

LLOYD GILBERT, old-time rep-ter, character man and sax player, is making his home in

The Final Curtain

BARRY—E. J. (Dad)
85, former outdoor showman, November 30 in Joliet, Ill. Survived by three sons, Frank, Tom and William, and a daughter, Mary. Burial at Morris, Ill.

BELMONT—Avery
of Belmont Brothers jugglers, December 2 in the Lorain Hotel, Indianapolis. He had just finished performing at the Moose Club there. He was a member of the Cincinnati A.G.A. Survived by sister, Mrs. Edith Hughes Bradshaw, Ashland, Ky.

BROMBERG—J. Edwards
47, legit and movie actor, December 6 in London, where he had gone six weeks ago to appear in "The Biggest Thief in Town." His parents brought him to America when he was two years old, settling in New York. After receiving his education and holding various jobs there, he studied acting for two years under Leo Bulgakov, of the Moscow Art Theater. With Bulgakov directing, he won a part in the Provincetown Theater production of "Princess Turandot," which opened in 1926 in New York. From then on he appeared steadily in Broadway plays, notably with Eva Le Gallienne and the Group Theater. In 1936 he went to Hollywood and was signed by 20th Century-Fox and appeared in many films. During the 1940's he returned to Broadway several times, principally in "Jacobowsky and the Colonel." During the past few years his appearances on Broadway included "All You Need Is One Good Break" and "The Royal Family."

CAMPBELL—S. L.
brother of Charlie Campbell, circus agent, in Charlotte, N. C., recently. He was auditor for the construction company which built the Oak Ridge, Tenn., atom bomb plant.

COLLINS—Raymond
44, assistant general manager in charge of technical operations for WFAA and WFAA-TV, Dallas, December 3 in that city. He started with WFA in 1938 as a part-time operator and in 1939 became technical supervisor. During World War II he was granted a leave of absence to take part in radar research and development for the armed forces. Survived by his widow, Velma Boyce, also a former WFAA employee.

COOGAN—Sue
wife of Val D. Coogan, in Chicago November 9. She was with various carnivals, circuses and outdoor shows. Burial in Chicago.

CUFF—Garrett
64, theatrical and film agent, December 6 at his home in New York. He also did advertising and publicity work.

GORMAN—Leon F.
retired theater and ballroom operator, December 1 at Fort Lauderdale, Fla. Born in Memphis, he moved to Portland, Me., in 1920 and became one of the leading theater men in the East. At one time he owned 14 movie houses and established a chain of dance halls in Maine and New Hampshire.

HAAG—Alice
72, widow of Ernest Haag of the Mighty Haag Shows, December 4 at the Medora, Ind., home of her son, Harry, who has elephant and dog acts. Services in Medora and burial in Oak Hill Cemetery, Plymouth, Ind. Also surviving are two other children, a brother, three sisters, five grandchildren and two great grandchildren.

HAPGOOD—Mrs. Neith
79, one of the founders of the Provincetown Playhouse, December 2 in Provincetown, Mass. She was the widow of Hutchins Hapgood and collaborated with him on "The Enchanted," adapted by the Provincetown Players as their first production. A son and daughter survive.

In Memory
Of My Beloved Wife
LEONA M. HILL
(Lee Ford)
Passed away Dec. 14, 1945.
Still Greatly Missed.
Geo. B. Hill

HUGHES—Avery Eddelson
69, member of the Belmont Brothers, juggling act, December 2 in Indianapolis. Born in Kentucky, he started his career as an entertainer on an Ohio River packet boat. He had toured for nine years on the Keith-Orpheum circuit and the Interstate time, a Southern circuit, and had played the Winter Garden in Berlin and the Apollo in Vienna. At the time of his death his partner was Albert Lovett. A sister and a brother survive.

HUGHES—Joseph S.
proprietor of the Joseph S. Hughes Entertainment Service, Philadelphia, at his summer home in Ocean City, N. J., recently. His widow, Dorothea, survives.

JETT—Mrs. Lizzie Woodrow
89, mother of Ewell K. Jett, manager of Station WMAR-TV, Baltimore, December 6 at her home in that city. Her son also is a vice-president of the A. B. Abell Company, which owns the television outlet.

LOHMANN—Mrs. Minnie
84, widow of Frank Lohmann, musician who served with the Cincinnati Symphony Orchestra some 30 years ago as orchestra master and for many years president of the Cincinnati Musicians' Association, December 5 at her home in Cincinnati. Survived by a daughter, Mrs. Bertha Downey, Cincinnati, and two sons, Henry and Herman; a sister, Mrs. Gisela Weber, and a brother, Gustav Liebholdt, all of Los Angeles. Services December 8 and burial in Spring Grove Cemetery, Cincinnati.

LUSIER—Theodore (Ted Lorraine)
former vaudeville dancer, December 2 in San Francisco. A specialist in tango and apache dancing, he was with Eddie Cantor in a Gus Edwards revue during the early 1900's. In 1912 he opened at the Court Square Theater, Springfield, Mass., with Valeska Surratt in "The Red Rose," a musical comedy. In time he became a headliner at the Palace Theater, New York. He retired in 1931 and made his home in Bridgeport, Conn., for 10 years before going to San Francisco.

McCLURE—John C.
46, carnival concessionaire, at a Mobile, Ala., hospital December 1. McClure had been employed for many years by Marie and Bernie Smucker who operated the Alabama Amusement Company. Two sisters, said to be residing in Ohio, are his only known survivors. McClure was a native of Chicago. Burial was in Magnolia Cemetery, Mobile.

MEINKENBOUS—Charles H.
51, concessionaire at Ohio fairs, November 26 at Miami Valley Hospital, Dayton, O. Survived by his widow, Carolyn, and a daughter, Charis, both of Dayton; a son, Jack, Tallahassee, Fla.; a brother, Willis G., Springfield, Ill., and four sisters, Sister Grace Elizabeth, Sisters of Charity, Cincinnati; Mrs. Eleanor Summers, Denver; Mrs. Edith Conklin, San Gabriel, Calif., and Mrs. Dorothy Gaddis, Phoenix, Ariz.

MURPHY—Thomas E.
74, vice-president, director and general counsel for WLS, Chicago, December 3 in that city. His widow, two sons and three daughters survive.

PETTIT—Mrs. Noah
82, wife of Noah Pettit, ride owner, recently in Phoebe Putney Hospital, Leesburg, Ga., from injuries suffered in an automobile accident November 10. Services November 20 and burial in Leesburg Cemetery. Also surviving are three sons, Charles, Gays Mill, Wis.; Arthur, Tampa shooting gallery operator, and James, Albany, Ga.; her mother, Mrs. Phoebe Wright, and a brother, Green Wright, both of Huntington, W. Va.

POWELL—George H.
71, composer with his brother, Felix, of "Pack Up Your Troubles in Your Old Kit Bag," December 3 at his home in Hove, England.

RINELLA—Sam
49, veteran night club operator, shot to death in Chicago December, in what is believed to have been a gangland plot. Rinella was operator of the Brown Derby, Loop bistro, which used small-budget acts as a policy from 1939 to 1945. He opened the lavish Copacabana December 26, 1946, which shuttered about three months later when it failed to go over. Survivors include his widow, June, a former show girl.

ROSS—Carl F.
59, veteran novelty worker, in Washington November 13. He was with Al G. Field Minstrels, 101 Ranch Wild West Show and Rubin & Cherry Exposition. Surviving are his widow, Refs.; two daughters, Mrs. Doris V. Nyland and Mrs. Caroline DeConnick, and two sons, Carl and Robert. Burial in Washington National Cemetery.

ROTHIER—Leon
76, basso at the Metropolitan Opera House from 1910 thru 1941, December 8

in New York. Born in France, he started studying music when he was 17 and eventually came to America to sing under the direction of Metopera Manager Gatti-Casazza with Geraldine Farrar. He was solo choice for many years in the role of Mephisto in Gounod's "Faust," singing it more than 500 times. He also sang a number of lead roles at the Met. One of the last survivors of the Golden Age of opera, he remained active until a few years ago. In 1948 he marked 50 years of singing with a concert in Town Hall, New York, which was strongly acclaimed. In 1944 he played the part of Father Penzevecchio in the Broadway legit production of "A Bell for Adans" and more recently had his own program over Station WQXR, New York. He operated a studio during his last years, teaching stage deportment in addition to voice. His widow survives.

SPOOR—Marrin K.
58, vet movie cameraman, December 3 at his home in Evanston, Ill. He had worked for the old Essanay Company, Chicago, and recently completed scenes for "The Tanks Are Coming" film at Fort Knox, Ky. His widow, two sisters and a brother survive.

VESS—Lawrence
38, acrobat and vaudeville performer, December 3 in Los Angeles following a long illness. During his career he appeared before titled heads of Europe while touring foreign countries. Survived by his widow, LaVerne; a son, Ronald; his mother, two sisters and three brothers.

WATSON—Kate
who for many years toured the vaude circuits under the billing of "The Hoosier Girl," November 30 in Harlem Hospital, New York. She was popular in vaude at the turn of the century and later, under the management of her late husband, Gus Cohen, appeared in a series of full-length plays built around her Hoosier characterization. She retired from the stage shortly after the death of her husband and had since lived in New York. Burial in New York.

WAYNE—Justina
stage, screen and radio actress, December 2 at her home in Freeport, N. Y. Born in California, she studied music there and appeared in London in "The Fortune Teller" and other Victor Herbert operettas. Returning to America, she appeared on Broadway in 1908 in "The Prince Chap," later going to Australia with the work. Later she appeared in New York in "Beverly of Graustark," "The Show-Off," "Skidding," "Baroness Sophia" and "Reunion in Vienna." Her most recent Broadway show was "Goodbye, My Fancy." In Hollywood she had parts in Universal and Republic films and acted in stock at Oakland and San Francisco. In recent years she appeared on the "Lux Radio Theater" and during the past two years played in summer stock at Litchfield, Conn., and Pawling, N. Y. Survived by a sister.

WILBURN—James C.
62, former owner-operator of a group of theaters in Ladonia, Tex., recently at Greenville, Tex. He retired from the business several years ago.

Marriages

DEAN-BOLDING—
Houston Dean, film salesman for the Columbia Film Exchange, Dallas, and Beth Bolding recently in that city.

DENBY-GRAY—
Jerry Gray, CBS "Club 15" band leader, and Gail Denby December 1 in North Hollywood, Calif.

FERGUSON-BROWN—
Maynard Ferguson, trumpet player with Stan Kenton's orchestra, and Kay Brown, singer, December 2 in Las Vegas, Nev.

KRASNA-JOLSON—
Film writer-producer Norman Krasna and Reie Galbraith Jolson, widow of Al Jolson, December 6 in Las Vegas, Nev.

SROTHER-RYAN—
Tom Srother of the National Theater Supply Company, Dallas, and Joann Ryan recently in San Antonio.

TURNER-SKINNER—
Robert Dean Turner, film writer, and Edna Skinner, musical-comedy personality, December 5 in Van Nuys, Calif.

WARRINER-WRIGHT—
Frederic Warriner, who appears as Bluebeard de Courcelles in the current Broadway production of Shaw's "Saint Joan," and actress Elinor Wright December 5 in New York.

Births

DRAGON—
A daughter to Mr. and Mrs. Carmen Dragon November 31 in Los Angeles. Father is a conductor-musical director.

EARNST—
A daughter, Julianna Darline, December 3 in Sanford, Fla., to Mr. and Mrs. W. G. Earnst. Father is a member of the Showmen's League of America.

GATHRID—
A son to Mr. and Mrs. Sidney Gathrid November 25 in Lying-In Hospital, Philadelphia. Father is former theatrical editor of The Philadelphia Daily News and now a theatrical press agent and TV promoter in that city.

HUBBARD—
A son, Chester Wray, to Mr. and Mrs. Paul Hubbard November 22 in Booth Hospital, Covington, Ky. Father is a magician.

HUTCHINSON—
A son to Mr. and Mrs. Wally Hutchinson November 24 in Van Nuys, Calif. Father is a National Broadcasting Company advertising and promotion representative.

LEFERRE—
A son, Don, November 14 to Mr. and Mrs. Don LeFerre in Charlottesville, Va. Father is sports director at Station WVA, Charlottesville.

FOUNTAIN—
A son, Christopher Todd, November 23

Flame Room

Continued from page 12

evision version of "White House Preview," a take-off on the 1952 national elections. She has written clever parodies to a number of pop and longhair tunes to satirize Robert Taft, Douglas MacArthur and President Truman who becomes "Hopalong Truman." Biggest yock-getter is her interruption of each satirization to "bring you a special bulletin from our overseas reporter, Edward R. Murrow," who has just interviewed General Eisenhower and reports with the tune "He Didn't Say Yes, He Didn't Say No."

Gal's "The Hostess With the Mostest," from "Call Me Madam," shows her pipes off to good advantage. She should do extremely well on the hotel room circuit. Her material is clean, yet is sophisticated enough to draw good mitting.

Lucille and Eddie Roberts are back again and as good as ever. The show opens with a bit of ribbon magic and then goes into the mentalist pitch. Lucille blindfolds self while Eddie goes thru the crowd examining cards, letters, inscriptions on watches, etc., and having his wife repeat the information aloud, giving names and occupations as she goes along.

Carl Sands' seven-piece orchestra plays well for show and dancing. Sands' unit, which has been here for several months, closes with this show December 12 and heads for San Antonio, Tex.

Jack Weinberg

St. Regis, N. Y.

Continued from page 12

die, the gal threw in a little soft-shoe melodic bit that showed comedy values. The finisher was "something I've always done wherever I perform. . . ." going into "Honky-Tonkin," an effective pace changing shouter that again showed potential comedy values.

Roughish Contralto

Miss Bergen's voice is roughish contralto seemingly most effective on either blues or comedy. In fact, she showed more possibilities as a comedienne than as a straight singer.

Backing her for the date is Jack Kelly and his trio, consisting of piano, harp and bass. The chances are that Miss Bergen's paying for the group. Incidentally, the Kelly outfit, a new one, does an outstanding job. Milt Shaw's band does the dance sets and Howard Diaz' group, the relief sessions.

Bill Smith.

Marine Room

Continued from page 12

still used, and the precision work in this, the show closer, as well as in the opener, is excellent. Initial effort has the line working with puppets, and gals acted like they had had the full course before presenting the number.

Ray Herbeck and orchestra are in for the show and play for dancing. Band, except for a harsh brass section, does well in backing the show.

Norman Weiser.

Divorces

DARRO—
Betty Marie Darro from Frankie Darro, former juvenile film actor, November 26 in Los Angeles.

GORCEY—
Dorothea Gorcey from David Gorcey, ex-juve thesp, December 4 in Santa Monica, Calif.

LESHER—
Polly Darling, TV Western actress, from Edward Lesher December 3 in Los Angeles.

MARTIN—
Margaret R. McSwain from Duke Martin, Western singer and TV personality, December 4 in Richmond, Calif.

ODETS—
Betty Grayson Odets, actress, from Clifford Odets, playwright, November 29 in Reno, Nev.

FAYNE—
Anna Bell Payne from Earl E. Payne recently in Port Huron, Mich.

in Oklahoma City, Okla., to Mr. and Mrs. Bill Fountain. Father is an announcer with stations WKY and WKY-TV in that city.

McGARVEY—
A daughter, Robin, November 27 in Mr. and Mrs. Robert McGarvey in Philadelphia. Father owns the Jazz Shop, Philadelphia record store.

O'HALLAREN—
A son to Mr. and Mrs. Bill O'Hallaren November 29 in Hollywood. Father is in KECA-TV's newsroom.

Women of Twilight

Continued from page 43

so they are afraid to do anything about it.

The main theme of the play is a study of evil personified by the landlady—a sort of Ise Koch not of Belsen but of the basement. There's a secondary character study of Viviane, bigamous wife of a man hanged for murder, who gradually changes from a chromium-plated platinum blonde to a big-hearted baby-sitter as the birth of her own child approaches. She is the strongest of the "Women of Twilight," and after the landlady's negligence has let one of the babies die, is determined to expose her as a woman unfit to run such a home. Her endeavors finally bring about an end to the reign of terror—with the landlady off for jail.

"Twilight" is a play on two levels: A moral condemnation of a society which forces its unmarried mothers into such places by denying them proper access to ordinary life, and a sometimes slipshod but mostly effective saga of a she-wolf who gets hers very properly in the end.

As the sinister landlady, Barbara Couper is superb, a lounging insinuating serpent of a woman who handles her hysterical crack-up in the last scene so cleverly it almost seems possible. Rene Ray is strong and soft as the part of Viviane demands. And there are two fine character sketches from Vida Hope and Miriam Karlin.

"Twilight" is an interesting play from which the author has squeezed every drop of drama. It is well staged by Anthony Hawtrey in a setting by Mary Purvis which exactly gives the mood of the crowded basement in which the all-women cast has to live. Leigh Vance.

Doctor Faustus

Continued from page 43

Julian Beck's set, Richard Banks' music and the Zamora-Suarez costumes are abstractly effective. But the real lights are lit up by Marjorie Spitz with a "light ballet" which is an electrician's nightmare.

Of Judith Malina's direction there's not much to say. The actors seem to have taken stage much to their own whims, the pace never changes, and the show itself is played in the same key thruout. In fact, only Moody and Miss Bond really seem to play it, the approach of the rest being fraught with an awesome monotone. Miss Stein's humor is frequently missed by the cast, as well as her audience, who have come to worship, not to laugh.

For those devotees the Cherry Lane might well become a Mecca, with more unusual dramas coming up. Even for those not so inclined, it's worth the trip to see something never seen before and probably never again, unless it's the next show on the Living Theater's list. Only seeing is believing. Dennis McDonald.

Bonds of Interest

Continued from page 43

Broadway. Miriam Green is superior in this roster of players, and Emilie Stevens, Kathleen Murray and Julie Lawrence are likewise excellent. The whole cast is about two cuts above what is generally seen off the Sten.

The production work for "Bonds" rates with the best off-Broadway has had to offer. The sets by Phil Lerman and Ray Malon are as effective as can be for an arena-type staging, and Charles Martinelli's costumes are cleverly designed and executed, disguising a limited budget. Special praise goes also to Edward Mann for a slick, smooth job of direction.

"Bonds," then, rates as a top-ranker among the off-Broadway offerings. It's certainly no less-down for the old-timers. And for the newcomers, of which there should be plenty to see this one, it is fare to make them thoroly Circle-in-the-Square conscious for the future.

Dennis McDonald.

Sides and Asides

Continued from page 43

craft carrier in World War II is the subject of James Michael's "This Was Red Two," which the Masquers of Amherst College will present as their second production of the season.

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Ralph Hall Elected Maine Assn. Head

Group Sets Bangor Annual July 28, Presque Isle August 4 in Biggest Move

AUGUSTA, Me., Dec. 8.—Ralph Hall was elected president and Parker Adams and Donald Andrews were chosen vice-presidents at the annual meeting of the Maine Association of Agricultural Fairs Wednesday-Thursday (6-6) at the Augusta House. Earle R. Hayes and Roy Symons were retained as treasurer and executive secretary, respectively.

Adams also held his post prior to this election.

Biggest concrete development of the meeting, as far as the association was concerned, was the switch in dates between the Bangor and Presque Isle annuals. In the past few weeks members of the group first decided to let Bangor run ahead of Presque Isle, changed their minds and then reverted to the original decision. Dates announced have Bangor going the week of July 28 and Presque Isle August 4. The schedule will facilitate the run of the World of Mirth Shows, which holds the midway at both fairs, into Canada.

Wednesday, first day of the meeting, brought a statement

(Continued on page 65)

Tinty Urges Stadium Ops To Organize

PLAINVILLE, Conn., Dec. 8.—Aiming his remarks at stadium owners and lessees, Joseph E. Tinty, manager of Plainville Stadium, this week urged formation of an association to protect the interests of all concerned in such enterprises.

Tinty was interested in securing the reactions of owners and lessees in this State and in Massachusetts, New York, New Jersey, Rhode Island, New Hampshire, Vermont and Maine to his proposal. He held that since groups were formed for the promotion of sports and amusements, stadium operators should follow suit. Discussions of promotions and activities would be profitable to promoters and performers, according to Tinty.

PHELPS SAYS:

Rides Sales Point to Big '52 Season

LEXINGTON, Mass., Dec. 8.—Because of the number of ride deliveries made since Labor Day and the close of the park season, Dick Phelps, of Overland Amusements, manufacturers of kiddie fire engines here looks for a prosperous 1952 season for fun-spot operators.

Phelps held that the surge in ride orders indicated that park men saw a big season next year and wanted to be certain of new attractions for their spots. Business done at the recent national park association meeting in Chicago underlined this fact, Phelps said.

Conn. Town Sets Stadium

WEST HAVEN, Conn., Dec. 8.—At a recent town meeting here purchase of Exhibition Stadium, light-equipped baseball and football field which can be used for all types of outdoor exhibitions, was authorized for \$75,000, with the money to be raised by a bond issue.

Stadium seats 5,000. It is comparatively new and owned by Maurice Quigley and Harry Noyes, operators of a local independent pro baseball team.

Ben Young Opens Own Booking Office

CHICAGO, Dec. 8.—Ben Young, for many years associated with the Boyle Woolfolk Agency here, has branched out for himself and has opened the Bang Agency at 109 North Dearborn Street. The firm will do a general booking business.

HOW TO WIN FRIENDS OR INFLUENCE ACTS

NEW YORK, Dec. 8.—A new switch in manager-talent relations was reported here this week. Frances Foster, business manager for Johnny Pineapple, named the Hawaiian maestro her beneficiary in a \$25,000 insurance policy covering a recent flight to Chicago.

Anita Goldie, Johnny's better half, whose agenting experience dates back to horse and buggy days, told of the incident to give the lie, she says, to the common belief that the stiletto is unsheathed more often than not in the relationships between artists and representatives.

Johnny, who has been on the road for some time with a package show, opens next month in the Claridge Hotel, Memphis, with a date at the Alpine Village, Cleveland, to follow.

Bronx Rodeo Set For February 22

59 Legion Posts Back Gordon Kibbler Promotion; Hollywood Name Sought

NEW YORK, Dec. 8.—A Hollywood name will be the top attraction of the Bronx County American Legion Rodeo, Stampede and Round-Up, to be offered February 22-March 1 at Kingsbridge Armory in the Bronx.

Announcement came from Gordon Kibbler, who will produce, stage and direct the event. Kibbler, a former bandleader and a rodeo producer the past four years, said that 59 posts of the Bronx County American Legion, encompassing 11,000 members, will be the sponsors.

Tickets will be scaled at \$3, \$2, \$1 and 50 cents for children. Matinees will be offered daily at 4 p.m. to catch after-school moppet trade, and a pony giveaway will be conducted each afternoon. Exceptions to the schedule will be Washington's Birthday and Sunday. Paid matinee will be staged at 2:30 p.m. the former day, and for the latter day arrangements are being made to hold a free show at the same time for crippled children. Because of New York State blue laws a paying show can not be presented Sunday.

Headquarters will be set up at the Concourse Plaza Hotel in the Bronx. About 10,000 extra seats will be installed in the

Armory, bringing capacity to near 15,000. Kibbler said that only 1,000 of that total would be in the \$3 class. Advertising plans include the blanketing of subways in the Bronx with posters. The event will not be televised.

Kibbler has all riders and stock necessary, the latter at a New Jersey farm. From October 6-11 he staged a rodeo at Memorial Stadium, Baltimore, for the Heart Association of Maryland. Last year he produced a rodeo at National Guard Armory, Washington, for the local Variety Club. He is set to produce another event in Washington for seven days starting April 14 at Uline Arena, but auspices have not been selected.

Ticket Sale Opens in N. Y. For Ice Show

NEW YORK, Dec. 8.—Mail order sale of tickets for all performances of the Hollywood Ice Revue, produced by Arthur M. Wirtz, will start Monday (10) at Madison Square Garden, where the show will bow January 17.

Schedule calls for nightly offerings thru January 24 and January 28 thru February 6. Matinees are slated for two week-ends, January 19-20 and February 2-3.

Cast of the icer includes Barbara Ann Scott, Andra McLaughlin, Carol Lynne, Freddie Trenkler, the Bruises, Michael Kirby, John Walsh, Skippy Baxter, George Wagner and Jean and Calvin Cook.

Broward Cancels

FORT LAUDERDALE, Fla., Dec. 8.—Broward County Fair here has been called off for 1952 because of lack of a suitable site. Manager B. E. Lawton said this week. Org. plans to obtain a permanent site and will hold the fair again in 1953.

Mills Signs New Acts; Hypes Promotion Plans

CLEVELAND, Dec. 8.—Performance and advance promotion of Mills Bros' Circus will hit a new high in 1952, it was reported this week by Jack Mills, co-owner.

He stated that there had been no developments in his negotiations for the purchase of Cole Bros' Circus. The talks reached final stages but fell thru during

Iowa State Annual Nets Record 237G

Extended Run, Hiked Admission Rates Push Earnings to New All-Time High

DES MOINES, Dec. 8.—The 1951 edition of the Iowa State Fair, by adding two days to its former eight-day run and boosting admission prices at both gate and grandstand, piled up a record net profit of \$237,130.73, Lloyd Cunningham, secretary, announced this week. This whopping net is \$144,535.34 above 1950 earnings of \$92,595.39.

The new high mark was matched by record attendance at the 10-day event which saw 543,461 pass thru the front gate compared with 455,737 a year earlier.

The record net came out of gross receipts of \$865,373.06, compared with \$622,570.98 in '50. Expenses this year aggregated \$628,242.33 against \$528,985.59 the year previous.

Much of the gain in both attendance and profits was attributed to the extended run, by Cunningham, who pointed out that profits would have been held to \$191,130 under the old eight-day operation. He also said that all crowds were

accommodated comfortably this year while in previous years the fairgrounds had been taxed on several of the large days.

He estimated that from the 1951 profits, about \$75,000 will go to essential maintenance and upkeep of the plant. The remainder will be placed in a fund the fair board is accumulating toward construction of needed buildings and facilities.

A press and radio building and a new stock pavilion are two most pressing needs, Cunningham pointed out.

"Two or three years ago we had plans drawn for a new stock pavilion," he declared, "and preliminary bids totaled nearly \$2,000,000. So that is out of the picture until we can get money to take care of it."

"The press and radio building is badly needed to take care of the continued expansion of press and radio coverage of the fair."

Newspapermen, radio men, farm paper editors, and other correspondents at present are crowded into a corner on the ground floor of the administration building, using facilities far outmoded, compared to those of other major expositions.

"We also anticipate as many as four television stations will want accommodations at the fair within the next several years and facilities of that type are extremely expensive."

Horan Grabs Bangor Event

BANGOR, Me., Dec. 8.—Irish Horan's Lucky Hell Drivers again have been signed to appear at the Bangor Fair, slated for the week of July 28, it was announced this week.

Horan's show will be presented twice on opening day. The thrill show operator attended Wednesday (5) sessions of the annual meeting of the Maine Association of Agricultural Fairs in Augusta, Me., and sought both the Bangor and Presque Isle annuals. However, Horan stayed only Wednesday, and the decision on dates for the fairs was not reached until the following day.

Street Event Starts Slow In Germany

HAMBURG, Germany, Dec. 8.—Annual street carnival, known as the Winter Dome, opened on its usual site in the St. Pauli section here November 17 with a bigger collection of rides, shows and midway attractions than at any time since prewar days.

The Winter Dome is usually a show place for new rides, amusement devices and shows and is visited by ride operators and showmen from many other European countries. Danish talent booker, Kino Stanley, of Copenhagen, was among those looking over the shows opening day.

Probably due to the restrictions on the use of basic materials there are no new big rides or outstanding attractions, but there are plenty of the old favorites, such as Ferris Wheels, Auto Skooters, Octopus and Rotor. There also are numerous rifle galleries of various types, including a new Bazooka range, and several varieties of games of skill and chance.

Newest and most publicized (Continued on page 30)

14 Shows in 10 Days, Kochman Contract For '52 in Atlanta

NEW YORK, Dec. 8.—Jack Kochman's Hell Drivers will again present 14 shows in 10 days at the 1952 Fair-A-Ganza, Atlanta.

Kochman said that his unit's initial contract in 1946 called for only two performances. Showings have been added each year as the result of increased attendance and interest until this year when 14 performances were first scheduled.

The switch of all show equipment from Clifton, N. J., to new winter quarters in Lake Worth, Fla., has been completed. New site was chosen because of its climate which will enable work to continue thruout the winter, Kochman said. Principal office will remain in Paterson, N. J.

A date scheduled for Tampa after the conclusion of the fair season at Columbia, S. C., paid off with a three-quarter house, despite cold weather.

U. S. Firm Threatens Britons With Law Over Rotor Device

NEW YORK, Dec. 8.—Recent announcement in London by Rotor-dormes, Ltd., who claim to be controllers of the Rotor ride, that they would lease four of the devices to spots in the United States was threatened with legal action this week by an official of the American Magnet-Drome Corporation.

The Rotor scored a post-World War II hit in Europe, being basically a centrifugal force device which keeps patrons against the inside wall of an upright barrel structure thru its speed of revolution. Last year the American firm was set up by John Ringling North and Art Concello of the Ringling-Barnum circus, and Harry Dube, who has the program on the show, to import the ride from Europe.

It was renamed the Magnet-Drome in this country, and a rep-

resentative of the corporation said it was the only agency for distribution of the device in the United States. He said their dealings have been with Carl Friese, of Hamburg, Germany, who reportedly controls the ride exclusively.

The British statement had one each of the rides going to locations in Coney Island, San Francisco, Chicago and Long Beach, Calif. Enterprises in each of the cities that were to receive the ride were not named. It was announced that each device would be managed by a Briton, the idea being to gain more cash in the long run thru leasing rather than outright sale.

The Magnet-Drome rep held that such a set-up would be an infringement on his firm's rights and that steps would be taken to prevent such a move.

Out Next Week . . . Another Billboard First . . . See Page 49
The Billboard Auditorium-Arena Number

SPECIAL ARTICLES BY: BOB HOPE • SONJA HEWIE • C. W. VAN LOPIN
NAT (KING) COLE • WALTER A. BROWN • NORMAN GRANZ • H. W. J. BARNET
CHARLES A. MELDRAY • ARTHUR MICHAUD • NATHAN PODOLOFF
ED FURNI • C. A. RITTER • WILLIAM MAAS • WILLIAM COKER
EDWARD J. QUIGLEY • JUSTUS EDWARDS • AXEL H. REED • DAPHNE (DEE) POLI

BULGY, The Whale

A First Attraction with the moppet patrons at Shows or Parks—great or small—the unique comic character of Bulgy, the Whale, has effectively captured the imagination of the Kiddie trade—winning impressive earnings in its field.

Two passenger capacity, sturdy alloy cast cars and simplicity of control assure a high crossing, economical, long life.

Phone, wire or write for additional details about this sensational money winning ride.

Proven BEST by Performance TEST



Salem Oregon

Originators and manufacturers of the Octopus, Rolloplane, Flyoplane, Rockplane, Midge-o-Racer and Bulgy

CLOSE-UPS: BUCKY ALLEN

Versatile Games Op Functions in All Depts.

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

By JIM McHUGH



BUCKY ALLEN

MOST legendary characters have to live their lives out before attaining the fictional accolade. But Bernard (Bucky) Allen, a youthful 45, has met all of the usual qualifications, in addition to fulfilling some special ones, insofar as his innumerable acquaintances in outdoor show business are concerned.

While Bucky's activities are confined to the East, it is safe to assume that he has been heard of, if not from, on the opposite Coast and points in between. The genial, bouncy concession manager of World of Mirth Shows and second-term president of the National Showmen's Association, New York, has made his impact in just a few years. He started out as a taxi driver in his native Boston. Since then he's been on a fast ride with the pace now likened to air travel as opposed to the hackney speed of the past.

Bucky's brother, Chickie, first found his way into outdoor business and later made it possible for Bucky to join him in the op-

eration of bingos or beans as they were known then in Yankee-land. Bucky credits Chickie, who died last season, for any gains he has made, saying that he might still be wheeling a cab thru the streets of Boston if it hadn't been for him. Based on his accomplish-

(Continued on page 57)

AMERICA'S BEST

POSTERS

CARDS-DATES-BANNERS
SHOW-POLITICAL
COMMERCIAL
KLEEN-STICK BUMPERS
FLUORESCENT POSTERS

WRITE FOR FREE RATE BOOK - PRICE LIST

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MASON CITY, IOWA

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The Appointment of

HAROLD EUTAH

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To Serve the
OUTDOOR SHOW
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CHEVROLET

TRUCKS AND CARS
Special Finance Plan for Showmen
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HIT THE DECK

Ideal for Drive-Ins, Parks and other Permanent Locations.

Get your share of 1951 profits with our amazing new boat ride. Ideal for Drive-Ins, Parks and Other Permanent Locations.



SMITH AND SMITH INC.
SPRINGVILLE, NEW YORK

Also Builders of Adult and Kiddie Chairplanes, Ferris Wheels, Kiddie Airplane, Waves, Trailer Mounted Jeep and Fire Engine Rides.

Sweeney-White Ink 15 State Fair Dates

CHICAGO, Dec. 8.—National Speedways, Inc., kicked off its second decade in the auto race field by signing 15 State fair dates during the convention here last week, Al Sweeney, who with Gaylord White, heads the organization, announced.

HAMID GAINS New Support, Clears Quotes

NEW YORK, Dec. 8.—George A. Hamid said this week that he had received numerous pledges of support in resisting the insurance plan of the American Guild of Variety Artists in its present form as a result of his activities at the outdoor meetings in Chicago last week.

Missouri State Fair, Sedalia, topped the group by signing four days for next year, which includes an additional program of stock car sprints over 1951. Nebraska State Fair, Lincoln, was pacted for three days; South Dakota State Fair, Huron, three days, while the Alabama and Louisiana State fairs signed for two days of racing each. Tennessee State Fair will repeat with one day of big car racing.

Northeast Kansas Free Fair, Belleville, signed for four meets, three at the fair and one spring still date. Other repeat business includes contracts with Mower County Fair, Austin, Minn.; Eastern Illinois Fair, Danville, and Manitowoc (Wis.) County Fair.

However, he said he was endeavoring to correct a misstatement in published reports. He said he was incorrectly quoted in saying that he had hired Zucchini, famed human cannonball, as a \$40 a week rigger. What he did say was that Zucchini had hired a Hamid-Morton Circus rigger, who was receiving \$40 a week, to participate in his cannon act. Hamid was then paying the act \$2,500 a week, and he drew the conclusion that the ex-rigger's salary soared with his change in occupation.

Hamid said the purpose of the quotation was to point out the fact that circuses, fairs and others using talent, recognize the risk that performers must sometimes take and that this accounts for the high salaries that thrill acts are likely to demand and receive.

Hamid also said that a statement attributed to him, claiming that he knew of no deaths resulting from the performances of thrill performers, was incorrect.

"In selling, dealing with and presenting acts, George A. Hamid & Son has always leaned over backward to take every precaution to help performers safeguard themselves. That is why I stated in my talk before the International Association of Fairs and Expositions that in 31 years' experience I don't recall one serious accident happening to performers working for or booked thru my firm," Hamid said.

FLOSS OPERATORS . . .

MODEL 120



It's faster . . . better built . . . Concession Model 120 Floss Machine will get you more money per pound of sugar with its variable speed motor. Get the best . . . Concession Model 120. Also complete line of Popcorn Equipment, Corn, Boxes, Oils and Supplies at competitive prices. Write for complete details.

CONCESSION SUPPLY COMPANY
3916 SECOR RD. TOLEDO 11, OHIO

Multiplex Faucet Co. Serving the Trade 46 Years

a 3 1/2¢ Profit on a 5 Cent Sale!

The Multiplex ROOT BEER BARREL

FOUR SIZES: 8 GAL. 17 GAL. 45 GAL. 60 GAL.

Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally large Profit. Capture volume business and profits with the Multiplex.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Other DISPENSERS for COCA-COLA, GRAPE ORANGE, HIRTS, DR. PEPPER, ETC.



STURDY OAK STAINLESS STEEL HOOPS

Manufacturers: MULTIPLEX FAUCET CO. 4325-B Duncan Ave. St. Louis 10, Mo.

Members of the Great Cepler Troupe, high wire, are back from their Hawaiian tour and are headed for their home in San Antonio where they will spend the Christmas holidays.

The TILT-A-WHIRL Ride

Prominently

- ★ Attractable
- ★ Popular
- ★ Profitable
- ★ Enduring
- ★ Practicable
- ★ Modern

SELLNER MFG. CO.
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FOR SALE

New Three-Abreast Merry-Go-Round (last one available); M.T. Train (like new); Kiddie Roller Coaster and complete line of NEW KIDDIE RIDES.

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THINGS ARE POPPING!

VOLTAGE BOOSTER ONLY \$42.50!

Here's a "must" item for floss machine operators (and general concession use) at a new low price! Compact unit, 1800W cap., 110V, 10% & 20% increase. Front panel has voltmeter, pilot light, off and normal switch (no need to disconnect). Write or call

POPPERS SUPPLY CO., Inc., of Phila.
DISTRIBUTORS FOR GOLD MEDAL PRODUCTS; EQUIPMENT AND SUPPLIES ON HAND AT ALL TIMES
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And Supplies for Eastern and Western Type Galleries. Write for Circular.

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NEW LOCATION CLARK MFG. CO.

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Manufacturers of

- ★ TOM THUMB STREAMLINERS
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NEW KIDDIE RIDES!

- PONY & CART RIDE
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- SPEED BOAT RIDE
- AUTO RIDE
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KING AMUSEMENT CO.
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FOR SALE OR RENT!

The Original Famous Motion Picture Horses

Flicker Thunderhead Smokey

ALL THREE HORSES ARE IN EXCELLENT CONDITION

A good trainer will have no difficulty developing their motion picture acting into splendid personal appearance routines.

Excellent profit opportunity touring the horses in conjunction with showings of their motion pictures.

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ONLY RESPONSIBLE PEOPLE NEED APPLY
REFERENCES NECESSARY

GEORGE A. HAMID, SR.,
10 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

New Spot Planned At Decatur, Ill.

DECATUR, Ill., Dec. 8.—Harry Loeb and Art Shields will enter the park business here next season with a picnic grove using rides and hillbilly acts. A 28-acre tract southeast of the city has been acquired and rezoned for park operation.

Loeb said kiddie rides and live ponies would be booked and that three performances by hillbilly acts were planned for each Sunday afternoon.

A GOOD GIFT IDEA



ON PAGE 37

Advertising in the Billboard Since 1904

ROLL OR FOLDED TICKETS

DAY & NIGHT SERVICE
SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 10M, \$10.50 --- ADDITIONAL 10M'S AT SAME ORDER, \$2.50

Above prices for any wording desired. For each change of wording and color add \$1.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.

STOCK ROLL TICKETS
1 ROLL \$1.50
EACH ADDITIONAL ROLL SAME
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WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax With Show Name of Place, Established price, Year and Total. Must be Unconditionally Returned from 1 up to from your Last Machine

Talent Topics

By CHARLIE BYRNES and JIM McHUGH

Royal's Chimpanzees, which played the Baltimore Shrine Circus, were a feature of the "Super Circus" TV network program out of Chicago December 2.

Freddie Valentine has been pinching the past five weeks for his nephew, Billy, whose Flying La Vals closed at the Orrin Davenport Shrine Circus, Kansas City, Mo., November 17. Billy is in the Army and stationed at Aberdeen, Md. Freddie plans to take his troupe out again after New Year's Day.

Joe Beach, of Springfield Mass., recently visited Owen and Johnson. Three Dees, Four Macks and Helene and Howard at Valley Arena Gardens, Holyoke, Mass. At the Court Square Theater Beach visited the Londons, Dusty Fletcher, Trojans, Dawn Brothers, Hart Duo, A. Robbins Jr., Maude Hilton and Marion Lee.

Mr. and Mrs. Crawford Eagle's Van Winkle Marionettes opened at McClure's Department Store, Nashville, November 26 and will remain there until after the Christmas holidays. They report that they are doing five shows daily and that they have attracted overflow crowds since their opening. They go to Washington after January 1.

Bob Fisher, for the past six years with Royal Crown Shows and the last part of the 1951 season with the Johnny T. Tinsley Shows, recently signed with Mabel Reid, owner of Reid's Playland, Jacksonville Beach, Fla., to place his kiddie rides and concessions at the spot for 1952. He'll also be assistant manager of the playland. Next season will mark the first in 35 years that Fisher will not be on the road. He still has his flying act playing outdoor dates, but this unit is under management of Lowell Sherer, of Bloomington, Ill. Bob and his wife will spend the Christmas holidays in Bloomington before returning to Florida for a brief vacation. He assumes his new post February 1.

Margaret Stemmer, member of the Four Riaz aerial act who suffered injuries in a fall last summer with the Circus Schumann in Copenhagen, Denmark, was released from a hospital in that city last week but will remain with friends for a period of convalescence.

Henry Riaz, head of the troupe who was released from the hospital in September, flew over from London to hold a re-

union with Mrs. Stemmer and her husband Gabriel, who was injured less seriously in the accident.

Bonar Colleano, of the wire-walking family plays a straight dramatic part as the lad in "Pool of London," a British-made film melodrama released in New York this week.

Lou and Elsie Christensen, who double in a trapeze and clown act, attended the Chicago outdoor conventions and reported they will play the Kalamazoo, Mich., indoor circus, December 7-8.

Other acts seen around the convention included Miss Luxem, sway pole; Jagueline Teeter, high act; Jimmy Lamont, Jake Disch, Lady Barbara and Col. Frank L. Hiestand, balloonist.

Larry Anderson and George LaSalle left Chicago Tuesday (27) for Christmas shows in Kentucky.

The Tracys closed their fair season recently and joined Patterson Bros.' Circus to play clown numbers indoors.

R. C. Harrison (the Mighty Atom), was still buried alive at the end of November near the Anderson (S. C.) Fairgrounds, according to a report from S. Eldot, his manager. Harrison had been down eight days and was shooting for the 40-day record. Eldot reported that bad weather was cutting the take but that he still hoped to do well. Part of the money goes to the local American Legion's fund for underprivileged children. The local press also

was giving the display publicity.

Following a successful engagement with Polack Bros.' Shrine Circus at Houston, Capt. and Mrs. Albert Spiller, of Spiller's Seals, left for Miami to receive a shipment of penguins. The Spillers will train them in Florida.

Pedro and Durand have re-signed to play 1952 fairs for George A. Hamid & Son.

Dorothy Hustrei, of the Hollywood Skyrockets, was injured while performing on the American Broadcasting Company's "Super Circus" television program in Chicago Sunday (23). Dorothy was getting down from the rigging when she slipped and cut her leg. It took 20 stitches to close the wound.

Will Hill, head of the dog act bearing his name, is va-

(Continued on page 64)

Out in the Open

Anita Ahlroth, executive secretary of Liseberg Amusement Park, Gothenberg, Sweden, stopped over in Copenhagen November 18 en route to Paris for a brief vacation. She will be on the lookout for special features for next season, expected to be a good one because of the Olympic Games at Helsinki, Finland.

Roland S. Gamache, public relations director of Lincoln Park, North Dartmouth, Mass., last week returned from an eight-week business-vacation junket on the West Coast with his family. He advises that they visited several amusement parks, roller rinks and ballrooms en route and found prosperous conditions. The

trip, which Gamache took primarily to obtain new promotional ideas for his park's Easter Sunday, 1952 opening, covered over 11,000 miles and Gamache and family visited San Francisco, Los Angeles, San Diego, Mexico, Reno, Las Vegas, Dallas and Hollywood.

J. S. (Sam) Houston, who has been in almost every branch of show business since he entered it at the age of 16 and who recently celebrated his 82d birthday, has two big museums in operation on the Pike in Long Beach, Calif. His daughter is assisting him, reports A. F. Davey, former billposter and advance man, who also makes his home in Long Beach.

Frank Moore, manager of World's Champion Rodeo, Madison Square Garden, New York, was recuperating rapidly last week following eye surgery at a Gotham hospital. He expects to spend a few weeks at home before returning to work.

New York talent booker Stanley W. Wainon left Wednesday (28) on a business trip to Montreal.

The Billboard received a few coast-to-coast plugs Monday night (26) when a weekly drama show aired via the Columbia Broadcasting System offered "To Please a Lady," a vehicle concerned with auto race drivers and featuring Donna Reed, John Hodiak and Adolphe Menjou.

George H. Lux, of U. S. Printing & Lithographing Company and a familiar figure around the Hotel Sherman during the outdoor conventions, missed the big confab this year. He suffered a heart attack some time ago and is recuperating at his home, 914 West

(Continued on page 64)

Another Billboard First...

Out Next Week!

BIG MONEY IS BEING MADE TODAY
IN THE ARENA-AUDITORIUM BUSINESS!

... It's an important field that will soon become a bonanza for smart performers and profit-minded business men in all facets of show business!

To show you where the best profit opportunities lie in this field—The Billboard has prepared this amazingly useful ARENA-AUDITORIUM SPECIAL—the first of its kind ever published for the amusement industry.

This jumbo special is crammed with articles by top names in the show world, as well as leading auditorium and arena managers. You'll enjoy and profit from articles like these. For example—

- KING COLE tells of his great arena concert tour—
- BOB HOPE gives the humorous side of his arena experiences—
- SONJA HENIE tells how she built a brand-new ice show—
- C. W. VAN LOPIK, Pres. of IAAM, views the future of auds—

Also discussed are SUMMER ARENA MUSICALS—PROFITABLE SMALL CITY ARENA OPERATIONS—ARENAS AS BALLROOMS—ARENA CHRISTMAS PARTIES AND SHOWS and many more valuable subjects!

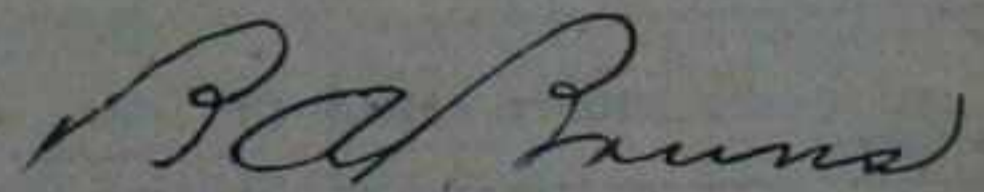
Managers, bookers, performers, public relations men, concessionaires, equipment and construction men and radio-TV execs alike will talk plenty about this issue. They'll read it, use it, depend on it for months to come to help them do business in this rapidly expanding field.

And the ARENA-AUDITORIUM SPECIAL is actually just the start. It's your introduction to The Billboard, the "bible" of the amusement industry. Whether your interest is arenas, fairs, carnivals or circuses—radio, TV, music and records—coin machines—or premium and prize merchandise, you'll find it covered thoroly every week in The Billboard!

Get this interesting, informative, helpful ARENA-AUDITORIUM SPECIAL. It's yours at no extra cost with any of these BIG subscription values!

Check off your subscription choice on coupon below. RUSH it back today. Your subscription begins at once with the BIG ARENA Number, one of the most valuable issues The Billboard has ever put out.

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(DEC. 22)

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All Readings Complete for 1952

Crystal Balls Imported
On hand in these sizes: 2 1/2" 3 inch: 1.9 1.6
4 inch: 4.3 1.6. Write for prices.
Scribe Sheet, 8 1/2x14, 100, 75c; Per M. \$4.00
Gold Fish Pamphlet, 4 Page, 8 1/2x11, 12
Signs, Any Quantity, Each
"WHAT IS WRITTEN IN THE STARS"
Folding Booklet, 12 P., 2 1/2x5. Con-
tains all 12 Analyses. Very well writ-
ten, \$3.00 per 100. Sample... 10c
FORECAST AND ANALYSIS, 10 P. \$4
Fancy Covers, 8 1/2x11 Each 25c
Samples of each of the above items for
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NEW DREAM BOOK

20 Pages, 2 Sets Numbers, Clearing and
Policy, 120 Dreams Bound in Heavy
Gold Paper Covers. Good Quality
Paper, sample.
"HOW TO WIN AT ANY KIND OF SPECU-
LATION," 24 P. Well bound, 8 1/2x11 25c
"PACK OF 75 EGYPTIAN F. T. CARDS."
Answers All Questions, Lucky Num-
bers, etc. 60c
Sight Cards, Illustrated, Pack of 26 15c
Graph Charts, 1x17, Sample \$4. Per M. \$7.50
MENTAL TELEPATHY Booklet of 21 p. 25c
Shipments Made to Your Customers Under
Your Label. No checks accepted C.O.D. 25%
Deposit. Our name or ads do not appear
in any merchandise. Samples postpaid
orders. Orders are P.P. Extra

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Send for Wholesale Prices

the new SUNI-SERV

WRITE FOR FREE CATALOG

GENERAL EQUIPMENT SALES Inc.
824 S. WEST STREET
INDIANAPOLIS 2, INDIANA

Rocks' Spot Eliminates Free Acts

NEW YORK, Dec. 8.—Rockaways' Playland will not use free acts next year and will devote the space formerly used for that purpose to concessions, it was announced this week.

During the past season the park used one aerial act a week, supplied by the Al Martin agency, Boston. While not questioning the quality of the presentations, the management felt that no such act could draw enough business to make it worthwhile. The 1,500 feet of space used for the free acts will hold scales, age and souvenir concessions and a Hi-Striker, among others, next year.

Kiddie Roller Coaster has been purchased from B. A. Schiff, Florida, and soon will be delivered to the park. The park also intends to buy a new ABT shooting gallery.

With the weather unseasonably mild last week-end, business was excellent at the park. Sunday play started big at 11 a.m. and lasted until the 7 p.m. closing. Rockaways looks for added business next year to be supplied by residents of a 1,700-unit housing development going up about three miles from the park.

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Winter Fairs

- ARIZONA**
Mesa—Maricopa Co. Fair, March 1-9, Marcel Delporte, 3111 N. 10th St., Phoenix.
- CALIFORNIA**
Imperial—California Mid-Winter Fair, Feb. 21-March 2, D. V. Stewart.
Indio—Riverside Co. Fair & National Date Festival, Feb. 19-24, R. M. C. Pullen-wider.
San Bernardino—National Orange Show, March 6-16, H. Z. Smith.
- FLORIDA**
Dade City—Pasco Co. Fair Assn., Jan. 24-28, J. F. Higgins.
Daytona Beach—Hallifax Fair, First week in March, Turner Scott.
DeFray Beach—Gladstone Fair, Feb. 18-23, R. C. Lawson.
Kustis—Fla. Sportsmen's Expo-Lake Co. Fair, March 17-23, Karl Lehmann, Tavares.
Fort Myers—Southwest Fla. Fair, Feb. 4-9, Jack D. Hughes.
Inverness—Citrus Co. Fair Assn., Jan. 15-19, Quentin Medlin.
Largo—Pinellas Co. Fair, Feb. 19-23, J. H. Logan.
Orlando—Central Fla. Expo, Feb. 25-March 1, Crawford T. Blackford.
Palmetto—Manatee Co. Fair, Jan. 29-Feb. 2, Ed L. Ayers.
Plant City—Florida Strawberry Festival, Feb. 25-March 1, G. B. Patten.
Punta Gorda—Charlotte Co. Fair, Jan. 14-19, Harry Jack.
Sarasota—Sarasota Co. Agri. Fair Assn., Jan. 21-26, George W. Potter.
Tampa—Florida State Fair & Gasparilla Assn., Feb. 5-16, P. T. Strieder.
Winter Haven—Florida Citrus Expo, Feb. 12-18, Norman V. Huff.
- LOUISIANA**
Lafayette—South La. Mid-Winter Fair, Jan. 10-13, T. J. Arceneaux.
Saint Francisville—West Feliciana Fair Assn., Feb. 21-23, C. L. Flowers.
- TEXAS**
Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 25-Feb. 1, Raymond Buck.
Houston—Houston Fat Stock Show, Jan. 30-Feb. 10, Herman Engel.
San Antonio—Livestock Expo, Feb. 16-24, James P. Grote.

Copenhagen Mulls Help For Tivoli

COPENHAGEN, Denmark, Dec. 8.—Construction of a 2,000-seat concert hall in Tivoli Park here remains undecided. Management announced recently that an architect's estimate of the cost of such a project was \$1,450,000. Sum was considerably above what Tivoli cared to invest and a tentative decision has been made to erect a much smaller hall.

City officials, however, informed Tivoli's directors that they were opposed to the change in plans. They requested a delay in making a final decision while studying the possibility of lending assistance thru dipping into city funds. It was announced last week that there would be a further delay to check further on the legal aspects of such a move.

City wants the park to erect a large hall on a corner of the spot across from the local central post office. The hall would have entrances from the street as well as from inside the park. Some of the shows and concessions now occupying the site selected for the building also would be housed in the structure.

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Nelson Rides' Results Mixed

NEW YORK, Dec. 8.—Arthur Nelson, ride maker and kiddie park operator with headquarters here, reported last week that several of his devices placed in a Hempstead, Long Island, department store recently were doing excellent business but receipts at his kid spot in Garden City Park, Long Island, were down.

With the Christmas shopping rush gaining momentum, Nelson said his store rides have been getting a fast play in their toy section location. However, his park, Kiddie Haven, open for business on week-ends and holidays, has taken a beating from the elements.

His best grosser at both locations remains a Locomotive ride. He said that sales of the device would be pushed heavily next year.

Manager Named At Oceanside

OCEANSIDE, Calif., Dec. 8.—Monroe Eisenman, veteran agent, has been named manager of the Beach Amusement Company here by Harry Gordon, owner.

Gordon also operates zones in San Diego.

Eisenman said that plans are already under way to expand the midway area. At present there are five rides and 12 concessions.

The new manager was formerly general agent for the Martin Arthur Imperial Exposition for two years and for the season prior to that was with West Coast Shows.

Street Event

Continued from page 47

show is "Nicki, the Ice Girl." This is similar to the show playing the New York 1939-'40 World's Fair, in which a scanty-garbed fem is sealed between two cakes of ice until she, or the spectators, turn blue. Show is given big ballyhoo with claims that Nicki breaks all records in the goose-pimple marathon. There also are the usual Midget, Freak, Animal and Girl shows, as well as eat and drink stands, palmistry booths and souvenir vendors.

Lag in attendance over the opening week-end resulted in a slash of the admission price to the lot, which was one Mark (20 cents), to half price the following days. Fireworks are presented nightly to hold the crowds. Dome runs about three weeks.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Dion, Ted; Park, La.
General Am.; Shiner, Tex.
Haywood; Zwolle, La.
Orange State; Little River, Fla.
Page Bros.; Meridian, Miss., thru Dec. 29.
Playland; Rayne, La.
Tassell, Barney; Venice, Fla.
Terry Am. Co.; Sanford, Fla.

Circus Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Gould, Jay; Carlinville, Ill., 11; Cuba, Mo., 12; Poloski 13; Farmington 14; Fulton 15.
Ringling Bros. and Barnum & Bailey
Havana, Cuba, Dec. 14-Jan. 4.

Misc. Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Henle, Sonja, Ice Revue (State Fair Park) Dallas, Tex., 10-23.
Ice Polities of 1951 (Sports Arena) Hershey, Pa., 10-15.
Miller's, Irvin C., Brown-Skin Models (Lincoln) Winston-Salem, N. C., 12; (Gem) High Point 13; (Regal) Durham 14; (Carolina) Sanford 15; (Palace) Greensboro 16; (Dunbar School) Spencer 17.
Skating Vanities of 1951 (Parade) Wichita, Kan., 10-18; (Cincinnati Garden) Cincinnati, O., 20-23.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These cards complete with Calling Numbers, Tally Cards, 25 cards, \$2.50; 50 Cards, \$4.50; 100 cards, \$8.50. All cards from 100 to 3000 @ \$5 per 100. Calling Numbers, 75; Wood Cutting Numbers, 21; Printed Tally Card, 15; Colored Heavy Cards, 23, same weight as #1; Green, Red, Yellow @ \$4 per 100. **DUPLICATE CARDS**, No. 1 Size, 5 1/2 x 7 1/2, \$4.50 ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 300 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 2,000, size 5x7, per 100, \$1.25. In sets of 1,000, \$1 per 100. Calling Markers extra, 75c.

Set Numbered Ping Pong Balls \$12.00
Replacements, Numbered Balls, ea. 300 Jack Pot Signs (strips of 7 numbers), Per 1,000 1.25
Middleweight Cards, 5 1/2 x 7 1/2; White, Green, Red, Salmon, Yellow, Per 100 2.50
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4 1/2 x 5 1.50
Plastic Markers, Red or Green, round or square, 3/4" diameter, 30 sealed-edge, Green only, M 2.50
Smaller Size, 3/4" diam. Red or Green Plastic, M 1.50
Adv. Display Posters, size 2 1/2 x 3 1/2. Ea. Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 2-piece layout for 15.00
Thin, Transparent Plastic Markers, Brown, 3/4" inch, Per M 1.00
Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M 2.25
Round white M. J. Cardboard Markers, 2 sizes; 1/4 inch diam., 1800 to 10; larger size, 3/4 diam., 1000 to 10; Either size, 10 45
Airtite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90#. Send for illustrated circular. For All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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Chicago's Big Tent House Since 1870

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We also handle Snow Supplies.
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GIVE TO THE RUNYON CANCER FUND

FIRST TRY PAYS OFF

Whalom Take Soars 25% Under New Exec

FITCHBURG, Mass., Dec. 8.—With a sizeable upsurge in business averaging perhaps as much as 25 per cent, Jim O'Malley can look back on the 1951 season and his first term as manager of Whalom Park with considerable satisfaction.

The pre-opening outlook was not too bright and O'Malley, who was making his debut in the business by starting from the top, had lots to learn, he says. He got the post when Prexy Henry Bowen

dropped him into the top slot after Harold Gilmore, who had long managed the funspot, resigned. Previously, he was wholly occupied with public relations chores for Bowen's Fitchburg & Leominster Street Railway.

The experience in glad-handing apparently paid off, for O'Malley says he got wonderful co-operation from park personnel and concessionaires from the start. It was only with the help of everyone concerned that the park clicked the way it did, he says.

Outings Soar

Promotionally minded, O'Malley began sprucing up the ramshackle office so that he could entertain chairmen of picnic committees. The park's outing business soared during the past year and it is the increased business in this department that accounted for the big gains.

One picnic from the Boston Navy Yard was wooed away from the seashore spots which surround the naval center. Attendance for this one event ran around 14,000, making it one of the biggest singles events ever staged at the funspot.

Holding that the outing potential has only been scratched, O'Malley said an early start would be made on cementing bookings for 1952. This year's promotional endeavors were crowding the solicited events, and with more time to work, it is logical to assume that this field can be expanded considerably, he said.

Revived this year was the use of special free attractions which easily proved their worth, altho weather hurt many scheduled events. Band concerts, considered corny in many quarters, proved their worth.

Grosses on several units were boosted after careful analysis of operational procedure. Only the ballroom failed to show a gain, but this was in keeping with the experiences of other operators in the State, it was said.

Plans are under way to expand the Kiddieland area. Mopet units have proved popular here, as elsewhere, with no indication of diminishing returns.

Houston Wreck Fatal to Ride Concessionaire

HOUSTON, Dec. 8.—Nathan Lambert, co-owner of kiddie rides and the arcade at Playland Park here, was fatally injured, and his brother, Charles, was bruised in an automobile accident south of here Tuesday (4).

The operators were en route to Galveston, where they were to discuss a contract for installing rides at Stewart Beach. Nathan Lambert died in a hospital. Charles Lambert was treated and released from the hospital.

Holiday Hypos N. Y. Fairyland

NEW YORK, Dec. 8.—Open on week-ends and for holidays, Fairyland Park, mopet spot here, did fairly good business during November. Manager Al McKee reported this week.

Cold weather nipped the take slightly on week-ends, with the exception of the four days between Thanksgiving Day (22) and Sunday (25) when crowds turned out despite the elements. McKee said that election day, November 6, also drew well.

Building now under construction which will house an Arcade should be ready in about a month. It adjoins the park refreshment structure. Layout of the miniature train also may be revamped to utilize some of the parking lot at Fairyland.

Little Rock Work Starts

LITTLE ROCK, Dec. 8.—Considerable work is being done at Fair Park here in preparation for next season, according to Robert White. T. A. Fuzzell entertained employees at a Thanksgiving dinner.

NAAPPB BOARD VOTES DEC. 18 ON HUEDEPOHL

NEW YORK, Dec. 8.—Directors of the National Association of Amusement Parks, Pools and Beaches will meet at 1 p.m. December 18 at the Hotel New Yorker to act on the resignation submitted by Paul H. Huedepohl, secretary.

The special session was called by Edward J. Carroll, NAAPPB president, this week. The announcement was made following a special meeting of the NAAPPB executive committee in Chicago after the park organization's annual convention last week.

Huedepohl submitted his resignation Tuesday (27) at a directors meeting. At an executive committee meeting, Thursday (29), he withdrew it, and it was learned at that time that the directors had not voted specifically on the resignation. Executive committee members declined to make the decision and the call for the coming directors' meeting resulted.

Happyland Gets Week-End \$\$

BETHPAGE, Long Island, N. Y., Dec. 8.—Big business on week-ends was the report from Nunley's Happyland here, kiddie park with all but a few of its rides under one roof.

Manager Lou Licari said that the take has been climbing steadily since the Columbus Day opening of the spot. The four-day period from Thanksgiving Day to last Sunday (25) proved especially profitable, he said. All rides went at capacity.

A kiddie Roller Coaster also capable of handling adults recently installed outside the ride building has shown strong drawing power. The device is 76 feet long and 35 feet wide and was supplied by B. A. Schiff, Florida. A Ferris Wheel scheduled for delivery to the park several weeks ago still has not arrived, Licari said. It also will be set up outside.

New Cuban Funspot Sets December Bow

HAVANA, Dec. 8.—A new major park representing an investment of several hundred thousand dollars is to open here late this month. The funspot, the first of its kind in the area, is located on the shore at Mariano, an adjacent city of about 600,000. Area population is estimated at better than 2,000,000.

Park is being constructed on property owned by Dr. Carlos Miguel Cespedes, who also owns an adjacent bathing pavilion. W. E. Beecher, Miami concessionaire, and Vincent Nadaree, ex-jockey, are key figures in the operational set-up. Also interested are Carlos Snerez, Dr. Cortina, Dr. Cruz and Mayor Orve of Mariano.

Herb Schmeck, of the Philadelphia Toboggan Company, acted as building consultant. The funspot, which will be able to operate every day in the year because of the warm climate, has 900 feet of covered walks fronting concession and ride presentations.

150G Coaster

Principal unit is a new Roller Coaster constructed at an estimated cost of \$150,000. In addition there is a Lusse Bros. Scooter, representing an estimated investment of about \$30,000, and a 16-unit B. A. Schiff U-Drive-It Boat set-up. Schiff is also installing a Kiddieland. It is also reported that a number of rides have been secured thru W. C. Kaus, North Carolina carnival operator.

Thompson Framing Sheboygan Kidspot

SHEBOYGAN, Wis., Dec. 8.—George Thompson, former bull man with the John Robinson Military Elephants, is making plans to open a Kiddieland in a public park here next April. He will begin operations with an Ottaway Steam Train, Allan Hershell Boat and Auto rides, Little Dipper, a Merry-Go-Round and six ponies. His wife will assist him.

He was in Chicago during the outdoor conventions looking over equipment and from there hopped to Cincinnati on business and to visit John Robinson IV and other acquaintances.

Ad Man Describes Campaign Mapped for Chi's Riverview

CHICAGO, Dec. 8.—Park advertising should have a consistent impact all season and should follow a close study of what people make up the funspot's patronage, according to H. E. Christiansen, of the Christiansen Advertising Agency, Chicago.

He spoke at the National Association of Amusement Parks, Pools and Beaches convention here about his work for Riverview Park, Chicago.

Christiansen said his budget at Riverview amounted to 11 cents per capita in 1951 and will be aimed at 10 cents per person in 1952. Business, he said, was up 10 per cent this season and, while there was no way to tell how much of the increase resulted from advertising, there was evidence that the campaign paid.

Park Needs Differ

He noted that markets are never static and advised parkmen to keep advertising campaigns going even after an initial success has been scored. Christiansen said that the proper campaign for a park would vary from spot to spot.

At Riverview his firm found in a survey that patronage came from all economic and age groups and from Chicago, Cook County and 469 other Illinois towns. In addition to surveying people at the park, the company went to residential areas to ask people whether they went to Riverview.

The resulting campaign began just before the Riverview opening and continued thru the final day of the season. Between May 12 and September 9, they used 344 ads in Chicago papers. Twenty-eight spot announcements per week were scheduled on WIND, independent Chicago radio station, chosen because it covers the

market area and because more expensive and wider coverage of network stations was not believed to be necessary.

In addition, there were seven television spot announcements weekly. These were one-minute and 20-second films. He said that while television is costly it also is important. Riverview bought spot time near children's programs on the theory that some potential Riverview customers are not yet old enough to read but do watch TV. Samples of radio and TV spots were played at the session.

Four changes of design in Riverview's 24-sheets were used in the season and similar designs were used on transit ads, Christiansen said.

West View Adds Mini Golf Course

PITTSBURGH, Dec. 8.—Installation of an 18-hole miniature golf course at West View Park here is expected to be completed prior to opening of the 1952 season, Alan F. Leonard said this week.

The Holmes-Cook Company is laying out the course on a hillside between the park's midway and Danceland. It will feature replicas of historic spots at each hole.

Fire Damages Casino Park

VIRGINIA BEACH, Va., Dec. 8.—Casino Park, an ocean-front landmark, was damaged by fire the night of December 2. Two firemen were overcome by smoke and were treated at the Virginia Beach Hospital.

Damage was estimated at more than \$20,000, most of it at the Virginia Beach Service Club, a part of the Casino building.

Firemen had to force entry to the structure, which had been boarded up for the winter.

STERLING GETS PUBSERV NODS

MOOSIC, Pa., Dec. 8.—Ben Sterling Jr., owner of Rocky Glenn Park here and who, with his wife, Mae, has operated the funspot for the past 27 years, is the proud holder of two citations in form of certificates from General of the Army Omar N. Bradley and the American Legion Department of Pennsylvania for his public and patriotic service activities.

For more than a year, Sterling has been mailing a four-page letter news letter each week to 118 servicemen from Moosic concerning happenings around the park, in the home town and about their friends. Some of the men have been employed at the park by Sterling.

An excerpt from General Bradley's citation reads: "Your weekly news letter to the servicemen from Moosic is indeed a fine and patriotic service." The Legion certificate was awarded to Sterling "in recognition of distinguished service rendered Williams Post No. 604, of Moosic, Pa."

Principal concession unit is a 300-seat bingo which will be operated by Ben Weiss. Unit will be located in a permanent structure, located close to the main entrance, erected at a cost of about \$25,000.

Before plotting the funspot execs visited some 22 amusement areas in the United States.

Asbury Again Picked for '52 Mrs. America

ASBURY PARK, N. J., Dec. 8.—This city has picked up its option for the fifth straight year to play host to the finals of the Mrs. America contest, it was announced last week by Mayor George A. Smock II. The 14th annual finals will be staged at Convention Hall here during September, 1952.

Preliminary eliminations again will be held thruout the country during spring and summer, with local finalists eligible for the Mrs. America title. Current titleholder, a New York housewife, now is touring department stores, home shows and women's groups.

A. C. Shoots For Bigger Interim Take

ATLANTIC CITY, Dec. 8.—Boardwalk Association here has launched a drive to attract off-season business, with the plan set to give visitors more for their money in the way of events, hotel rates and food.

Drive was backed by A. L. Roth, who said that many persons come here to spend a week only to leave after a few days due to boredom. Carnivals, dog shows and Convention Hall events were cited as possible attractions to hold visitors.

Heated debates took place among association members as to whether hotel rates should be lowered. One member suggested lower rates and the advertising of them. Opposition came from beach-front hotelmen, who said that rates are low enough now. One plan mentioned would give three-day hotel guests a fourth day free.

SKEE-BALL

Reg. U. S. Pat. Office

America's Favorite Skill Game

for

Parks, Resorts or Location. Capacity 80 Games Per Hour. 5c or 10c coin slots optional.

STUNTS

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Write for Information

PHILADELPHIA TOBOGGAN CO. 130 E. Duval St., Phila. 44, Pa.

FOR SALE-KIDDELAND

in San Jose, Calif. 32-foot Merry-Go-Round, cost \$8500; car ride, \$2295; Rocket Ride, \$1785; Boat Ride, \$2000; Trolley Car, \$1585; Building and five Amusement Games, \$2200; Births Room and Tables, \$550; Chain Link Fence, \$6175; \$550; four poles, overhead lights, all wiring underground, \$1200; improvements on grounds, \$1200. Total cost \$25,475. Have three and one-half year lease. All rides practically new. Will sell at a great sacrifice for the low sum of \$15,000. Write STEPHEN SPARCINO, 920 North 2nd Street, San Jose, Calif.

High Quality KIDDIE RIDES

ROTO WHIP—SPED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY—GLAMOUR—SHOWMANSHIP

GET A REVOLVING HOLLYWOOD SPOTS-LITE

IT'S NOT A CRYSTAL BALL NO MIRRORS TO BREAK WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY, MODERN SHOWMANSHIP, LIGHTING EFFECTS AND SOUND EFFECTS. ITS DIFFERENT. IT SIMULATES MORE SIGHTS AND FEELS FOR FEELS IN BALLROOMS, STATION RINKS, CLUBS, TAVERN KARS, AMUSEMENT PARKS, HOTELS, RESORTS.

Write for Complete Free Details

HOLLYWOOD SPOTS-LITE Co. Dept. 8, 3612 No. 16th St., Omaha, Nebraska

ANY SIZE  ANY CAPACITY

MINIATURE TRAIN CO. RENSSELAER, INDIANA

MINIATURE GOLF designed and built by us will mean stepped-up profits for any alert park owner during the big season ahead. Attractive, scientific, exclusive in your area. Great for resort hotels, mobile. Write for literature.

HOLMES COOK CO. 25 Pearl St., New London, Conn.

CIRCUSES

Ringling Business Pars All-Time Peak; Cuban Unit Framed

Big Crew Works on Train, Barn; Lion Act Arrives From Germany

SARASOTA, Fla., Dec. 8.—Ringling Bros. and Barnum & Bailey Circus this season played to business "at least as good" as any the show has ever had. The bang-up season is being compared to the peak 1948 by Ringling executives familiar with the grosses, and they say 1951 may have edged ahead of that banner year.

Biggest day of the season was Amarillo, Tex., September 26 where advance sales scored three turnaways. The Saturday (May 26) in Philadelphia brought a larger gross, but city taxes brought the show's share down to less than at the Amarillo stand.

Business was consistently good except in several California towns and it was abnormally strong in the Northwest, Southwest and South. The Chicago run showed a profit for the first time in several years.

Cat Act to Debut

In quarters now the show is readying its Cuban unit for opening in Havana on December 16. A new wild animal act imported from Germany will make its Ringling debut during the Havana run. It includes three lions and seven lionesses. Rehearsals at quarters were hampered by one lioness which objected to being parted from its two new cubs.

Emmett Kelly has arrived here and will make the Cuban show. Eugene (Arky) Scott will take the center-ring eight-elephant act to

Holland Unit Mixes Wild West, Water Ballet With Circus

ROTTERDAM, Dec. 8.—Karel Strassburger is presenting his circus here in a large indoor arena for a winter season, with a varied program of acts, a Wild West show and a water ballet. Circus band is fronted by Wessel Brouwer.

Circus half of the bill features the Strassburger Liberty horses, presented by Elly and Karel Strassburger, and the high school horses, ridden by Regina Strassburger. Other animal numbers include a group of lions and tigers; Oscar Fischer's (3) dancing elephants, presented by Margarite Fischer, and a novel mixed group of camels, llamas, zebras and guanacos.

Circus acts in the first half are the Gutis, the parody gorilla act seen with the Ringling-Barnum circus for two seasons; Jeanette and Groot, aerial; Three Brux, musical clowns; Dubsky, comedy auto; Three Iwan Bratuchin, Cossack riders; Chevalier, equilibrist, and the Arthur Klein Family, bareback riders.

Acts appearing in the Wild West portion of the show are the Five Colorados, Western riding and comedy; Two Dakotas, perch act, and the Mexican Bobby duo, comedy horse. Bob Kion Troupe (4) present their high-wire number while the ring is set for the water spec, "A Night in Venice," featuring a flame dance by Regina Selim and an elaborate water ballet.

Sun Produces Ashland Show

ASHLAND, Ky., Dec. 8.—Indoor circus sponsored by the Shrine here (29-1) was produced by the Gus Sun office and included "Clarabelle," clown from the "Howdy Doody" television show.

Program was under direction of Buck Steele and included the Hubler Brothers, trampoline; Steele's high school horse; Bert Dearo, wire; Glen Martin and Company, horizontal bars; Corrine Dearo, cloud swing; Eva May Lewis, traps; Frank Charron, clown bull fight; Camille's Dogs; Pinto, Hollywood movie horse; and the Adaros Troupe, acro and juggling.

Clowns included JoJo Lewis, Larry Anderson and George LaSalle. Scott Henry had the band.

the island. Staffers who will go to Cuba include Theo Forstall, treasurer; Bill Fields, press agent, and Leon Pickett, contracting agent. Fields and Pickett already are in Havana. Acts will go to Cuba by plane as in the past and equipment will be taken by boat. This will be the third Christmas season appearance of the Ringling unit in Havana.

An unusually large winter quarters crew of 271 men is on the pay roll. This compares with about 250 men last year. Much work is being done on the railroad cars by trainmaster Paul McLane's crew. Paint crews also are busy and a number of men are building a new floor in the cat barn.

Extra Day Puts Macon Shrine Gross Up 30%

MACON, Ga., Dec. 1.—Receipts of 17th annual Shrine Circus here topped all previous records, W. J. Bailey, chairman of circus committee, announced this week. While final figures have not been tabulated, Bailey estimated the gross at about 30 per cent over last year, but pointed out this year's run was for six nights as against five last year.

Only one matinee performance was given and at the last minute it was switched from the traditional Thanksgiving Day to Wednesday (21) so as not to conflict with a local charity football game. More than 1,000 children were entertained at the matinee.

Last three nights, Macon auditorium was crowded to capacity. Starting on Tuesday night, all reserved seats were sold fully 30 minutes ahead of show starting time.

On Wednesday, Felix Morales lost his balance while doing headslide from wire guyed to balcony, but he managed to catch wire with his gloved hands and escaped serious injury. Despite bruises, he worked remainder of week.

Preliminary reports indicate net for the Macon temple will exceed \$15,000.

"CIRCUS CITY" ACTIVITIES

Show People Converge On Peru; Cole WQ Busy

PERU, Ind., Dec. 8.—Once in the doldrums so far as show business was concerned, this "circus city" has regained some of its former status. Activity at the Cole Bros.' Circus quarters is a surprise. Much painting is going on, and the new cookhouse, recently completed, has been put into use. Training is going on daily in the ring barns.

Phil Vorthen is in charge of the quarters office. General Manager Frank Orman has taken up residence in the house at quarters and keeps things moving at a brisk pace. General Agent James Gephart headquarters at a local hotel but spends much time at quarters each day.

Laughing George Davis, after closing with the Clyde Beatty Circus, came on to take charge of the new white and chrome kitchen and has three assistants. P. J. Jones puts the elephants thru their paces daily while Capt. John Smith and Alabama Campbell have the Liberty horses in midseason form. All new elephant and Liberty horse trappings have been completed and the animals will make a splendid appearance on winter shows.

With Ice Show

Superintendent Joe Kuta and his crew have completed new

RB REHEARSES BLONDE BALLET

SARASOTA, Fla., Dec. 8.—Cubans prefer blondes, in the opinion of Ringling-Barnum circus execs. So for the upcoming Havana engagement, Aerial Director Antoinette Concello has selected a lineup of the tallest, blondest ballet girls available. Several capable—but petite and brunette—show girls are being left at home this time.

HUGO NOTES

KM Animals Back in WQ After Dates

HUGO, Okla., Dec. 8.—Elephants, horses, ponies and hippo of the Al G. Kelly & Miller Bros.' Circus have returned here after making the Houston and Fort Worth Shrine dates. The hippo proved a novelty at both stands.

Cole & Walters Circus is in quarters at the Choctaw County Fairgrounds again and the bulls are in the Kelly-Miller barn. Bob Stevens' show also is here. Stevens' trained camel was injured when it jumped out of a truck.

The new home being built for the Kelly Miller family includes a shooting range in the basement. Several new trucks for the Kelly-Miller show are parked at quarters. A movie of the 1938 Cole Bros.' Circus was shown at a recent meeting of the Hugo Showmen's Club.

Dick Scatterday is said to be buying a baby elephant to use in connection with an advertising account for Kelly-Miller. K-M execs have discussed elephant deals with Biller Bros. and Beers-Barnes recently.

San Antonio Base Has Fox Circus

SAN ANTONIO, Dec. 8.—Benny and Betty Fox opened their Star Spangled Circus at Randolph Air Force Base Wednesday (5) for a 14-performance schedule ending Tuesday (11). Seats have been erected for 2,500 persons in a hangar at the base.

Both military and civilians are being urged to attend. Proceeds go to the Air Base, and tickets are \$1 for adults and 60 cents for children. Concessions are being handled by Berns and Berns Enterprises. The Fox high-pole act is being featured.

Polack Gross Up; Offsets Cost Hike

Western Unit Closes Season Sunday; Promotion Starts for '52 Stands

CHARLESTON, W. Va., Dec. 8.—Western unit of Polack Bros.' Circus will close its season here Sunday (9), with the books showing a highly successful season. Louis Stern, managing director, said higher operating costs were offset by this year's hefty grosses. Increased takes were the rule all along the route.

As usual, the show's main stronghold was the West Coast. Half of the tour was devoted to California and the Pacific Northwest, and some of the biggest dates and best business were in that section. Prosperity was pretty consistent thruout the year.

Opening in Hammond, Ind., January 22, the season spanned 46 weeks and embraced 43 cities in 13 States and one province of Canada. Longest move was from Indianapolis to Santa Rosa, Calif., and shortest was between Oakland and San Francisco. Longest engagement was of 18 days' duration in Chicago and shortest was a single performance at the Rose Bowl July 4 celebration in Pasadena, Calif.

Runs of 11 days were played at Sacramento, Oakland, San Francisco and Vancouver, B. C.; 10 days at Cincinnati and Indianapolis, and seven days at Hammond and Fort Wayne, Ind.; Louisville; Stockton, Calif.; Los Angeles and San Jose, Calif.; Seattle, Denver, San Antonio, and Charleston, W. Va.

Dates shorter than a week were: Six days, Springfield, Ill., and Youngstown, O.; five days, Fresno, Calif.; four days, Chanute Air Force Base, Ill.; Reno; Eureka, Calif.; Harlingen, Tex.; Little Rock and Oklahoma City; three days, Bakersfield and Santa Cruz, Calif.; Kennewick, Wash., and Klamath Falls, Ore.; two days, Santa Rosa, Tulare, Santa Barbara, Ventura, Merced, Vallejo, Chico, Watsonville, Modesto and Salinas, Calif.; Roseburg, Ore., and Enid, Okla.

Three New Dates

Vallejo was in the route for the first time in several years, and new dates were Roseburg, Enid and Youngstown. With the exception of Pasadena, Chanute Air Force Base and Fresno for the Scouts, all dates had Shrine sponsorship.

Paced by the best opening night in the five years Polack has been playing Charleston, excellent busi-

ness was registered here. Show came here from Youngstown, where it was beset with stormy weather and the worst building accommodations of the season. Jack Joyce's camels and Ostermaier's horses rode an elevator to get to the second-story Stambaugh Auditorium, and Packs' elephants went up the staircase, all of these animals making their entrance down an aisle from the front of the house. It was necessary to eliminate Ernie Wiswell's Funny Ford and the Nine Ward-Bell Flyers from the program.

Following the close of the Polack Eastern Unit in Baltimore, Mrs. I. J. Polack and Mr. and Mrs. A. E. Howell joined the Western unit and Sam T. Polack came on in Charleston. Stern will spend a few days next week at the Polack office in Chicago, then spend the holidays in New York and make a trip to California before the start of the 1952 tour.

Promotional activities are already under way in the initial stands of the new season, with Henry F. Barrett in Flint, Mich., where the Western Unit will open January 13; Sam Ward in Fort Wayne, Ind.; Joe O'Donnell in Hammond, Ind., and Mickey Blue in Chicago. Jimmy Rison will go from Charleston to Louisville, his first '52 date, having been preceded by E. H. (Dixie) Hebert and Art Hansen, of his staff, who will remain there until they begin work on dates of their own. Cincinnati again will be the season's first date for George W. Westerman, now at his home in Denver for the holidays.

Gil Gray Unit Tabs Fair Biz At Shreveport

SHREVEPORT, La., Dec. 8.—Disappointing crowds turned out for the Shrine Circus produced by Gil Gray here November 29-December 5, but program promotion kept the show in the black. Thirteen performances were given at Municipal Auditorium. Show ran three hours.

Program included Dolly Jacobs' elephants; Malko Troupe, flying return; St. Leon Troupe, teeterboard; Mel Hall, unicycle; Two Jacks, tight wire; Hazel King, Liberty horses; Eddie Dullum, clown, and Jack Bell, band.

The show moves on eight semi-trailers. Local circus chairman was Curtis Evans. A large crowd turned out for a parade which included Shrine and circus units.

Circus Corp. Signs Omaha K. of C. Show

OMAHA, Dec. 8.—The Circus Corporation, operated by Charles Jacobsen and Al Kayda, has signed to produce the first annual variety show here for the Knights of Columbus Boys' Town Council. Show will be billed as the Revue of 1952 and is scheduled for January 11 at the City Auditorium. Telephone campaign is underway.

A portion of the show will be televised in connection with a plug for U. S. Treasury bonds. Jacobsen said that TV is new in Omaha and that many persons are expected to want to be on hand to see the actual televising.

Program will include Vic Hyde, one-man band; Jack Ross and his ten-man band; the Morenos, knockabout and trampoline; Nicki Fiori, vocalist; the Ottos, magic and juggling; Jim Brunson, street and come-in clowning, and unicycle and animals acts yet to be signed. Promotion is being handled by Cyril Pheby.

RB Program To Include Cat Act in 1952

NEW YORK, Dec. 8.—Ringling-Barnum circus will have a jungle animal act next season for the first time in several years. John Ringling North, circus prexy, has bought the Konyot lion act and retained the trainer of that name to handle the beasts.

North caught the act in Frankfurt where it was appearing with a German circus. Last cage act featuring jungle beasts was presented by Damoo Dhotre. For the past several seasons caged mixed bear acts have been featured.

L. Kyes Unit Indiana Click

PERU, Ind., Dec. 8.—The Great American Circus, produced by Lyman J. Kyes, closed a 10-day route of Indiana towns recently. The show played to good business under auspices of the Elks' Club cancer committee.

The program included the Kriel Troupe, trampoline and rolling globe; Higgins, Hayes and O'Day, cyclists; Walter Jennier and his seal, Buddy; Miss Aerialta (Jennier), aerial; the Lehmbek Family, balancing; Violetta Rooks, traps; Tom and Betty Waters, high perch; Jean Kriel, contortion, and Grover O'Day, Two Kriels, Danny Daye and Joe Ruver, clowns.

Danny Styron, clown with King Bros. Circus, recently spent a week with Billy Winters in Tampa. They were with the Pawnee Bros. Circus until July 1. Danny, who went to Tavernier, Fla., will return to Tampa to build new props.

Al (Alberto) Warner, former contortionist, recalls his days with Barnum & Bailey, Forepaugh Sells, Christy, the Parker carnival and Beach & Bowers minstrel show in a yarn published recently by The Cedar Rapids, Ia., Gazette. Warner now is a sign painter in the Iowa city.

The Ringling-DeMille movie, "Greatest Show on Earth," was sneak-premiered at Salt Lake City early last month. . . . Walter H. Turner and Earnest Hargraves, of Australia, accompanied a shipment of 50 birds and animals received by the San Diego zoo, which had traded a giraffe to an Australian zoo for the shipment.

Jack Leontini, of the Tom Packs staff, is in Sarasota, Fla. Packs will go to Sarasota from St. Louis shortly after Christmas.

George Hanneford Jr. and Miss Victoria George, of the Simru Sky Revue, will be married in Mexico City next month, while the George Hanneford Family, bare back riders, is appearing with the Circus Atayde. Announcement was made during the Tom Packs Circus date at New Orleans. . . . Watkins Chimps have been booked for the St. Louis Police Circus, April 20-May 4. Act also worked the St. Louis show early this year.

Jim Brown is clowning at Goldberg's department store, Baltimore. . . . Tom Hayes, former ring stock man, recalls that he worked for Nettie Dill, Margaret Crandall, Erma Rudynoff, Lizzie Rooney, Joe Hodgini, Poodles Hanneford and Orrin Davenport. He visits Red Denning, cookhouse man, in New York occasionally.

Eugene (Arky) Scott, Ringling-Barnum's boss bull man, is back in Sarasota, Fla., after a visit with his mother and sister at Houston and a stop-over at Hot Springs. . . . Fred K. Moulton, former circus press agent, has started a column called "Pro and Con" for a string of Texas newspapers. He's at Siloam Springs, Ark. . . . Jake (Clown Cop Corrigan) Disch was in Chicago for the outdoor conventions and visited Jack Mills, Fred Stafford and Doc Waddell. . . . Ray T. Wilson writes from Lamar, Mo., that the 40-years-ago column in a Kansas City, Mo., paper recalled the death of Mr. and Mrs. Claire Andrews and said Andrews was a brother of Mrs. All T. Ringling. . . . The Atlanta Journal and Constitution of December 2 carried a story about Mrs. George S. Walker, of Way-

Under the Marquee

cross, Ga., who was a rider with John Robinson's 10 Big Shows, Great Wallace and Forepaugh Sells. Her name was Sallie Hughes. . . . Hi Lo Merk worked at Santa Claus at the photo studios of Mark Smith, circus fan, at South Pittsburg, Tenn., recently.

Charlie Campbell is back in Sylva, N. C., after closing with Campa Bros. He will agent an Eastern show in 1952 and will begin preparation of paper at Kewanee, Ill., next week. Campbell also is laying plans for another show of his own in 1953.

Helen Haag's Trained Chimpanzees joined Gran Circo Rozzorke in Havana, Cuba, for the show's opening there November 30, but the act will return to the U. S. in time to open with the Hamid-Morton Circus in Milwaukee February 4. The chimps were shipped by boat from West Palm Beach, Fla., with Rozzore furnishing transportation.

Frank T. Kelly, veteran cookhouse steward, writes from Plymouth Post Office Box 174, Plymouth, Mich., that he would like to read letters from friends. . . . F. Planck, former circus and carnival trouper, who will celebrate his 80th birthday February 10, 1952, is still going strong and lecturing before business men's clubs in the East. . . . Georgie Floyd is wintering at the home of his brother and sister-in-law, Mr. and Mrs. L. R. Moser, in Greenville, S. C., following a successful fair tour. Moser, a former circus trouper, is in the contracting business in Greenville.

Peter (Pete) Callahan, veteran gymnast and acrobat, who toured Europe many years ago with the old Barnum & Bailey circus, and who also toured with many other circuses, is now on the front door at the Loew-Poli-Palace Theater, Bridgeport, Conn. Theater, which is the ace local house of the circuit in that city, is managed by Matt Saunders, also a veteran circus man, and one time press agent for the Buffalo Bill Show.

J. C. Patterson, whose Patterson Bros. Circus played Kalamazoo, Mich., last week, entertained a 10-year-old cancer victim with acts from the show. Story was carried by national news services.

Col. Harry Thomas expresses appreciation for two honors received recently. Personnel of King Bros. Circus gave him an engraved clock after the close of his season with that show. And 150 performers, acting on the suggestion of Sonny Moore, designated Thomas as "Mr. Circus." King Bros. 1951 route folder is being distributed. . . . Kelly & Morris Circus is in winter quarters at Punta Gorda, Fla., and plans to make some Florida towns in February. . . . Dick Clemens arrived in Los Angeles with one more lion than he had when he left Hawaii. A cub born at sea was named "Pacific." Clemens played the E. K. Fernandez dates in the Islands. . . . Frank Morrissey, circus press agent who was with Royal American Shows most of last season, visited recently at the Ringling-Barnum quarters.

Charles Davitt and Joe and Wally Beach attended a performance of the Hamid-Morton Circus during the show's run in Boston and visited Father Ed Sullivan, the Jim Wong Troupe, Charlie Frank and Herb Taylor.

Don Adams and Bucky Leahy, of the James M. Cole Circus, visited

W-M Elephant Dies In Hot Springs WQ

HOT SPRINGS, Dec. 8.—Wilhelmina, 75-year-old elephant valued at \$5,000 by the Wallace & Murray Circus, died at the show's winter quarters on the fairgrounds here last week. The elephant's death was attributed to a stroke brought on by old age. Wilhelmina is reported to have performed in the United States for over 20 years. She was brought here from India. The body was sent to Little Rock where it was disposed of by a rendering company.

Norman E. Anderson, show's manager, was in Kansas City, Mo., at the time of the elephant's death, purchasing a new big top and marquee for the 1952 tour.

ited the Hamid-Morton Circus in Syracuse. . . . John Toy, who closed his second season with Clyde Bros. Circus as producing clown recently, will winter in Wichita, Kan. Toy spent the year working Shrine and other fraternal-sponsored circuses including a string of Southern fairs for Dr. E. R. Braley. With Toy on the Clyde org were Trobie Ayers, Fancher Pierce and Phil Enos. . . . Robert B. Johnson, of San Francisco, has his model circus on display in an Oakland, Calif., department store until after the Christmas holidays. . . . Mr. and Mrs. Wally Wallace have been playing California drive-ins with their clown and revolving ladder acts.

George Thompson, former elephant man for the John Robinson Military Elephants on a business trip to Cincinnati last week, visited with John Robinson IV, and other friends and called at The Billboard. . . . Frank E. Langhead cards that Frank Bowen is in Bethesda Hospital, Zanesville, O., following a recent heart attack.

Billy Lee writes from Philadelphia of an extended series of music hall and nitery dates made during a tour of England, France and North Africa. Billy, who made the trip with mother and sister, is readying a wardrobe for circus appearances and will head South after the January Mummer's parade in Philly.

John Murray Anderson, who formerly did the staging for the Ringling-Barnum show, has been engaged in New York to direct "Shuffle Along," all-Negro musical which is due to hit Broadway in January.

Clown Bozo Lamont's campaign for nomination for the governor's race in Iowa has brought him a couple of feature stories in Iowa papers and United Press is preparing a radio feature about his clowning career. The radio yarn is to aired to Communist countries, Lamont advises, "to show that even a clown can run for governor here."

Frank Panisko, Butte, Mont., fan, has moved into a new home. He tells that Bev Kelly, ahead of

the "Mr. Roberts" company was in Butte recently. . . . Felix Adler is working a department store date at Richmond, Va. . . . James McKenna, of Pawtucket, R. I., reports that he and Anthony Olobri and Dudley Street, CFAS, caught Hamid-Morton Circus in Boston, and visited with the Rev. Ed Sullivan, band leader Joe Basile, Tamila Arrivla and Dolores Lorelli. McKenna says there still are show lots in Pawtucket.

Ed Raymond, clown with Polack Eastern Unit, was a dinner guest of Mr. and Mrs. Bruce M. Souter during the Utica, N. Y., date. Several members of the CFA tent in Utica were active as members of the sponsoring Shrine during the Polack run. . . . Aerialist Billy Barton made a 1,000-mile jump from Lexington, Ky., to Manchester, N. H., recently to start New England dates for Frank Sopek. . . . Irah Watkins' chimp act played the recent Houston Shrine date. An earlier report said Albert Fleet was there. . . . Sylvia's Dogs will play the St. Louis Police Circus in 1952.

The Los Angeles Times for November 22 carried an illustrated story about the antique circus wagons stored at Venice, Calif. It quoted Willard Ockerman, veteran of 50 years in the business, on history of some of the wagons. . . . William G. Mathes, circus and carnival veteran, was hospitalized recently in Albany, N. Y.

Charlie Campbell, special agent for Ben Davenport's Campa Bros. Circus, was called from Gonzales, Tex., quarters recently by the death of his brother, Lucian, of

Stanley W. Wathon Marks 59 Years In Show Business

NEW YORK, Dec. 8.—Stanley W. Wathon was receiving congratulations from friends today on the occasion of his 59th year in show business.

Wathon, who was born in Revere, Mass., in 1883, accompanied his parents to Europe as a child. At the age of nine he was being trained in a Risely act. Preliminary instruction had to do largely with cleaning and polishing harness used in horse acts, he recalls.

After a number of years as a performer, Wathon became an agent and for many years was regarded as the biggest specializing in circus and novelty attractions in England and Europe.

Mills Signs Acts
• Continued from page 47

and crews, special tie-ins and new ticket deals. Promotional work gets under way immediately after January 1. As in other years, General Agent H. W. Ahrhart Jr. reported heavy repeat bookings and is preparing the 1952 promotion schedule.

Dave Rosenberg, of Triangle Poster Company, holder of the Mills poster card contract, met with Mills and Fred Stafford, press chief, to discuss a new line of advertising cards and displays.

Major additions of menagerie animals and equipment also are high on the Mills agenda for 1952. Mills stated. Two new trucks have been added and more are to be purchased. Light plants are being overhauled. New machinery has been purchased, giving the show its most extensive shop facilities. Drill presses, grinders and other machines have been speeding up Charley Brady's production schedule.

Fifty friends were guests of Jake and Ida Mills at the Alpine Village here Saturday (8) to observe their wedding anniversary. Bert and Jeanette Wallace have returned to Greenville, O., quarters after a Florida vacation. Mayme Ward, also back from a short trip, has wardrobe work under way.

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Charlotte, N. C. He will remain in Sylva, N. C., until December 15 when he leaves for a business trip to Chicago and Kewanee, Ill. On January 2 Campbell goes east to begin contracting for the show's 1952 season.

Glen Tracy, widely known circus painter and fan, and wife, Mimi, plan to live in Florida. They have sold their New Richmond, O., home and have purchased a trailer. . . . Frank E. Laughead, the past season drummer on Biller Bros. Circus, is working at the Bintz Bros. store, Zanesville, O.

Wirth Again To Produce Miami Event

MIAMI, Dec. 8.—Gene Autry and company will be the headliners of the second annual Variety Circus in the Orange Bowl here starting February 22, it was announced this week by New York talent booker Frank Wirth.

Acting as co-promoter of the three-day event in February of this year, Wirth lined up a strong program topped by the Lone Ranger. Working for \$1 and 50 cents, the show drew a reported 100,000. David B. Endy served as the other promoter.

Wirth will produce the event next year, and Jack Bell, Miami Herald staffer, again will act as show committee chairman. Wirth has started to collect talent for the date.

The O'Donnells, Chickie and Jimmie, have split after a 12-year association. Jimmie now has a male partner, Geraldo Paanakker, and will continue to use the O'Donnells name. The team is rehearsing in Tampa and plans a No. 2 act to be known as the Geraldo Brothers.

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Dressing Room Gossip

Polack Western

We've had a grand season and we sure had a Cook's tour of the U. S. and Canada as well as visits to Mexico. Destinations for the winter include:

Jack and Martha Joyce, the Goetschi Trio, Bob and Ann Porter, Mellita and Wicons, Jack Harris, Nanette and Marc (Natal) Favetier, all Sarasota; Walter Claussen and family, the Mandos Sisters, Francis Brunn, Mike Brunn, Mary Tahmin, all Montreal; Claude and Jeanne Crumley, Gene Randow, and Henry Paulsen, all Chicago.

Gus and Betty Bell, Dallas; the Ibarra Brothers, Mexico City; Gwen and Bee Carsey and Beauty Winks, San Antonio; Sing Lee Sings, San Francisco; Chai and Somay, Tampa; Frieda and Ernie Wiswell, Erie, Pa.; Arman and Katharine Guerre, Jacksonville Beach, Fla.; Flo and Wally Newberry, Boston; Don Dorsey, Fall River, Mass.

Walter Long, Bedford, Ind.; George and Opal Paige and Fred and Jeanne Merkle, Hot Springs; Eddy and Dorothy Ward, Catskill, N. Y.; Harold and Mildred Ward, Galesburg, Ill.; Peggy and Mac McDonald, Flint, Mich.; the Sherman Brothers, Cincinnati; he Gergetto Brothers, City Island, N. Y.; Henry Boers and Harry Dann, St. Louis.

The camels and the Packs elephants go to Flint to await the opening of the 1952 season. Jack Joyce will go there with the camels before his jaunt to Sarasota.

Congratulations to the management for a very enjoyable season. Orchids to Louis Stern, Dwight Pepple, Ethel Robinson and the many others who helped pilot the show thru another successful season. And thanks to the many folks who contributed items and suggestions for this column.—**HARRY DANN.**

BIG EXEC TURNOUT AT WFA MEETING

Prexy Loney Stresses Importance Of Fairs to Agricultural Economy

YAKIMA, Wash., Dec. 8.—Bringing the story of agriculture to city dwellers and the promotion of youth activities were termed two of the most important functions of fairs by Milton R. Loney, president of the Washington Fairs Association in an address Friday (7) before the 15th annual convention of the organization in the Chinook Hotel here. Sizable attendance marked the two-day sessions here with close to 150 fair executives, represent-

ing 90 per cent of the State's annuals, on hand.

Included on the program was a series of talks regarding fair publicity. Al Hilyer spoke on newspaper publicity, while Carl Downing addressed the fairmen on the use of radio in promoting fairs. A clinic on photographs was conducted by Robert Kull, of the extension service of the State of Washington. The importance of the youth programs was also summed up in an address by E. D. Ellington, director of the agricultural extension service of the State College of Washington.

One of the important items on the program this year was the formation of a set of by-laws for the association, the first time the organization has had a definite code under which to operate.

Close to a dozen attraction representatives were on hand, including those from carnivals, booking offices and concession firms. Social high point of the meeting comes tonight, the annual banquet.

N. C. Fixes Jan. 17-18 For Meeting

RALEIGH, N. C., Dec. 8.—Annual meeting of the North Carolina Association of Agricultural Fairs will be held January 17-18 at the Sir Walter Hotel here.

Officers and directors of the association set the dates at a meeting held here November 29. The group includes Curtis A. Leonard, president; Willard T. Kyser and W. C. York, vice-presidents; Mrs. Clyde Kendall, secretary-treasurer, and W. M. Oliver, Dr. J. S. Dorton, Howard Brantley, W. B. Burchette, Norman Y. Chambliss, Corbin Greene and Dr. A. H. Fleming.

First session will start at 2 p.m. opening day. A banquet will be held that night, the first in several years, and the association hopes to induce outdoor showmen to furnish talent for the occasion. Program and banquet committee is composed of Chambliss as chairman, with Fleming and Kyser. Business meetings will be presided over by Leonard. Jack J. Perry, past president of the National Showmen's Association, New York, will be present.

Dates for the meeting were set to follow the South Carolina gathering and precede the Virginia one.

Calif. Sets Race Dates

SAN FRANCISCO, Dec. 8.—The California Horse Racing Board set turf dates for 10 fairs and urged them to feature more quarter horse and trotter events. Yearly licenses were also boosted for owners from \$1 to \$5 and steward's from \$1 to \$10.

It was also brought out that the board is considering putting in fair licenses the condition that daily programs include two quarter horse races and two for standard breeds with seven thoroughbred events.

Fair racing dates set were: Sacramento County Fair, July 7-12, six racing days; Solano County, July 11-19, eight days; Sonoma County, six racing days; Solano County, July 25-August 2, eight days; Humboldt County, August 5-9, five days; San Maeto County, August 9-16, seven days; San Joaquin County, August 16-23, seven days; California State Fair, August 28-September 6, nine days; Santa Clara County, September 9-13, five days; Los Angeles County, September 12-28, 14 days, and Fresno County, October 3-12, eight days.

A public hearing is to be called on the application for 16 days of quarter horse racing at Palm Springs, February 16-April 5.

SURVEYS MOPPET ROLES

52,166 Kids Participate In Mich. Youth Programs

BAD AXE, Mich., Dec. 8.—More than 52,166 children are active participants in Michigan fairs each year and 65 per cent are from 13 to 18 years old, according to a State-wide survey conducted by William E. Logan, manager of the Huron County Fair here. The figures represent answers from 50 out of the State's 69 fairs, polled, a percentage of 72 per cent.

The largest number of small fry, 22,136, take part thru 4-H Club work. Other large totals included 10,625 in school exhibits, 8,406 in bands and music, 3,550 in FFA and 2,537 Boy Scouts.

The study also brought out that approximately 3,000,000 patrons attended the 50 fairs tabulated with the average attendance being 60,000. Twelve fairs reporting attendance of 50,000 or more represent 77 per cent of the total attendance and have 60 per cent of the total number of children participating. The twelve reporting youth participation totals of over 900 children have 71 per cent of the participants in their fairs, and represent 75 per cent of the total attendance.

Sixty per cent of fair managers queried admitted they were not doing as much as possible to have school children as a part of their annuals, altho 90 per cent agreed that this participation is good from the standpoint of public relations for the schools. Only one-fourth said that school participation created problems.

Most contracts to bring children into the fair are made thru school people, the survey indicated, but in most cases the broad category school people included 4-H leaders, who in many cases are teachers. A number of the fairs stated that co-operation was outstanding in working with some

of the leaders in the youth movement at fairs. Others cited problems in getting co-operation due to having their fairs when schools were not in session. Still others found teachers hard to work with and are looking for help in how to deal with them.

As a result of the study, Logan recommended to school officials that they look upon the county fair as a valuable supplement to the regular educational program; use the fair patronage to put across any ideas they may have; harness the interest parents have in their children's education, and use judgment in asking for passes from fair managers.

Dallas Expo Adds Operetta

DALLAS, Dec. 8.—Southwestern Exposition and Fat Stock Show has added an operetta to its list of attractions.

The "Merry Widow" will be presented during the final five days of the 10-day expo by the Fort Worth Civic Opera. Edward Everett Horton has been signed to play the comic lead.

Production will be staged in Will Rogers Memorial Auditorium, adjacent to the Coliseum where the rodeo is held. There will be night performances January 30 thru February 2 and a matinee February 3.

Fat Stock Show opens January 25 and runs thru February 3.

Minn. Circuit Sets '52 Dates

CROOKSTON, Minn., Dec. 8.—Minnesota's Red River Valley Fair Circuit set 1952 dates and elected officers at the loop's annual meeting here.

Dates are: Barnesville, July 10-12; Fertile, July 14-16; Warren, July 17-19; Roseau, July 21-23, and Mahanomen, July 25-27.

O. M. Mattson, Warren, was re-elected president, as were Charles Christianson, Roseau, vice-president, and J. W. Reseland, Fertile, secretary.

Attractions will be signed at the annual meeting of the Minnesota Federation of Fairs, St. Paul, January 7-9.

Helena, Ark., Names John Stuckey Prez

HELENA, Ark., Dec. 8.—Phillips County Fair Association has elected John Stuckey president. L. P. Anderson was named vice-president; Ike Van Meter, secretary, and D. G. Walker, treasurer.

Meetings of Fair Associations

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 10-11. E. W. (Deak) Williams, Manchester, Ia., secretary.

Idaho State Fair and Rodeo Association, Bonneville Hotel, Idaho Falls, Idaho, December 14-15. Telpher E. Wright, Box 772, Caldwell, Idaho.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 1-3. William H. Clark, 360 Walnut, Franklin, Ind., secretary.

Wisconsin Association of Fairs, Hotel Schroeder, Milwaukee, January 3-5. Win Eldridge, Plymouth, secretary.

Wyoming Fair and Rodeo Association, Henning Hotel, Casper, January 7. R. S. Latta, Casper, secretary-treasurer.

Minnesota State Fair and Minnesota Federation of Fairs, Hotel St. Paul, St. Paul, January 7-9. George W. Gleixner, North St. Paul, Federation, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 8-9. Everett E. Erhart, Stafford, Kan., secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 9-10. Mrs. Don A. Detrick, Bellefontaine, O., executive secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 10-11. L. (Doc) Cassidy, Kentucky State Fair, Louisville, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 10-11. Rollo E. Singleton, State Office Building, Jefferson City, secretary.

Central New York Association of Agricultural Societies, Syracuse Hotel, Syracuse, January 19. Robert S. Turner, Horseheads, N. Y., secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 20-22. Cliff C. Hunter, Taylorville, Ill., secretary.

Massachusetts Agricultural Fairs' Association, Hotel Kimball, Springfield, January 16-17. A. W. Lombard, 21 Jason Street, Arlington, Mass., secretary.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, January 17-18. Mrs. Clyde Kendall, secretary, Greensboro.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 18. R. T. Ragan, Eastman, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 20-22. Harry B. Kelley, Hillsdale, Mich., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 20-22. C. B. Ralston, Box 482, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 21-23. H. C. McClellan, Arlington, Neb., secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, January 21-23.

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 23-25. Charles W. Swoyer, 522 Court St., Reading, Pa., secretary.

North Dakota Association of Fairs, Dakota Hotel, Grand Forks, January 24-25. G. A. Ottinger, Jamestown, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, January 27-29. Clifford D. Coover, Shelby, Mont., secretary.

Oklahoma Association of Fairs, Union Club, Stillwater, January 27-29. Vera McQuilkin, P. O. Box 374, Oklahoma City, secretary.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 28. William C. Lynn, 1 West State Street, Trenton, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. C. R. Heaton, 301 North Broadway, Tyler, Tex., secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 4-5. James A. Carey, State Office Building, Albany 1, N. Y., secretary.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 6-8. F. A. Lashley, Department of Agriculture, Parliament Buildings, Toronto

Marshall, Tex., Reaps \$8,768 Net; \$1,464 Below '50

MARSHALL, Tex., Dec. 8.—Central East Texas Fair here wound up its 1951 event with a net of \$8,768.23 compared with \$10,232.48 in 1950. L. P. Martin, president, announced this week.

Profits for both years have been invested in the annual's new \$16,000 livestock building now being completed. The steel structure is finished with the exception of some interior work.

The drop in profits was attributed by Secretary Joe Mock to cancellation of the Bill Hames Shows as the midway attraction and due to an out-break of anthrax in 1950, which saved the fair some \$600 in premium money.

Total revenue this year was \$15,476.13 and expenses were \$6,707.90. Gate and parking receipts were \$5,619.30; carnival percentage, \$2,856.92; carnival concessions, \$1,800. Other receipts included those for season tickets, catalog advertising and exhibits. Saxton

Ore. Annuals Receive 586G In State Aid

PORTLAND, Ore., Dec. 8.—Oregon fairs and agricultural shows received a total of \$586,000 in State aid this year, their share of the \$835,739 collected from pari-mutuels at the State's horse and dog racing tracks.

Each county fair received \$10,976 for a total of \$391,500. Oregon State Fair, Salem, and Pacific International Livestock Exposition each received \$35,000. Other annuals and the amounts they received follow: Eastern Oregon Livestock Show, LaGrande, \$7,500; Mid-Columbia Livestock Show, The Dalles, \$5,000; Pendleton Round-Up, \$7,500; Northwest Turkey Show, Roseburg, \$2,400; Klamath Basin Round-Up, \$5,000; Spring Lamb and Dairy Show, \$2,500; Oregon State Corn Show, \$2,500; Pacific Coast Turkey Exhibit, McMinnville, \$2,400.

Okay Lakeport 72G Expansion

LAKEPORT, Calif., Dec. 8.—With the \$72,000 plant expansion program at the Lake County Fair approved, preliminary arrangements for construction are under way here.

The plans have been cleared by the State Division of Fairs and Expositions and the Division of Architecture. The program includes the construction of a \$40,000 home economics and education building.

West Mich. Assn. Names Herban Prez

LUDINGTON, Mich., Dec. 8.—Stephen J. Herban, Summit Township, was elected president of the West Michigan Fair Association at the organization's recent meeting here.

Martin Schwass and Roy Grote-mat were named vice-presidents; Irving Pratty, secretary, and Emmett E. Briggs, treasurer. New directors are Eli Hanson and Orvan



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Amusement and Carnival for
CASS COUNTY FAIR
To be held at Atlantic, Iowa, August 11-12-13-14, 1952, to include Rides and Concessions. Write
GLYN WAREEN, Atlantic, Iowa

SLA to Host 200 Children At Yule Party

Floor Show, Toys, Refreshments to Feature '51 Event

CHICAGO, Dec. 8.—Showmen's League of America will host 200 children from Chicago area orphanages at the sixth annual Christmas party to be held this year in Crystal Ballroom of the Hotel Sherman, Sunday (23), Al Sweeney, chairman, announced today.

Sweeney will be assisted by Solly Wasserman, Max Brantman, Manuel Blasco, Tom Sharkey, Jack Benjamin, Jimmy Stanton, Chick Bohdan, Ozy Breger, Oliver Barnes, Dave Malcolm, Walter F. Driver, Jack Kaplan, Sam Arenz, Petey Pivor, Jack Hawthorne, George Brooks, Mel Harris, Isaac and Irving Malitz, Paul Miller, Sam J. Solomon, Charles Zemater Sr. and Ernie Young.

Toys and Donations

Toys and cash donations for the party are being made by members of the organization.

The children will be picked up in chartered busses on the day of the event and following an afternoon's entertainment that will include a floorshow, with acts provided by local agents, refreshments will be served and toys passed out by Mr. and Mrs. Santa Claus in the person of Mr. and Mrs. Arthur Peets.

The room will be decorated by the SLA house committee with the Ladies' Auxiliary and Caravans, Inc., helping out in the check room.

300 Turn Out For PCSA Cele

LOS ANGELES, Dec. 8.—More than 300 attended the annual Hinks and Home-coming Celebration staged by the Pacific Coast Showmen's Association Monday night (3) in the ballroom of the Elks Club here. Event was headed by Frank Warren as chairman, and Dave Friedenheim, co-chairman.

The club moved the celebration to the Elks to accommodate the crowd. Tickets went on sale several months ago with the advance take exceeding all expectations. However, a torrential rain that started several hours before the scheduled event cut attendance.

The regular Monday meeting was postponed to allow PCSA'ers to attend. The board of governors met at 3:30 that afternoon with the clubrooms being closed at five.

The show included Ravel, magician; Winona Smith, exotic dancer; Nelson & Knight, comedy, and Phil Ardens, orchestra (6). Following the show, dancing was enjoyed until 2 a.m. Talent was booked thru the Walter Trask Theatrical Agency.

Work Begins At Stark WQ

MOUNT STERLING, Ill., Dec. 8.—Winter quarters work on Gold Bond Shows started the day after the org arrived at its base here with two new show fronts being built and several new pieces of equipment added, Mickey Stark, owner, announced.

New fronts will be mounted on trailers with the peep unit almost finished and the Girl Show front yet to be built. A new Tilt-a-Whirl has been ordered for spring delivery and a new GMC tractor was received recently. One more is to be delivered soon. Trailers for both tractors also are on order. Other plans for 1952 include the adding of fluorescent lights all around.

Shows were repped at the Chicago meetings by Stark, Ray Swanner and Ray Balzer.

FOR FIREMEN

Gibsonton Show Folk Stage Cele

GIBSONTON, Fla., Dec. 8.—Alafia District Frolic and Bazaar, handled by show folk who winter here, was staged November 29-December 1 for the benefit of the Community Fire Department, providing that group with about \$1,000.

Harry E. Wilson, member of the fire department, was chairman of the event. The committee included Tommy Blackhall, secretary; Bob Allsup, financial secretary; Eddie LeMay, treasurer; Al Tomaini and Lee Hall Jr., entertainment; Buck Allsup, grounds; A. G. Slaten, advertising, and Jack Winslow and C. J. McCarthy, refreshments. C. J. Needles is president of the fire-fighting group.

Free gate, free dancing and free vaudeville were offered each night. Sam Holman furnished three rides for the midway, and the program was handled by Whitey Slaten, Tommy Allen, Buck Allsup, Winslow, McCarthy, Mr. Casey and Glen Hill supplied concessions. Eddie Strelau handled electrical work, and Tomaini, fire chief and former circus giant who is now in the trailer business, furnished the fire company with an ambulance.

Vaude show included Charley (The Great LeRoy) Bickford and Joe Hilton, magic; Toby, Hilda and Gaynell; Tex Gordon and His Tip Top Amateurs, The Brownbadders, the Mad Auctioneer and Alma Cox and Her Hawaiian Musicians. Others who aided in staging the event included Lee Hall, Pat Patterson, the Brown boys, the Harts and John and Kiki Dolan. It is expected that the affair will be an annual.

Travers Will Again Pilot Marks Unit

NEW YORK, Dec. 8.—Allan Travers reported at the conclusion of the Chicago outdoor meetings that he will again general agent John H. Marks Shows in 1952.

Between the shuttering of the Marks org and the Chicago confabs, Travers acted on behalf of Al Wagner's Cavalcade of Amusements.

Travers said that while next year's plans for the Marks Shows were hazy at the end of last season because of the owner's health, the org is definitely slated for a full route in 1952.

Travers said he planned to stick close to his Philadelphia headquarters until after the holidays.

Buck Buys Scooter Ride

NEW YORK, Dec. 8.—Oscar C. Buck, owner-operator of the shows bearing his name, purchased a Scooter ride during the outdoor conventions in Chicago last week.

The ride, purchased from other operators, is a portable unit. Buck said he would probably present the ride at fairs, but that he might choose a permanent location for it during the spring and early summer.

Addition of the major unit makes the Buck organization's ride line-up complete in every way.

Buck, who confines his activities to the East, said that there was little hooking activity to concern him in Chicago.

Liles Enters La. Gubernatorial Race

LAKE CHARLES, La., Dec. 8.—Cliff Liles, veteran outdoor showman, has tossed his hat into the Louisiana campaign for governor and has resigned two part-time State jobs. Liles was sergeant-at-arms of the Legislature and an employee of the fairs division of the State government.

Dallas Club Elects; Burns Its Mortgage

DALLAS, Dec. 8.—With one of the largest crowds of the winter sessions on hand, Marie Obluck was elected president of the Lone Star Showwomen's Club of Texas for 1952 at the 13th annual election of officers in the clubrooms here Monday (3). Others elected to office for one year were Millie Hudspeth, first vice-president; Edna Hacker, second vice-president; Hattie Mae McFarlin, third vice-president; Cleo Snead, secretary; Pearl Vaught, treasurer; Alyne Morency, chaplain, and Margaret Pugh, sergeant at arms.

Installation of officers will be held Thursday (13) at the Town and Country Club. Admittance will be by 1952 membership cards, club officials announced. All in attendance will witness the burning of the club mortgage which was paid off in 18 months. When the original deal was made the life of the plaster was for six years.

WOM Again Set at Bangor, Presque Isle

AUGUSTA, Me., Dec. 8.—World of Mirth Shows again came away from the annual meeting of the Maine Association of Agricultural Fairs assured of providing the midway at the Bangor Fair, which will be staged the week of July 28. Shows also play the Presque Isle Fair.

On hand for the show during the Wednesday-Thursday (5-6) gathering of the group was Bernard (Bucky) Allen. A decision reached by the association affecting the show scheduled Bangor ahead of the Presque Isle annual, which will start August 4. The plan gives World of Mirth a better run into Canada.

Holliday Buys McKee Share In WOM Tilt

NEW YORK, Dec. 8.—Charlie Holliday completed a deal here this week to take over Al McKee's interest in the Tilt-a-Whirl on the World of Mirth Shows.

Holliday, who has been associated with the World of Mirth for a number of years, last season operated the Glass House and Funhouse and built a new dark ride which was ready for operation at fairs. McKee, who served as ride superintendent on the shows for a season, is now managing Fairyland Park, new Long Island moppet spot.

Tilt-a-Whirl reportedly is good for about fourth money among the shows' rides. Holliday said that his new dark ride worked well at fairs, but that since this was his first experience in building such a unit he had worked out plans for several improvements.

Holliday returned to his Morgantown, W. Va., home where he will remain until after the holidays.

Reid to Repeat At Skowhegan

AUGUSTA, Me., Dec. 8.—King Reid Shows again will hold down the midway at the 1952 edition of the Skowhegan State Fair, it was announced this week at the meeting of the Maine Association of Agricultural Fairs.

Reid was present at the Wednesday-Thursday (5-6) meeting of the Maine Association of Agricultural Fairs in Augusta.

GUESSING GAMES

Eastern Fair Booking Picture Out of Focus

NEW YORK, Dec. 8.—Guessing games were popular in the East this week as arm-chair prognosticators sought answers to what promises to be the most active fair booking season in the past several years. Muddled situation results principally from the introduction of a new railroad unit, the Johnny J. Jones Shows, an event that promises spirited competition ultimately affecting the schedules of perhaps a dozen, or even more, shows.

While the rail units that toured last season, namely World of Mirth, Cetlin & Wilson and James E. Strates shows, are regarded as virtually set, enough big events are left over to make up at least one more creditable railroad show route.

Last year when Endy Bros. Shows and Johnny J. Jones Exposition failed to come out, the dates formerly held by these units were gobbled up, with several choice ones going to biggies in the truck field. The absence of a major railroad show last year resulted in a mad scramble as many units sought to add strength to their routes. The return of a major unit this year also is bound to result in a similar scramble.

Stimulated Bidding

The effects a year ago were felt all along the line and the bidding for events, including lesser annuals that held small promise of adequate returns, hit a new high despite the fact that the outlook for the season was something less than glittering. At the end of the past season some owners groused that they paid more for spots than it was possible to gross in excellent weather. The experience is not a new one and it is doubtful that a lesson has been learned.

While the bulk of the signing will be done at the fair meetings which get under way in earnest next month, considerable spade-

work is in progress and it is doubtful that even the holidays will slow down the efforts of agents whose portfolios are not yet nearly full.

With fewer shows last year there was no surplus of dates. The rebirth of the Jones unit is certainly not going to ease the situation.

Complicating booking activities in the South last year was Al Wagner's Cavalcade of Amusements in its first bid in the territory. Its several dates made for difficult routing, but outside of that the experience was reported as a happy one.

Jacobs' Circus Unit Is Again Set by Strates

NEW YORK, Dec. 8.—Terrell Jacobs' Wild Animal Circus will continue as a principal back-end show feature on James E. Strates Shows in 1952, it was announced here this week.

Owner Strates said that the popularity of the unit over the shows' route this year showed that it could continue as a strong attraction for at least another season. Unit got off to a slow start during its formative period when numerous bugs had to be worked out, but hit its stride during the fairs, it was reported.

Strates said that many physical and program changes are contemplated. New canvas already has been ordered and a sparkling appearance is promised for the coming season. It is likely that the experiences gained this year will result in more compact handling of equipment with the saving of perhaps one flat-car.

Addition of the big unit last
(Continued on page 58)

Jessop Names SLA Chairmen

CHICAGO, Dec. 8.—Showmen's League of America home fund board of trustees was revised this week for the first time in several years by S. T. Jessop, newly elected president, who appointed J. C. McCaffery chairman.

The board consists of J. W. (Patty) Conklin, Frank Duffield, Sam J. Levy, Fred H. Kressmann, M. H. Barnes, Robert K. Parker, R. L. Lohmar, C. J. Sedlmayr Sr., M. J. Doolan, Ernie Young, William Carsky and F. E. Gooding.

Other committee chairmen named by Jessop included Ed Sopenar, memorial services; Maurice (Lefty) Ahren and William Carsky, president's party, and George Johnson, convention registrations.

San Antonio Opens Downtown Areas To Traveling Orgs

SAN ANTONIO, Dec. 8.—Carnivals will be back in the downtown area here in 1952 under a contract approved by city council last Friday.

Last year the old council stipulated the 1951 carnival would be the last to use Military and Main plazas and portions of downtown streets.

The new council made a contract for the 1952 carnival with the Fiesta San Jacinto Association. It granted the use of "certain streets and plazas" during the week of April 20-26. The contract contained one confusing point. It stated the designation of streets and plazas would be in the hands of the commissioner of fire and police.

Alamo Exposition Shows generally open their year with the local fiesta.

PCSA Re-Skeds Yule Dinner

LOS ANGELES, Dec. 8.—Pacific Coast Showmen's Association will again hold its annual Christmas Day dinner this year. Continuance of the event was voted unanimously at the regular Monday night (26) meeting after being voted out several weeks ago.

The move to discontinue the Santa Claus day event, a yearly affair since 1926, met strong opposition and was re-considered at the last session of the board of governors. Joe Glacy, a past president, took a public stand in favor of the dinners and cited them as a traditional event. The board voted an appropriation to take care of the expenses. However, a chairman is yet to be named. Norman (Dutch) Schue, who was appointed by Jerry Mackey, acting president, asked to be excused from the assignment.

The board of governors also acted favorably upon requests for funds for other scheduled events on the calendar. An appropriation of \$350 was made to defray the expenses of the memorial services under the chairmanship of Sam Dolman and to be held at Showmen's Rest, Evergreen Cemetery, at 1 p.m., December 9. Money for the New Year's Eve party, directed by Charles Walpert, was also voted.

Other events on the calendar include the Ladies' Auxiliary's Bazaar, December 9-10. Harry Martin is chairman of the festivities to be held in connection with the burning of the building's mortgage December 12. The event after this is the banquet and ball at the Biltmore Hotel December 15 and the President's and Past President's Party is to be held at the Elks' Club December 17.

Sam (Doc) Friedman Dies in Little Rock

LITTLE ROCK, Dec. 8.—Sam (Doc) Friedman, 60, former outdoor showman, died here Thursday (6) after an extended illness. Friedman had been away from the business for several years.

FOR SALE Show Fronts and Tops

The Tops are all sizes, from 16x20, 20x50, 40x60, 50x80, 55x100, etc. All A-1 shape and bagged. From 8 to 12 ft. Walls. The Fronts from 48 to 84 ft. All just repaired, painted and mured by the finest artist in Dallas. Have Fronts suitable for Girl Shows, Arctic Girls (Frozen Alive), Diva or Water Act, Jig Show, Hill-billy or Wild West Show, Midgets, Illusion and Side Show. All with neon. Backs are made by Lewis-Diesel of Memphis. Have hundreds of feet of new Bally Curtain, all colors. Have A-Frames for Big Tops. Have a world of Equipment, all priced right. Will be at 11900 Biscayne Blvd., Miami, Fla., until Dec. 20; then Dallas, Tex., until Jan. 1.

Write to Miami now, state your needs. I will quote price and then ship it out from Dallas. Reason for sale: Am framing all new Shows for Dallas for next fall. (No, I didn't blow Dallas—Yet!)

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Made by Dr. Ray of Glendale, Calif. Perfect working condition. Can be placed in house trailer. The disk the world is talking about. \$2,900 cash for quick buyer. Can be seen at 6333 Miami Place, Miami, Florida. Or contact Floyd G. Frederick, Souderton, Pa.

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Myron N. Colegrove
Hemlock, New York

Dale Barron Adds Stock, Equipment

WALTERBORO, S. C., Dec. 8.—Dale Barron, Animal Show operator, this week announced the purchase of a number of Don Robinson Circus animals and equipment from circus owner Howard Ingram. In the deal Barron acquired a male llama, ostrich, kangaroo, two fallow deer, five monkeys, a kylo, mountain sheep, two burros, giant longhorn steer and a sorrel Indian jack.

Barron also added a 14-foot straight body truck; a cab over engine trailer, 28-foot semi-trailer, another cage trailer, complete light plant and cable, and a quantity of steel arena fencing. Everything is in local quarters except the ostrich which is still in Sarasota, Fla. Barron has his animals on display here but said that business has been poor except on week-ends.

He is readying a large Wild Life unit which will tour in 1952 with a major Eastern carnival.

South African Org Gets Okay Grosses

ROSETTENVILLE, South Africa, Dec. 8.—Albert Duvenace Shows played a week here recently after touring the dark townships around Johannesburg to good business.

Duvenace, formerly an employee of the Johannesburg municipality, carries two rides, Chairplane and Monoplane with concession row including wheels, darts, spinners, fish pond, hoop-la, coin games and lucky dip. Unit has its own power plant but carries no shows.

Karl Kossmayer and his unridable donkey, Francis, have been held over for a second month at the Hollaenderbyen cabaret in Copenhagen. Captain Perkins and his musical sea lions are also in the show.

Midway Confab

Roy Marr has taken over the back room of the Heart of America Showmen's Club, Kansas City, Mo., until George Elser and Kid Coleman are released by the hospital. . . . Doc R. V. Hollis, back in Glenview, Ill., following the Chicago meetings, reports he thoroughly enjoyed cutting up jackpots on the lobby floor with friends he had not seen in years. His only complaint is that there was no place where confabbers could get a cup of cookhouse coffee in regulation-size cups to protect conventioners from exploitation via the rainwater-like brew contained in the small cups used in Chi restaurants.

Sandra Berkley, who heads the "Streets of Paris" show on the Eastern Amusement Company, reports from Winter Haven, Fla., that her front man, George Collins, has joined the Marines. He is stationed at Paris Island, S. C. . . . Ted Miller, WINZ, Miami, disk jockey and former carnival agent, was host November 27 to some members of the Ladies' Auxiliary, Miami Showmen's Association, at a broadcast from the Saxon Motel Lounge. In the party were Mrs. Sidney Thomas, Dona Pierson, Ann Tara, Ella Dodson, Sara McCaffery, Sadie Goodman, Mae Levine, Freda Wilson, Ethel Weer, Ruby Dodson, Bea Truesdale, Lillian Reilly and Alberta Mack.

Ralph Rothrock advises from New York that he has contracted to do the billing for Lawrence Greater Shows in 1952. . . . Jack Kellow, concessionaire, and Lew Alters, Side Show operator, attended the outdoor meetings in Chicago and report successful bookings for the coming season. . . . Jay and Ruth Williams are at their home in Ocala, Fla., following close of the Gladstone Shows' tour. . . . Robert McGregor, of Miami, has been signed to manage Jack Kellow's frozen custard stand again in 1952.

Mrs. L. (Peasy) Hoffman is in Salt Lake City visiting her mother who is ill. Peasy Hoffman and son, Joie, left St. Louis Tuesday (4) en route to Jacksonville, Fla., in a new Chrysler purchased from John Bundy. Mrs. Hoffman will join them in Miami shortly after the first of the year.

Charles R. (Curly) Mason, veteran show agent, has been signed as general representative and public relations director of the Western Racing Association, auto race promotion organization. Mason will handle all booking, contracting, press and publicity.

Following the outdoor meetings in Chicago, Joe and Sally Murphy visited their respective relatives before returning to their home in Dallas. . . . Mr. and Mrs. E. M. McIntyre have returned to their home in Winchester, Va., after attending the funeral of McIntyre's mother, Mrs. Callie McIntyre, of Gainesville, Ga. . . . Bob and Betty Harris have returned to their home in Dallas after attending the outdoor meetings in Chicago. . . . Percy Morency has returned to his home in Dallas after being released from a hospital in that city.

Mrs. Joe Taylor left Detroit last week for New York where she will spend the Christmas holidays. . . . Mrs. Tom Gordon has moved into her new home in Algonac, Mich. . . . Mrs. Betty Wilson is visiting relatives in Los Angeles. She'll return to her Phoenix, Ariz., home in about two weeks. . . . Mr. and Mrs. Ed Schantz prepared and served the lunch for the International Association of Showmen's first party and dance of the season in St. Louis recently.

Jimmy Howard, son of Jack and Virginia Barnes, who closed with Inland Shows, is in the Navy and would like to read letters from friends. His official address is James L. Howard, 3189285, Company 51-191, U. S. Naval Training Center, San Diego 33, Calif.

Frank J. Kuba, formerly with several large circuses as chef and for the past 17 years with Myers Concessions, is in Brown Veterans' Hospital, Dayton, O., where he underwent surgery three weeks ago. He would like to read letters from friends. . . . Lawrence Smith, electrician on South Amusement Company, and his wife, Ida, spent 10 days at their home in Thornberg, Ark., during the deer season and killed a five-

Winter Quarters

Virginia Greater
SUFFOLK, Va., Dec. 8.—Shows have been in quarters for the past four weeks. New quarters are located on property and behind a garage owned by Wallace Goodrich. Ample room is provided for the storage of the shows' fleet of trucks and other paraphernalia. Manager Rocco Masucci has returned to his New Jersey home where he will remain until after the holidays.

W. C. (Bill) Murray, general agent, is supervising activities locally. Present here are George (Slim) Gillespie, C. Smith, Jersey Boy, Mr. and Mrs. Ronnie Prue, Boston Slim; Mike, Ike and Leo Matina; Jimmy Thomas, Albert (Dummy) Rivers, Sam (Sheriff) Mitchell and Billy Holliday. Several have secured jobs in town until after the holidays when quarters activity gets under way. Six new truck tractors have been ordered from George Berman. Three new rides also will be added, in addition to new light towers and canvas. Mr. and Mrs. Carroll Miller Jr., of the Side Show personnel, have jobs here and visit quarters regularly.

Local friends who visit regularly include L. C. Holland and Harry P. Taylor.

Royal Midwest

FINDLAY, O., Dec. 8.—Roxie Harris, owner-manager, announced from winter quarters here this week that his two sons, Jack and Nip Harris, were recently discharged from the Army. Jack had served three years at Fort Monmouth, N. J., as an instructor, while Nip had served his three years in Heidelberg, Germany.

Harris also announced that work has already started, and with his sons home it will progress more rapidly. New equipment has been added which will be used to enlarge the show.

Nip spent a week with his brother in Germany before sailing for the States. Bill is in the Customs Unit at Hersfeld, Germany. Bill said that he would like to hear from some of his old show friends. His address is: Pfc. William P. Harris, U. S. 35458780, 7751 M.P. Customs Unit, Hersfeld Detachment, c/o Co. L 7811 S.C.U., A.P.O. 171, c/o P.M., New York—PAT BRADY.

Pioneer

WAVERLY, N. Y., Dec. 8.—A new Octopus and special-built trailer, a new semi for the office and a Buggy Ride for children have been bought. Mr. and Mrs. Bydairk are building a new home. They will have rides, concessions and a Funhouse with the org. Paul Merrick is operating the National Clock Exhibit in New York and Pennsylvania to good biz. Happy Ray Carr is at the White Haven, Pa., Sanitarium. Visitors included William Birchman, Mr. and Mrs. Mickey LaMarche, Chester Hepp, Clarence Reeves, Phil Klein and Morris and Pete Billota. —JOHN A. RICE.

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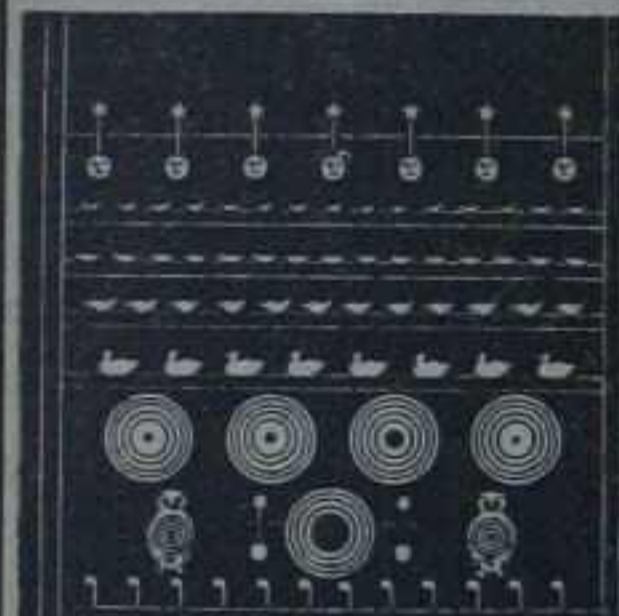
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Versatile Games Op Functions in All Depts.

Continued from page 48

ments to date, it's a safe bet that if Bucky was handling a cab today it would be only one of a fleet he would have under his banner.

Modest Early Start

The brothers faced a short season in the beginning. Only a few fairs, including Rutland, Vt., and Malone, N. Y., were included in their route. The short season made the gamble with the weather particularly dangerous, but the lure of potential winnings kept the brothers in the outdoor business.

Bucky later joined Max Goodman, ex-railroad show operator and now a Miami Beach hotel operator. His first week out was perhaps the worst he has ever experienced, with rain falling steadily from the Monday opening thru the Saturday closing.

He next joined World of Mirth Shows, which were then operated by Frank Bergen and Max Linderman, and remained with that unit for two years. Shows had a lucrative fair route, including such stellar dates as Richmond, Va., and Raleigh, N. C., and earnings were good for all concerned. In addition, the advantages of playing big dates were stamped indelibly in Bucky's mind.

With Several Shows

Bucky toured with Gold Medal Shows for a year and Willie Glick for a like period. For four years he operated Sportland, a focal point on the beach at Wildwood, N. J. He also was with Model Shows of America when J. C. McCaffery was general agent.

Bucky's experience in the business actually covers a good many more than his age would seem to indicate. He trooped the South when paved roads were still a

novelty and getting from one town to the next meant sliding, rather than riding, down slick red clay ribbons.

You could hardly make enough with bingo to breathe in those days, Bucky recalls. Today it has widespread popularity and notable earning powers. It was Bucky, and others like him, who did much to educate the public in the appeal of the group game.

Booking Problems

Even then exclusive contracts were sought for fairs and the tardy or unlucky bingo operator was usually out of luck. Harry Agne, another early starter, who for years has been an accepted part of many important events in the Northeast, held an exclusive bingo contract with Malone (N. Y.) Fair. Bucky recalls that he was able to weasel his way into the grounds by simply calling his unit a beano. The differentiation was in names only, since the operation of the games was identical.

In 1945 when Frank Bergen took over the complete operation of World of Mirth Shows after the death of his partner, Max Linderman, he sent for Bucky Allen to join him in the operation of the unit's front end. The choice was a happy one.

Bucky is much more than a concession manager. He is a general factotum who participates fully in the booking of the shows, frequently shooting the bullets that the boss, Frank Bergen, forms. He has the stamina and energy that are needed to entertain in a new town for 30 consecutive weeks, not to mention a couple of additional months of glad-handing in New York and Chicago and at fair meetings.

Good Teaching

Bucky's natural aptitude for making friends and influencing people goes a long way. The aptness he had for these endeavors was stimulated under the tutelage of one of the industry's acknowledged leaders in glad-handing and even today, after long and close association, Bucky will marvel at find himself sold all over again as Bergen goes into action.

Unlike most front-end execs, Bucky finds himself holding considerable supervisory powers in Bergen's absence. The shows work with a smaller staff than any other comparable unit in the business, with the results that Bucky, the concessionaire, can easily find himself full of concern over a lopsided ticket box or a flickering string of lights. The contents of shows are sometimes his special problem, a far piece from the ball games and flashers of the front end.

The shows have been playing many of their same spots for more than two decades. In that time they were bound to make many friends but the number has been increased at least 10-fold since the advent of Bergen and Allen. A lot of friends in show business are a problem, in a way, since the entertaining chores build up accordingly. But Bucky, who will never be accused of being an introvert, the more the merrier, it seems.

Re-Elected NSA Prexy

Bucky's capacity for fund raising and getting things done fast have rated him a second term as president of the National Showmen's Association. Many persons have marveled at the prompt response to requests after others have failed and Bucky has taken hold. It is perhaps this confidence in his ability that has sparked the hope that under his generalship the necessary funds will be raised to allow the association to buy its own headquarters in New York.

About \$100,000 is needed before a building committee can seriously examine any of the real estate in the Times Square area. Only about one-third is currently available for the project, but Bucky has sounded the call for aid, and it is likely that the total investment in building bonds this year might approximate the needed amount, if old man weather is considerate and the city dwellers and farmers continue to accent their preference for outdoor amusements by spending plenty of dollars.

It comes as a surprise to some acquaintances, in view of his manliness, that Bucky's family is all on the feminine side, with his wife, Marion, and four daughters, aged 7, 8, 18 and 21. The family home is in a Boston suburb.

Showmen's League of America

170 West Washington, Chicago.

CHICAGO, Dec. 8.—President S. T. Jessop was in the chair at the regular Thursday night (6) meeting. Assisting him were Treasurer Walter Driver and Secretary Joe Streibich.

Sick committee reported that Joe (Baldy) Murphy had suffered a stroke in Tampa and had been flown to Chicago. He is in Alexian Brothers' Hospital. Charles Miles has been released from the latter hospital. Frank Daniels entered a local sanatorium, and Herb Shive is confined to Veterans' Hospital, Columbia, S. C. No news from Buck Saunders, who is in the Dayton, O., Veterans' Hospital.

Winners in the bond award contest were Mrs. J. P. (Jimmy) Sullivan, A. A. Craig, W. Adams, Sam Gordon, C. J. Sedlmayr Sr., Al Dorso, Marie Broughton, Rudolph Rivers, Elizabeth Gooding, Pat Purcell, C. Scorzo, Pete Scharttle, F. W. Stuart and J. Albert.

George B. Flint and Andre Dumont were appointed a committee of two to revise the league publication, News Flashes. A new member, Nathan Nisky, was introduced.

Ladies' Auxiliary

The 33d annual installation dinner of the Ladies' Auxiliary was held Tuesday evening, November 27 in the Louis XIV Room of the Hotel Sherman, with Hattie Wagner being installed as president; Mae Taylor, first vice-president; Dolly Young, second vice-president; Lucille Hirsch, third vice-president; Elsie Miller, secretary; Carmen Horan, treasurer. Evelyn Hock was the installing officer.

Margaret Hock acted as mistress of ceremonies. The motif of the room was carried out in Hawaiian design, including the leis for members and guests, the officers' leis of fresh orchids and the past-president's bouquets of fresh orchids.

Dr. Max Thorak was the guest speaker and commended the Auxiliary for the good work they have done and are doing in fighting cancer. Flowers complimentary to the Auxiliary from the clubs in the United States and from the Caravans, Inc., Chicago, were most outstanding.

The newly elected president of the Showmen's League, Syd Jessop, honored the ladies with a short speech. He was accompanied by Carl Sedlmayr Jr., second vice-president, and Al Wagner, third vice-president. Were sorry Jimmy Sullican wasn't able to be present. He was elected first vice-president.

Lillian Glick, out-going president, presented her staff officers and committees with gifts. She gave a short speech. The Motorola television set was won by Boobie Oberdahl, San Antonio. Lucky man, we'd say! Virginia Kline rendered the invocation for the evening and was a guest at the speakers' table.

The following are members, friends and officers who attended the dinner: Margaret Hock, Virginia Kline, Elsie Miller, Blanche Laito, Dr. Max Thorak, Hattie Wagner, president; Mae Taylor, Dolly Young, Lucille Hirsch, Carmen Horan, Lillian Glick, Evelyn Hock, Margaret Filigrasso, Nan Bankine, Edith Streibich, Ann Belden, Del Hoffman, Ida Chase, L. M. Brumleve, Mrs. L. P. Knippel, Jessie Masterson, Pearl Hall, Mae Smith, Ethel Wadon, Jean Froese, Lillian Woods, Jackie (Hamilton) Cohn, Mattie Bybee, Betty Harris, Ethel Miller, Linnie Fineman, Betty Bassinette, Edna Burrows, Frieda Rosen, Clara Elta Barker, Lillian Lawrence, Marjett MacBeath, Veronica Potenza, Mattie Crosby, Eleanor Havlik, Louise Donahue, Frances Burger,

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Dec. 8.—A large crowd was on hand for club's regular meeting. On the rostrum were Ben Morrison, first vice-president; William Zakoor, third vice-president; Marvin Keyes, second vice-president; Lou Rosenthal, treasurer; Bernhard Robbins, secretary, and Edward Ford, chaplain.

Sam (Pork Chops) Ginsburg, entertainment committee chairman, raised a tidy sum for the Christmas Party for Underprivileged Children, which will be held in the clubrooms December 23.

Extensive plans are being made for the New Year's Eve Ball to be held in the clubrooms, with Ben Morrison in charge. Election of officers will be held January 7. Installation banquet for the club and Ladies' Auxiliary will be held January 16 at the Fort Wayne Hotel. Margie Manzel, of the auxiliary, is in charge of the planning committee.

Ladies' Auxiliary

Grace Ziegler presided at the regular meeting, with Frances Moran, second vice-president, and Past President Bessie Gallagher also on the rostrum. Mrs. Tom Gordon attended after an absence of many weeks.

Arizona Showmen's Association

216 W. Washington, Phoenix, Ariz.

PHOENIX, Ariz., Dec. 8.—President P. W. Siebrand called meeting of December 3 to order with all officers present. An attendance of 45 was reported. Mrs. Janell Siebrand, chairman of the banquet and ball committee for the Christmas party to be held December 18 at Bud Brown's Barn here, reported progress. Don Hanna, treasurer for the past seven years, was given a vote of thanks and presented with a \$100 government bond.

The sick committee reported that Louis Block and Jimmie Gross are out of the hospital and doing fine, also that Hiko Siebrand was taken to his home from the Good Samaritan Hospital and is improving. Mr. and Mrs. Melvin Gallimore are the parents of a baby girl. Visiting showmen of the New York Showmen's Club were Ellison Estes and Chet Kazin. John M. Stone won the pot of gold.

Geraldine Muscarella, Mary McAuliff, Margie Pries, Anne Brahm, Ann Syster, Margaret Shapiro, Mrs. Jack Norman, Mrs. Roy Jones, Mrs. E. T. Jesson, June Kurlander, Mrs. Sam J. Levy, Irma V. Roach, Phoebe Czersky, Cora Yeldham, Marie Brown, Louise Rolfe, Ann Doolan, Frances Keller, Viola Parry, Lee Gluskin, Josephine Hayward, Mae Sopenar, Rose Jarboe, Isabel Brantmann, Josephine Glickman, Mrs. P. Piver, Mrs. McCarter, Rose Ruhnke, Grace Weiner, Belta Lazar, Minnie Lindemann, Alice Hill, Sarah Isdell, Sharon Horan, Mrs. R. Pat McGee, Mrs. Robert L. Mack, Mrs. Joseph Scortino, Geraldine Gaughn, Jeanette Hart, Billie Wasserman, Mildred Miller, Lola Hunter, Mae Oakes, Ann M. Roth, Minnie Simmonds, Sophia Carlos, Mrs. Charles A. Lenz, Egie Zaechmal, Grace Tindler, Bertha (Cory) McDaniels, Frances Lauther, Riley Castle, Burzlen, Barbara Woody, Sally Murphy, Geodie Fisher, Margaret, Fugh, Mrs. Harris Lee Wallace, Mrs. Paul M. Parris, Viola Parker, Gertrude Harding, Erna Zircow, Shirley Zircow, Marie Zircow, Eva LeRoy, Opal Rossi, Alda L. McCue, Betty Shea, Claire Sopenar, Duille Reed, Antoinette Rohr, Rena Trinker. Most every club had a representative who was called upon to give a little talk with reference to their activities.

Greater Tampa Showman's Association

Tampa, Fla.

TAMPA, Dec. 8.—Regular meeting was presided over by First Vice-president Nat Rodgers. Homecoming and barbecue will be held December 16 for members and invited city officials and Saturday night dances are being resumed. Jack Young, chairman of the latter, has lined up a good supply of door prizes. Negotiations are under way for a name band to play at the annual jubilee.

Ladies' Auxiliary

Mrs. Paul Kleider presided at the regular meeting. Myrtle Jeter, membership chairman, introduced the following new members: Jean Pizelomisks, Louise Goldberg, Josephine Roberts, Esther Underwood, Winnie Edwards, Fortuna Pence, Irene Johnson, Evelyn Dare, Kitty Shey, Isabelle Friedenhein, Juanita Schenck, Joyce Decker, Irene Peggy Wright, Geraldine Read, Bernice Driver, Ressie Shinert, Rosalie Danielson and Iona Cox.

Committee chairmen for the annual fun festival will include June Boyles, general chairman; Leslie Ford, cigarette girl; Kitty Burkhardt, aprons; Ella Stoffel, baked goods; Lorraine Brady, blood pressure; Bette Rodgers, candy; Effie Thompson, cards; Leona Plas, check room; Ellen Edwards, flowers; Jeri Ringlin, hand analysis; Susan Stuart, hand work; Evelyn Clain, hot dogs; Bertie Perrot, jewelry; Bonnie Norman, peep show, and Esther Young, miscellaneous.

Correspondence included a letter from the Auxiliary of the Showmen's League of America and a thank-you note from the G.T.S.A. for final payment on the building. Officers answering the roll call, in addition to President Kleider, included Dolly Young and Betty Rodgers, vice-presidents; Grace Fillingham, secretary; Ellen Edwards, corresponding secretary, and Flo Pontico, treasurer pro-tem.

Kittie Burkhardt reported glass tops had been ordered for the radio and table tops in the Ladies' lounge. Esther Young announced social events as follows: Fun Festival, December 14-15; Fashion and Flower show, January 3; testimonial dinner, January 17; Minstrel Show, January 24; Secret Pal Revealing luncheon, January 31, and installation dinner, February 3.

Mary Wenzik asked that the next social be a cover dish supper and Leslie Ford said a quiz would be the entertainment. Geraldine Gaughn reported the scrap book was up to date. Ellen Edwards urged all members of the Clover Garden Circle to attend the next meeting so arrangements could be made for the flower show.

Nat Rodgers, first vice-president and acting president of the men's club, spoke briefly on the line-up of social events for the winter and C. J. Sedlmayr Jr., immediate past president of the men's organization reported on the progress of the club's burial plot.

Volunteers for the chest X-ray committee included Bertie Perrot, Ruth Winters, Nell King, Billie Cooper, Ella Stoffel, Marie Caughey, Dolly Wise, Leona Plas, Myrtle Jeter, Esther Young, Mary Pasterczyk, Mickey O'Reilly, Joy Purvis, Dixie-Gordon and Evelyn Kleider.

Louise Warren took the door prize and Hazel Madox reported 78 members attended.

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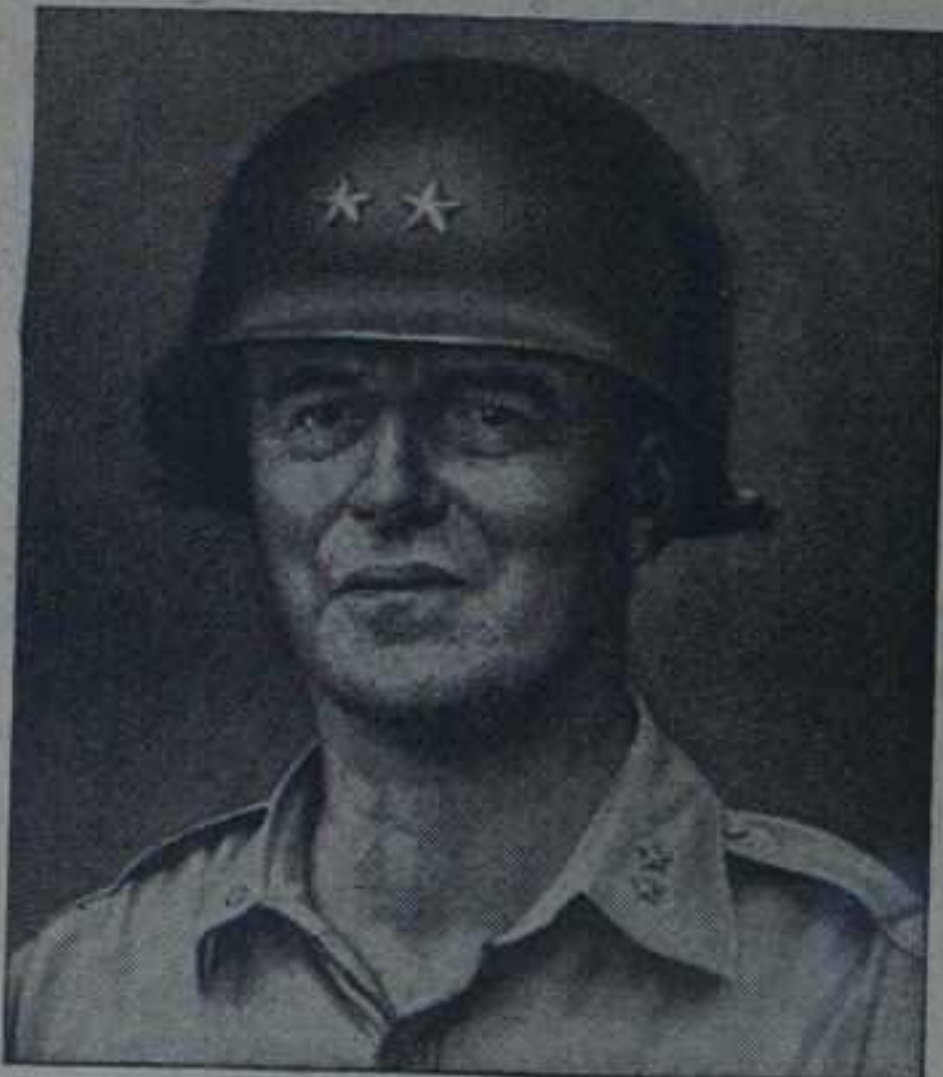
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Major General William F. Dean, of Berkeley, California—Medal of Honor. In the hard early days of the Korean War, when it was Red armor against American rifles, General Dean chose to fight in the most seriously threatened parts of the line with his men. At Taejon, just before his position was overrun, he was last seen hurling hand grenades defiantly at tanks.

General William Dean knew in his heart that it's every man's duty to defend America. You know it, too. The General's job was in Korea and he did it superbly well. Your defense job is here at home. And one of the best ways to do that job is to start right now buying your full share of United States Defense* Bonds. For remember, your Defense Bonds help keep America strong, just as soldiers like General Dean keep America safe. And only through America's strength can your nation . . . and your family . . . and you . . . have a life of security.

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Remember when you buy bonds for defense, you also build personal cash savings. Remember, too, if you don't save regularly, you generally don't save at all. So sign up in the Payroll Savings Plan where you work, or the Bond-A-Month Plan where you bank. For your country's security, and your own, buy United States Defense Bonds!

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Club Activities

Caravans, Inc

P. O. Box 1902, Chicago

CHICAGO, Dec. 8.—A very good attendance marked the first meeting of the newly installed officers with President Claire Sopenar presiding. Officers on the rostrum were Pearl McGlynn, first vice-president; Helen Wettour, third vice-president; Wanda Derpa, financial secretary, and Opal Rossi, treasurer. P. P. Jeanette Wall served as installing officer. Invocation was given by Edith Strelbich. Jeanette Wall read correspondence from Sophia Gleason who has returned to Miami; Ruth Bernauer, Emily Bailey and Myrtle Hutt. Welfare Chairman Ann Sleyster, 2916 Belmont, Chicago, was reported ill. Second Vice-President Veronica Potenza is in Wesley Memorial Hospital for observation.

Mae Taylor's son, Bud, is seriously ill in Illinois Masonic Hospital as the result of an accident. Elizabeth Jacks is the grandmother of Jimmy Brezinski, born November 30 to her daughter, Ann, of Bensonville, Ill. Pearl McGlynn is proud of her great-grandson born to Mr. and Mrs. Richard Greggs. Frieda Rossen was the guest of Mollie and Ned Torti at the banquet and ball of the SLA. Several members visited with Edna O'Shea Stenson, who stopped over on her way from New York to San Antonio, where she will live with a sister, Elsie Aldrich. Midge Cohen, with whom she lived in New York, accompanied her.

Hostesses for social to be held December 11 will be Wanda Derpa, Eva LeRoy, Opal Rossi and Betty Shea. Clara Etta Barker and Irene Coffey will donate lamps. President Sopenar named the following committees for the ensuing year: Finance Committee, Mae Oakes, Anne Young, Betty Broderick. Ways and Means, Frances Berger, Eva Shine, Emma Atzel, Molly Raymond, Marge Freis, Alda McCue. House Committee, Catherine Rose, Mary Martin, Nora Heglund, Ana Schmidt, Mildred Maniloff. Bond Committee, Josephine Glickman, Dorothy Golz. Birthday Cards, June Milcezny. Welfare Committee, Betty Shea, Mae Taylor, Geraldine Muscarello. Entertainment Committee, Marianna Pope, Eva LeRoy, Ruth Clinton. Membership, Lucille Hirsch, Myrtle Hutt, Ruth Martone, Emily Bailey, Midge Cohen, Charlotte Wright, Hattie Hoyt. Forget-Me-Not-Fund, Ann Sleyster, Jeanette Wall, Edith Strelbich, Pat Seery, Edna Stenson, Minnie Simmonds, Sophia Carlos. Mascot, Vvonne Bailey, pro tem Amby Clinton. Club Mother, Kate Owens. Chaplain, Isabel Brantman. Sentinel, Mabel Davis. Hostesses, Helen Hoffmeyer and Agnes Barnes. Corresponding secretary, Irene Coffey.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Dec. 8.—Regular meeting was presided over by President E. H. Hugo, with Treasurer George Carpenter and Secretary Al C. Wilson in attendance.

George Elser has been released from St. Luke's Hospital following a major operation. Charles Coleman is in General Hospital the result of a heart attack.

Memorial services will be conducted at the club rooms December 30 at 2:30 p.m., Chaplain Al C. Wilson officiating. President Hugo requests that members holding raffle books make returns. Dues are due for '52.

Jerry Johnson, nephew of Past President Ruth Ann Levin, of the Ladies' Auxiliary, was killed in an auto accident at Tama, Ia., November 30.

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Dec. 8.—Five past presidents attended the social held November 29. They were Daisy Davis, Norma and Gertrude Lange, Grace Goss and Lotis Francis.

Also on hand were Estelle Regan, president; Verna Schantz, secretary; Babe Weinstein, social secretary; Rose Brown, chaplain; Minnie Quillon, Nora Gdynia, Clare Campbell, Faye Davis, Virgie Vasshinkle, Mary Thompson and Gene Wolf.

Miami Showmen's Association

236 West Flagler Street.

MIAMI, Dec. 8.—Regular meeting Tuesday (4) attracted 187. President George A. Golden was on the rostrum. William Moore, business manager of Cetlin & Wilson Shows; Bill Cowan, last season with Biller Bros.' Circus; John Hoffman, Prell's Broadway Shows, and Leo Bistany brought contributions from their respective organizations.

Membership applications came from Samuel Grosbarth, Robert H. Lilliston, Herman Shine, John J. Combino, W. H. McMinn, James Leahey, Abe Nissenbaum, Mark Layton, Murray Franklin, Alex Maskin and Hy Malek. They were submitted by Danny Dell.

Murl Deemer, chairman, reported that arrangements are being made for the annual Children's Christmas Party.

Funeral services for Mrs. Leah Palitz were conducted at the Gordon Funeral Home here and burial was in Mount Nebo Cemetery, Miami. Lewis R. Rubin is in General Pratt Hospital, Coral Gables, Fla.

Hot Springs Showmen's Association

310 1/2 Central Ave., Hot Springs

HOT SPRINGS, Dec. 8.—Vice-President Harry Zimdars presided at the regular meeting Thursday (6) at the DeSoto Hotel, and Monty Winslow substituted for Secretary Clint Shuford.

Walter M. Ebel, press committee chairman, reported memorial services are scheduled for tomorrow at the Elks' Lodge. Judge Richard Ryan and Charles Weaver, co-chairmen, urged members to attend the services.

Membership application of Patrick J. Finnerty was approved. Prosecuting Attorney Julian Glover was made an honorary member. Guest Joe Sands gave a piano recital.

Among recent arrivals in town who were called on to speak at the meeting were Don Weaver, Bobby Gloth, Archie Wagner and Jack Ogle. A buffet dinner was served by the auxiliary.

Lone Star Show Women's Club of Texas

3105 Forest Ave., Dallas

DALLAS, Dec. 8.—President Millie Cepak, assisted by Secretary Martha Moss and Treasurer Pearl Vaught, presided at the December 3 meeting.

Mabel Welsman and Red James were married at Red and Los Crangle's home here November 24. Lucille Delaporte is still recovering at her home. Eddie Vaughn is on the road to recovery.

From the Lots

Coney Island

FORT WALTON, Fla., Dec. 8.—Org opened at Florida, Ala., November 14 for a four-day stay to good biz. Friday and Saturday were kid days. Bobby Sickles is manager and Bill Hunter is business manager. Showfolk had Thanksgiving dinner at the Colonial Hotel. Joe White, general superintendent, has charge of the back end and Hunter the front. The writer is mail man and The Billboard sales agent. Shows moved here for a 10-day stand. —H. E. MICHALSON.

Jacobs' Unit

Continued from page 51

season with its complement of wild animals, plus an elephant and horses, is believed to have aided in the easy swing from 20 to 25-cent front gate charge. Each patron was given a free discount ticket to the circus as they entered the grounds.

One of the big advantages of the unit was its publicity value. The presence of Jacobs, a nationally known trainer, lions and elephant resulted in numerous newspaper and radio stories, including many page one stories and photos.

The one-ring European type presentation used last season will be continued in 1952, Strates said.

Jersey Spots Seek More State Help

TRENTON, N. J., Dec. 8.—New Jersey resorts are complaining that the State is not doing enough to spread its name throughout the country, and representatives of the \$800,000,000 resort and travel industry are pressing the State to greater expenditures for publicity and promotion.

The reps are after State officials to boost the annual appropriation for promotion far beyond the present \$50,000. State promotion section has requested an increase of \$25,000 in its budget but is not hopeful of getting it. The State formerly spent \$100,000 annually to lure out-of-State business.

The resorts noted that the State places no advertising in national magazines. Promotion section officials say their budget allows ads only in limited circulation papers. However, they reported that New Jersey has the country's third largest recreational-travel industry in value. Only New York and California rank ahead of Jersey.

In contrast, the officials said, New Jersey ranks 43d among the States in the amount spent for publicity and promotion. The officials say they want the extra money but recognize the State's financial difficulties.

Blythe, Calif., Mulls New Annual

BLYTHE, Calif., Dec. 8.—If the plans of a local organization materialize, Riverside County will have another annual State-financed fair. Two are already established at Indio and Hemet.

Members of the Palo Verde Livestock and Rodeo Association propose to deed to the State the 28-acre Rodeo Park for a district agricultural fair. The park contains a half-mile track, grandstands and a regulation starting gate. Livestock pens also are available.

The county already has the Riverside County Fair and National Date Festival and the Farmers Fair and Festival.

Cherokee Rodeo Ends 30-Week Tour

HICKORY, N. C., Dec. 8.—Cherokee Ranch Wild West Rodeo closed its 30-week season recently in Bennettsville, S. C., after playing in 18 States and losing only two dates to the weather. Arnold (Cap) Coffey, org's general representative, announced here.

Show carried 60 head of stock and 30 performers, 6 Indians and the Bob Hold troupe of clowns. Executive staff lists D. H. Biron and Col. Carl Fugett as owners; Cherokee Hammons, general manager; Pearl Hammons, treasurer and concession manager; Christine Fugett, front gate; Shirley Biron, secretary, and Johnny Mains, arena director.

Westport, Conn., Concession Open

WESTPORT, Conn., Dec. 8.—Local Beach Commission will open bids for the restaurant concession at Compo Beach December 15, it was announced this week. In considering the bids, the commission requires that all applicants give information about experience in managing a concession of this kind.

For the past three years the Compo concession has been operated by Ewald Wildfoster. It is not customary to lease the concession for more than three years. A rental fee of \$1,700 per year has been paid in the past.

COMING EVENTS

- FLORIDA: Miami—Orange Bowl Festival, Dec. 25-Jan. 2. E. E. Setler, 615 S. W. Second Ave.
- MICHIGAN: Grand Rapids—West Mich. Fat Stock Show, Dec. 11-13. R. Machiele, Courthouse.
- SOUTH CAROLINA: Charleston—Firemen's Christmas Charity Circus, City Auditorium, Dec. 11-14.
- TEXAS: El Paso—Southwestern Sun Carnival, Dec. 25-Jan. 1. Allan G. Pally, Box 95.

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FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week

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ANYONE CAN MIMIC MOVIE STARS! Buddy Lewis, famous (Pattee Theater) mimic, shows you how in his copyrighted "Secrets of Mimicry"; \$1 postpaid Unicraft, 4932 Elmhurst, Philadelphia. de15

AUTHOR-COMPOSER WILL GIVE 25 PER cent royalties on published popular ballad to anyone who successfully exploits same. Mr. Jan Bonner, 1923A Lake St., San Francisco 18, Calif. de15

"EMCEE" MAGAZINE—CONTAINING Band Novelties, Parodies, Monologues, Comedies, Jokes; subscription, \$2; add \$1 for four fast-packed back issues. Emcee-B, P. O. Box 592, Chicago 90. de15

FOR M.C.'S—BOOK CONTAINING OVER 500 quips, jokes and stories told in night clubs. E. A. H. Burd, P. O. Box 1298, Chicago 90, Ill. de15

FOUR HIGH-VOCKTANE COMEDY ROUTINES for male singles, emcees; tested material, single routine, \$1, all four, \$3. Springer, Box 13, Bethpage, N. Y. de15

HERE'S A HONEY OF A SONG—WHY Can't I Stop Dreaming? BMI. 26 cents a copy. Mail to Walter King, 4136 Peak St., Toledo 12, Ohio. de15

AGENTS & DISTRIBUTORS

AAA BEST DEAL—TALKING CARDS, sample, 25¢; \$1.80 per dozen, \$12.50 per gross. Columbia, 7250 Melrose, Hollywood, Calif. de15

AAAA FAST SELLER—NEW, AMAZING talking Xmas Cards that say "Merry Christmas" in loud, clear voice; don't miss this winner, \$1.20 dozen, \$12 gross; samples, 25¢. Hansen Sales, 2851 Madison, Chicago 12. de15

AGENTS—OUR COMIC COLORED POST Cards sell like hot cakes everywhere; 50 designs, \$4.50 per 100; 4 samples, 25¢. Walter B. Fox, Mobile 2, Ala. de15

ARTISTS MODELS CHRISTMAS CARDS—new, exciting, unusual! \$ assorted samples, \$1 quantity prices. Jay's Service, Box 864, Dayton, O. de15

AT LAST—FAST SELLERS, SOMETHING new, going over big, shocking Christmas Greeting Cards with Envelopes, sample dozen, \$1 prepaid to your door with wholesale catalog, United Novelty, 45 Hanover St., Boston 13, Mass. de15

BARGAINS—TERRIFIC SAVINGS; JOB lots, close-out! Also save up to 50% on complete lines of Dry Goods, Clothing, Footwear, Notions, Sundries, Toilettries, Novelties, Gifts, Jewelry, Television, etc.; 2,000 items; send 25¢ for illustrated Wholesale Bargain Catalog, Close-Out Flyers and Special "Get Acquainted" offer; valuable merchandise certificate (worth many times 25¢) included; free. Rediate Jewelry, 311 North Desplaines, Dept. H-36, Chicago 6. de15

BIGGER PROFITS—SELL KOEHLER BURLINGAME Signs over 1500 varieties; free catalog, 15 samples, \$1 postpaid. Koehlers, 325 Goetz, Lemay 23, Mo. de15

BLACK TIRES TO RITZY WHITE WALLS in 20 seconds! Pitchmen, salesmen, you must see this magic white latex coating perform. Here's the clean-up deal for '52, big dollar seller, costs 25¢; sample 15 (16 size), 50¢; postpaid, don't delay; limited stock. Rubber Products Co., Dept. BB, New Haven, Conn. de15

BULK BOB PINS—BLOND OR BLACK \$1 lb. ppd.; discount on large orders. Davarn Trading Co., 149 Maple St., Jamestown, N. Y. de15

BUY YOUR HONEY DIRECT—ALL gauges and dealer, from \$1 a dozen and up; also men's and ladies' Articles, all sizes, colors and grades; satisfaction guaranteed or money refunded. S. F. Pollard (S-F-P) Co., 1258 Market St., Chattanooga, Tenn. de15

CHRISTMAS BANG EXTRA SPECIAL—Old St. Nick's Jumbo Novelty (phony) Money; 50 for one dollar; rush order; wire bill. Ken's Bank of Fun, P. O. Box 1257, Louisville, Ky. de15

COLOR TELEVISION SCREENS—SEE blue skies, green grass, navy to attach-ment tools used. Write Harding, 403 Cahoon, Beverly, Mass. de15

COMEDY SIGNS! NOVELTIES! GUARANTEED large profit-makers! 25 different, \$1 refundable; wholesale prices; promotional ideas accompany. Sebastian, 5138 Cahoon, North Hollywood, Calif. de15

COSTUME JEWELRY—SELL THESE FAST moving Necklaces and Earrings. Write today for free illustrated information with special wholesale prices. Merchandise Distributing Co., 912 Park Bldg., Cleveland 14, Ohio. de15

DISTRIBUTORS WANTED—ALUMINUM Awning; big profits; big demand; make your own; everything supplied; details free. Kramer Industries, 321 S. Anita, Los Angeles 40, Calif. de15

ENTICING ARTISTS! MODELS! PHOTO-graphed as you like them; 18 unusual exclusive full length shots, only \$1; none free. Peggy Felton, Dept. 105, Box 5967, Chicago 7, Ill. de15

MAKE 2000 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund! Exclusive territory to good men; no expense needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 5. de15

MAKE PERFUMES AT HOME FROM OUR Concentrates; profitable business; information free; women Write "Careers Laboratories", 1914 Chouteau BR St., Louisiana 3, Mo. de15

MANUFACTURER'S CLOSEOUT! ALL ON part of 15,000 exciting educational Cow hot Games; immediate delivery; at rodeo, premiums; perfect for "pitchman" at carnivals, circuses. Write Ettinger Advertising, Dept. B-2, Cedar Rapids, Iowa. de15

REALLY COMIC XMAS CARDS—FAST sellers; \$1 will bring you 2 sample sets. Midstates, Box 412, Bloomington, Ind. de15

SALESMEN, DISTRIBUTORS—FAST SELLING Costume Jewelry, direct from factory; big picture catalog free. Pickcraft, B-19 Bank, Attleboro, Mass. de15

SELL COLORFUL PERSONALIZED RUBBER Door Mats; no stock or investment necessary; we ship to your customers; no order; free. Patented Products, 3015D Newbold, Bronx, N. Y. de15

STATIONERY, CARDS, CIRCULARS, ETC. Quality work; postpaid; at very reasonable prices; free samples. Sutton Printing Co., Box 853-B, Wiggins, Ga. de15

UP TO 175 WEEKLY—AMAZING PENCIL writes four colors; red, blue, green, orange; sample, 25¢; 20 year Ball Point pen with beautiful 81 sample, 25¢; all Pen; brilliant metal cap; sample, \$1; eight samples, four pens, \$1; postpaid. L. J. Balogh, 1703B Roosevelt, Valparaiso, Ind. de15

TALKING XMAS CARDS SALES TERRIFIC! says "Merry Christmas" in loud clear voice; also Happy Birthdays, Get Well, Hello Sweetheart; samples 25¢, dozen \$1.20, gross \$12. Allied Sales, 311-C N. Desplaines, Chicago 6. de22

YOUR OWN BUSINESS—OVERCOATS, 56¢; Mackinaws, 34¢; Shoes, 125¢; Ladies' Coats, 30¢; Dresses, 10¢; enormous profits; catalog free. Maro, 558-AF, Roosevelt, Chicago 7. no

30 NOVEL GREETINGS—CLEVERLY mimeographed on gov't. postal cards, \$1; samples, 10¢. Christian Commercial Foundation, P. O. Box 84, Joplin, Mo. de22

ANIMALS, BIRDS, PETS

CHIMPANZEES—CAGE ANIMALS, MALES and females, \$450 each; Chimpanzee, 40 pounds, \$400 each; all with limited stock. A-1 condition. Trefflich's, 228 Fulton St., New York. de15

CINNAMON RINGTAIL SPECIAL—Healthy large cage specimens; while they last, \$19.95; write for Animal Price List. Tropical Hobbyland, 1525 N. W. 27th Ave., Miami, Fla. de15

ELEPHANTS AND OTHER ANIMALS—Babies, females from India, \$4 inches tall, delivery middle January, Los Angeles, \$2,500; 1 pair Golden Cats, \$250 f.o.b. Colorado; 1 Indian male Spotted Leopard, perfect \$500 f.o.b. N.Y. Trefflich's, 228 Fulton St., New York. de15

GIVE A PET FOR CHRISTMAS—YOUR choice of Baby Rhesus, Cinnamon Ringtails or Squirrel Monkeys for \$27.50. Tarpon Zoo, Tarpon Springs, Fla. 50¢ deposit. de22

MONKEYS—FIRST CLASS SPECIMENS—Rhesus, \$25 ea.; Javans, \$20 ea.; African Greenies, \$20 ea.; all young stock; 1 pair Mandrills, \$250; 1 pair Drills, \$200. Trefflich's, 228 Fulton St., New York. de15

SNAKES—INDIAN COBRAS, \$35 EA.; Banded Kraits, \$35 ea.; Russell Vipers, \$40 ea.; Green Mamba Snakes, \$35 ea.; Reticulated Pythons, 15-17 ft., \$300 ea.; African Rock Pythons, 5-6 ft., \$50 ea.; Indian Rock Pythons, 8 1/2 ft., 9 1/2 ft., 10 ft. ea., special, \$100. Trefflich's, 228 Fulton St., New York. de15

SPECIAL THIS ISSUE ONLY—MONKEYS, slightly undernourished from sea voyage; Rhesus Monkeys, 6 for \$20; Java Monkeys, 4 for \$20. With little care and attention can be built into perfect specimens. Trefflich's, 228 Fulton St., New York. de15

SPECIAL—BARE WOOLY SPIDERS (BLACK Howlers); acclimated and healthy, \$45 each; 10¢, \$125. Tropical Hobbyland, 1525 N. W. 27th Ave., Miami, Fla. de15

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AMUSEMENT PARK NEAR SEQUOIA National park; picnicking, swimming, dancing, refreshments, sports; fully equipped; off-season price, \$22,500. Write Kavalish Valley Co., 129 N. Church St., Visalia, Calif. de15

BALLROOM—PISMO BEACH, CALIFORNIA! A real money-maker; equipment and business plus concessions for sale; will grant 5 year property lease. Write Rose-garden Ballroom or phone Pismo Beach 5. de22

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DONKEY BASEBALL—WELL ESTABLISHED, profitable show; season lasts about 3 months; complete show; donkeys, truck, trailer FA and lighting system; will teach buyer or will take in partners; full price, \$9,750. Lucas Co., 915 Eighth St., Sacramento, Calif. de15

DUE TO ILLNESS MUST SACRIFICE GOOD show; extraordinary profit; draws crowds like fire; \$900 cash. Write Box 15, Maribel, Wis. de15

NUDIE CUTIE TABLE LIGHTER—SHE'S A hot seller; sample and wholesale prices \$1 postpaid New York. Article Co., G.F.O. Box 485, New York 1, N. Y. de15

PARK AND CARNIVAL EQUIPMENT business for sale at inventory price; no charge for good will; established four years; capable; still man with mechanical ability; situated Eastern Pa.; \$3000 cash required. Write M.E.J., 347 Mattison Ave., Ambler, Pa. de15

PHONOGRAPH RECORDS—BUY AT 5¢, sell at 50¢; detailed, complete plan, full instructions, \$2.50. Midstates, Box 412, Bloomington, Ind. de15

START A VENETIAN BLIND LAUNDRY—Profit opportunity for lifetime business; new machine method; free booklet on request. L.B. Co., 442 N. Seneca St., Wichita 12, Kan. de15

TIME IS MONEY! MAKE EVERY WORD count! Study a Dictionary of Maxims for pleasure and profit; \$1 postpaid. Write James Higgins, author, \$1 postpaid. Write James Higgins, 675-S Seneca Ave., Brooklyn 27, N. Y. de15

TWO BITS BRINGS OUR BIG OPPORTUNITY mail for 3 months; includes mail order magazine, Malle Matters, 767-B Leith, Flint 3, Mich. de15

WHERE TO BUY WHOLESALE ELECTRICAL Appliances, Novelties, Costume Jewelry, Cookware Sets, other essential merchandise. Write Distributors, 1130 Broadway, N. Y. de15

WOMEN—EARN MONEY AT HOME WITH sewing machine! Full, spare time; details free. Edwards 3015-BBN 12th, Des Moines 12, Iowa. de22

YOU FOR PRESIDENT OF YOUR OWN credit-counseling business; many who are doing our ads now have their names on a file; doors Franklin Credit, Roanoke 7, Va. de22

New LOW PRICE... SOFT PLASTIC BUGS

These are the same Original Plastic Bugs of which thousands have been sold at 25¢ each. NOW! Refills for 10¢ each. One dot each: Worms, Roaches, Beetles and Hellgrammites, packed in individual cellophane bags, 24 on an attractive display card, 4 doz. of 4 doz. (no less sold) \$2.50 \$7.20

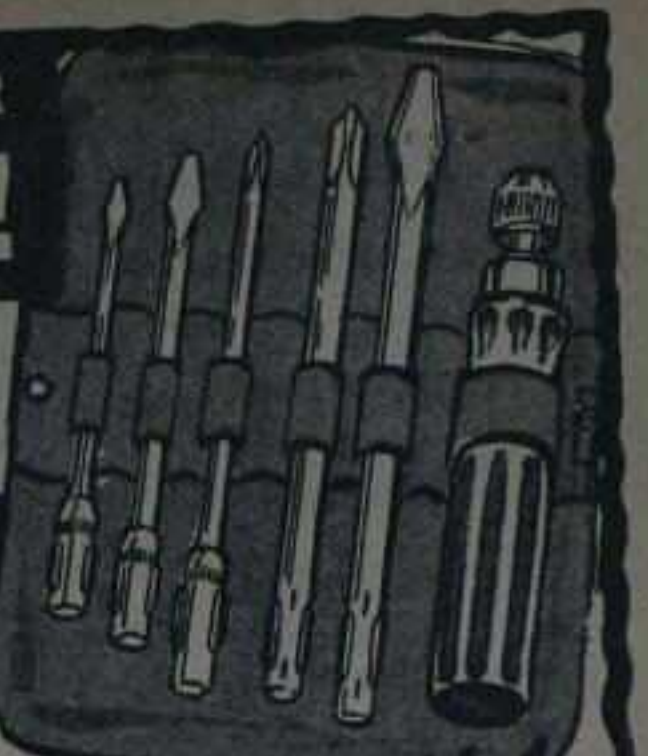
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Precision made from hardened tool steel. Comes complete with plastic pouch.

Has a blade for every size and type of screw. Vise-grip chuck locks blades securely in place.

CASH IN NOW!

Greatest money-maker in years! No mechanic or hobbyist can resist the appeal of this tremendous buy! Even housewives see the utility and value of 5 SCREWDRIVERS IN ONE! Kit has 3 standard blade screwdrivers and 2 "Phillips" type screwdrivers. Handle holds each blade with vise-like grip. Tremendous orders from dealers prove this the most sensational tool value ever offered.

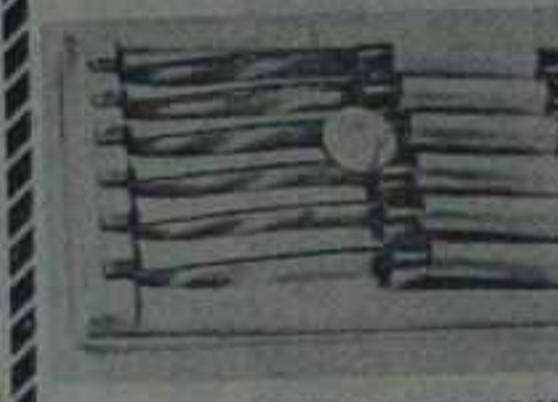
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Oxhead 6-piece Stainless Steak Knife Set

ATTRACTIVE — WELL MADE Comes in Ivory or Grey Plastic handles—Chrome Bolsters. Beautiful Plastic Box with Trans-parent Top. \$6.00 per set

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SPECIAL INTRODUCTORY PRICE \$1.65 per set. Equivalently gift boxed. SAMPLE SET—\$2.90. 25% deposit with each order. Please include postage. ORDERS SHIPPED SAME DAY RECEIVED. Send for free illustrated catalog

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STEPHEN PRODUCTS CO., Dept. B1-3, 1947 Broadway, New York 23, N. Y.

Never Undersold Many imitators have copied our "Sunburst"

The original four own tools and dies! "Sunburst" Necklace and Ear. Set now reduced in price to combat imitations sold elsewhere. Retail for \$7.50 per set. Your cost \$10.80 per doz sets, boxed. Available in colored center 15 assorted colors), also in black and white, brown and white. Imitation Cameo centers and Dryx. This special offer for limited time only.

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2 assorted samples sent postpaid \$3.00. State your business. Remittance in full or 25% deposit, balance C.O.D. All merchandise for resale only—Free catalog on request.

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Exact Duplicate of Civil War Confederate Cap. Selling like wildfire! Terrific for Southern States. Available in Small, Medium and Large. \$1.95 seller.

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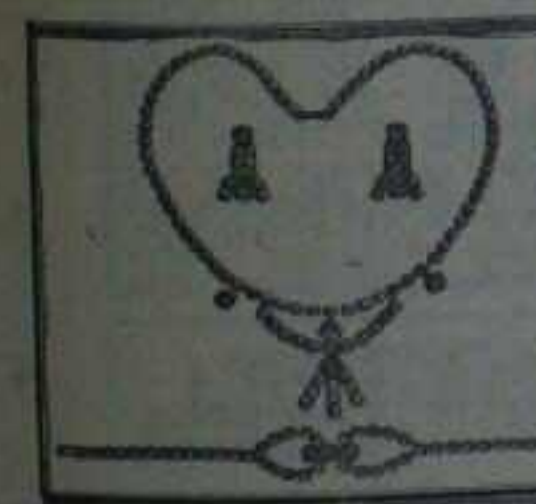
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No. 877 A Real Money Maker \$4.50 doz. No. 877—Heavy mounting. Hand set. Sparkling. It's a beauty. Gold finish.

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BEAUTIFULLY BOXED SETS. Glorious necklace with matching bracelet and earrings. 4 smart styles. 131F1—\$39 DOZ. Same as above in 5-pc. sets. \$30 DOZ. Earrings and necklace. Other boxed sets starting at \$1.00. Send for samples and new catalog. Write, wire or call Walnut 2-3328. Superior Jewelry Co. 746 Sanson St. Philadelphia 4, Pa.

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Has Designed for Our Exclusive Use

BENRUS WATCHES and SETS

SPECIALLY PACKAGED FOR THE PREMIUM TRADE

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STILL SELLING BY THE THOUSANDS MAGNIFICENT 3-TIER RHINESTONE BRACELET

A multi-jeweled array of simulated diamonds that stops everyone who sees it. Expansion band. Handsome ivory plastic case. Terrific Temple seller at a low, low price. High retail price tag.

Only \$3.75 EA.

Minimum Order 1 Dozen. Federal Tax Additional if Not for Resale. 25% Deposit. Balance C.O.D., F.O.B. Philadelphia.

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TEMPLE COMPANY

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(LEAVE THIS AD. IT WILL NOT RUN AGAIN.)

Item	Gross	Net
BB100 10" (Good Quality) Shaker Horns, ass'd. metallic colors & Ass'd. Ctrs.	4.00	\$12.00
BB101 12" Metallic Shaker Horns, Ass'd. Ctrs.	9.50	
BB102 17" Shaker Horns, very special	7.20	
BB103 7" Hvy. Cardboard Horns, LOUD. Big value	6.50	
BB104 7" Hvy. Cardboard Metallic Paper	8.50	
BB105 11" Metal Horns, ass'd. fancy colors	12.00	
BB106 16" Metal Horns, Ass'd. Colors	21.00	
BB107 5" L1. Cardboard Horns	1.50	
BB108 Midwest Noisemaker Assortment, All large pieces. Pkd. one piece in carton	12.00	
BB109 Popular Noisemaker Assortment, Gro. in carton	9.00	
BB110 Blow-Outs With Feather, small size. Special Value	1.25	
BB111 Blow-Outs With Feather, large size w/wood mouthpiece	3.50	
BB112 Metallic Hi-Hats, head size with large "1952" cut-outs attached. Doz. \$3.00	33.00	
BB113 Hats, miniature with elastics, ass'd. cardboard & crepe colors. Doz. 79¢ Grs.	18.00	
BB114 Hats, flat crepe, ass'd. colors & shapes. Very big value	3.00	
BB115 Hats, ass'd. Fancy decorated crepe paper, Gro.	5.50	
BB116 "1952" Metallic Head Bands, ass'd. colors	4.50	
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ATTENTION, FEMALE IMPERSONATORS—Gowns, large picture Hats, Platform Shoes, 25 1/2, Call Palms, LU 3-1169

FOR SALE—FORTY NEARLY NEW GRAY Whipped Uniforms, excellent condition, \$15 each. Lookout Fire Co., Pen Argyl, Pa.

BROADTAIL SAMPLE COAT, SIZE 12-14; best offer; also custom-made Men's Suits, Dress Overcoat, 38-40; excellent condition; sacrifice. Kew Garden Hill, Long Island, N. Y. Fordham 4-3483.

FORMULAS & PLANS

OLD FURNITURE POLISH FORMULA, \$1. Howell, 10208 Folk Ave., Cleveland, Ohio de15

WRINKLE CREAM — SMOOTHS OUT wrinkles, puffiness, tired lines in three minutes; lasts for hours; get materials from your druggist and make your own; send stamped envelope for formula. Box 217, Palestine, W. Va.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPCORN MACHINES available from \$35; Candy Corn Machines, Peanut Roasters, Sno-Cone Machines, Kinky Korn, 120 S. Halsted, Chicago, Ill. ja19

FOR SALE—PRACTICALLY NEW 33' SUPERIOR Display Trailer with 43 indirect controlled light cases, 16" deep, 18" high, 24" long and storage drawers opening with separate locks; interior beautifully finished mahogany; electric brakes, completely insulated, ventilating fans, tarpaulin cover; this trailer could be made into a beautiful restaurant, living quarters, or changed to meet your requirements; very reasonably priced. M. B. Morris, Room 201, 180 W. Washington St., Chicago 2. de29

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TRADE—COMPLETE GROCERY BUTCHER Fixtures, equipment for 16mm, 25mm sound films; equipment, kiddie rides, etc. Hastings Drive-In Theater, Hastings, Mich.

FOR SALE—SECOND-HAND SHOW PROPERTY

CHAIRPLANE—ADULTS, 12 SEAT, complete \$300; transportation, \$300; trade for Kid Ride or Wheel. H. J. McWhorter, Huron, S. D.

FOR SALE—A BARGAIN, "VANETTE" Truck, 1942 Model (Chevrolet), with complete Candy Flows equipment; truck painted white enamel; outfit in excellent condition; can be seen at address below; due to other business will sell at exceptionally low price. Address Arthur O'Neill, P. O. 764, Steubenville, Ohio.

KIDDIES' FERRIS WHEEL—VALUE \$3600; will sacrifice account illness. \$1850. Write Box 15, Maribel, Wis. de15

ONE SUPER WIZARD COTTON CANDY Machine, one Creators 41 Popper, almost new; other poppers cheaper. James Rosetter, Albany, O.

ORGAN FOR MERRY-GO-ROUND—ARTISAN with drums, about same size as 125; in good condition, \$300. Joe Frederick, 2263 Newton, Detroit 11, Mich. de15

SINGLE LOOP-A-PLANE—5 H.P. MOTOR, stored N.Y. state; Working World, see it here. Carl Miller, R.D. #3, Box 277c, Holly Hill, Fla.

7 CONCESSION PLANS—SHALLOW JOINT (23 games), 4-Way Joint (11 games), Ball Rack (13 games), African Dip, Mud Joint (make camera), Short Range Gallery, \$5 each; High Striker, \$3; all \$27; free catalog. Brill, Box 875, Peoria, Ill.

MAGICAL APPARATUS

A BRAND NEW #23 CATALOG — MIND-reading, Mentalism, Spooks, Hypnotism, Hypocopes, Crystals, Palmistry, Graphology, Magic, 144-page illustrated catalog, Buyer's Guide, both 50¢; wholesale, Nelson Enterprises, 236-B S. High, Columbus, O. de22

FLOATING CIGARETTE TRUCK — CIGARETTE floats in air; with instructions, 23¢; Rubber Beer Bottle, \$1 Jack Eastwood, 684 1/2 Jefferson, Chillicothe, O.

SPIRIT CABINET, TALKING SKULL, ANYTHING operated from distance or thru walls without connections as spirit. Better than magic goods. Baughman, 4211 Park Ave., Astoria, Ohio.

SUB-MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 South High, Columbus, O. de22

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VENTRILOQUIAL (850 UP); PUNCH FIGURES, \$12 to \$14 each dressed; Marionette Heads, Books, Wigs, Acts, Eyes, etc. Spencer, 32-40 Columbus, Minneapolis, Minn.

MISCELLANEOUS

GE TRANSFORMER, 15 KVA, \$150. Wanted Merry-Go-Round Horses and parts; any make show equipment, all kinds. Box 667, Dodge City, Kan. de15

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FIFTEEN USED CHROMATIC MUSICAL Cowbells, thirty dollars; send post office money order; new bells made to order. C. Runyon, New Castle, Tex.

3 pc. Costume Jewelry Sets

Latest styles, gorgeous hand set imported stones. Each set attractively arranged in beautiful satin lined gift box. Embossed tax.

VALUES UP TO \$9.00 TO \$3.50 DOZEN

Swiss Chalel Electric Clocks

Beautiful 4 color clocks, 60 cycle electric motor, A.C., very attractive, with mousehead on top, 800 available.

SLASHED \$1.90 Ea. TO ONLY 3 Doz. Lots Three Samples, \$4.00

OTHER TERRIFIC VALUES AVAILABLE IN WATCHES, CLOCKS, SILVERWARE, etc. Minimum order \$8. 10% Deposit, Balance C.O.D.

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AUTHENTIC NEWSPAPER CLIPPINGS concerning loss of any subject made in order; 2¢ per word; minimum \$1; remit with copy. O'Neill, Box 181, Punksutawney, Pa.

ANYONE KNOWING THE WHEREABOUTS of David Earle Johnson, age 13, blond and 5'7" tall, possibly working with unknown carnival or fair or circus. Run away from home six weeks ago. Please contact his mother, Mrs. Earle H. Johnson, Cornell Arms Apts., Apt. 18-D, Columbia, S. C. Telephone No. 2-3456. It is very important.

EVERETT DANIEL — PLEASE CONTACT undersigned on matter of mutual interests. E. F. Johnson, 2342 S. Grove St., Chicago 16, Ill.

FRANK McDONALD—PLEASE GET IN touch with your mother in Seth, W. Va., at once; very important.

FREE—A HANDSOMELY BOUND NEW Testament for you; no obligation now or later. Postcard to STF, Box 132, Romeo, Mich.

JAMES BROWN, OF RICHMOND, VA., wire collect. Brother Bill wants you home for Christmas.

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AAA—BEST YET. ENLARGEMENTS, 10 post cards, \$1; from your negatives 5"x7", 50¢; 8"x10", \$1; new negative, 50¢; p.d.c. same day service; minimum order, \$1; free mailers. Deluxe Photo Labs, 1409 Penna Ave., Baltimore 17, Md.

CARNIVAL PHOTOGRAPHERS—WE HAVE full stock Eastman DP Paper, Chemicals, mountings for all sizes; catalog of famous Chickasaw Camera mailed. Memphis Photo Supply Co., Memphis 1, Tenn. de22

COMIC FOREGROUNDS, BACKGROUNDS, DP Paper, Chemicals, Mounts; Photo Novelties; new and used DP Cameras. Miller Supplies, 1525 Franklin, St. Louis 8, Mo. de15

DIRECT POSITIVE PHOTOGRAPHERS — We supply everything you need; reasonable prices; Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago 11. de15

DIRECT POSITIVE PHOTOGRAPHERS — Federal tax eliminated on direct positive paper; write for new low prices on paper, chemicals and supplies. Benson Dry Plate & Camera Co., 166 Bowery, New York 12, N. Y. de15

DIRECT POSITIVE PHOTOGRAPHERS — Federal tax eliminated on direct positive paper; write for new low prices on paper, chemicals and supplies. Benson Dry Plate & Camera Co., 166 Bowery, New York 12, N. Y. de15

FOR FINEST IN DIRECT POSITIVE CAMERAS buy Piedmont Camera. Piedmont Camera Mfg. Co., 425 Worth St., Burlington, N. C. Phone 52701. de15

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THE EASTMAN IMPROVED TYPE DIRECT Positive Paper available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. de29

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QUALITY PRINTING AT LOWEST COST—Booklets, catalogs, publications, circulars, stationery; free price list. Adams Printing, 30 W. Washington, Chicago 2, Ill. de15

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WINDOW CARDS — 14x22 and 11x14. The Bell Press, Winton, Pa. de29

WINDOW CARDS, PROGRAMS, HERALDS: Photo-Offset Printing. Cato Show Printing Co., Cato, N. Y. de15

100 SINGLE SHEETS, 50 ENVELOPES printed with name and address, \$1; 1000 Embossed Business Cards, \$4.50; cash or m.o. with order. Seaboard Press, P. O. Box 188, West Haven, Conn.

100 LETTER HEADS and 100 6 1/2 ENVELOPES, Hammermill Bond, five lines copy, \$2.25 postpaid. Dickover Printing-Lithographing, 3333 Cleveland, Kansas City, 4, Mo. ja15

500 NO. 10 24-LB. WHITE WAVE ENVELOPES, \$5.25; 500 8 1/2x11 20-lb. Hammermill Letterheads, \$5.25. Mercury Press, Box 68B, Marengo, Iowa. de22

SALESMEN WANTED

FRANCHISE SALESMEN WANTED—PERSON or firm to establish distributors for nationally publicized product; commission basis; \$1000 weekly possible at start; television show for product anticipated; travel required. Neco Mfg. Co., Auburn, Ind.

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned; jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio.

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WANTED TO BUY

CHAIRPLANE, ROLL-O-WHIRL, SMALL Grind Show, Transformer on trailer, Callon Candy with glass counter and top, Carl Miller, R.D. #3, Box 277c, Holly Hill, Fla.

IS THERE STORED SOMEWHERE GOOD Merry-Go-Round steam engine, upright, 2 cylinders, portable, sound condition? Gaines, Glencoe, Minn.

WANT TO BUY CAPUCHIN MONKEY that wears clothes, works (toys) or other tricks. Box C-901, c/o Billboard, Cincinnati 22, Ohio.

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WILL BUY PHONOGRAPH RECORDS, collections or dealer's stock; any amount, made before 1949; have thousands for sale; send wants. Jacob S. Schneider, 128 W. 90, N.Y.C. ja13

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2042B — 27" tall — Santa's eyes blink off and on! In traditional dress with mohair beard. Perfect attention-getting window or counter display. Complete with flasher unit, ready to plug in. \$69.00 doz. Sample, \$6.50 ea.

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25% Deposit, Balance C.O.D. Phone: OREGON 3-6330

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Grand Opening Specials

- 16" FILLED XMAS STOCKING, contains \$1.50 value, real toys for boys and girls. Packed 4 doz. to carton, minimum shipment \$5.40 Dz.
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 - 7" PLUSH TRAVEL CAMEL, LGE. 3.60 Dz.
 - 6" PLUSH GIRAFFE 2.40 Dz.
 - 8" LGE. EASTER PARADE 3.00 Dz.
 - 50 OPERA GLASS, each in box, high power, anti-moisture covered 3.25 Dz.
 - 70 OPERA GLASS, tri-corner, very good lens —each in box 3.25 Dz.
 - 8" CELLULOID MUSICAL CHIME RATTLE, pink & blue 1.50 Dz.
 - 7 1/2" SPECIAL LOT OF PENCILS w/metal tip and eraser. Yellow and asst. colors—min. order 10 gross 1.65 Gr.
- Mech. Toys, Minimum Order 12 Dz. 1/2 Deposit, Balance C.O.D. F.O.B. New York. Sorry, no catalogue. Special prices for case lot users.

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Forms Close Thursday for the Following Week's Issue

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PUPPETEERS OR ACTORS WANTING TO learn male, female or couple; five months good salary; travel Eastern U. S.; car needed but not essential. Write Marionette, 1113 1/2 Main, Tarrytown, N. Y.

WANTED — MUSICIANS FOR REPLACEMENT on well-organized territory band. Contact Del Clayton, 4428 Decatur, Omaha, Neb. de15

WANTED—PIANO MAN; MUST READ floor shows; year around location; six nights, \$70; seven nights, \$81. Write Paul Leuk, Plantation Club, Nashville, Tenn. Ph. 7-4454. de15

TWO BEAT DRUMMER, LEAD TRUMPET, Third Alto, Double Bass, Bass Clarinet; state commercial experience; others write for future one nighters location, Florida and Deep South. Leader, Box C-566, c/o Billboard, 2160 Patterson St., Cincinnati 22, Ohio. Ja5

WANTED — TENOR MAN, DOUBLING clarinet; work limited territory; other musicians, write Hank Winder, 8333 Case St., Omaha, Neb. de22

WANTED—MEN OR WOMEN THAT CAN read music to train for teaching accordion and guitar. Contact Associated Teachers of Music, Watertown, S. D. Ja5

WANTED LEAD TENOR; ALSO STRING Bass, doubling brass; guaranteed salary. Jack Cole, 1125 58th, Des Moines, Iowa. Ja5

WANTED — GENERAL MANAGER FOR sheet music and phonograph record company; all States; experienced only. Box 489, Billboard, Chicago.



ORDER THE LAUGH OF THE CENTURY

... The Sensational Gag of '52!

MITCHELL'S KING SIZE DRIBBLE BIB TIE

WORLD'S LARGEST (AND FUNNIEST) NECKTIE!

Everybody will snap-up these sensational KING SIZE Gag DRIBBLE BIB TIES for their New Year's Parties and other Gag Shows...

Snap this tie on under your collar and YOU'LL ROLL 'EM ON THE FLOOR WITH LAUGHTER! Guaranteed to break the ice at any party anywhere... the tie that tops 'em all for size, for gaudy color, for screamingly funny effect!

Made of washable, stainproof cloth in bright, gaudy stripes. Useful, too, for Spaghetti, Lobster and other "DRIBBLE" dishes.

SAMPLES \$1.50 EA. POST PAID \$12.00 PER DOZ.

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The demand was too great to hold for '52—Watch Mitchell's Dreams come true—For Money-Making Gags for '52!

Terms: Remittance in full or 1/3 down with order, bal. C.O.D.

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Forms Close Thursday for the Following Week's Issue

MISCELLANEOUS

BOOK BOB TOMLINSON — ONE MAN Vaudeville Show; juggler, ventriloquist, magician, rope twirler, accordionist; for all occasions. 162 North State, Chicago, Ill. Tel. Dearborn 2-2734. de22

FALMIST—DESIRES WORK; EXOTIC ENTERTAINING in an old world Gypsy way; also do half and half; club preferred. Rose Davis, Avella, Pa. Dial 9635.

MUSICIANS

A-1 ORGANIST—30 YEARS' EXPERIENCE; theaters, lounges, rinks; all types music; extensive repertoire. Address Organist, 126 47th St., Union City, N. J. Ja5

ALTO SAX, DOUBLING CLARINET AND Bass clarinet; girl vocalist; excellent wardrobe, pictures, trumpet, all essentials; will separate. G. Phillips, Box 427, Carbonate, Ill.

ARRANGER, TENOR, ALTO, CLARINET and flute available immediately; band or combo; commercial or jazz; location only. Paul R. Simmons Jr., Grays Tourist Court, Highway 67, Muncie, Ind.

ATTENTION, BANDS COMING TO FLORIDA, any city; Drummer; 34; 15 years' semi-nights experience; cut shows; Latin, society, jazz, etc.; excellent appearance; leave with you in spring. Frank Kestler, 215 N. W. 79 St., Miami, Fla. Phone 89-1377.

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WRITE FOR YOUR COPY OF CATALOG No. 106

Containing complete selection of engraving jewelry... especially for the engraver, demonstrator and fair worker.

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All Orders Shipped Same Day Received

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SILVER PLATED 32-Pc. Service for Eight

8 Knives 8 Soup Spoons 8 Forks 8 Teaspoons \$5.10 Set

2388B Sample Set \$5.50 10 Sets or More

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2388B Sample Set \$4.00 10 Sets or More

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ILLUSTRATED CARTOON BOOKLETS!

BEY, FELLOW! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10. ALL DIFFERENT. \$1 POSTPAID \$10.00 NO POSTAGE C.O.D.'S! REGULAR SALES

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Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Blankets, Hampers, Hosiery, Plaster Stum, Flying Bids, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

PREMIUM SUPPLY CORP.

1111 South 12th, St. Louis 4, Mo.

AVAILABLE SOON—PIANIST, DOUBLING organ; prefer solo or combo. Oliver Compton, 121 Fourth Ave., S. W., Cedar Rapids, Iowa. Phone 6870.

BASS VIOL—WESTERN OR HILLBILLY; radio preferred; double on guitar; sing harmony; union. "Clint" Yazel, 4710 W. Edison Rd., South Bend, Ind.

BONE PLAYER—CONCERT OR SOLOIST; age 62; sober, dependable; approved by Mich. and South Dakota for concert work with high school bands; accompany round and square dances, polkas, marches, hillbilly and Western music; prefer radio, TV or theater; will consider any good offer if reliable; reference if needed. Howard F. Schartz, Box 31, Waters, Mich. (The Prairie Rattler.)

DRUMMER—READ, CUT SHOWS; PREFER bands, cutting shows, etc.; but not essential; available immediately; society-commercial. Chuck George, Kickaboo Courts, Boulder City, La.

GIRL TENOR SAXIST-CLARINETIST; union; read, fake; available weekends in or around New York. Zena Latta, 2031 Bathgate Ave., Bronx, New York. de22

HAMMOND ORGANIST—MALE; 34; PERSONABLE; union; five years network radio, recording and currently TV; broad experience in hotels, clubs, including 3 successive years in Harry Altman's Town and Club Casinos, Buffalo; remarkable library; play all requests in most modern style; available Dec. 12 for engagements in comfortable New York metropolitan area; do not own organ. Wally McManus, 230 E. 72d St., N. Y. C. Phone REgent 7-8378. de22

HAMMOND ORGANIST AND ACCORDIONIST; female; available now, go anywhere; prefer Southwest; hotel, club, cocktail lounge; with or without organ; large library popular, standard, semi-classic; union; dependable; all offers considered. Reply to Box C-562, care Billboard, Cincinnati 22, O.

LADY PIANIST, ACCORDIONIST—HAVE Solovox if desired; union. Contact Musician, Apartment 2, Cottage 1, Phone 7525. White House Hotel, Biloxi, Miss.

ORGANIZED NOVELTY AND DANCE TRIO; union; accordion, guitar and drums; double on piano, violin and electric guitar; vocal duos and solos; prefer Southern location; lounges, hotels or clubs; available short notice. Freddie Clark, General Delivery, Daytona Beach, Fla. de15

ORGANIST — EXPERIENCED; CAN FURNISH Hammond; dance units, hotels, staff radio organist; former pianist; arranger for semi-nights band; Southeast only, preferably Florida. Box C-488, c/o Billboard, Cincinnati 22, Ohio. de15

PIANIST — TRAINED; PROFESSIONAL; union; single; desired first rate hotel lounge opening; alone. Raymond Demsey, 44 Maple Ave., Franklinville, N. Y. de15

PIANIST—READ, FAKE, ARRANGE; EXPERIENCED show combo, territory band; have card; will travel; some professional slight of hand if can use it. Bob Fisher, Haute L. Wayzata, Minn. de15

PIANO MAN AVAILABLE FOR SMALL commercial unit; south only; union; dependable Jimmy Moore, Roosevelt Hotel, Montgomery, Ala.

RINK ORGANIST — 10 YEARS' EXPERIENCE; metronomed music; East of South preferred. Address Organist, 218 Hallett St., Schenectady, N. Y.

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EXPERIENCED COUPLE—MAN CAPABLE of maintaining, managing kiddie rides; wife assists all days; non-drinkers; available for anywhere, anytime; first-class references pertaining to character, ability, etc. 53 Lane, c/o Eagle Court, 2774 Monterey Road, San Jose, Calif.

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AT LIBERTY — LEWIS ENTERTAINERS, Medicinal and ventriloquist; good Xmas program; can use school books this vicinity. Lewis Entertainers, Highland, Calif. de15

FEMALE IMPERSONATOR OPEN FOR night club booking; singer, exotic dancer; flashy wardrobe; will send photos; salary \$125 net; transportation one way Wesley Davis, 411 S. Wabash, Chicago, Ill. de15

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No. 146 Mingo	4.18

Less Than Case Lots, Add 10¢ Per Blanket. For Sample Add 50¢ Per Blanket.

Write for our New 1951 No. 61 Catalog now. State business in first letter.

WISCONSIN DELUXE CO.

1902 N. Third Street, Milwaukee, Wisconsin

Merchandise Topics

Write Buyers' Service Department, 2160 Patterson St., Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

Los Angeles

M. Whitey Monette supplied the souvenirs at the San Francisco Cow Palace during the run of the Sonja Henie Ice Show, which grossed nearly \$500,000 for 18 regular performances. . . . A good Christmas item is "snowies," die cut spun glass window decorations. By use of a damp cloth, the yuletide decorations may be attached to window or mirror. The assortment from House of Charm includes frost-like Santas and reindeer. . . . W. G. Bodell has come out with a "flying silver saucer." Over four feet in diameter, 10 inches thick at the center and covered with aluminum foil, the saucer will fly high. Bodell offers the construction kit in an attractive gift box.

For racing fans there is now available the hot rod that runs, climbs and jumps. Durably constructed with no springs to break, this "car" with stripped down red body of plastic and aluminum colored motor and grill is equipped with oversized rubber tires. The car is 7 1/2 inches long and is being offered by Walter Thomas, who calls it a good demonstrator or item. It has animation from a geared friction motor.

For premium users who use good merchandise the Honey-Bunny should be appealing. Another Walter Thomas item, the item has real fur, hair that can be combed and washed. Body is of washable latex. Dressed in a picture book dress and matching bonnet, item has plenty of eye-appeal. Added features are go-to-sleep eyes and a baby's cry. Arms and legs are movable. . . . Demonstrators should find the magic stitcher a fast selling item. It permits the sewing of an invisible blind-stitch hem from a complete spool of thread which it holds. In addition to hemming, tacking, basting and smocking, other types of sewing are easily done. The stitcher weighs an ounce and fits into the palm of the hand. Comes with an illustrated booklet from Sunset House. . . . In keeping with Christmas, Walter Thomas is offering the angel-glo with star wand. A standard candelabra base lamp causes the starry dress, wand and halo to glisten. Durably constructed, the item is seven inches high and comes complete with a 4-foot cord and add-on connector. . . . Another demonstrator item is the Dudley Kebow Lift-A-Roast, which enables the housewife to lift a roast or fowl from the pan with one hand. The tongs are made of steel with bright chrome finish.

are floppy ears and glass eyes. It stands 11 inches high on a nine-inch base and comes in brown and black. Individually window-boxed, the pup sells for \$6.50 retail. . . . O. Faust announces its catalog listing a complete line of novelties, jewelry, watches, premiums, notions, joke tricks and leather goods. . . . Kee-Lite, a 50-cent item that retails for \$1, has been introduced by Hal-Hen Company. Looking like a car key container, the item which comes in brown, red or green is used for finding keyholes, map reading when driving at night, etc.

Jay-Kays Products Company has introduced four items for the gift and premium trade—mallard wall plaques, bronze horse and clock, pin-up clock lamp and wild stallion book-ends. . . . Gelber Company has introduced to the direct-selling trade its ornamental portable electric fountain. Standing 16 inches high, the item includes a 14-inch bowl. No plumbing fixtures are necessary. It uses the water over and over again and acts as a room humidifier. . . . A bib that also keeps baby safe in the highchair has been announced by Tencor, Inc. The plastic item incorporates a pocket across the bottom that catches any spilled food. Supplied in pink, blue and yellow, the item retails for \$1.

Jack Chartoff, representing Payton Combs and Harrett-Gilmer, Inc., has moved to new and larger quarters in Room 1111, 200 Fifth Avenue, New York.

Miller Creations, Chicago, has announced its 1952 catalog of costume jewelry and allied products. The catalog offers at attractive prices the following items: Charm bracelets, men's curb chains and short tags, a variety of scatter pins, various all-aluminum indenters for men and women, watch bands, signet rings and bracelets.

New! Genuine CHRONOGRAPH

- Expensive 2 button type. Starts & Stops Sweep
- Second Hand
- Luxurious Chroma Case
- Genuine Leather Strap
- No Better Buy Anywhere



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You name it, we have it! Smartest 1951 cases, crystals and dials. Reconditioned like new, fully tested. Complete with genuine leather bands. Guaranteed. Rare at only \$9.75

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Deals for Auctioneers, Salesmen, Dealers, Concessionaires. 25 years of Values.

MILLS SALES CO.
701 Broadway New York 3, N. Y.

Pittsburgh

L. M. Watzman has musical teddy bears at \$5, \$6 and \$9. Mullen Bro. has five-inch steel trucks at \$6.95-\$8.95. Cash Sales Company has a line of Bulova, Benrus and Gotham watches.

Incrocci Novelty Company offers plaster-of-Paris figures of the Walt Disney creation, Snow White. Preferred Distributing Company has boxed ladies' expansion bracelets retailing at \$1. Pittsburgh Statuary Company has the Virgin Mary and infant Jesus. Duquesne Statuary has unpainted figurines of animals, birds, girls and orchestras.

From All Around

Toys and novelties suitable as gifts for children and adults, grab bags, games, giveaways and prize boxes are offered by Merchandise Distributing Company at prices as low as 1 cent each for orders in large quantities.

A music box in the form of a cuddly cocker spaniel is the latest kiddie item to be announced by Alma Toy Company. The music is supplied by an imported Swiss music box concealed in the body of the pup. It's operated by a key in the base of the toy and plays "Who's Afraid of the Big Bad Wolf." Other features of the item



IMPORTED LIGHTERS

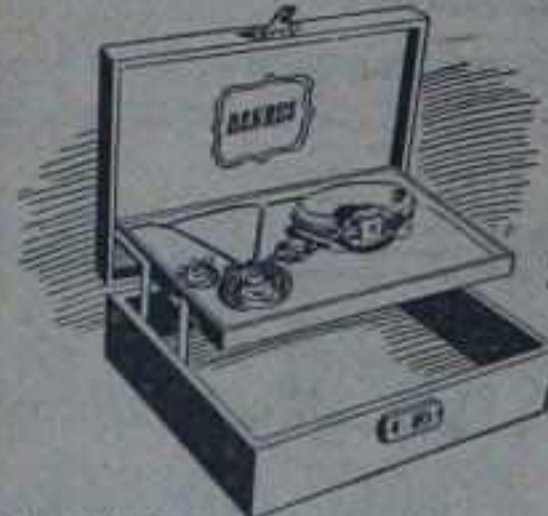
- Send \$5.50 for postpaid set of seven samples and new catalog! ash tray and used as pocket lighter.
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 - #271 Table Lighter 7.20 Doz.
 - #113 Non-Automatic Pistol Lighter (not illustrated) 5.75 Doz.
 - #202 Automatic Pistol Lighter (not illustrated) 6.75 Doz.
 - #154 Pocket Lighter 6.50 Doz.
- CLOSE-OUT, American-made silver-plated popular-size Pocket Lighter, OPA price marked \$3.25 each 8.00 Doz.

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To Stores, Homes, Of Lines and Clubs. Large selection of Christmas and year round ultra-blue signs. Mother-of-Pearl, metallic foil, metallic streamers and novelties. Marvellous full of spare-time money-maker. Order your samples TODAY!

TERRIFIC 35c TO \$2.00 SELLERS FOR THE CHRISTMAS SEASON!

- 2 Metallic Foil Xmas Streamers, 13x48 \$1.00
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- 6 Ultra-Blue Tinselled Xmas Signs, 11x14 1.00
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Big Profits!

Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25c.

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303 DeGraff St., Brooklyn 2, N. Y.

Out Next Week . . . Another Billboard First . . . See Page 49
The Billboard Auditorium-Arena Number

SPECIAL ARTICLES BY: BOB HOPE • SONJA HENIE • C. W. VAN LOPIN
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Simulated Diamonds and many styles of rings for men and women in genuine 1/20 14K rolled gold and sterling. Copies of expensive diamond jewelry. Priced from \$3.35 per dozen.

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SENSATIONAL VALUE
 Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. A set of 12 colors. Attractive box.

PER \$42.00
GROSS Up
 Sample set \$1.00
 High retail price tags available. Orders filled same day received. Send 25% deposit with order. **PACARD BALL PEN, 37 E. 22nd Street, New York 10, N. Y. 5Spring 7-7100**

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WARWICK PRESS
 WARWICK, R. I.

Pipes for Pitchmen

By **BILL BAKER**

FRANK ROBERTS . . . rambled into Asheville, N. C., last week fresh from a successful tour of fair dates. He's getting ready for the Christmas rush with his tops.

"AFTER PLAYING . . . the Free State Fair at Muskogee, Okla., I headed for Jackson, Miss., and the State Fair there," letters George H. Brooks from Houston. "Worked the grandstand at the latter date for McClure Brothers, of Oklahoma City, but business was only fair. Prices were high and the weather was cold. Worked my balloons and monkeys at Louisiana State Fair, Shreveport, to good business and then went to Crowley, La., for the Rice Festival where I worked for Slim McKnight, who had the novelty privilege on the main streets. I came in here from that point. The Armistice Day parade here gave me the biggest blank I've ever played."

E. C. PARDEE . . . pens from Tupelo, Miss., that he and Mr. Ethridge have been working spots in that sector with paper to good returns. They'd like to read pipes here from John Knox, Lee and Harvey Faulkner and Horace Brazier.

PHILIP CULLIVAN . . . is in the J. J. Newberry store, Atlanta, and will remain there until after Christmas. He says that there are about six pitchmen working the store and all seem to be doing okay.

JACK (BOTTLES) STOVER . . . widely known in pitch circles, is operating the Fair and Square Deal Store in Harrisonburg, Va.

PITCHDOM . . . is mourning the loss of one of its outstanding jewelry workers in the death November 28 of Charles Meickenhaus in Miami Valley Hospital, Dayton, O. He worked white stones and costume jewelry for many years with his widow, Carolyn, and daughter, Charla. Stricken ill at the Indiana State Fair, Indianapolis, in September, he was taken to the Dayton hospital for surgery and evidently was on the road to recovery when he suffered a relapse and died.

MICHAEL A. SAURO . . . known to pitchfolk as Dayton Mike, is still purveying his wares around the Gem City to reported good returns.

F. W. VOELICKER . . . is still working New Jersey spots to reported good returns. He's making East Orange his headquarters and wants to know what has become of the ex-soap salesman and storm strife children.

"PITCHMEN . . . are going to have to advertise and exploit their products along with their sales on how to use them and why you can't get along with-

out them," cards Henry H. Varner from Akron, O. "Now along comes the personality who has exclusive privileges with the manufacturer. You must go thru him and have so much or you don't get. What sort of alleged monopoly is this? And why is discrimination shown?"

THE NOELLS . . . Robert and Mae, owner-operators of Noell's Ark Gorilla Show, are mourning the loss of M'Bam, four-year-old gorilla and pride of the unit, who died in show's Clearwater, Fla., winter quarters November 30. Valued at well over \$5,000, M'Bam is believed to have succumbed to the same ailment that took the life of Goliath, another of the Noells' outstanding performers, less than a year ago. M'Bam began getting puny last August while we were still in Roanoke, Va., writes Mrs. Noell from Clearwater, "and we had a lab run some tests on him for the ailment that killed Goliath. The tests were positive. We started him on his medicine immediately, but he kept slipping and in mid-November we rushed him to Yerkes Laboratory of Primate Biology, Orange Park, Fla. They ran tests on him and tried other remedies but in spite of all our efforts he died. M'Bam is buried in a concrete vault in a pet cemetery in Pinellas County, operated by a Mr. Collier."

MERTON CRAIG . . . of the show bearing his name, pipes the following from Rochester, Vt.: "We closed our season of 28 weeks in halls in Maine, N. Y., and, as usual, found good and not-so-good towns but it all adds up to another season and a bit of the long green in the empty meister from which we sold the

(Continued on page 64)

Brother Pitchman

By **HUTCH HUTCHINSON**

Someday we'll hit the jackpot and be rolling in the dough. It's a dream all pitchmen cherish, human nature made it so; Thus we think, scheme, plan, connive and burn the midnight oil, Trusting that the next fair season brings much lure for our toil. So, whenever pitchmen gather you'll hear jackpots galore, As they're always on the "erie" for ideas that will score; Here and there, occasionally, a worthwhile hint is caught; Like a seed planted in good soil, rich harvest then is sought. Soon the would-be's peter out and thus admit they're beat, And pitchmen snatch the victories from the jaws of near-defeat; And soon they're rolling in the dough, which is ever so, With heads held high, they never say die because real pitchmen know.

2 - BIG SPECIALS - 2

NYLON HOSE

51 Gauge, 15 Denier, First Quality, Dupont Label

\$9.00
 Doz.

Packaged 3 Pair to a Box. Each Pair Individually Cellophane Wrapped. Please Don't Compare With Cheap Grade Seconds. Our Hose Absolutely the Finest, Lowest Price in the Land.

SILVER PLATE (Steel)

VERY ATTRACTIVE PATTERN.
HEAVY WARE
30 PIECE SETS

\$4.80
 SET

Your Choice Samples \$5.25

Some Sets Include:
 6 Knives, 6 Forks, 6 Soup Spoons, 6 Teaspoons, 6 Salad Forks

Some Sets Include:
 6 Knives, 6 Forks, 12 Teaspoons, 4 Soup Spoons

Each Set Packed in Cardboard Container. Chest Available, \$1.15 Extra.

Terms: 25% Deposit, Balance C.O.D. Open Accounts to Rated Houses. Send for Our Catalog Which Shows Complete Line of Soft Goods, Hard Goods, Electrical Appliances, Clocks, Watches, Jewelry, Etc. (1000 Items).

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	Doz.	Gross	Doz.	Gross
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HOPPING SQUIRREL	3.50	39.00	Winking Monkey	6.00 49.00
Monkey w/ Banana	3.25	36.00	Panda	4.50 51.00
Traveling Camel	3.00	37.00	Walking Goat	4.50 31.00
Camel w/ Rider	4.00	45.00	Dachshund w/ Bone	4.25 48.00
Sea Lion	3.75	42.00	College Bear	4.25 48.00
T. Tusker Elephant	4.75	54.00	Bear w/ Accordion	3.25 36.00
Banjo Player	3.25	36.00	Penguin	4.50 51.00
Large Begging Dog	4.25	48.00	Large Acrobat Seal	5.50 62.00

JUNEL MERCHANDISE CO., Inc.
 33 East 21st St. New York 10, N. Y.

For Fast Selling POPULAR ITEMS

SEE OUR
NEW CATALOG No. 100!!

JUST OFF THE PRESS!! Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CATALOG No. 100!

N. SHURE CO. 200 W. ADAMS STREET
 CHICAGO 6, ILLINOIS

NEW LOW PRICE

\$6.25 dozen
\$69.50 gross

SAMPLE Prepaid, \$1.00

Miracle Cross and Chain with magnified Lord's Prayer in center of Cross. Postage extra or 25% deposit, balance C.O.D.

GANDURA SALES
 Clifton Heights 2, Pennsylvania

"LITTLE ATOM" ACTUAL SIZE

WORLD'S SMALLEST PISTOL

Shoots Blank Cartridges—Terrific Bang! Dealers Report Terrific Profits!! Standard Model (shown above) retails at \$1.95 each complete. Dealers' cost \$12.00 per dz. Deluxe Model, Western Style, Pearl Handle Grips (not illustrated) retails at \$2.35 each complete. Dealers' cost, \$18.00 per dz. PACKED 1 DOZEN TO CARD. NO LESS SOLD. If not available through your wholesaler, write

G & S MFG. CO., Dept. B, Nashville 3, Tenn.

3-PIECE PEN SET

Consisting of ball point pen, fountain pen and pencil. In beautiful box. Beautiful gold embossed \$7.50 tag comes with set.

\$4.00 per doz.
\$42.00 per gr.

Sensational Value 6 PIECE WATCH SET

In luxurious gift box, consisting of new high-grade nationally advertised watch, gold plated case and expansion watch band to match. Lustrous gold plated cuff links, key chain and tie holder. Written guarantee. Complete box and jewelry set.

\$9.50 each set.
 \$1 additional for samples

BEAUTIFUL ASSORTED

3-piece Lee Frederic Jewelry Sets. In transparent Lucite Gift Box. 10 different styles.

\$16.50 Doz.

PLUSH GOODS

Bears, Jockey Girls, Cowboys and Majorettes, approximately 30" long—All plush.

Dz. \$36.00

MECHANICAL TOYS

MECHANICAL SHARLING DACHSHUND, Dz. \$6.00
 MECHANICAL WINKING DONKEY, Dz. \$6.00
 MECHANICAL SANTA CLAUS WITH Reindeer & Sled, Large Size, Dz. \$6.00

25% deposit required—money order or cash. We ship same day as we receive orders. Ship all over the world. THIS IS OUR ONLY STORE.

HARRIS NOVELTY COMPANY
 Philadelphia 7, Pa.
 1102 Arch Street
 Phones: MA 7-9848—WA 2-6970

HARRIS TOPS THE FIELD

with the most sensational pearl deal offered yet. 3-strand graduated, indestructible pearl bead necklace with brilliant rhinestone clasp—matching 3-strand indestructible pearl bead expansion bracelet and pair of matching indestructible pearl button earrings, all complete in a silk lined, velvet covered box with \$27.50 price tag.

\$16.00 Dz. Sample \$2.00

This is a terrific flash and sells on sight. Canvasers and agents are cleaning up.

CONFEDERATE HATS AND YANKEE HATS WITH CROSSED GUNS

These are the original Confederate and Yankee Hats, with crossed guns. Guaranteed first quality and are the real McCoy—Sell on sight—Assorted sizes.

Confederate Hats, 12"x18", Gr.	\$21.00	Fiat Crepe Paper Hats, Gr.	\$ 3.00
Confederate Decals, per 100	5.00	Serpentines, per 100 packages	4.00
Per 1,000	45.00	Large Blow-Outs, Gr.	3.00
Confederate Hats, 6"x8", Gr.	7.20	Assorted Metallic Hats, Gr.	13.00
Confederate Hats, 6"x10", Gr.	11.00	Large Crepe Paper Hats, Assorted, Gr.	9.00

\$7.00 DOZ.
\$38.00 CR.

MIRACLE CROSS and CHAIN

With Magnified Lord's Prayer in Center of Cross.

\$6.00 Doz.
\$65.00 Gr.

NIGHT CLUBS, TAVERNS, BARS and Other Organizations

These are the very lowest prices. Large Assortment of New Year's Goods.

Noise Makers, Gr.	\$ 9.00	Fiat Crepe Paper Hats, Gr.	\$ 3.00
Metal Horns, 12", Gr.	11.00	Serpentines, per 100 packages	4.00
Metal Horns, 18", Gr.	18.00	Large Blow-Outs, Gr.	3.00
Confetti, 50 lb. Carton	5.00	Assorted Metallic Hats, Gr.	13.00
Hawaiian Lei, assorted colors, Gr.	2.00	Large Crepe Paper Hats, Assorted, Gr.	9.00

IMMEDIATE DELIVERY—NO DELAY

Mechanical TOYS

CHECK THESE LOW PRICES!

Send \$18.00 for complete set of 25 samples postpaid.

	Gross	Net
Jumping Dogs	\$36.00	\$33.35
Begging Dog	36.00	33.35
Large Walking Bear	48.00	45.50
Small Walking Bear	36.00	33.50
Crawling Soldier	39.00	35.50
Hopping Squirrel	54.00	49.00
Performing Circus Seal	64.00	60.00
Tumbling Fido	54.00	49.00
Walking Polar Bear		
with Cub	67.50	60.00
Santa Claus and Sled	72.00	65.00
Dog Chasing Hat	42.00	37.50
Mechanical Cowboy	21.60	20.00
Banjo Playing Monkey	34.00	30.00
Cowboy on Horse	39.00	35.00
Combing Hair Monkey	39.00	35.00
Pecking Chick	18.00	17.50
Running Mouse	18.00	17.50
Egg Laying Duck	39.00	35.00
Singing Canary	39.00	37.50
Jumping Frog	24.00	22.50
Beetle Bug	24.00	22.50
Robot Man	32.00	30.00
Walking Elephant	48.00	45.00
Roller Cats	54.00	49.00
Baseball Catcher	33.00	30.00

NEW CATALOG NOW READY

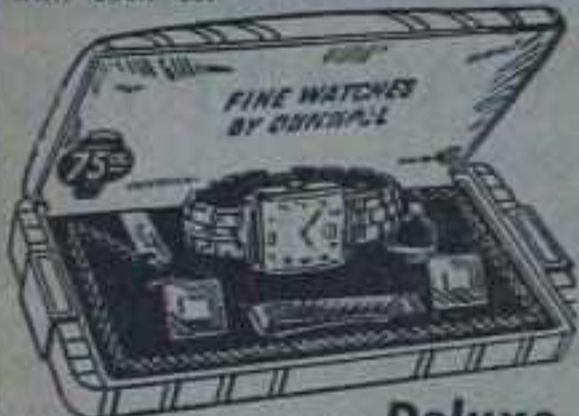
State your business. Prices do not include shipping charges. Include postage with order. 25% deposit required on C.O.D. orders.

KIPP BROTHERS

Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, INDIANA

SENSATIONAL VALUE! Men's WATCH SET

\$75 retail tag with each set



Complete Deluxe WATCH and JEWELRY Ensemble **\$9.90**
Deluxe WATCH **\$6.30**

- Brand new nationally advertised watch, gold plated case and matching expansion band
- Lustrous double-gold plated cuff links, key chain and tie holder
- Large plush lined deluxe gift case
- Written service guarantee
- Copy of \$75.00 retailer
- 5-day money-back guarantee

Wholesale only. 4 watches minimum. \$1.00 additional for samples. 25% with order, balance C.O.D.

BROOKS Products

92 Liberty Street New York 6, N. Y.

JOBBER-DISTRIBUTORS

Terrific Flash & Values in Real FUR & Plush Stuffed Toys for the Christmas Season



19x13" REAL FUR Bear, life-like. Rayon plush chest. Ass'd. colors. Doz. \$18.00
In 6 doz. lots. Doz. 16.50

SPECIAL OFFER!
32" Rayon Plush Bear, ass'd. colors, movable eyes, embroidered nose. Dozen \$27.00
To receive FREE Catalog you must state nature of your business.

ACE TOY MFG. CO.
123 West 27 St. New York 1, N. Y.

Illustrated BOOKLETS

HERE THEY ARE, illustrated comic booklets just off the press. Good clear illustrations. Send \$1 for 12 booklets and receive FREE two of the larger size 32 page books. Rush a buck for all 14 books to.

AL'S PRINT SHOP
216-F West Jackson Chicago, Ill.

JUMBO BOW TIE

12" long! Terrific party fun novelty! Well made, assorted colors. **SAMPLE \$1.50 POSTPAID**
Wholesale \$7.50 Doz. Postpaid
Remit with order. Prompt shipment guaranteed.
Jabberst Write for Quantity Prices!

D. ROBBINS & CO. 131-B W. 42nd St. New York 18, N. Y.

Out in the Open

Continued from page 49

Ninth Street, Erie, Pa. He expects to be back at his desk in a few weeks, however. . . . Frank J. Kuba, who worked for W. S. Myers concessions for about 18 years, is in Veterans Hospital, Dayton, O., and would like to read letters from friends.

Harry Stahl, manager of Jefferson Beach Park, Detroit, is in Florida for an extended rest, but is expected to return home in February.

Elmo Lincoln, the film industry's original Tarzan, was a recent guest columnist for Lowell E. Redelings in The Hollywood Citizen-News. Lincoln is recognized as a film historian and recently finished parts in RKO's "The Good Bad Man" and Paramount's "Carrie." Lincoln was on the road in 1950 as the concert feature with the late Bud E. Anderson's Seal Bros. Circus. . . . George W. Englebreth, widely known to showfolk friends as Cincinnati George, is

still confined to his home at 258 Piedmont Avenue, Cincinnati. George was stricken ill last January and has been unable to leave his home since that time. A veteran park man and for many years a sales agent for The Billboard in Cincinnati, George would like to read letters from his numerous acquaintances in outdoor and indoor show business alike.

Bruce Peacock, publicity director for Regina (Sask.) Exhibition, recently moved into a new home, about four blocks from the fairgrounds. Peacock infers he'll be able to see the show train and carnival lights from his front yard.

After their marriage Saturday (8), Dick Geist, factotum at Rockaways (N. Y.) Playland, and Phyllis Chaimowitz, now his secretary, planned to spend a month on the West Coast.

Lee Barton Evans offered a recital of song impressions November 29 at the Chesnut Street Presbyterian Church, Erie, Pa. Lee rendered 29 numbers, with 21 of them involving portrayal of three different characters.

Frank Wirth, head of the New York talent agency bearing his name, left Miami, Friday (7), to return to his office for about 10 days.

Condition of amusement equipment manufacturer R. S. Uzzell, who suffered a cerebral hemorrhage November 27 and missed his first national park association convention in 33 years, was reported as improving last week in New York. His wife said that physicians had given up hope for him, "short of a miracle," but as of Wednesday (5) he was gaining strength steadily.

Jack Reynolds, new manager of the Eastern States Exposition, Springfield, Mass., was tendered a farewell dinner Thursday night (6) by friends and associates who worked with him as manager of the Wisconsin State Fair. At the same time, the group welcomed Willard (Bill) Masterson as Reynolds' successor at the Milwaukee annual. Some 125 were on hand at the event, which took place in the Wisconsin Club, Milwaukee. Reynolds was presented with a television set. Outdoor show business was represented by Sam J. Levy, Jack Duffield, Ralph Ammon and Ned Torti.

Harold W. Parslow, who was with Ray G. Williams, concession operator formerly at old River-view and Jefferson Beach Parks, Detroit, is registering the Parlow Concessions to take over operation of the soda fountain and lunch concession at Graystone Ballroom, Detroit.

Jack Bell, Michael Noch and Willard L. Wood, of the United Billposting Company, Detroit, unveiled one of the biggest Christmas cards on record recently—a full size 24-sheet on a regular board next to their plant. Season's greetings top the board, with names of the three principals on the bottom.

Pipes for Pitchmen

Continued from page 63

goods for said green backs. I was interested to know that my last pipe was read by some of the boys who called me an old-timer. Well, I started in the business in 1907 as a punk First of May with a slide trombone and blue serge suit and my changes in shirts and socks in my suit case. I received \$3 per week and cakes and my room in the winter. I played in the pit and did some bits on stage and then played vaude and did a hitch with a Navy band during World War I. But I'll take the med show for mine any time. I've been a musician, performer, pitchman and 16mm. roadshowman in my time and one must be all of that and more to operate a med show. Let's see more pipes from more of the boys and girls here each week."

Talent Topics

Continued from page 49

cationing in Biloxi, Miss., while the Aerial Snyders, high act, are resting up in Miami.

Willy and Elizabeth Hoffman, formerly of the Willys, who are now operating the Hollywood Motel in Lyons, Kan., recently visited Willy's family, the Marcus Troupe, at the Shrine Circus in Wichita. They also paid a visit to Eugene and Klara Willys. Recent visitors at the Willys' auto court included Joe Siegrist. . . . Roy Barrett, clown, is resting up in Texas, but will head for Hot Springs after Christmas for the baths. Barrett was out with the Art B. Thomas Bombshell Shows the past season but finished up with the Barnes office.

Mr. and Mrs. Harvey (Miss Luxem) Earlin are spending a little time in Rochester, Ind., before visiting friends in New Jersey. They then head for Florida to play for Frank Wirth. Luxem recently took delivery on a new Royal Spartanette trailer and infers that a strong route has been signed for 1952. Opening outdoor engagement will be at Idlewild Park, Ligonier, Pa., May 18. Husband-manager Harvey reports good duck shooting around Rochester.

LeBrach and Bernice, cyclists, returned to Chicago recently after a tour of club dates in Detroit and other spots. . . . Frank Torrence, sway pole, and Erle and Michele, balancing, have signed with Ernie Young for the 1952 outdoor season, as has the Great Smetona, wire and perch. . . . Moffett Family, musical-singing trio, have been signed by the Boyle Woolfolk office for next season.

GUARANTEED SALES

offers over 300 new assorted styles of BUTTERFLY WING MOSAIC and TURQUOISE JEWELRY

Be sure to try our \$25.00 or \$50.00 sample assortment of jewelry. Money refunded when merchandise is returned if you are not satisfied.

Just arrived—Genuine CORAL BRANCH Bracelets, Earrings & Necklaces imported from Italy. \$1-\$2 retail. We stand behind our name—No Sales Final—Money back guarantee on all purchases within 10 days if not satisfied. State your business—25% deposit with order, balance C.O.D. Guaranteed Sales 2 East 23rd St., Room 202 New York 10, N. Y.

LUNCH COUNTER GAME

GIGANTIC COLLECTIONS! (Skill) Start Route. \$59.40 doz. Samples \$7.50 ea. shipped ppd.

INDUSTRIES "78" Box 929 Long Beach 1, Calif.

HORSES AND WALLETS

Western Saddle Horses, all sizes, at reduced prices—also have Men's Plastic Wallets that are a knockout. Double your money back if not Best Buy of the year. Can save you over \$1.00 on each dozen. Send \$1.00 for 2 sample samples postpaid. Be convinced—all first class goods, no seconds or rejects. C. GAMEISER, Box 1224, Church St., N. Y. C.

TABLES & STEEL OR WOOD CHAIRS

Folding or Non-Folding Prompt delivery. Minimum order 4 doz. Ask for prices, full number needed. ADIRONDACK CHAIR CO. 1140 B'way, N. Y. (27 St.), Dept. 4, MU 3-1385

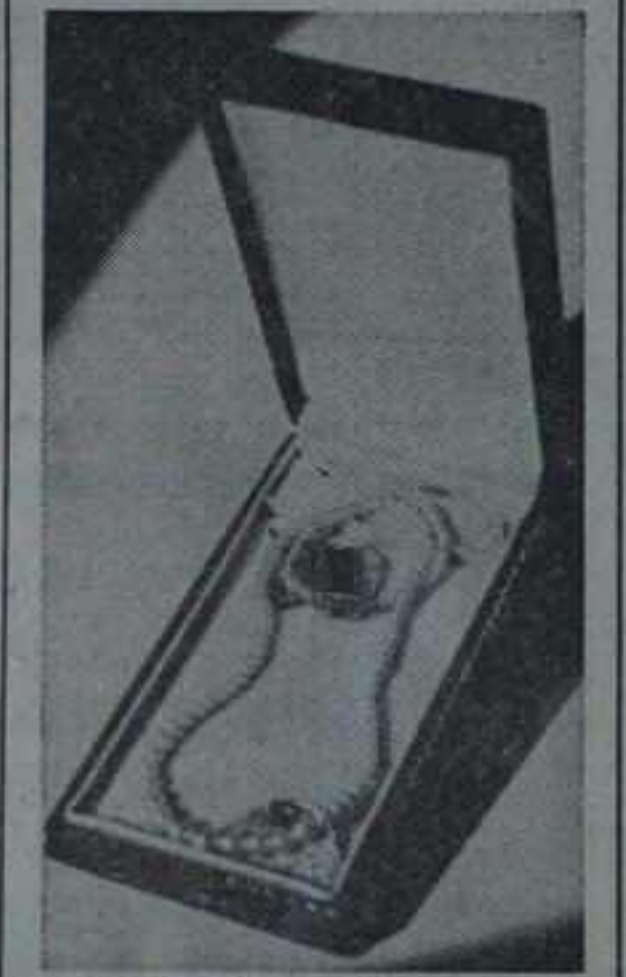
CHRISTMAS HOSIERY

For a few dollars you can do your Christmas shopping direct from the mill, wrapped in Holly Hangers, anything in hosiery. Ladies' nylon, \$1.50 a dozen up; men's long and short hosiery, \$1.00 up; anklets, 4 to 10¢, \$1.00 up; trial orders solicited; satisfaction guaranteed or money refunded. TENNESSEE VALLEY MFG. CO. 2400 Dayton Blvd., Chattanooga, Tenn.

Malayan THROWING DAGGER

BALANCED TO STICK! \$1.98 For The MALAYAN FIGHTING KNIFE. A word for self defense, killing, sports, target shooting, hunting, escape, accurate weapon. 10" blade of 5 S. S. For 10¢. Includes instructions with set. 10" blade, tempered steel. Tough, includes hand handle. Free postage, unopened bargain. Limited supply. All orders or send \$1.98. WHOLESALE IMPORT CO. Dept. 1, 904 Marengo, Alhambra, Calif. \$10.00 per Doz. at Sporting Goods Jobbers.

SPECIAL OFFER PEARL SETS



TERRIFIC VALUE \$3.60 DOZ.

Ronson Type Cigarette Lighters, all chrome, cut to \$4.80 per doz. Top Secret Plastic Wallets, each in box, nice display to each doz.—\$4.80.

MAKFAR CO. 216 W. Jackson Chicago, Ill.

SENSATIONALLY PRICED

PRECISION MADE ELECTRIC SHAVERS \$1.95 EA.

in Doz. Lots Individually packed in beautiful self-selling counter box with \$19.50 price tag. Each equipped with simulated pig skin pouch.

Terms: 25% Deposit, Balance C.O.D. Sample \$1.00 Extra.

NATIONAL DIST. CO. 223 Calumet Bldg. Miami, Fla.

PORTABLE GARAGE SELLS FAST



Every motorist a prospect. Transparent, durable, 100% waterproof, extra-heavy gauge DUPONT Vinylite, will not mildew, crack or peel. Elastic bottom holds cover snugly around car. Weight 8 lbs. Retail \$12.95. Wholesale \$6.00 ea. 11 doz. minimum. Sample Garage \$10 D.P. Cash with order or 20% deposit on C.O.D. State year, make, model. Satisfaction guaranteed. Do not confuse with inferior imitations. AMERICAN AGENCY, 799-B Broadway New York 3, N. Y.

LADIES' FULL FASHIONED 51 GAUGE, 15 DENIER, DUPONT NYLON HOSE, \$6.50 Doz.

Packed 1/2 dozen of a size and a shade to a box. Latest shades. Terms: 25% with order, balance C.O.D. GAINOR SALES CO. 414 Transportation Bldg., Detroit 26, Mich.

CORRECTION!

In our ad last week the price of the Costume Jewelry Sets was listed as \$33.00 Doz. It should have been \$36.00 Doz. RAKE 609-M Spring Garden St., Phila. 23, Pa.

Attention Demonstrators and Engravers!

We carry a complete line of boxed and bulk items—Expansion Idents. —Tie Slides—Key Chains—Charm Necklets and Pendants. Send for Sample Assortment Today. Catalog Upon Request—State Your Business. 25% Deposit Required on All C.O.D. Orders.

FRISCO PETE "FOR SAME DAY SERVICE" 604-606 W. LAKE ST. CHICAGO 6, ILLINOIS

Genuine Swiss Chronographs Guaranteed New

\$3.75 each lots of 4 or more

Control buttons to start and stop sweep second hand. Polish chrome case, leather strap, 2 1/2" crown dial. Sample \$2.25.

BULOVA ELGIN BEHRUS GRUEN WALTHAM Precision Rebutts Newest Styles

Plain dial 7 Jewel \$9.95
15 Jewel \$12.45
17 Jewel \$14.45
31 Jewel \$18.95
Rhinstone dial, \$1.00 add'l.

10K R.G.P. case with stainless steel back. Dome crystal. Fine grain genuine leather strap. Guaranteed. Plain or rhinstone dial. 25% Deposit on C.O.D. Orders. Wholesale Only. No Retail. Send for big catalog of fast selling items.

World Wide Watch Co.
181 Canal St., New York 13, N. Y.

Burke Exclusives WORLD'S LOWEST PRICES

\$27.50 EVERSHARP MEN'S GIFT SET
New gold tone caps on genuine EVERSHARP pens & pencil with gorgeous matching money clip, tie bar & cuff links. All in deluxe metal gift case covered with grey pleated. Satin lined. \$39.95 SET

FAMOUS EVERSHARP DESK-PAC Plus Eternal Calendar Our Price \$2.25

Striking gold & black plastic case opens to convenient desk set with holders for sensational new EVERSHARP Reporter Pen & Pencil.

PEARLS Famous Baroness Brand 3 strand—unbreakable, beautiful luster—rhinstone, flange. Lifetime Guarantee. Impressively packaged. Retail \$27.50. 90¢ SET

Min. Ord. \$5. Prices net FOB. N.Y.C. 25% deposit on COD's.

BURKE 10 W. 27 ST. N. Y. C.

WRITE TODAY

For Your FREE Copy of Our New 24-Page Catalog of Xmas and New Year Merchandise. Our NEW GENERAL MERCHANDISE Catalog is now available. Please specify if you want a copy of this one.

M. K. BRODY

1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOnroe 6-9520 In Business in Chicago for 35 Years

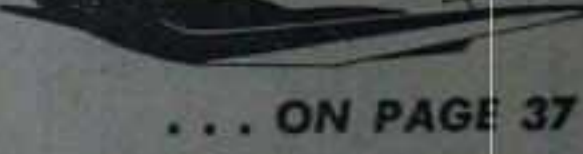
EVANS' Famous Gold Finish Combination WATCH, LIGHTER & CIGARETTE CASE

Guaranteed by Evans Case Co. Beautiful Silk Lined Velvet Lined Covered Gift Box List \$20.00 Your Price \$7.50 ea. Doz. Lots Samples \$0.00 ea.

P. REITER

505 Fifth Ave. New York 17, N. Y.

A GOOD GIFT IDEA . . .



. . . ON PAGE 37

CHRONOGRAPH TYPE

2 Pushbutton Watches in Chrome \$2.75 in Gift \$4.25 Men's Sweep Radiom Anti-Magnetic \$2.25 Same in Jewel \$4.35 Ladies' (Nurses) Sweep, Rad. Jeweled \$4.10 Same Nurses, 7-1/2 \$4.70 Complete Line of 1-17 Jewel. Free Catalog. All brand NEW with 1 year service guarantee certificate. Wholesale only. Minimum order 1 dozen. Genuine leather straps, 15¢ ea. TRANSWORLD, 565 5th Ave., N. Y. 19

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago, York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

Parcel Post Baker, E. O. (License Plates), 28; Dodge, Lena (Book), 17; Gerard, Mrs. Edna, 18; Herther, Clarence (License Plates), 28;

Abston, Curtis Adams, Albert E. Agin, Benjamin Albert, Mrs. E. J. Allard, Maurice Allen, H. S. Mildred Allen, Pat & Red Allen, Roy Anderson, Frank Anderson, R. M. Andrian, Charlie & Peter

Amin, Ralph J. Arbogast, John R. Archer, Willard R. Armand, Bill Armstrong, Ernest C. Austin, Arthur Austin, William R. Babbs, Speedy Badger, C. V. (Bill Gray Circus) Baez, Phillip J. Bailey, Alfred Edw. Bammer, Mrs. Betty Barnes, James Barnes, Ron Barnett, Elizabeth S. Bartholomew, Mrs. Ros Bates, Mrs. A. Baudoin, F. E. Bayless, Wm. (Bill) Beal, Glenn E. Beal, Hiram & Mrs. Beardley, Barbara Beckett, Nick Bell, Jack Bennett, Edw. Norman Bennett, Ernest Elliott Bennett, Melvin Benyer, John Bergman, Lila Bernard, J. M. (Midway Amusement) Bernstel, Harry (Hobby) Berry, Arthur J. Biggs, Joe Burke Bimbo, Miller Birnie, W. J. Blair, Doc (Spot the Spot) Blaire, Zora Blake, Joseph Bluestein, Sam Bonds, Clinton Bondman, Ernest Boswell, Fred C. & Mrs. Boswell, Mrs. Mabel Bourque, Clau Buzza, Thomas M. Braconier, Henri (Med) Brady, Frank J. Brady, Lorraine Bradman, C. L. Bradley, Don Bray, W. M. (White) Brewer, J. C. Brock, C. M. Broeffle, Harry J. Brown, Clyde & Willie Brown, Mrs. Floyd Brown, Gertrude E. Brown, Ted Brown, Wheeler Brown, Mrs. Walter Brown, Don Buckley, Jerry Burdett, Claude (Snowdiddle) Burke, Rattler (Sixty Rattler) Burrows, Mims Burns, Joe Burns, Richard K. Burridge, Eddie Byrne, Jas. H. & M. G. Cain, Frank Caler & Willis Shows Calhoun, David Franklin T. Cambell, Whittie Caravan, Troy R. Carl, Myrtle Carlisle, Hank Carpenter, Johnny Carr, Homer Mae Case, Jimmy Castle, Andrew (Andy) Childers, John Childs, Lucille & Chancie Church, Carl Richard Clark, M. L. & Sam Circus Cohen, Jerry Cohen, Phil Cole, Fred R. (Smokes) Coleman, John J. & Mrs. Collins, Pete Columbus, Scott Conzo, Chief Connor, Stephen Paul Conroy, Tex Cooper, James B. Corbin, Jay Corey, Joe Costen, Rita Cowan, Wm. David Cox, Jack & Jackie Cross, Ed & Judy Crawford, Shawn Cross, Howard (Boots) Crew, Charles P. Culler, Boots Cullin, Doyle Danner, Kenneth & Pearl Darlington, Cyrus Data, Daniel M. Davidson, Donald Davis, Clyde Davis, Harry Davis, James Davis, Pelly Davis, Mrs. Ruth Day, Andy De Mars, Al De Witt, Mary & Ted DeMarel, Luana Del Rio, Carmen Del Rio, Deloris Dell, Mrs. M. E. Derrington, Madlyn L. Detweiler, B. A. Deweyne, Walter Dexter, Al Dickman, Bob Dixie Exposition Doman, Eddie (Musician) Domata, John "Chappie" Drank, Mr. Drake, Ken

MAIL ON HAND AT NEW YORK OFFICE

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Abelton, Curtis Adams, Albert E. Agin, Benjamin Albert, Mrs. E. J. Allard, Maurice Allen, H. S. Mildred Allen, Pat & Red Allen, Roy Anderson, Frank Anderson, R. M. Andrian, Charlie & Peter Amin, Ralph J. Arbogast, John R. Archer, Willard R. Armand, Bill Armstrong, Ernest C. Austin, Arthur Austin, William R. Babbs, Speedy Badger, C. V. (Bill Gray Circus) Baez, Phillip J. Bailey, Alfred Edw. Bammer, Mrs. Betty Barnes, James Barnes, Ron Barnett, Elizabeth S. Bartholomew, Mrs. Ros Bates, Mrs. A. Baudoin, F. E. Bayless, Wm. (Bill) Beal, Glenn E. Beal, Hiram & Mrs. Beardley, Barbara Beckett, Nick Bell, Jack Bennett, Edw. Norman Bennett, Ernest Elliott Bennett, Melvin Benyer, John Bergman, Lila Bernard, J. M. (Midway Amusement) Bernstel, Harry (Hobby) Berry, Arthur J. Biggs, Joe Burke Bimbo, Miller Birnie, W. J. Blair, Doc (Spot the Spot) Blaire, Zora Blake, Joseph Bluestein, Sam Bonds, Clinton Bondman, Ernest Boswell, Fred C. & Mrs. Boswell, Mrs. Mabel Bourque, Clau Buzza, Thomas M. Braconier, Henri (Med) Brady, Frank J. Brady, Lorraine Bradman, C. L. Bradley, Don Bray, W. M. (White) Brewer, J. C. Brock, C. M. Broeffle, Harry J. Brown, Clyde & Willie Brown, Mrs. Floyd Brown, Gertrude E. Brown, Ted Brown, Wheeler Brown, Mrs. Walter Brown, Don Buckley, Jerry Burdett, Claude (Snowdiddle) Burke, Rattler (Sixty Rattler) Burrows, Mims Burns, Joe Burns, Richard K. Burridge, Eddie Byrne, Jas. H. & M. G. Cain, Frank Caler & Willis Shows Calhoun, David Franklin T. Cambell, Whittie Caravan, Troy R. Carl, Myrtle Carlisle, Hank Carpenter, Johnny Carr, Homer Mae Case, Jimmy Castle, Andrew (Andy) Childers, John Childs, Lucille & Chancie Church, Carl Richard Clark, M. L. & Sam Circus Cohen, Jerry Cohen, Phil Cole, Fred R. (Smokes) Coleman, John J. & Mrs. Collins, Pete Columbus, Scott Conzo, Chief Connor, Stephen Paul Conroy, Tex Cooper, James B. Corbin, Jay Corey, Joe Costen, Rita Cowan, Wm. David Cox, Jack & Jackie Cross, Ed & Judy Crawford, Shawn Cross, Howard (Boots) Crew, Charles P. Culler, Boots Cullin, Doyle Danner, Kenneth & Pearl Darlington, Cyrus Data, Daniel M. Davidson, Donald Davis, Clyde Davis, Harry Davis, James Davis, Pelly Davis, Mrs. Ruth Day, Andy De Mars, Al De Witt, Mary & Ted DeMarel, Luana Del Rio, Carmen Del Rio, Deloris Dell, Mrs. M. E. Derrington, Madlyn L. Detweiler, B. A. Deweyne, Walter Dexter, Al Dickman, Bob Dixie Exposition Doman, Eddie (Musician) Domata, John "Chappie" Drank, Mr. Drake, Ken

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Game Plants Eye New Year Quotas, Ponder Next Move

Output Seen Limited 60-67%; Expect Comeback by Conversions

By TOM McDONOUGH
CHICAGO, Dec. 8.—With the new year just around the corner, the problem of how to handle game production most efficiently in the early months of 1952 remains a \$64 question for manufacturers to solve. When the Coin Machine Advisory Board met with National Production Authority of-

ficials November 19 in Washington, it was told first quarter materials allotments schedules would be below the plant break-even point for that period (The Billboard, November 24).

A consensus of the six men who made up the Advisory Board (all game plants were invited to send one official, but only six attended), was that most of the factories would turn out approximately 1,000 games by stretching their materials allotments and yet not affect the play appeal or efficiency of the game from a service standpoint. Since 1952 first quarter quotas of aluminum, steel and copper were based on percentages of each material used by individual plants in the base period January thru June, 1950, NPA is permitting those plants which felt they had sub-normal output in the base period to file a request for additional amounts of metals. Thus far one manufacturer is known to

have filed such an application and it is believed this company will receive a total amount of the three materials equal to the average of the seven other manufacturers.

The limited by NPA in the use of copper, aluminum and steel in the current quarter, some firms will complete over 6,000 games before the end of the year. But the average for seven companies in quantity production on amusement games in the October thru December period will be approximately 2,500 to 3,000 each. Thus the actual cut from this quarter to the next will be between 60 and 67 per cent.

NPA has promised coin machine manufacturers, as well as others in industries which have a proved record of efficient defense output in World War I or II, that it is government policy to give factories hit by material curbs enough defense work to carry full employ-
(Continued on page 75)

Bally Delivers Spot-Lite, New In-Line, 5-Ball

CHICAGO, Dec. 8.—Bally Manufacturing Company has started shipments on a new five-ball replay game, Spot-Lite, featuring single card in-line scoring, general sales manager Jack Nelson announced Thursday (6).

Both the backglass and the playfield have numbers ranging from 1 thru 25. The numbers on the backglass light up when corresponding numbered holes on the playfield are energized by a ball. The playfield holes are arranged in numerical order from top to bottom on the playfield with a ball return hole at the bottom.

Object of the game is to shoot balls into the numbered holes in a manner to light up three, four or five adjoining numbers on the backglass. In addition to in-line skill scoring, Spot-Lite also embodies the "Spottem" and "Extra Balls" features popularized in earlier Bally games. Among the new five-ball ideas introduced on the game are the "4-Corners" score and "Advancing" scores. It is equipped with National slug rejectors.

Ball Trap Key To Gottlieb's Niagara Game

CHICAGO, Dec. 8.—Distributors of D. Gottlieb & Company started showings this week on a new five-ball game, Niagara, introducing a ball trap principle to set up replays.

Designed with a simplified playfield, Niagara has five numbered bumpers in a circular line at the top of the scoring area and a sixth one near the center. After lighting all six in numerical order a special rollover button under the ball trap hole lights up and when hit by a ball scores replays.

Niagara's four ball traps are in a vertical line in the center of the playfield. Each time a ball drops in one of them it lights up one of the game's four pop bumpers for special points, separate from the regular high score. A replay is automatically registered when four balls are trapped. A pair of flippers just above the outsole aids the player in getting balls back to the top of the scoring area for tries at additional replays.

Rename Buffalo Agency

BUFFALO, Dec. 8.—The Roizen Advertising Agency, Inc., here has changed its name to Roizen and Rich, Inc., and elected Arthur H. Rich vice-president and secretary. The firm handles several coin machine accounts in this area.

President Manus Roizen said the new name not only reflected a change in proprietary control but an increase in size and diversification of the agency.

CMI '52 Show Space 60 Per Cent Sold

40 Firms in Fold as 6 More Sign; See Added Emphasis on Venders

CHICAGO, Dec. 8.—With six more companies sending in signed contracts this week, the exhibitor list for the 1952 International Coin Machine Exposition now includes 40 firms which have accounted for almost 60 per cent of the total space available. Sponsored by Coin Machine Institute, the convention and exhibit is scheduled for February 4-6 at the Hotel Sherman here.

Heading the new list of exhibitors is International Mutoscope Corporation, Long Island City, N. Y. An old line manufacturer of arcade equipment, Mutoscope was recently appointed national distributor of Shoot-a-Score, automatic scoring gallery made by Crosman Arms Company, Rochester, N. Y. The other five and the type of equipment they will show follow: Illinois Lock Company, Chicago, locks for coin-operated equipment; Conat Sales Company, New York, mechanical horses; Refrigerated Equipment Sales Corporation, New York, ice venders; Fischer Sales & Manufacturing Company, Tipton, Mo., coin-

operated pool tables, and National Sanitary Sales, Chicago, sanitary napkin venders.

Firms previously announced as exhibitors were: West Side Distributing Company; National Coin Machine Exchange; DeFour Sales Company; A. B. T. Manufacturing Corporation; Ristaurat, Inc.; Chicago Lock Company; Independent Lock Company; Edelco Manufacturing & Sales Company; Wil-
(Continued on page 75)

Skee Ball Co. Buys Bowl-O From Sutphen

CHICAGO, Dec. 8.—Herb Schmeck, president of Philadelphia Toboggan Company, announced at the NAAPPB convention the purchase of patent rights, parts and inventory for the Bowl-O game from Sutphen Products Company, New York.

Bowl-O is a coin-operated bowling game using a ball similar to a duck pin ball. Player bowls 12 shots for a dime at simulated lite-up pins which go out when hits are recorded. The playfield is 26 inches wide and is built in 14 and 18-foot lengths. Bowl-O was once manufactured by the Electric Boat Company, New London, Conn., currently building atomic powered submarines for the navy. Production of Bowl-O by Philadelphia Toboggan is slated for the near future. Schmeck stated. At the NAAPPB trade show his firm displayed the 1952 model Skee Ball. It offers players nine balls for a dime.

SEASONAL COMEBACK

Shuffleboard Eyes Game Curtailment

CHICAGO, Dec. 8.—Off to a comparatively slow start in the Midwest this fall, shuffleboard has started to make its seasonal comeback with many believing this is one of the few amusement industries which will not suffer but gain by the step-up in the national defense effort.

Currently, the pick-up in play has centered in Omaha, St. Louis, Detroit and several medium sized Wisconsin cities but there are indications in Illinois and Indiana that the increased play will be widespread in the Midwest with coming of the New Year.

Key to the renewed interest in shuffleboard appears to be revenue from the game on a steady basis and the recently announced National Production Authority orders curtailing early 1952 amusement game output. Tho the current game production will satisfy some of the early 1952 demand, it has now been brought home there will not be enough equipment to meet demand.

Whereas many amusement games are traditionally moved

Illinois Town Okays Amusement Games

EAST DUBUQUE, Ill., Dec. 8.—The East DuBuque City Council has passed an ordinance licensing pin ball and related amusement games using balls or mechanical devices. The license fee was set at \$10 a year.

Revise A.B.T. Sales Staff

CHICAGO, Dec. 8.—The sales duties formerly handled by R. L. Budde, who recently resigned as assistant to the president at A.B.T. Corporation, will be handled temporarily by George Kozy, of the firm's order department.

Meanwhile, President W. A. Patzer stated A.B.T. is currently 80 per cent in defense work. Its civilian production is concentrated on the new Rifle Sport, shooting gallery unit, as shown at the trade show of the National Amusement Association of Parks, Pools and Beaches convention in Chicago last week, and slug rejectors.

United Leader Game Stresses Ball Purchase

CHICAGO, Dec. 8.—United Manufacturing Company is now in full production on Leader, a new three-card replay game with the ball purchase feature, sales manager Billy DeSelm announced yesterday (7).

An in-line scoring game with 25 numbered holes, Leader is basically a five-ball but the player has the option of purchasing a sixth, seventh or eighth ball before the game starts. He also has a choice of playing one, two or three cards. If the player desires to play a single card with five balls, he inserts a single coin. Two coins permit play on two cards and three coins are necessary to play all three cards. Leader is available on nickel or dime play.

Object of game is to drop balls in the numbered holes so that three, four or five numbers on the backglass light up in line. Obviously, the player has a better opportunity to tally replays if all three cards are in play. Similarly, he increases his replay possibilities if he purchases the sixth, seventh and eighth balls.

Banner Names Match-a-Score Ala. Distrib

PHILADELPHIA, Dec. 8.—Banner Specialty Company thru Vice-President Al Rodstein announced the appointment of Birmingham Vending Company, Birmingham, as the first distributor to handle its Match-a-Score shuffle game. Banner has offices in Philadelphia and Pittsburgh.

Birmingham Vending is headed by Max and Harry Hurvich. Match-a-Score is a rebound game converted from the original Shuffle Alleys. It has 20-30 scoring and offers players 10 frames or less for a dime. Object of the game is to match the score which lights up on the backglass after player has inserted his coin. The score to be matched varies in multiples of 10 starting at 185 thru 275. When the player does make the required score a bell rings. He may then continue to try for high score. Banner's game has a new formica playfield, new backglass and lighted pins.

Rodstein also announced Harry Rosenthal, head of the Pittsburgh office, is on temporary rest leave. Therefore his son Herb Rosenthal is directing activities there.

Chlopan Lauds DSA Harmony

DETROIT, Dec. 8.—Conclusion of a successful year, with the second season of full-scale league play in full swing, was marked by Fred Chlopan, executive director of the Detroit Shuffleboard Association this week. Chlopan pointed out that "a chain is no stronger than its weakest link" and paid special tribute to the membership.

"It has been a pleasure to observe the spirit and co-operation and the unselfish devotion of the membership to the activities and ideals of the organization," he said.

Chi Coin Sets New Type Game

CHICAGO, Dec. 8.—Chicago Coin Machine Company here started production on King Pin, the first animated pinball-bowling game.

Since samples for distributor showings will not be shipped until next week, firm officials have withheld a detailed description of the new unit. However, it was pointed out that among the features of King Pin are: Regulation bowling scoring; animated fly-away bowling pins, flippers and frame scoring.

PACHINKO PARLORS

Satisfy Japanese Yen For Penny Arcades

TOKYO, Dec. 8.—Pachinko Parlors, the Japanese counterpart of Penny Arcades, have been doing a steady business in this and other metropolitan areas in Japan for the past 20 years. Since paper money is used almost exclusively, even for items which cost the equivalent of pennies, the machines are not coin-operated.

Tho the typical Pachinko Parlor is not larger than a small store, it is not an unusual sight to see as many as 500 people in a location at one time, standing in line waiting for the use of a Japanese type pinball machine.

Big Following
There are about 1,700 Pachinko Parlors in Tokyo and the sur-

rounding area. Before 1939 they were considered amusement spots for kids only. However, after the war adults started getting enthusiastic, and the parlors rapidly became a big business. Many of the downtown parlors take in the equivalent of \$1,000 monthly, about half of which is clear profit for the operator.

To play the Pachinko pin games, the customer purchases small metal balls at a booth. The usual purchase is about 20 balls. The player lays a ball on a lever which when activated by a handle pushes the ball up to the top of the playfield. The ball then makes a path thru a maze of small pins
(Continued on page 75)

Out Next Week . . . Another Billboard First . . . See Page 49
The Billboard Auditorium-Arena Number

SPECIAL ARTICLES BY: BOB HOPE • SONJA HENIE • C. W. VAN LOPIK
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EDWARD J. OUGLEY • JUSTUS EDWARDS • AXEL H. REED • DAPHNE (DEE) POLI

Eppy Resumes Production of New Charm Line

NEW YORK, Dec. 8.—Following close on the heels of the satisfactory wind-up of the Cavalier case, Samuel Eppy & Company this week released its first new charms series in 12 months and disclosed plans for stepped-up activity next year.

The threat to continued operations of charms intermixed with ball gum posed by the United States action against the Cavalier Vending Company forced the company to call a halt to new development of the vending novelties, Samuel Eppy declared. Only recently the government indicated it would not appeal a decision rendered in the industry's favor (The Billboard, November 24).

Eppy said his company has budgeted \$50,000 for new molds in 1952. The firm has a backlog of charm ideas and is planning to release at least one new series a month during the coming year.

The series introduced this week consists of an adaptation of the ancient Chinese game of patience. The miniatures are covered by clear plastic windows under which are illustrated play fields and rolling balls. The idea is to "sit" the balls into skill holes.

The new series will be followed, one a week, by two others before the one-a-month schedule is placed in effect. They comprise "funny faces," with eyes that actually move, and lockets in which small photos can be inserted.

Urge Va. City To Repeal New Cigarette Tax

NEWPORT NEWS, Va., Dec. 8.—City council will be petitioned by local wholesale and retail merchants to repeal the 2-cent-per-pack cigarette tax approved in the 1952 budget a few days ago.

William P. Martin, Richmond attorney, counsel for the National Tobacco Tax Research Council, said that he had been asked to draft a petition for presentation to the councilmen.

Mill Bottle Vender A Hit in Canada

YARMOUTH, N. S., Dec. 8.—Conversion of the bottle venders in the Cosmos cotton mill from 7 to 10-cent operation has not taken the edge off machine sales. Previous to the straight dime operation, and following the former nickel price, employees were required to pay two pennies to an attendant.

Altho bottled soft drinks continue to be made available to mill workers at 7 cents in the cafeteria, a marked preference is being shown for the vended drinks.

Victor Debuts Two Wood Cabinet Bulk Venders

CHICAGO, Dec. 8.—Victor Vending Corporation announced two new oak cabinet bulk venders this week, both scheduled for early January delivery. A second "first" is featured by one machine, which is specially designed to bulk vend Chiclé Treats, two pieces for a penny.

Called Baby Grand, the bulk chiclet vender holds 5½ pounds of candy-coated gum, which comes

Lyon in New Exec Offices

NEW YORK, Dec. 8.—Lyon Industries, Inc., this week moved its general executive offices to 373 Fourth Avenue here. In a move toward consolidation of activities the firm will shortly transfer its service headquarters, now at 136 West End Avenue, to the new location.

Executive offices were formerly at 342 Madison Avenue.

ORANGE-CRUSH HOSTS POPCORN MEET VISITORS

CHICAGO, Dec. 8.—Orange-Crush this week featured its new manual dispenser, the Buckingham, in its exhibit at the popcorn convention at the Congress Hotel here, and also contributed Orange-Crush products to the barn dance held for visitors Tuesday (4) night.

A special promotion for Orange-Crush was staged at the convention when the finalists in the Miss U. S. Television contest, held Wednesday night (5) over the Du Mont network, appeared as guests of Orange-Crush to greet visitors at the firm's exhibit.

Representing the firm at the convention were R. M. Horsey, executive vice-president, and John Young, manager of the fountain division.

Philip K. Elected Wrigley President

CHICAGO, Dec. 8.—Philip K. Wrigley, chairman of the board of the William Wrigley Jr. Company, has been elected president. James C. Cox, former president was named chairman of the board.

Elections followed adoption of revised bylaws, thru which the president instead of the board chairman becomes the chief executive. Under his new title, Wrigley will continue to concentrate on sales and advertising; Cox will be in charge of financial matters.

A newly created office of first vice-president was filled by R. R. Holcomb, a vice-president since 1942. Other Wrigley officers remain in their previous posts: B. L. Atwater and Frank J. Ellism vice-presidents; W. H. Stanley, vice-president and secretary; E. D. Atwater, treasurer; Wendell S. Reid, controller; Henry L. Webster and Lewis Harland, assistant secretaries, and Arthur Sauer Jr., assistant treasurer.

Dishonesty Losses; Causes, Safeguards

CHICAGO, Dec. 8.—The vending machine operator's six most common forms of dishonesty losses and suggested safeguards provide some food-for-thought and check-up reading for the automatic merchant. This is all the more true because, while such losses were brought more in line over recent years, they have again increased during the past year.

The six types of dishonesty losses and their respective preventative measures are detailed in a feature article titled "How to Stop Dishonesty Losses" in the December issue of Vend, sister publication of The Billboard.

mixed in six flavors and six colors in 300 count. Natural finish oak cabinet is 11½ inches high, 7 inches wide and 6 inches deep. Coin mechanism and dispensing tray panel are of metal. An inclined glass-face panel permits full view of the product. Side windows permit additional product display. Available in cases of four machines each, under 25 case orders at \$52 per case, bring the per unit price to \$13. Case price on 25 and over case orders is \$48.

The second Victor model, Jumbo 100, holds 750-800 of the 100 count ball gum; also features a solid oak cabinet. Latter is finished in blue, red and yellow, with a metal face plate housing coin mechanism and delivery tray. Cabinet is 15 inches high, 7¾ inches deep and 7 inches wide. Product display is also provided thru an inclined glass front panel.

The Jumbo 100 is also shipped four units to a case, with per case price \$58 on under 25 case orders, making the per machine price \$14.50 on 25 and over case order, case price is \$54.

10c Juice Venders Out-Gross 5c Coke in Chicago Test

7-Unit R.R. Terminal Location Shows Sales Progress, Peak Periods

By FRED AMANN

CHICAGO, Dec. 8.—Dollarwise, weekly vender volume of reconstituted orange juice concentrate at a dime a drink was more than double that of nickel Coca-Cola thru adjacent machines during both a summer and winter test period conducted by Mills Automatic Merchandising Company.

While admittedly in a plus-side location, the Chicago Northwestern Railway station here, the four test machines indicated the acceptance accorded fruit juice when automatic merchandised away from home. The Minute Maid orange juice was vended by single flavor cup machines specially designed by Mills Industries, Inc. Currently, new dual flavor models are produced by Mills, the first units on location

offering a choice of orange and a lemonade drink.

Juice, Coke Grosses

During the initial test period thru the first two weeks in January, 1951, the two orange juice machines grossed respectively \$94 and \$84 for the first and \$83 and \$61 for the second week. The two Coca-Cola cup venders, during the same period, grossed \$37 and \$34 for the first and \$28 and \$29 for the second week.

The same machines, in the same location, returned the following grosses for first three weeks last July: orange juice, \$108 and \$191, \$81 and \$191, \$201 and \$284. Coca-Cola, \$58 and \$70, \$80 and \$50, \$85 and 80.

It was noted that the nickel Coke units grossed approximately the same weekly dollar volume in

the summer tests as did the dime juice units during the winter test weeks.

Ingredient cost for both drinks average out to 40 per cent of the vended price. In the case of orange

(Continued on page 70)

OPS Schedules Nut, Container Price Rulings

WASHINGTON, Dec. 8.—Office of Price Stabilization announced plans this week for two new tailor-made price regulations affecting products sold and containers used in vending machines.

A tailored price order on shelled peanuts will be issued December 19 and another made to order price rule is in the making for special paperboards used to make cartons, cups, lids and other containers for liquid moist and oily foods.

Under the proposed paperboard regulation, manufacturers would determine base prices for various grades of paperboard for various classes of customers. The 30-day period ended November 15, before the application of freight allowance and differentials, is being considered as the base. Manufacturers would add and subtract the differentials employed during the base period for quantity and special caliber, dimensions, size and other particulars. Base period freight allowances would also have to be granted.

Manufacturers who may be distressed because their price ceilings are out of line would have ceiling adjusted by OPS under the new regulation, either at a manufacturer's application, or on OPS initiative.

Increased Cigar Output in 1951

NEW YORK, Dec. 8.—The overall dollar value of the retail cigar market will total between \$515,000,000 and \$525,000,000 for 1951, according to Everet M. Straus, economist for the Cigar Manufacturers Association.

A 3.86 per cent increase in cigar production during the first nine months of this year was attributed by Straus to more prosperity and the fact there have been no major price increases on cigars since 1946.

Spacarb '52 Model Revised; 3-Drinker

Assumes National Distribution of American Dispensing Coffee Vender; Retains Mills

STAMFORD, Conn., Dec. 8.—Spacarb is to maintain its output above break-even levels.

Material cutbacks have forced Spacarb, Inc., to revise specifications on its new cup vender model slated for production early next year. The new unit (3-D-53) will dispense three flavors in the standard version rather than four, as originally planned, L. H. Houston, president, announced this week.

Cutbacks in copper and stainless steel "made this change mandatory," explained Houston, "if

The fourth flavor, however, will be available as an optional feature in the 3-D-53, as will Select-o-Carb, the hitherto standard mechanism that makes it possible to dispense different drinks as individual carbonation ratings within the same machine.

Timetable Change

Shrunken metal allotments also account for a timetable change in the availability of the company's newly developed hot coffee attachment, Houston declared. They are now not expected to be available in substantial quantity before the second quarter of 1952, when it is hoped to be able to offer them with new machines and as kits for installation on machines sold after December 1.

Houston also announced that Spacarb has taken over national distribution of the coffee machine produced by American National Dispensing, of Lansdale, Pa. Two models are now available, a dressed up unit at \$895 and an industrial model at \$795. Both use powder ingredients and have a capacity of 600 cups.

Spacarb, tho, will still continue as non-exclusive distributor of Bert Mills coffee venders, Houston, emphasized.

VENDING IN GUATEMALA

Pioneer Juice Route Covers Eight Cities

GUATEMALA CITY, Dec. 8.—A pioneer automatic merchant here is Werner Goldstaub, who heads Sociedad Sonora, S. C., a 28-machine fruit drink operation. Formed in December, 1950, the firm now has venders in eight different cities, employs what by U. S. standards would be a prohibitive staff of personnel—16 people.

Before entering the operating picture, Goldstaub had established himself as a musical instrument retailer. Entering Guatemala in 1948, he began selling the products of the Wurlitzer, Steinway and French companies. In addition, he taught music in 10 of the city's private and public schools. His introduction to the vending industry came about when a friend from the States arrived with a briefcase filled with pamphlets on vending machines. Goldstaub digested the literature and decided to set up his own route.

Using Automatic Products' cup juice equipment, Goldstaub installed units in department stores, drugstores, banks, the correo (post

office), theater lobbies, schools, an airport and in the customhouse. Popcorn venders are also placed in the theater locations. Both vend for the equivalent of a U. S. nickel.

Perfect Weather

Because the sun literally shines the year 'round in Guatemala, and daytime temperature varies little from 78 degrees, changing seasons are not a sales problem. The only equipment shifting done by Sociedad Sonora is replacement of

(Continued on page 70)

Marks Resigns Cole Eqpt. Post

CHICAGO, Dec. 8.—Stanley Marks, general sales manager, fountain division of Cole Equipment & Supply Company, resigned effective December 1. His future plans are not as yet formulated.

Gruebert Takes Post With Cole

NEW YORK, Dec. 8.—George H. Gruebert has been appointed head of Cole Products' divisional office here, serving the States of New York and New Jersey. Other executives in the branch include Oliver Andres, placement manager, and Robert Lewis, assistant.

Gruebert, who formerly was Eastern representative for A.B.T. Manufacturing, said the division will concentrate efforts on securing locations for operator customers.

HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING



SIMPLIFIED SERVICE MEANS . . . MORE MONEY . . . LESS WORK

The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location . . . the empty globe is cleaned and filled at your workshop. Vends all products including ball gum and charms. Attractive eye-catching appearance. Built for years of hard service.

THE NORTHWESTERN CORPORATION
529 N. ARMSTRONG ST., MORRIS, ILL.

Supplies in Brief

Tobacco Sales Up

WASHINGTON, Dec. 8.—Sales of tobacco products by wholesalers went up 4 per cent during the first nine months of this year, compared to the corresponding period a year ago, Department of Commerce reported this week. Wholesalers' sales during September showed only a slight drop, 1 per cent from sales in September 1950, but dropped off 10 per cent from sales in August of this year. Commerce Department also reported that \$42,979,000 in tobacco products were sold during September by 294 wholesalers.

Chile Smokes

WASHINGTON, Dec. 8.—Production of cigarettes, cigars and packaged tobacco in Chile during the first five months of the year about equalled production in the corresponding period last year, while the reports from Algeria revealed a somewhat smaller tobacco crop there this year.

Chilean tobacco harvests reached about 7,255 metric tons in 1950-'51, according to Department of Commerce reports. Imports during the first seven months of 1951 reached about 120 metric tons of leaf tobacco, a 35

per cent drop in imports, compared to the corresponding period last year. Only 20 tons were imported from the United States, and the rest from Cuba. Inroads in the supply of this imported leaf are being made as public demand for high-quality cigarettes continues to mount.

Altho Algeria in general expects little difficulty in securing imports to supplement its smaller tobacco crop this year, Algerian manufacturers do expect some problems in obtaining adequate supplies of tobacco from the United States.

Sept. Candy Sales

WASHINGTON, Dec. 8.—Sales by manufacturers of confectionery and competitive chocolate products totaled \$100 million during September, 1951, a rise of 39 per cent above August sales, but a drop of 6 per cent below sales in September a year ago, it was estimated this week by the Department of Agriculture.

Less Sugar

WASHINGTON, Dec. 8.—Sugar distribution by primary distributors during the year up to November 17 total 6,965,372 short tons, raw value, compared to 7,401,898 short tons during the corresponding period last year, Department of Agriculture announced this week. Figures are for distribution within the continental United States for both civilian and military use.

Agriculture Department also announced this week that 2,947,175 short tons of sugar, raw value, had been imported from Cuba. This supplies the total amount of the current quota for Cuban sugar for 1951. Out of this total, 369,386 short tons, raw value, were charged as direct consumption sugar. Balance was charged as raw sugar for further processing.

Peanuts Off

WASHINGTON, Dec. 8.—Altho domestic consumption of shelled peanuts is higher this season than last, millings of farmers' stock peanuts during the first two months of 1951-'52 season was the lowest for any comparable period during the past 13 years, Department of Agriculture said this week. Millings in the first two months of the season totaled 134 million pounds. Millings at this time last year reached 206 million pounds. This year's supply consisted of 123 million pounds cleaned and shelled, and 11 million pounds crushed.

Visible supply of peanuts held in commercial positions October 31 totaled 460 million pounds, according to Agriculture. This compares to the 806 million pounds in sight at this time last year, and is the lowest October 31 stock since 1939. Supplies of farmers' stock peanuts is about 50 per cent lower while shelled goods were approximately the same as on October 31, 1950.

Shelled peanuts crushed this season thru October 31 totaled about 32 million pounds, Agriculture reports. This compares with the 30 million pounds at this time last year. Farmers' stock crushings amounted to 11 million pounds while 4 million pounds were crushed last year.

Meanwhile, domestic consumption of shelled peanuts reached 129 million pounds during this season to October 31, compared to the 127 million pounds last season. Shelled edible grades used so far this season totaled 87 million pounds, about equal to that used last year.

Walnut Imports

WASHINGTON, Dec. 8.—Some five million pounds of walnuts have been imported to fill the quota set under the general agreement on tariffs and trade for the calendar year, Bureau of Customs announced this week.

More Filberts

WASHINGTON, Dec. 8.—Department of Agriculture increased the salable percentage of merchantable in-shell filberts to 100 per cent, it was announced this week. Previous salable percentage had been 85 per cent.

Sweets Co. Earnings

HOBOKEN, N. J., Dec. 8.—Sweets Company of America, Inc., earned a net income of \$260,654 for the nine months ended September 30. For like period last year, firm netted \$386,193.

NCWA Sets '52 Meeting Plans, 120 Exhibits

WASHINGTON, Dec. 8.—Approximately 120 exhibits will make up the display phase of the seventh annual meeting and confectionery show of the National Candy Wholesalers Association when the 1952 event is held May 18-21 at the Palmer House, Chicago.

The NCWA board of directors has approved tentative plans calling for several unusual features to be introduced for the first time during the annual convention, it was announced.

There will be no room exhibits permitted in the Palmer House for the duration of the meeting, all displays being restricted to the hotel's fourth floor exhibit hall. NCWA's Executive Secretary C. M. McMillan, and his assistant, Wilbur K. Hess, are in charge of both exhibit space and hotel accommodations.

Action by the NCWA board during its recent Atlantic City meeting pushed up the opening dates for exhibit and hotel reservations from the usual January 1 date to early December. It was pointed out the convention will be held two weeks to a month earlier in 1952.

First reservations are being made available to NCWA members, with the general mailings of the official forms to be made in about three weeks.

See Cig Sale Rise in 1952

WASHINGTON, Dec. 8.—Cigarette production and sales during 1952 will exceed the record this year, but high cost is expected to slow down the ratio of increase in consumption, according to the U. S. Bureau of Agricultural Economics.

Estimated total output of cigarettes in 1951 will be 412 billions, 20 billion or 5 per cent above that of 1950. Domestic consumption during 1951 will likely be near 373 billion, compared with 360 billion in 1950. Rate of gain in domestic consumption this year over last will approach 3.6 per cent compared with 2.3 per cent between 1949 and 1950 and 0.9 per cent between 1948 and 1949.

Hit Prophylactic Units in Ohio Taps

COLUMBUS, O., Dec. 8.—State liquor director ruled this week that machines dispensing prophylactics cannot be installed in retail establishments holding liquor licenses.

In a letter to attorneys for a vending machine company which protested the order against such placement, the director quoted provisions of the General Code of Ohio which makes it a felony to "sell, exhibit or offer to sell a drug, medicine, article . . . intended for the prevention of conception."

Newman, Jaret in New Sales Posts

NEW YORK, Dec. 8.—Ben Newman and Harold Jaret, with offices here, have been appointed national sales managers of the Rodda Candy and American Carmel companies, according to an announcement by Frank Cohen, president of both Lancaster, Pa., manufacturing firms.

Newman and Jaret will operate at 17 Sixth Avenue under the name of the Rodda Sales Agency. Their new appointments do not conflict with other associations in the confectionery field, it was pointed out.

Correction

Far Eastern Sales Company's self-popping popcorn vender, U-Pop-It, is the product of Old Fashioned Products Company here and not Viking Tool & Machine Corporation as stated in The Billboard last week.

The machines, listing for \$395, were acquired from the Old Fashioned firm, which also operates a chain of ice cream stores thru this area. Far Eastern purchased 165 popcorn venders from the company.

WHAT ARE YOU VENDING?

Stick Gum? Ball Gum? Tob Gum? Bulk Merchandise? Mints? Stamps? Perfume, Combs, Sanitary Products or other Merchandise?

ADVANCE

Is the Vendor for You!

The 1-column model (illustrated) vends flat cartons up to 1 1/4" x 2 1/4" x 3 1/4" long — or round cartons up to 1 1/4" diameter x 3 1/2" long. The 2-column model handles round cartons up to 3/4" diameter x 3" long. Regularly furnished for 1c, 5c, 10c or 25c operation. Separate cash box — and Advance Coin Deflector with automatic coin return when machine is empty.

Want more information? Write today to . . .

J. SCHOENBACH
Factory Distributor Of
Advance Vending Machines
1645 Bedford Ave., B'klyn, 25, N.Y.
President 2-2900

30 DAY MONEY BACK TRIAL

Northwestern

Try this famous vendor for 30 days. If it doesn't EARN MORE MONEY for you, return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

Sensational **TAB GUM**

10-Column 1c Selective
PRICES
Less than 25 \$25.95
Less than 100 \$25.45
100 or more \$24.95
F.O.B. Factory



GUARANTEED USED MACHINES

DELUXE 1c and 5c Combination . . . \$12.95
MODEL 39 PORCELAIN, 1c . . . 7.45
MODEL 33 BALL GUM PORCELAIN, 1c . . . 7.45

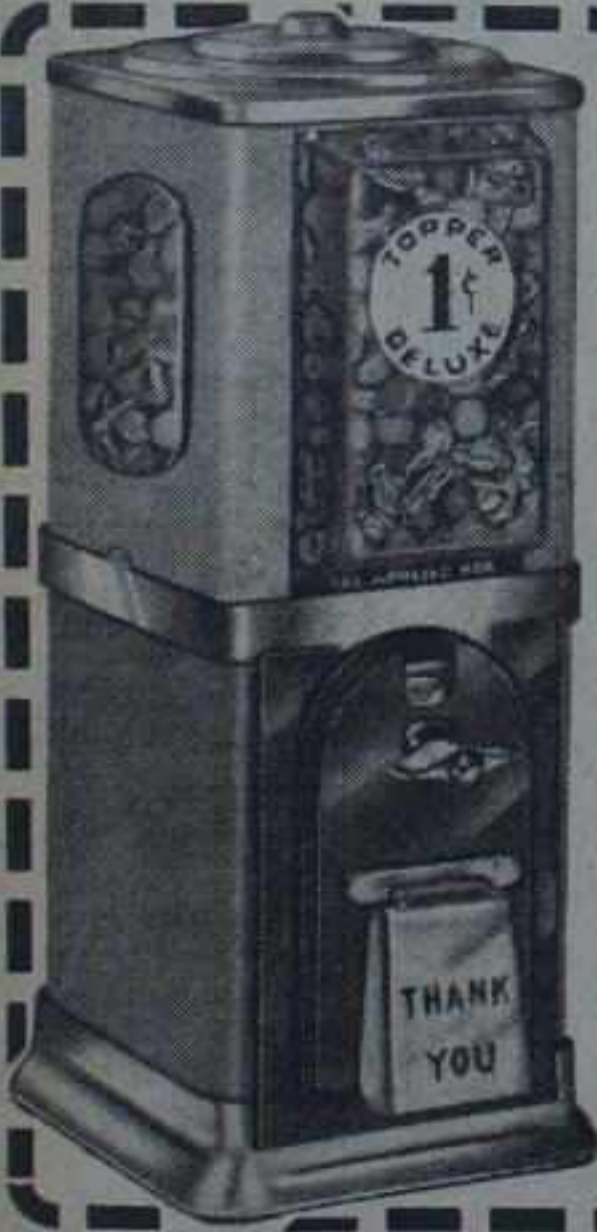
MASTER, 5c . . . \$7.45
SILVER KING, 1c or 5c . . . 7.45
ESQUIRE, 1c . . . 6.95

MERCHANDISE AND SUPPLIES

Per Lb.	Per Lb.	Per Lb.
ZENOBIA PISTACHIO, Jumbo Queen . . . 5.70	MIXED NUTS . . . 5.53	BALL GUM, All Sizes (200 Lbs. Min.), Freight Prepaid . . . \$.26
ZENOBIA PISTACHIO, Fancy Sheik48	VIRGINIA PEANUTS .36	ADAMS GUM, All Flavors, 100 Count . .42
ZALOOM PISTACHIO, 4-Star70	SPANISH PEANUTS .28	WRIGLEY'S GUM, All Flavors, 100 Count . .47
ZALOOM PISTACHIO, Vendors Mix60	ALMONDS, 480 Count, 5 lb. vacuum packed .85	BEECHNUT GUM, 100 Count57
ZALOOM PISTACHIO, 3-Star48	ITALIAN CHICK PEAS, Roasted and Salted .25	SUCHARD CHOCO-LATE, 200 Count . .1.20
CASHEW, Whole60	RAINBOW PEANUTS .28	HERSHEY'S CHOCO-LATE, 200 Count .1.30
CASHEW, Butts55	BOSTON BAKED BEANS28	
	JELLY BEANS28	
	LICORICE LOZENGES .25	
	M & M39	

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc. 1/3 Deposit, Balance C.O.D. Time Payment Plan Available—Trade-Ins Accepted.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600



VICTOR'S TOPPER DELUXE

1c or 5c Models
(Please advise when ordering)
\$14.95 each **\$56.80** Case of 4

Complete Victor Line in Stock.
WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISE GAMES, ETC.

CHARMS
Large #2 Size—Per 1,000
PLASTIC SILVER COPPER
\$1.99 \$3.33 \$3.43
We reserve the right to limit quantity.

STANDS
All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weight 17 lbs.
\$3.25 each
We are factory distributors for all leading makes of VENDING MACHINES

Parkway Machine Corp.
715 Ensor St. Baltimore 2, Maryland

CHARMS—Proven Sales Boosters

Write for Complete Price List!
Karl Guggenheim inc.
33 UNION SQUARE • NEW YORK 3, N. Y.

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

Operated from Coast to Coast and 20 Foreign Countries

"SILVER-KING" Vendors

Built for professional operators
5c PISTACHIO NUT VENDOR
"CHARM KING" BALL GUM VENDOR
NEW ROTARY "SUPER-VENDOR"



VENDS NEW LARGE SIZE 1/2" "SUPER GUM" (100 to the Pound) or regular 1 1/2" size. Nut and Ball Gum, Candy, Charms Vendors, 1c-5c U.S. and Foreign Coins. "Hot-Nut" Vendors. Designed for sales compelling eye appeal.

SILVER-KING CORP.
622 Diversey Parkway Chicago, Ill.

Victor's Topper Deluxe

Only \$13.20 each (100 or more)
Sample \$14.95

Glass or Plastic Globes. UNEQUALLED FOR VENDING: BALL GUM, CANDY PEANUTS, CHARMS, SALTED PEANUTS, ETC. LOWEST PRICES on BALL GUM, CANDY, CHARMS, stands. We stock all parts and supplies.

"TRY THE BEST, TRY VICTOR'S!"
WRITE TODAY!
H. B. HUTCHINSON JR.
860 North Ave., N. E., Atlanta, Georgia



A GOOD GIFT IDEA . . .



. . . ON PAGE 37

Pistachios

3 SPECIAL GRADES FOR VENDORS

ask for ZALOOM'S

- 4 STAR JUMBO
- VENDORS MIX
- 3 STAR "BUDS"

Perfect. The Finest and Fastest Selling Pistachios. Red and White. DELICIOUSLY ROASTED AND SALTED.

Packed 5-lb. Moisture-Proof Bags. 12 5-lb. Bags to Carton.

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES WRITE US TODAY



JOS. A. ZALOOM & CO.

America's Original Masters in Roasting and Salting of Pistachio Nuts.

8 JAY STREET NEW YORK 13, N. Y.

BEekman 3-7646

GET * NEWER CHARMS

Lower prices from America's largest Charm manufacturer.

Over 40 new and different series of Charms.

Our prices are lowest!

Send 35c for complete samples.

PENNY KING CO.

415 Neptune Street Pittsburgh 20, Pa.

JUST OFF LOCATION!

U-NEED-A-PAK

MODEL "500"

1 COLUMN BARGAIN \$50.00

24 OPERATION

1/3 Deposit, Balance C.O.D.

All Types of Cigarette Machines Reasonably Priced. Send for Catalog!

CENTRAL VENDING MACHINE SERVICE CO.

2947 Parrish St. Philadelphia 4, Pa. Phone: EV 4-4244

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Dec. 8	Issue of Dec. 1	Issue of Nov. 24	Issue of Nov. 17
Adams 1c, 6 Col.				
Adams 4 Col. 1c.		\$14.50	\$14.50	\$13.95
Advance Candy	\$25.00	14.50	14.50	
Ajax Hot Nut, 5c or 10c.		25.00	25.00	25.00
Almond Vendors, 5c		39.50	39.50	29.50
Asco Hot Nut, 1c or 5c				5.95
Columbus Bulk, 1c or 5c				9.95(2)
Columbus Nut, 5c				6.95
Columbus Duo 5c Twin				7.50
C-8 Electric	175.00	175.00	15.00	
DuGrenier Challenger	85.00	85.00		
DuGrenier Champion, 9 Col.	92.50	92.50	92.50	89.50
DuGrenier Model W				49.50
DuGrenier Model W, 9 Col.	85.00	85.00	85.00	82.50
DuGrenier Model H, 6 Col.		35.00	35.00	
Electro-Serve Popcorn, 5c				17.95
Equire 1c.	6.95			
Exhibit Card Vendors		15.00	15.00	
Keeney 9 Col. Elec.	175.00	175.00		
Kirk's Astrology Scale	85.00	85.00	85.00	85.00
Kwik Shoe Shine Machine	79.50	79.50	79.50	79.50
Lehigh PX 10 Col.		139.50	139.50	
Lo Boy Scale	50.00	50.00	50.00	50.00
Lucky Ball Gum, 1c.				5.95
Master 5c	7.45	10.00	10.00	
Master Novelty, 1c.		8.50	8.50	7.95
Master 1c and 5c Comb.		10.00	10.00	8.95
Monarch (8 Col.)	85.00	85.00	85.00	85.00
National 9A			75.00	75.00
National 930	85.00	95.00	85.00	95.00
National 9 Col.	120.00	120.00	120.00	
National 950	95.00	95.00	95.00	
Northwestern 33 Ball Gum	7.45	7.50	7.50(2)	7.50
Northwestern Deluxe Nut				12.50
Northwestern Deluxe 1c and 5c	13.95	15.00	15.00	13.95
Northwestern Model 29, 1c.	7.45	7.50	7.50	6.95
Northwestern Model 40, 1c.		5.95	5.95	5.95
Pop Corn Set	89.50	49.50	89.50	49.50
Rowe Candy	85.00	85.00	85.00	85.00
Rowe Crusader (10 Col.)	145.00	145.00	145.00	145.00
Rowe Gum & Mint 5c		19.50	19.50	
Rowe Imperial (8 Col.)	80.00	69.50	80.00	69.50
Rowe President	85.00	85.00	85.00	85.00
Rowe Royal (6 Col.)	85.00	85.00	85.00	85.00
Rowe Royal (8 Col.)	125.00	125.00	125.00	125.00
Rowe Royal (10 Col.)	65.00	85.00	85.00	85.00
Shipman Stamp, 3 Col., 1c, 5c, Air Mail				21.95
Shipman Stamp, 1c & 3c		22.50	22.50	
Silver King Bulk, 1c or 5c	7.45	8.00	8.00	7.50
Silver King Charm King 1c.		8.00	8.00	
Silver King Hot Nut 5c		12.50	12.50	
Shoe Shine Machine		39.50	39.50	
Siro's Brush-Up	75.00	75.00	75.00	75.00
Uneda Model A (9 Col.)	67.50	67.50	67.50	67.50
Uneda Model E (9 Col.)	75.00	75.00	75.00	75.00
Uneda (500)				69.50
Uneda (9 Col.) Model 500	97.50	97.50	50.00	97.50
Uneda (15 Col.)	79.50	85.00(2)	79.50	85.00(2)
Uneda Pak E 8 Col.		89.50	89.50	
Uneda Pak Model 500				
7 Col.	130.00	89.50	130.00	89.50
U-Select-It	35.00	49.50	35.00	49.50
Victor Universal Nut, 5c				9.95
Victor Model V, Cabinet Type		8.95	8.95	8.50
Victor Model V, Globe Type		8.50	8.50	7.95
Wrigley's Tab Gum, 1c, 5 Col.				12.95
Yu-Chu Ball Gum, 1c.		5.00	5.00	3.95

U. S. Standards For Citrus Juice

WASHINGTON, Dec. 8.—U. S. Department of Agriculture this week issued the first U. S. standards for grades of frozen concentrated orange and blended grapefruit juice. The standards, effective December 9, cite a recommended blend that will yield not less than 50 per cent orange juice in the reconstituted form, but which could be as high as 75 per cent if oranges producing extremely light colored juice are used.

Standards also cover two juice styles, one with and one without sweetening ingredients, and requirements for a balanced sweetness and acidity.

Scoring factors for flavor, color and absence of defects are set to provide two grades: Grade A (fancy) and Grade B (choice).

New Cont'l Can Plant

NEW YORK, Dec. 8.—Continental Can Company, manufacturer of paper containers, has opened a separate plant to handle a government contract for guided missile components. New facilities are in the Clearing district, Chicago. They will become part of firm's metal division and be managed by William M. Cameron, vice-president.

Show New Barbecue Equipment at '51 Outdoor Meeting

CHICAGO, Dec. 8.—A two-unit barbecue bun toaster and meat warmer was shown at National Association of Amusement Parks, Pools and Beaches trade show by the Helmeo-Lacy Company here. Using a new no-slice method, the bun toaster employs four toaster heads, upon which buns are placed for one minute. Unit lists for \$89.50.

Barbecue meat warmers are available in two models: MBB-2 double-container style, holding 16 pounds of meat, is priced at \$169.50, while a single container unit lists for \$99.50.

Meat is placed in the pocket left in the bun by the toasting head.

N. E. Warehouse For Cadbury-Fry

BOSTON, Dec. 8.—New warehouse facilities to serve the New England trade have been set up here by Cadbury-Fry (America) at 32 George Street.

Area representative for the New York firm is Jesse Lesse, with headquarters at 161 Massachusetts Avenue.

DOUGH HANDLER

New Equipment Counts, Wraps Paper Money

CHICAGO, Dec. 8.—A new money handling machine invented by a local electrician, Emerson E. Fies, makes possible 100 per cent automatic counting and wrapping of all types of legal tender, including paper currency.

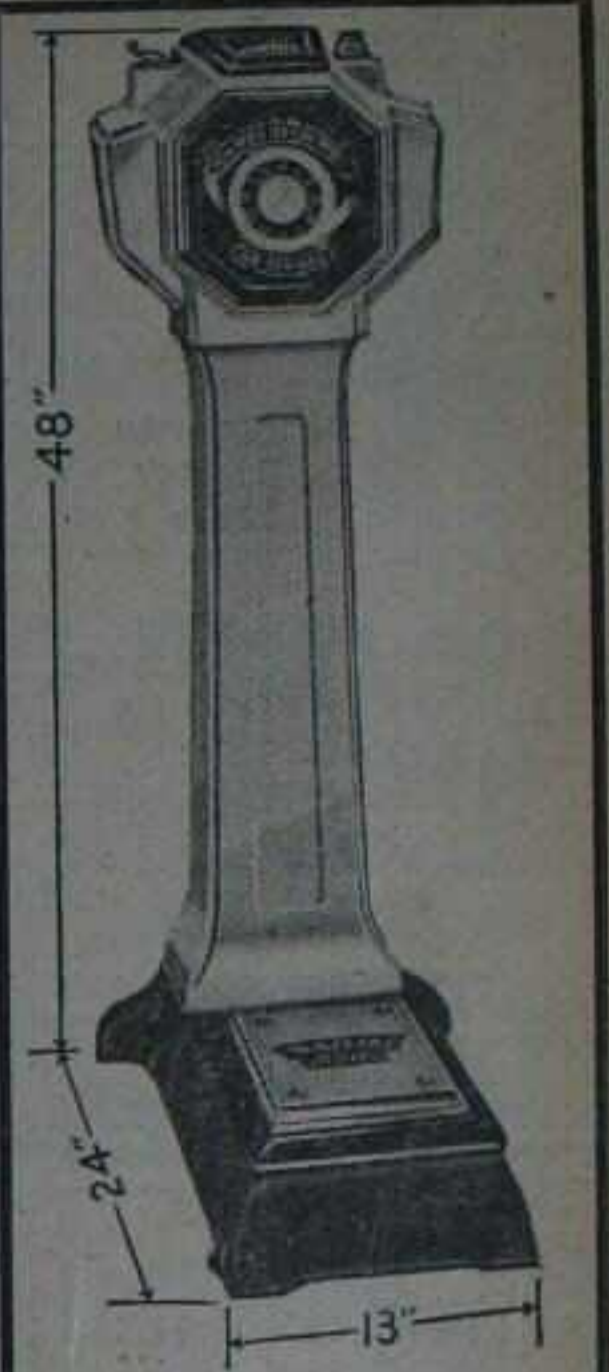
Supplementing coin handling mechanisms, new device is available in three units; a counting wrapping and a dispensing unit. Production of the three machines is to be undertaken shortly by the Burroughs Adding Machine Company, Detroit. Burroughs will license the patents on each unit.

The machine can be set to count out any sum in paper money from \$1 to \$100, in any combination of \$1, \$5, \$10 or \$20 bills. It is said to handle both new and old bills with equal facility. Second unit, a "stuffer," takes stacks of bills and rolls them into small cylinders wrapped in paper. The cylinders are loaded into a third unit, the dispenser. It has keys which record pay-outs on a tape which keeps a running account of all transactions.

The idea for the currency handling equipment originated with Hiland B. Noyes, president of Upper Avenue National Bank, Chicago. He approached his brother-in-law, Fies, on the idea. Fies stated he designed and produced pilot models in about nine months, working on his kitchen table.

Hupp Corp. Earnings

CLEVELAND, Dec. 8.—Hupp Corporation, manufacturer of two and three flavor cup beverage vendors, reported a net income of \$378,871 for the nine months ended September 30. For the like period in 1950, net earnings were \$661,602, including capital gains of \$1,007,186 on the sale of a plant and equipment.



\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE FOR OUTSIDE LOCATIONS

WRITE FOR PRICES

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill. Est. 1889—Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago

CIGARETTE MACHINES

- Uneda Model 500, 15 Col., 425 Pack Cap., King Size Included. \$85.00
- Uneda Model 500, 9 Col., 350 Pack Cap., King Size Included. 97.50
- Uneda Model A, 9 Col., 270 Pack Cap. 87.50
- DuGrenier Champion, 9-11 Col., 250 Pack Cap., King Size Included. 92.50
- DuGrenier Model W, 9 Col., 308 Pack Cap. 85.00
- Rowe Imperial, 8 Col., 340 Pack Cap. 80.00
- Rowe Royal, 6 Col., 340 Pack Cap. 85.00
- 35.00 ADDITIONAL FOR SILVER QUARTER OR KING SIZE VENDING

CANDY MACHINES

- U-Select-It, 54 Bar Cap. \$35.00
- Adv. Candy, 40 Bar Cap. 25.00
- Vendall Candy (New!) Write

ROWE TAB GUM

- 3 col., 1c, 400 cap. with mounting bracket \$22.50
- KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES

TOP EQUIPMENT UNCONDITIONALLY GUARANTEED

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Vending in Guatemala

• Continued from page 67

drink machines from schools to hospitals. Schools close from the end of October to the first of January. With the arrival of additional venders, there will be no need to remove machines from hospitals for the school installations when latter reopen next month.

All locations are paid a straight 10 per cent commission. However, the bank, airport and customhouse locations have instructed Goldstaub to pay their commission direct to a local charity—the Children's Feeding Places, which are in various sections of the city.

Employees' Duties

The unusually high number of employees servicing Sociedad Sonora's 28 venders is the result of the widespread placement of the equipment (seven drink venders are located in as many separate coastal cities) and the need for "changeboys."

Seven men are retained to service the machines in the seven cities; each man reports to Goldstaub monthly. The rest of the employees are kept busy in the firm's center of activity—Guatemala City. Here, six "changeboys" are stationed by as many machines, those in the busiest locations, and keep the exteriors clean, give change and instruct the customers in the use of the vender.

A chief serviceman supervises the work of four routemen who visit each machine daily, in some cases up to five times a day in top locations. Collections are made only by the head serviceman and by Goldstaub.

A bookkeeper, who also works for Goldstaub's musical instrument business, keeps separate books for each vender. The book is numbered to correspond with the machine's number, and carries a complete sales, inventory and service record of the machine.

Women Squeeze Oranges

In the firm's shop, three women squeeze oranges, using a device designed by Goldstaub which handles 10,000 oranges a day. Before the unit was installed, six women were employed full time on this phase of the operation.

All employees work a staggered six-day week, with every other Sunday off. They receive double pay for Sundays and holidays. The serviceman draws a basic pay of 100 quetzals monthly (one quetzal is the approximate equivalent of \$1), while the chief mechanic draws 120 quetzals.

Initially, Goldstaub used pure fruit juice, but the time consumed in preparing it made the cost prohibitive. Now, a mixture of pure and synthetic juices are used. Flavors are changed in individual machines every three days, and consist of pineapple, cherry, orange, orange-lemon, grape, strawberry, mora (a tropical fruit), Frosti-Special (a combination of five tropical fruit juices) and tamarinde, a tropical fruit which grows on trees in a pod.

Goldstaub figures his venders

return a profit of 20 per cent per serving, but this does not include depreciation. He figures his principal costs are a penny for the cup, a penny for labor and 1/2-cent for the juice mixture.

Venders Improved

Even the Guatemaleans are not as mechanically minded as U. S. citizens, they discovered how to "beat" the venders shortly after they were first installed. Goldstaub discovered that customers found that after a coin was inserted and the juice began pouring into the cup, the switch could be pulled and the machine would continue to deliver free drinks until it emptied. To remedy this, the switch was moved inside the cabinet.

An interesting sidelight is the city's water supply. There are two systems, one municipally operated, and one privately owned. Water from the latter does not have to be boiled before drinking, so Goldstaub used this, but to make certain of its purity puts it thru a special filter under pressure.

Sociedad Sonora's plans are ambitious. In addition to a planned multi-flavor vender route, a chain of merchandise machines thruout Central America is on the books. This month saw the start of the last program; 10 machines in San Salvador as the first link in the inter-country vending route.

UP 'N' COMIN'

Press Lauds Venders in 6-Col. Tale

AKRON, Dec. 8. — "Impulse sales hit billion dollars as vending machine business soars" was the six-column head on a feature story in a recent issue of The Akron Beacon Journal. Basis for the news spread datelined Cleveland was the paper's assignment of a staff writer to cover the recent National Automatic Merchandising Association convention in that city.

The article detailed the various types of merchandise now being sold thru venders, cited types of locations, such as defense plants, military installations and hospitals and stressed the morale, time-saving and appetite-satisfying benefits of automatic merchandisers.

ABC Earnings Rise

NEW YORK, Dec. 8.—ABC Vending Corporation reported net earnings of \$833,876 for the nine months ended September 30, compared with \$743,681 for the like period in 1950.

Net earnings for the third 1951 quarter were \$327,116; for the same quarter last year, \$312,699.

Dime Juice Venders Tops

• Continued from page 67

juice, this figures out to approximately 3 1/2 cents per serving, including 1/2-cent for the cold cup.

Orange, Lemon Sales

A dollar breakdown between orange juice and lemonade sales, for the seven weeks of June 8 thru July 20, shows the differential between the two flavors (vended thru two separate machines):

Orange	Lemon
\$137	\$ 65
137	67
171	148
171	92
183	125
162	151
201	191

Illustrating the sales progress made by seven orange juice venders installed thru the Northwestern Railway station here, is the following table with dollar grosses for each vender for three representative weeks, starting with the first full week after installation in December, 1949:

Dec. 30, '49	Jan. 13, '50	Jan. 12, '51
\$49	\$54	\$ 83
71	75	81
17	43	76
40	59	61
75	94	68
79	65	102
35	30	33

In citing these figures, Mills Automatic stressed the fact that the equipment was in a top-notch location. Dollar gross ratios may differ between juice and Coca-Cola machines, and between orange and lemon juice units, in different installations. In some instances a complete reversal of demand may occur, and in others a more moderate variance between the two types of beverages may be the rule.

During a recent four-week check period Mills Automatic reported the average gross for each of the railway station units was \$1,089 for the orange and \$647.87 for the lemon juices.

Peak Sales Periods

According to peak sales period checks, orange grossed 60 per cent of its daily volume between the hours of 6 a.m. and 9:30 a.m., while 30 per cent was realized between 4:30 p.m. and 6:30 p.m. The remaining 10 per cent of daily sales was moved between 9:30 a.m. and 3:30 p.m. and after 6:30 p.m.

Lemon juice peak sales, however, were made during the 9:30 a.m. and 10:30 a.m. period, when 20 per cent of the day's volume was sold, and between 11:30 a.m. and 10 p.m., when 70 per cent of total daily sales was recorded. Again, it was pointed out, this "peaking" may change with different types of locations and in different sections of the country.

Dishonesty Losses

• Continued from page 67

cards kept in office and checked periodically against those kept by stock man.

Doctored Records

Doctored Records. Misappropriation of cash receipts by bookkeeper, covering with false entries to hide thefts. Sale of merchandise directly from inventory by stock man without recording the transactions, covering with fictitious inventory entries.

Safeguards. Adequate book-keeping, proper supervision and controls, plus an annual audit.

Pay Roll Padding. Making out of pay roll checks to fictitious or past employees.

Safeguards. Pay roll made up by two men, one computing wages due and other issuing checks. Payroll accounting machines and a monthly pay-roll audit. Only very large operators are likely to have trouble with pay roll padding.

Quick Steal. Employees "just took money and departed."

Safeguards. Bonding all employees. Some operators bond only those employees who have access to cash. Actually, dishonesty losses occur in many instances where employees directly or thru collusion can get away with business assets, the equivalent of cash.

Pilfering

Cash Pilfering. Theft of a portion of weekly receipts by office worker; also systematic theft of small sums from petty cash.

Safeguards. Two employees should handle daily receipts turned in by route men, one employee making the count, the other recording it; one making count supervising the depositing of the money. Petty cash expenditures average out about the same from period to period. If they increase substantially, check against experience figures and handle petty cash transactions personally for a while to determine the reason.

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New Lubricant Aids Tool Life, Output

INGLEWOOD, Calif., Dec. 8.—A new cooling and lubricating agent that is claimed to increase production output and life of taps, drills and other metal cutting tools has been introduced by Tap & Drill E-Z Corporation.

New compound, called Lubri-Cut, is composed of special cooling and lubricating materials that cling to the tool. It is said to be fire resistant. Available in both paste and semi-paste form, it permits tolerances in the millionths and may be used on hard and soft ferrous and non-ferrous metals, on plastics or on glass.

E-Z Corporation is offering samples of the new compound.

Minute Maid Income

NEW YORK, Dec. 8.—Minute Maid Corporation earned a net income of \$1,108,293 for the 1950-'51 fiscal year ended October 31. For the 1949-'50 fiscal period, the firm reported a net loss of \$57,114.

Coven Adds New Record Service For Music Ops

CHICAGO, Dec. 8.—Coven Distributing Company, distributor in this area for Wurlitzer music machines, this week opened its new record department as a further step in the establishment of one-stop service for music operators.

Ben Coven, head of the firm, stated the record department will stock all labels so that ops can, in the future, take care of their equipment, parts and record purchases under one roof. In addition, firm will handle a complete line of needles and title strips, thus offering juke operators all equipment required for their route.

At the present the record department is headed by Harold Saul, Coven sales representative in the Chicago area.

Records will be made available to operators thru the Coven organization at the regular wholesale price, plus a few cents extra which is added as a service charge. The savings on transportation and time, Coven said, will more than compensate for the slight service charge involved.

Coven is also the distributor for Bally products in this territory. Coven said a complete parts and servicing division is also available for operators of this equipment.

APOA Holds Annual Party December 11

CINCINNATI, Dec. 8.—Automatic Phonograph Owners' Association this week completed plans for its annual Christmas Party in the Victory Room of the Hotel Sheraton-Gibson Tuesday (11). Charles Kanter, association president, said that all record and phonograph distributors as well as disk jockeys in Greater Cincinnati have been invited to attend.

Festivities get under way with a dinner at 7:30 p.m., followed by a specially planned entertainment program. Gifts will be presented to all in attendance.

Shift Meet Date For Milw. Group

MILWAUKEE, Dec. 8.—During the regular monthly meeting Wednesday (5), Milwaukee Phonograph Operators' Association announced that future sessions will be held on the first Thursday of each month. Meetings will continue to be held at Deutsch's Restaurant.

The reason for change from Wednesday evening meetings are the televised fights on that night. "Competition" proved too strong, with the result that attendance fell off, it was disclosed.

L. A. Distrib Offers Juke Insurance Plan

LOS ANGELES, Dec. 8.—Thru a blanket policy issued to the Minthorne Music Company here by the Glens Falls Insurance Company, purchasers of new phonographs may have their equipment covered against "fire, flood, theft, vandalism."

Minthorne has used this type of coverage for its purchasers for the past two and a half years.

Coverage is on the basis of the machines' value and the operator is charged four cents per \$100 valuation per month. Minthorne's agreement with the insurance company allows for this rate because of volume. Where a job-

GESTURE AIDS NEW FLA. ASSN.

MIAMI, Dec. 8.—A friendly gesture by Murray Gross, Miami juke box operator, is helping to publicize the recently formed Amusement Machine Operators' Association of Dade County.

Gross furnishes the records spun by Larry Higgins, disk jockey at Station WWPB, on his daily 10 to 11 p.m. broadcast from the lounge of the Dallas Park hotel.

Higgins throws in occasional plugs for Gross and the AMOA, but the music operator stands to gain little from the personal mention since he runs a music route and isn't in the business of selling records to the public.

Stewart Opens LA Showrooms

LOS ANGELES, Dec. 8.—Formal opening of the Dan Stewart Company, held here Sunday thru Tuesday (2-4), was well attended by local as well as out-of-town operators.

Dan Stewart, owner, will divide his time between his Salt Lake City office and here. The firm handles the Rock-Ola phonograph in both cities.

Among those attending the opening were Bob Beaver, sales manager of the Salt Lake City office; Ed Lake, Rock-Ola Western regional sales manager, San Francisco, and George Murdock, formerly of San Francisco but now of Avalon, Catalina Island. Operators were Larry Atkinson, Provo, Utah; Smedley Buchanan, Border Music, Great Falls, Mont., and E. E. Van Gertor, Phoenix, Ariz.

Stewart transferred Joanne Lewis from the Utah office to serve as secretary. Harry Duenning will act as serviceman, and Lloyd Slinkard was added as an outside salesman.

Beaver will remain in the city for a few days, returning to the Utah headquarters for Christmas.

COMPLIANCE SOUGHT

OPS Service Trade Survey Under Way

WASHINGTON, Dec. 8.—Office of Price Stabilization has initiated a national enforcement survey in the service trades covered by Ceiling Price Regulation 34. Edward P. Morgan, OPS enforcement director, announced last week. Among the coin machine firms and locations under the regulation are juke box operators, bowling alleys, billiard parlors, parking lots and golf courses.

Morgan said compliance by individuals and firms selling services was satisfactory in some areas, but there was evidence of non-compliance in others. He added ignorance of the regulation and its requirements, particularly the fil-

Juke Manufacturers Pledge Aid to MOA in Tax Battle

Major Firms Agree to Help Ops With Performance Rights Fight

CHICAGO, Dec. 8.—Manufacturers of juke boxes have pledged their full support to music operators in their fight against the Bryson and Kefauver bills which would subject juke boxes to a performance tax.

The manufacturers' decision to work closely with the operators was announced this week by George A. Miller, president of the Music Operators of America. Miller issued the following formal statement.

"George A. Miller, national president of MOA, stated that at a meeting in Chicago the manufacturers of juke boxes had pledged their full co-operation and support to the operators in their efforts to defeat the Bryson Bill.

"That bill, sponsored by ASCAP, is designed to enable ASCAP to levy a tax amounting to upward

of \$12,000,000 annually against juke box operators.

"This sum is equivalent to the total present income of ASCAP from all sources."

Diskers to Help

Representatives of the four major juke box manufacturing companies met here with Miller and offered their co-operation. The companies represented were the J. P. Seeburg Corporation, the Rudolph Wurlitzer Company, AMI and Rock-Ola Manufacturing Company.

Last week, MOA officials met with a group of executive and legal representatives of the major recording companies (The Billboard, December 8). Upshot of this meeting was that the diskers worked with the operators on a program designed to defeat the pending legislation.

Hearings on the bills are expected to be held by Congress early in January.

The manufacturers' pledge to Miller and his group marked the first time the phonograph companies have agreed to lend their support to the operator group.

IBEW Picketing Of L.A. Jobbers Tapering Off

LOS ANGELES, Dec. 8.—Picketing of the coin machine jobbers by the International Brotherhood of Electrical Workers, Local 1052, lulled this week. Placard-carriers promised to be out again Monday (10) unless agreements were reached.

Pickets were thrown around the Badger Sales Company Friday (30) but remained only a short time. They were removed by Hal Sherry union agent, when arrangements for a conference between William R. Happel Jr. (Continued on page 76)

Wis. Ops Set Winter Meets In Milwaukee

MILWAUKEE, Dec. 8.—Wisconsin Phonograph Operators' Association, for the first time since last spring, has scheduled its regular monthly meeting in this city. The December session will be held Monday (10) in the Eagles Club, with major discussion centering on the recent development in the ASCAP taxing bill. WPOA President C. S. Pierce will lead the discussion.

Association indicated that all regular monthly meetings thru the winter will also be held here. Decision was due to uncertain road conditions that prevail in the State during the next three months and the desire to have highest possible attendance at each meeting.

OPS Denies Jukes Play Price Hike

DiSalle Turns Down MOA Request To Exempt Jukes as Amusements

OAKLAND, Calif., Dec. 8.—Office of Price Stabilization has formally denied a petition of the Music Operators of America asking OPS to exempt the phonograph industry from price control regulations. MOA requested the ruling in an effort to clear up any legal hindrances to dime, three-for-a-quarter play.

In a letter to George Miller, president of MOA, director of price stabilization Michael V. DiSalle wrote:

"Reference is made to your application, dated August 29, 1951, for an amendment of General Overriding Regulation 14 to exempt from price stabilization the business or service of rendering musical entertainment by coin-operated music equipment in the United States.

"On the basis of data available in this office, it does not appear that these services should be the subject of such an exemption.

"In view of the foregoing, the petition for amendment on behalf of the Music Operators of America, Inc., is hereby denied."

General Overriding Regulation 14, to which DiSalle referred, exempts certain amusements from the general ceiling price regulation. Music machine operators have maintained that their operations should have been exempted along with other types of amusements, thus enabling them to increase their per-play price to offset on-the-route cost increases.

Fuss Over Juke Test, No Panacea—Steinberg

Continued from page 18

the experiment is pegged to the possible creation of a new competitor to ASCAP or BMI.

Steinberg's blast against the test, appearing in the latest issue of the bulletin put out by MGA, stressed the following points:

1. BMI success in establishing itself against ASCAP pressure was made possible only by a \$1,500,000 pledge to get it going. Operators can't raise that kind of money, he said. In fact, he stated it is "doubtful whether \$25,000 will be raised nationally" to combat the current royalty legislation, the most immediate threat faced by the industry.

2. No ASCAP competitor sponsored by phonograph interests, could, therefore, control enough money to attract competent writers.

3. If a competitor could establish itself, its member publishers would still find it necessary to promote its music outside the juke field. And money for this purpose might then have to come from operators via royalty payments.

Steinberg's concluding advice was that "music operators should refrain from making endorsements or co-operating with this impractical scheme at their own expense."

From another industry source, the view expressed that an ASCAP competitor, even if modest in resources, could serve operators well. According to this theory, secondary tunes in phonographs are marginal earners. If the royalty exemption is removed, why then pay fees for these records, it is asked. Comparing the bulk of the disks in machines, they could be taken from the juke-oriented catalog. Hits could still come from ASCAP or EMI and for these it would not be too great a load to pay royalties. And it is not impossible that the new association could come up with a hit itself occasionally.

Covideo, Inc., Sets 20-Inch Coin TV

NEW YORK, Dec. 8.—Covideo, Inc., manufacturers of coin-operated television, has started production of a new 20-inch model with deliveries scheduled for January 1, Lou Brown, president, announced this week.

Output of the 14-inch unit will be continued, he said. List price of the large-screen console is \$350.

Deny Injunction To Juke Operator

WHITE PLAINS, N. Y., Dec. 8.—The right of a union to picket a location housing a juke box serviced by a non-member was upheld in New York State Supreme Court here Monday (3), when Judge Elbert T. Gallagher refused to enjoin the United Coin Machine Employees, Local 105, CIO, from picketing Peter's Restaurant in nearby Mount Vernon.

The Mount Vernon Amusement Company sought the injunction, claiming that picketing by Local 105 forced the owner of the location to have the phonograph removed. The operating firm also declared it had earlier signed a contract with another union.

Out Next Week . . . Another Billboard First . . . See Page 49
The Billboard Auditorium-Arena Number

SPECIAL ARTICLES BY: BOB HOPE • SONJA HENIE • C. W. VAN LODIN
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• Advance Record Releases

• Continued from page 71

CLASSICAL

Moya: Song of Songs—Jan Peerce-Philharmonia Ork-Anatole Fistoulari, cond. (Moya) Victor (45) 49-3447
Nevin: The Rosary—Robert Shaw Chorale (Schubert) Victor (45) 49-3448
Saint-Saens: Introduction and Rondo Capriccioso Parts 1 & 2—Jascha Heifetz-RCA Victor Symphony Ork-William Steinberg, cond.—Victor (45) 49-3443
Schubert: Ave Maria—Robert Shaw Chorale (Nevin) Victor (45) 49-3448

CLASSICAL ALBUMS

Addio Di Mimi (Puccini): La Boheme, Act III—Licia Albanese-RCA Victor Ork-Victor Trucco, cond. (Depois Le Jour) V (45) 49-3366
Americans in Paris Album—Maely and Gearhart (1-10") Col (33) ML 2197
Astrid Varney Operatic Recital Album (1-12")—The Austrian Symphony Ork-Herman Weigart, cond., Remington (33) RLP-199-45
J. S. Bach: Concerti for Harpsichord Nos. 3 in D Major and 4 in A Major Album—Vienna Chamber Ork—Kurt Rapf, Cond. (1-12") Bach Guild (33) BG 509
Bach: Concerto in D Minor Album—R. Gaby-J. Casadesu-N. Y. Philharmonic Ork-Mitropoulos, cond. (French Suite) (1-10") Col (33) ML 2196
Bach: Easter Oratorio Album—Vienna Chamber Ork-Akademie Choir & Soloists Felix Prohaska, cond. Bach Guild (33) BG 507
Bach: French Suite No. 6 in E Major Album—Robert Casadesu (Concerto in D) (1-10") Col (33) ML 2196
Bach: Passacaglia & Fugue in C Minor and Concerto in A Minor (Vivaldi) Album—Carl Weinrich (1-10") MGM (33) E-98
J. S. Bach: The Passion according to St. John

Album—The Robert Shaw Chorale-Collegiate Chorale-RCA Victor Ork-Robert Shaw, cond.—Blanche Thebom-Mack Harrell-Adele Addison-Bisac Stern-Leslie Chabay-Paul Matthes (3-12") Victor LM-6103
J. Bach: Three Sonatas for Piano Album—Margaret Tolson (1-12") WCFM (33) LP-7
J. Bach: Anna Magdalena Book Album—Kurt Rapf-Maja Weiss-Osborne (1-12") Bach Guild (33) BG-510
Bartok: Music for Stringed Instruments and Percussion and Celesta Album and Bloch: Concerto Grosso for String Ork and Piano Obligato Album Rafael Kubelik & Chicago Symp. Ork (1-12") Mercury (33) MG-50001
Bella Figlia Dell' Amore (Verdi): Rigoletto, Act IV—Peerce-Merriman-Warrea-Berger-RCA Victor Ork-Cellini (Caro Nome) V (45) 49-3367
Beethoven: Mass in D Major, Opus 123 "Missa Solemnis"; Ilona Stelzner; Else Scherhoff-Ernst Makjut-Otto Wiener-Akademischer-Vienna Symphony Ork-Otto Klemperer, cond. (2-12") Vox (33) PL-6990
Beethoven: Moonlight Sonata (No. 14 in C) Album—Col (33) ML-4432 (1-12")
Beethoven: Grosse Fuge, Op. 133 and Parcell: Three Part Fantasias and London Chaconne Album—Vienna Chamber Ork-Franz Litschauer, cond. (1-12") Vanguard (33) VRS-419
Beethoven: Concerto No. 4 in G, Op. 58 (Treasury of Immortal Performances) Album—Arthur Rubinstein-Sir Thomas Beecham, cond.—Royal Philharmonic Ork (1-12") Victor (33) LCT-1032
Beethoven: Quartet No. 15 in A Minor, Op. 132 Album—Paganini Quartet (1-12") Victor (33) LM-1179
Bloch: Schelomo-Hebraic Rhapsody for Cello & Ork—Leonard Rose-Philharmonic Ork-Dimitri Mitropoulos, cond. (Saint Saens; Concerto) (1-12") Col (33) ML 4425
Brahms: Symphony No. 2 in D, Op. 73 Album—San Francisco Symphony Ork, Pierre Monteux, cond. (1-12") Victor (33) LM-1173
Brahms: Academic Festival Overture, Op. 80 and

Hungarian Dances Album—Philharmonic-Symph. of New York, Bruno Walter, cond. (1-10") Col (33) AL-1
Brahms: Concerto No. 2 in B Flat Major, Op. 83 (Treasury of Immortal Performances) Album—Vladimir Horowitz-Arturo Toscanini-NBC Symphony Ork (1-12") Victor (33) LCT-1025
Brahms: Sonata No. 3 in F Minor, Op. 5 Album—Arthur Rubinstein (1-12") Victor (33) LM-1189
Bruch: Concerto No. 1, in G Minor, Op. 26 Album—Yehudi Menuhin-Boston Symphony Ork-Charles Münch, cond. (1-10") Victor LM-122
Caro Nome Che II Mio Cor (Verdi): Rigoletto, Act III—E. Berger-N. Sprinzona-A. Newman-P. Ukena-R. Shaw Chorale-RCA Victor Ork-Cellini (Bella Figlia) V (45) 49-3367
Cesar Franck: Sonata in A Major for violin and piano album—Isaac Stern-Alexander Zakin (1-10") Col (33) ML-2204
Chausson: Symphony in B Flat, Op. 20 Album—San Francisco Symphony Ork-Pierre Monteux, cond. (1-12") Victor (33) LM-1181
Chausson: Poeme for Violin & Ork Album—Zino Francescatti-Philadelphia Ork-Ormandy, cond. (Saint Saens: Introduction) (1-10") Col ML 2194
Chopin: Sonata No. 3 in B Minor, Op. 58 Album—Rudolf Firkušny—Col (33) ML-2201 (1-10")
Chopin: Concerto No. 1 in E Minor, Op. 11, for Piano and Orchestra Album (1-12")—Edward Kilenyi-Austrian Symphony Ork-Felix Prohaska, cond., Remington (33) RLP-199-44
Chopin Nocturnes (Complete) Album (2-12")—Arthur Rubinstein, V. (33) LM-6005
Chopin Preludes, Op. 28 Album (1-12")—Alexander Brailowsky, V. (33) LM-1150
Christmas Hymns and Carols Album—Columbia Choristers-Lehman Engel—Col (33) ML-2199 (1-10")
Conversation Piece Album—Lily Pons-Noel Coward-Lehman Engel, cond. (2-12") Columbia (33) SL-163
Debussy: String Quartet in G Minor (Op. 10); Ravel: String Quartet in F Major, Suvyestant String Quartet (1-12") Philharmonia (33) PH-104
Debussy: Pellias and Melisande Album (Complete Opera)—Irene Joachim-Jacques Jansen-Etcheverry-Germaine Cernay-Paul Cabanel-Roger Desormiere, cond. (3-12") V (33) LCT-6103
Debussy: La Mer and Mendelssohn: A Midsummer Night's Dream Album—Arturo Toscanini NBC Symphony Ork (1-12") Victor (33) LM-1221
Depuis Le Jour (Charpentier: Louise Act III)—Licia Albanese-RCA Victor Ork-Victor Trucco, cond. (Addio Di Mimi) V (45) 49-3366
Dvorak: Concerto for Cello in B Minor, Opus 104 Album—Pablo Casals-Czech Philharmonic Ork-Georg Szelle, cond. (1-12") V (33) LCT-1026
Ella Mi Fi Repita Parmi Vider Le Lagrime (Verdi): Rigoletto, Act III—Jan Peerce-RCA Victor Ork-Cellini (Signor Nel) V (45) 3369
First Piano Quartet Plays Gershwin Album—(1-10") Victor (33) LM-125; Rhapsody in Blue; Summertime; Bess, You is My Woman Now; I Got Plenty o' Nuttin'; It Ain't Necessarily So; The Man I Love; Strike Up the Band; An American in Paris.
Gems from Sigmund Romberg Shows (Vol. 5) Album—Jean Carlton-Lois Hunt-Jo Cameron-Stuart Churchill-William Diehl-Warren Galjour-Sigmund Romberg Ork-Robert Shaw Chorale (1-10") Victor (33) LM-138
George Gershwin: Piano Transcriptions—Leonid Hambro, pianist (1-12") Walden (33) WL-200
Glinka: Suite from Russian and Ladmilla Album—London Symp. Ork-Anatole Fistoulari, cond. (1-10") MGM (33) E-105
Grieg: Concerto in A Minor for Piano & Ork. Op. 16 Album—Walter Gieseking-Herbert Von Karajan-Philharmonic Ork (1-12") Col (33) ML 4431
Paul Hindemith Four Compositions Album (1-12")—Davis Shuman-Sam Raphling-Radio Artists String Quartet, Circle (33) L-51-100
Mary Howe: Suite for String Quartet and Piano; Interlude Between Two Pieces for Flute and Piano; Three Pieces After Emily Dickinson for String Quartet Album—The Chamber Arts Society of the Catholic University of America, Emerson Meyers, dir. (1-12") WCFM (33) LP-9
Hymns of Thanksgiving Album (1-10")—The Robert Shaw Chorale, V. (33) LM-108; O Worship the King; For the Beauty of the Earth; Praise to the Lord; O God, Beneath Thy Guiding Hand; Come, Ye Thankful People, Come; For All the Saints.
Italian Operatic Arias Album—Helen Traubel-Arthur Fiedler, cond.-RCA Victor Ork (1-10") Victor (33) LM-123
Kreisler Melodies Album—Arthur Whittemore—Jack Lowe (1-10") Victor (33) LM-130—Liebesleid; Liebesfreud; La Gitana, Stars in My Eyes; Caprice Viennois; Tambourin Chinois.
Lauritz Melchior Recital Album—(1-10") MGM (33) E-109; Recondita Armonia; Kiss in Your Eyes; You Are My Heart's Delight; Spring-Lenz; Vesti la Giubba; E Lucevan le Stelle; No. Pagliaccio Non Son; Emperor Waltz.
Mario Lanza Sings Christmas Songs Album—Mario Lanza-Jeff Alexander Choir-Ray Sinatra, cond. (1-10") V (33) LM-155; Oh, Little Town of Bethlehem; Guardian Angels; Silent Night; The First Noel; O Come, All Ye Faithful; Away in a Manger.
Lucatelli: Concerto da Camera Album—Vienna Chamber Ork (Respighi: Tritico) (1-12") Vanguard (33) VRS 418
Lalo: Symphonie Espagnole, Op. 21 Album—Jascha Heifetz-RCA Victor Symphony Ork-William Steinberg, cond. (1-10") Victor (33) LM-127
London Philharmonic Ork Plays Album—MGM (33) E-541—Enesco: Roumanian Rhapsody No. 1; Liszt: Hungarian Rhapsody No. 2; Dvorak: Rakoczy March From "Damnation of Faust"; Dvorak: Slavonic Dance No. 1 (1-12") Low Scenes—Anna Maria Alberghetti (Monica Waltz) Mer 5723
Mahler: Symphony No. 2 in C Minor "Resurrection"—Ilona Steingruber-Hilde Russi-Majdan-Akademie Kammerchor-Vienna Symphony Ork-Otto Klemperer, cond. (2-12") Vox (33) PL-7010
Mendelssohn: Ray Blas-Overture and the Hebrides-Overture Album—Royal Philharmonic Ork, Sir Thomas Beecham, cond. (1-10") Col (33) AL-7
Milhaud: La Creation du Monde and Copland: El Salao Mexico Album—Leonard Bernstein, cond. Columbia Chamber and Symphony Orks (1-10") Col (33) ML-2203
Mozart Operatic Arias Album—Elio Pinta-RCA Victor Ork-Wallenstein, Cond. (1-10") V (33) LM-107
Moussorgsky: Ravel: Pictures at an Exhibition Album—Chicago Symp. Ork, Rafael Kubelik, cond. (1-12") Mercury (33) MG-50000
Monica Waltz—Anna Maria Alberghetti (Love Song) Mer 5723
Mozart: Concerto for Horn & Ork No. 3 in E Flat Major K 447 and Mptit: Exultate Jubilate K 165 Album—National Gallery Ork-Richard Bales, cond. (1-12") WCFM (33) B
Mozart: Concerto No. 20 in D Minor (K 466)

THE BILLBOARD Index of Advertised Used Machine Prices

• Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table with columns for machine brand (AIREON, AMI, MILLS, PACKARD, ROCK-OLA, SEEBURG, WURLITZER) and rows for various models with their respective prices across different issues.

LOOK WHERE YOU'RE GOING!

If the condition of your present equipment calls for replacement, act quickly, but not blindly. Take enough time to investigate Evans' 20/40 Constellation. You'll find everything you need to keep you going on a high profit level... years-ahead cabinet design, compelling true-to-life Tone, money saving trouble free performance. You can depend on Constellation all down the line... it's Built with Your Future in Mind!



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in your profit picture for '52



RISTAUCRAT S-45 The Only Successful Small Music Box RISTAUCRAT, Inc. 1216 E. Wisconsin Ave., Appleton, Wis.

Album—Rudolf Serkin-Philadelphia Ork-Ormandy, cond. (1-12") Col ML 4424
Mozart—Don Giovanni K. 527 (Complete Opera) Album—Glyndebourne Festival Opera Company-Fritz Busch, cond. (5-12") V (33) LCT-6102
Music of Schubert in Piano Transcription Album—Egon Petri (1-12") Col (33) ML-4436—The Trout; Barcarolle; Margaret at the Spinning Wheel; The Linden Tree; The Erl-King; Andante and Variations; Love's Message; Soirees de Vienne.
Mozart: The Marriage of Figaro (complete opera) (Treasury of Immortal Performances) Album—Glyndebourne Festival Opera Co.-Fritz Busch, cond. (2-12") Victor (33) LCT-6001
Patrice Muellet Sings Strauss Waltzes Album—Patrice Muellet-Arthur Fiedler, cond.-RCA Victor Ork (1-10") Victor (33) LM-139; Oh the Beautiful Blue Danube; Wine, Women and Song; Emperor Waltz; Artists' Life; Gypsy Waltz; Tales from the Vienna Woods
Music of Victor Herbert Album—Arthur Gostelaloz Ork (1-12") Col (33) ML 4437
Offenbach: Ophelia in Hades—Egon Petri—Hungarian Rhapsody No. 2 Album—Col Symp. Ork. Arja Radzinski, cond. (1-10") Col (33) AL-2
Glinka Madry and Russian Fantasy Album—

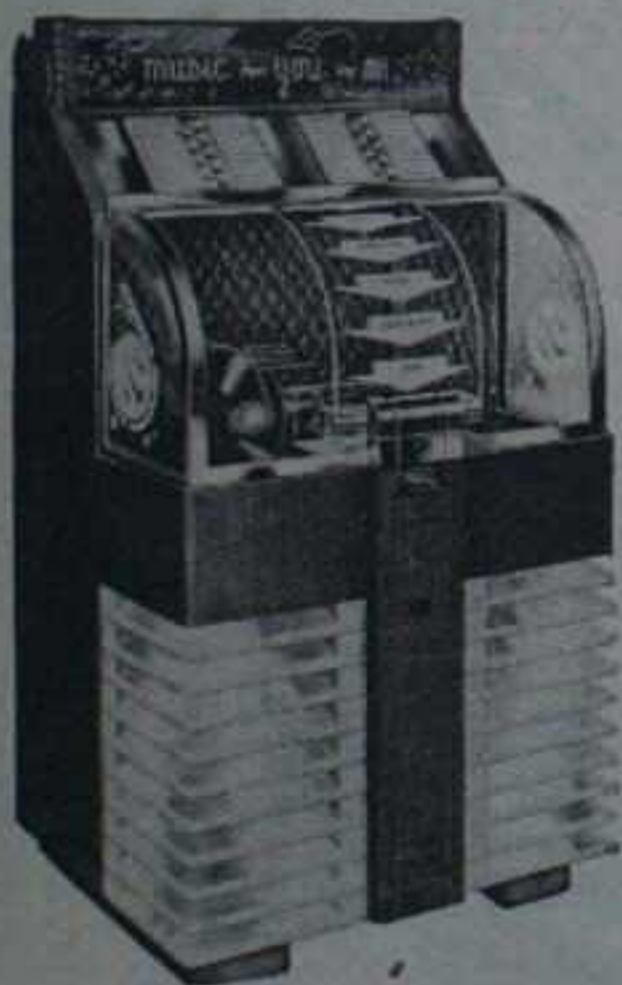
Stamina!



Six-day bike races test the endurance of men and equipment in a gruelling, wearing grind. Accident and fatigue exact their toll of riders as the race goes on. It takes top condition, plenty of flash and staying power, for a team to finish in the money.

The AMI juke box has that kind of stamina—and goes it alone! Day in, day out, this fine music machine plays on, earning money for operator and location owner alike, with scarcely ever a mishap or call for attention to interrupt its money-making record.

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WURLITZER FACTORY

Advance Record Releases

Continued from page 72

Andre Kostelanetz Ork (1-10") Col (33) AL-4
Piano Music of Gabriel Faure Album—Robert and
Galy Casadesus (1-10") Col (33) ML-2205.
Puccini Arias Album—Kristen-F. Cleve-Met. Op.
Ayn—Col (33) ML-2200 (1-10")
Rachmaninoff: Rhapsody on a Theme of Paganini,
Op. 43—William Kapell-Fritz Reiner, cond.
Robin Hood Dell Ork (1-10") Victor (33) LM-
126.
Rachmaninoff: Concerto No. 3 in D Minor, Op. 30
Album—Vladimir Horowitz-Fritz Reiner, cond.
RCA Victor Symphony Ork (1-12") Victor (33)
LM-1178.
Rachmaninoff: Symphony No. 2 in E Minor Op. 27
Album—Philadelphia Ork-Ormandy — Col (33)
ML-4433 (1-12")
Rameau—Couperin Recital Album—Sylvia Mari-
lowe (1-10") MGM (33) E-538
Ravel: Quartet in F Major Album—Juilliard String
Quartet—Col (33) ML-2202 (1-10")
Readings from the Bible Album—Ronald Colman
(1-10") Victor (33) LM 124.
Respighi: Trifolico Batticelliana Album—Vienna
State Opera Ork-Franz Litschauer, cond. (Lica-
telli: Concerto) (1-12") Vanguard (33) VRS 418
Saint Saens: Concerto No. 1 in A Minor for
Cello & Ork Op. 33 Album—Leonard Rose-
Philharmonic Ork-D. Mitropoulos, cond. (Bloch:
Schelomo) (1-12") Col (33) ML 4425
Saint Saens: Introduction & Rondo Capriccioso for
Violin & Ork Album—Zino Francescatti-Philadel-
phia Ork-Ormandy, cond. (Chausson: Poeme)

(1-10") Col (33) ML 2194
Saint-Saens: Danse Macabre, Op. 40 and Omphale's
Spinning Wheel, Op. 31 Album—Philharmonic-
Symp. Ork of N. Y., Dimitri Mitropoulos, cond.
(1-10") Col (33) AL-8
Saint-Saens: Concerto No. 1 in A Minor, Op. 33
and Cello Encours Album—Gregor Piatigorsky
(1-12") Victor (33) LM-1197.
Schumann: Concerto in A Minor Op. 54 Album—
D. Lipatti-H. Von Karajan-Philharmonic Ork
(1-10") Col (33) ML 2195
Schumann: Quintet in E Flat Major for Piano and
Strings, Op. 44 Album—Clifford Curzon, Piano-
Budapest String Quartet (1-12") Col (33) ML-
4426
Schoenberg: Pierrat Lunaire-Rene Leibowitz, cond.
(1-12") Dial (33) 16.
Schumann: Faschingschwank aus Wein, Op. 26
and Brahms: Variations on a Theme of Robert
Schumann, Op. 9 Album—Jacqueline Blancard
(1-12") Vanguard (33) VRS-416
Arnold Schoenberg: Pierrat Lunaire Album—Erika
Stiedry-Wagner-Rudolf Kallisch-Stefan Auber-
Eduard Steuermann-Leonard Pavella-Kalman
Bloch-Arnold Schoenberg, cond. (1-12") Col (33)
ML-4471.
Schubert: Quintet in C Major, Op. 163 Album—
Budapest String Quartet (1-12") Col (33)
ML-4437.
Sibelius: Symphony No. 2 in D, Op. 45 Album—
Boston Symphony Ork-Serge Koussevitzky, cond.
(1-12") V (33) LM-1172
Signor Ne Principe (Verdi: Rigoletto, Act II)—
Erna Berger-J. Peerce
Signor Ne Principe (Verdi: Rigoletto, Act III)—
Jan Peerce-RCA Victor Ork-DeLillo (Ella M)
V (45) 3369
Songs of the Auvergne and Song at School Album—
Madeline Grey (1-12") Col (33) ML-4459.
Richard Strauss: Till Eulenspiegel's Merry Pranks,
Op. 28 Death and Transfiguration, Op. 24
Album—Fritz Reiner, cond.-RCA Victor Sym-
phony Ork (1-12") Victor (33) LM-1180.
Songs for Christmas Album—Nelson Eddy-Paul
Weston Ork & Chorus — Col (33) ML-4442
(1-12")
Spanish Piano Music Album—George Copeland
MGM E-87 (1-10")
Stravinsky: Petroschka Album—Philharmonic Ork
of N. Y., Mitropoulos—Col (33) ML-4438 (1-12")
Szymanowski: Violin Concerto No. 1, Op. 35
Album —Eugenia Uminska-Philadelphia Ork-
Gregor Fitelberg, cond. (1-10") Decca (33)
DL-7516
Stravinsky: Rite of Spring (Le Sacre du Printemps)
Album—Boston Symphony Ork-Pierre Monteux,
cond. (1-12") Victor (33) LM-1149
Strauss: Morning Papers Waltz & Von Suppe:
Morning, Noon and Night in Vienna Overture
Album—Royal Philharmonic Ork, Sir Thomas
Beecham, cond. (1-10") Col (33) AL-6
Tati-Tati and Symphonic Paraphrases on "Choo-
sticks" Album—Werner Janssen, cond.-Columbia
Symphony Ork (1-12") Col (33) ML-4480.
Jennie Tourel Album—Russian, Spanish and Por-
tuguese Songs—Tourel and George Reeves (1-10")
Col (33) ML 2198
Villa-Lobos: Bachianas Brasileiras No. 5 Album—
Bida Sayao-Heitor Villa-Lobos, cond. (1-10")—
Verdi: La Traviata-Ah! Fars E Lui—Bida Sayao-
Erich Leinsdorf, Cond. (Col (33) AL-3
Wagner: Siegfried Idyll and Richard Strauss: Don
Juan, Op. 20 Album (1-12")—Boston Symphony
Ork-Serge Koussevitzky, cond.; Victor (33) LM-
1177

LOCATIONS WONDER

Who Won by Grid Tele Control Plan

CHICAGO, Dec. 8. — The old bugaboo of the effect of major sports telecasts on typical coin machine locations took an odd twist this week when the United Press disclosed that over-all crowds at football games around the country were up .03 per cent despite the National Collegiate Athletic Association controlled television policy.

The controlled telecast idea, conceived by NCAA as a hedge against the drop in attendance at both big and little games, permitted a token number contests to be handled on video and almost always blacked out an area where a major game was played.

Sectionally, the attendance increases percentage-wise were as follows: East, .02; Midwest, 1.26; South, 6.09; Far West, 4.99. Meanwhile the area between the Midwest and the Rockies had a decrease of 15.01 per cent while the Rocky Mountain area was down 18.17 per cent and Southwest, one of the real football hotbeds, had a drop of 1.22 per cent.

Tho the figures showed a slight gain nationwide, there was ample proof that a big game would draw well telecast or not telecast. Maryland, one of the few unbeaten powerhouses in the country, jumped its home attendance to 122,106 this year compared with 98,347 a year ago. Tho Maryland's games were played in Baltimore, at least one real big telecast, Notre-Dame-Michigan State, was permitted in near-by Washington and attendance held up noticeably. A second instance was the Army-Navy game in Philadelphia Saturday (1). Tho both teams were admittedly below par this year and the game was carried on a coast-to-coast telecast, 99,632 attended.

Meanwhile many locations around the country reported the main development of the controlled video program was less patrons dropping in on Saturday afternoons. Many of these groups, without home sets, in previous seasons would watch the football contest and then spend a few nickels and dimes in the music boxes and games after the grid-iron match.

A GOOD GIFT IDEA . . .



... ON PAGE 37

MUSIC SYSTEM SPECIALS

- Seeburg 148ML, Blonde \$299.00
Seeburg 146S or M 139.00
Wurlitzer 1015 175.00
Wurlitzer 1250 439.00
Seeburg Wallboxes, Postwar, 3 Wire 18.50
Wireless W1-L56 12.50

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Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the Music and other departments up front in this issue of The Billboard are:

VICTOR SHIPS JUKES ONLY 45's. RCA survey results in only samples on 45 mailed to ops (Music Department).

NEW TAX LAW—HOW IT WILL AFFECT YOU. The first of a series of articles on how to make out your tax statements (General Department).

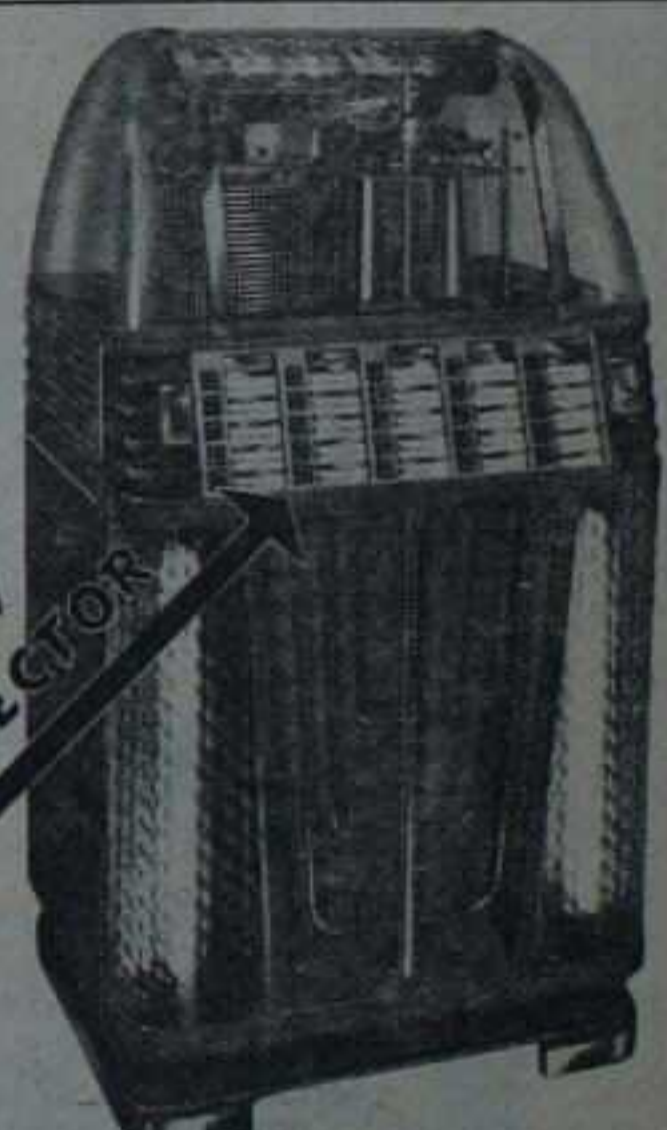
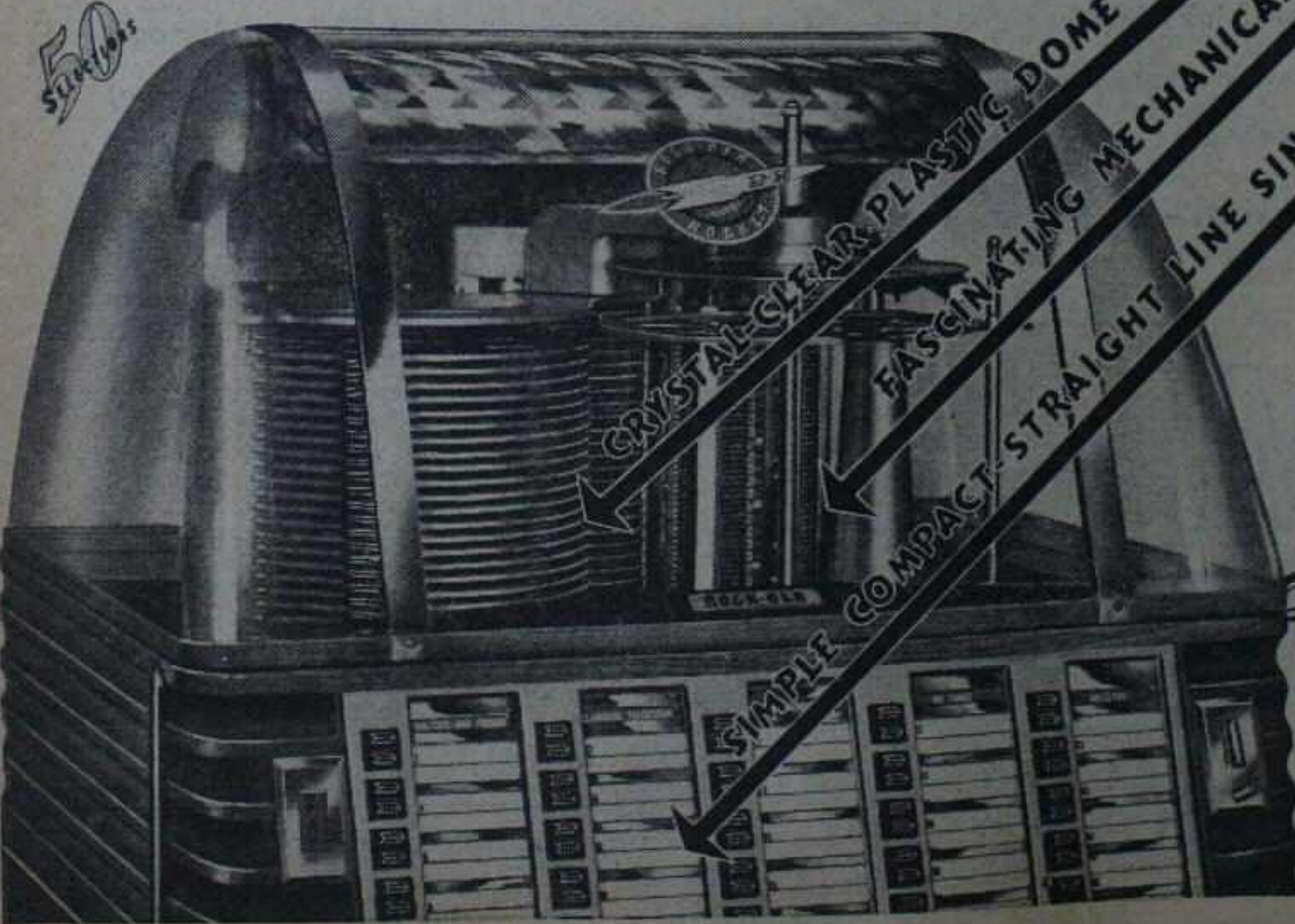
MODERN RECORDS SHIPS NEW SUBSID. Tower label sent to 35 outlets in initial move to push platters (Music Department).

KING USES TRAVELING DISTRIB. Gets disks out faster, safer to distribs and juke ops. (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

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Classical Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

Continued from page 24

excellent "Melanie" and the rest of the cast, both actors and singers, are top. Coward, of course, recreates his original role of Paul. He also plays the role of a narrator, the part for which the special material was written. Complete with libretto and an eye-appealing cover, this should be a strong counter item in many a class shop.

68
BRAHMS: SONATA NO. 3 IN F MINOR, OP. 5—Arthur Schnabel (1-12")
Victor (33) LM-1189

The F Minor Sonata of Brahms, composed when he was only 20, could be considered one of his "romantic" works. It is a youthful and impulsive work, full of sentiment and yearning. Arthur Schnabel, one of the great pianists of this generation, interprets it with sensitivity and feeling, and an intensity that perhaps is deeper than the work itself. The recording is perfect, sounding close to a "live" performance. No Brahms or Rubinstein fan should pass up this one.

75
DEBUSSY: PELLEAS AND MELISANDE (Complete Opera)—Irene Joachim-Jacques Jansen-Eichewery-Germaine Cerny-Paul Cabanel-Roger Desormiere, Cond. (3-12")
Victor (33) LCT-6103

One of the greatest and unfortunately most neglected too, operas ever written is this sensitive and realistic realization by Debussy of the Maeterlinck drama. A rarity among operas, the full impact of the beauties and subtleties of the work can be caught just as readily in your living room as it could be via a stage performance. This is a tribute indeed to the magnificence of this first full-length recording of the work, made in Paris some 10 years ago. It is in every sense a perfectly integrated reading, one which reflects all-out teamwork between cast, chorus, orchestra and conductor. Roger Desormiere, the conductor, must be credited for projection of such a feeling. The recording, not up to modern standards, nevertheless is clear and good enough. Each member of the cast shows a knowing way with the unique expressions demanded of them by the score and, in fact, is perfect. Mark this down as a major issue, one long anticipated and certainly a genuinely rewarding experience. Since full-length operas are the thing of the day and this one is quite a thing, the set should enjoy more extensive popularity than it might normally achieve for its comparative unfamiliarity.

72
BARTOK: MUSIC FOR STRINGED INSTRUMENTS, PERCUSSION AND CELESTA ALBUM, AND BLOCH: CONCERTO GROSSO FOR STRING ORK AND PIANO OBBLIGATO ALBUM—Rafael Kubelik and Chicago Symphony Ork (1-12")
Mer (33) MG-50001

This recording, along with Moussorgsky's "Pictures at an Exhibition," inaugurates Mercury's series of new recordings with super-modern equipment of the Chicago Symphony ork under the young Kubelik. Aside from the music, and its interpretation, the fine recording work and highly colorful album covers should do much to establish the new series on disk counters. The Bartok selection for eighteen strings, keyboard and rhythm instruments is beautifully performed. In competition, however, is an equally fine rendition on a Capitol 10-inch disk. The key, therefore, to the sales performance of this disk is in the Ernest Bloch concerto. The latter is a beautiful work which should please even the quondam buyer of classical recordings. It lacks the fervor of the more familiar Bloch compositions, but not the scholarly writing. George Schick's piano solo parts and the Kubelik conducted string ork are neatly blended in a top performance.

70
RICHARD STRAUSS: TILL EULENSPIEGEL'S MERRY PRANKS, OP. 28 & DEATH AND TRANSFIGURATION, OP. 24—Fritz Reiner, Cond.—RCA Symphony Ork (1-12")
Victor (33) LM-1180

The idea of releasing Richard Strauss compositions back to back on LP's has occurred to more than one LP company, with six other versions of "Till Eulenspiegel" now on the market, and all but one coupled with another Strauss work. This performance of the famous exploits of "Till" is a competent one. The "Death and Transfiguration" side is a better performance, with more feeling than the "Till." All told this is a good package, but in the face of all the competition it will not have an easy road.

CMI '52 Show

Continued from page 66

Williams Manufacturing Company; Chicago Coin Machine Company; Genco Manufacturing & Sales Company; H & H Distributing Company; Capitol Projectors Corporation; D. Gottlieb & Company; King & Company; Exhibit Supply Company; General Electric Company; Auto-Photo Company; Block Marble Company; First Distributors; National Rejectors, Inc.; Allied Coin & Premium House; Wico Corporation; Empire Coin Machine Exchange; Aero Manufacturing Company; Atlas Music Company; World Wide Distributors, Inc.; Ace Premium Sales Company; Armitage Sales Company; Supreme Manufacturing Company; Deutsch Lock Company; Embassy Distributors, Inc.; The Billboard and Cash Box.

Meanwhile, Dudley Ruttenburg, CMI public relations counsel and executive secretary, stated he had received several letters from music and game operators who pointed out they would attend the exposition and expressed the hope of seeing a representative number of vending machine exhibitors. They stressed a growing interest in vending equipment for their routes since it was announced by National Production Authority recently that comparatively few games and juke boxes would be built compared with venders in 1952.

68
BEETHOVEN: QUARTET NO. 15, IN A MINOR, OP. 132 — The Paganini Quartet (1-12")
Victor (33) LM-1179

With the addition of this new recording, the Beethoven A Minor Quartet becomes the most heavily waxed of the composer's 17 quartets. The competition, by the Griller and Budapest quartets, is formidable. Sales potential, therefore, must be estimated on basis of the Paganini quartet's name value. Their previous Beethoven quartet waxings, Numbers 4 and 5, were well received but against less powerful competition. Performance here is excellent and the recording is live. In all this is good catalog material. The A Minor Quartet, of course, is well recognized as one of the composer's finest small group writings.

66
SCHUMANN: FASCHINGSSCHWANK AUS WIEN, OP. 26, AND BRAHMS: VARIATIONS ON A THEME OF ROBERT SCHUMANN, OP. 9—Jacqueline Biancard (1-12")
Vanguard (33) VRS-416

Neither of the two works have been previously available on LP. Of course Madama Biancard has previously done Schumann's "Fantasies" for London and "Kinderszenen" for Vanguard. In these latter performances, the French pianist established herself as a virtuosic pianist—a necessary requisite for undertaking the two piano pieces on this 12-inch disk. Schumann's "Faschingschwank" actually is program music, yet is replete with scholarly writing. The Brahms selection, written for Schumann and based on a Schumann theme, falls into the same classification. Both works are alternately romantic and fiery. They sustain interest thruout, even for the less erudite disk buyers who want only "listening" music. The Biancard performances are first-rate and the recording and packaging excellent.

66
BEETHOVEN: GROSSE FUGE, OP. 133, AND PURCELL: THREE PART FANTASIAS AND LONDON CHACONNE ALBUM—Vienna Chamber Ork—Franz Litschauer, Cond. (1-12")
Vanguard (33) VRS-419

The Vienna Chamber Orchestra, directed by Franz Litschauer, gives an impressive reading of Beethoven's grave and dramatic "Grosse Fuge," and Purcell's two small works the madrigal-like "Fantasia," and the lovely "London Chaconne." Altho the "Grosse Fuge" has been previously issued on LP by Concert Hall, that disk used a String Quartet, and the dramatic quality of the work is more imposing with String Orchestra as presented on this Vanguard release.

65
J. S. BACH: ANNA MAGDALENA BOOK ALBUM—Kurt Rapt-Maja Weis-Osborn (1-12")
Boch Guild (33) BG-510

This harpsichord and voice recording of selections from J. S. Bach's notebook for his wife Anna Magdalena, contains a variety of pieces; some are light and delightful minuets, marches, and polonaises, and a few are more serious compositions, reflecting Bach's deep religious convictions. Some of the selections were written by Bach, but most of them are by smaller masters of the time. The harpsichordist, Kurt Rapt, plays superbly, and Maja Weis-Osborn, soprano, lends warmth and feeling to her selections. Bach fanciers should go for this first on LP.

62
RAMEAU: COUPERIN RECITAL ALBUM—Sylvia Marlowe (1-10")
MGM (33) E-538

This is a re-issue on LP of the Musicraft Records album recorded by Miss Marlowe. Since the competition on the works herein contained is either quit slim or non-existent, a ready sale is indicated to the collectors of this type of keyboard music. On Couperin's "Festivities of the Great and Ancient Federation of Musicians" Miss Marlowe is excellent. On Rameau's "La Poule" and "Gavotte Varlee" she is almost as fine. In both instances, the transfer from shellac to LP has been accomplished skillfully.

Game Plants Eye

Continued from page 66

ment levels until such time as major defense work is awarded them.

Almost all the game makers now have some defense work, but only Bally has announced the reception of large contracts (The Billboard, December 8). Meanwhile, other manufacturers point out they must produce between 50 and 70 games daily, six days a week, to maintain full employment levels.

As these figures show 1,000 games are now being produced in anywhere from two and a half to four weeks. Thus some plants will be forced to cut down their production personnel or absorb losses until major war work becomes a reality.

Other Levels

What about operator and distributors activities in early 1952?

On the operator level it seems likely there will be a scramble for available new equipment once the scarcity is apparent, tho many foresighted operators have already begun stocking up on games which are know to have comparatively long appeal in top locations. Naturally, thus far this has benefited recognized distributors channels.

But before the spring of 1952 it is believed the major business of the distributors will be trading late model games to operators for older units. Older pieces will be sought on the basis of their adaptability to conversion.

Just as refurbishing of games became big business 10 years ago, it is expected to be a major factor in picking up the slack caused by new game curtailment.

Seasonal Comeback

Continued from page 66

the coin-operated variety which add to the tempo of the game, require many of the same copper, aluminum and steel parts which go into the manufacture of games—but on a smaller scale. These will inevitably be one of the first items hit. However, for the regular player there is still enough basic appeal to the game even if the score is manually kept either on non-coin operated scoreboards or just score pads. Proof of the growing fear of the loss of electric scoreboards is the virtual run on them reported by Mid-State Company and Purveyor Shuffleboard Company, both of Chicago, and the American Shuffleboard Company, Union City, N. J.

On the positive side is the durability of the shuffleboard playfield which has even had its normal life, without refinishing, extended in the past year by a few new finishing compounds which protect surfaces from bumps and wear from consistent puck play.

Pachinko Parlors

Continued from page 66

until it drops out of play or in a winning hole. The winning holes are placed in such a way as to return a varying amount of balls. A major award usually consists of 25 balls. The others are scaled downward in multiples of 5 balls. These are exchanged for premiums when the customer wishes to stop playing. For 25 balls the player can get a pack of better grade Japanese cigarettes; 20 balls, a chocolate bar or cheaper cigarettes; 15 balls, gum or soap, and 10 balls, a smaller candy bar.

Approximately 10 per cent of the patrons are women and oddly enough attendance is about the same in bad weather as when the sun is shining. Saturday and Sunday crowds are usually bigger spenders. During the week noon time and just after 5 p.m., when office workers end their business day, are the best playing periods.

FOLK TALENT AND TUNES

Continued from page 30

chief inheritance appraiser of Huntingdon County. . . . Cousin Jack has returned to KTRY, Bastrop, La., after a four-month stay in Memphis. . . . Clarence Kneeland, Jewett City, Conn., d.j., has started devoting his entire shows to the songs of one big name tune spinner in the country field. He started with an hour of Hank Williams' tunes, done by other artists. Murray Nash, of Acuff-Rose, sent him the tunes and the disk numbers. . . . Lloyd Hart, WTYS, Marianna, Fla., wants 14-minute tape interviews with artists. He will return same. . . . Foreman Bill, KXOA, Sacramento, worked a battle of bands with Little Jimmy Dickens' crew during the diminutive Columbia waxer's tour of the Coast. . . . Ed Mayfield, who has been working in Lubbock, Tex., has joined Bill Monroe and the Blue Grass Boys, according to Dave Stone, KSEL, Lubbock.

Eddie Zack (Decca), WHIM, Providence, is doing a daily tape-recorded d.j. show over WORC, Worcester, Mass., in addition to his daily Providence shots. . . . Gene Evans, WFRX, West Frankfort, Ill., is shipping a daily transcribed show to his home-town station, KLCC, Libby, Mont. . . . Ray Anderson, WHTN, Huntington, W. Va., reports that Curley Parker and PeeWee Lambert, formerly with the Stanley Brothers, are now doing a Saturday morning show at the station. . . . Gwennie Winters is doubling as d.j. and record librarian at WRYO, Rochester, Pa.

Ed Lyon, KWLK, Longview, Wash., reports big response to Johnny Horton, the Abbot recording artist. . . . Dopey Duncan, WKAP, Allentown, Pa., is now doing three one-hour shots per day. He reports doing 350 personal appearances during the past year. . . . Freddie Wilson, KYMA, Yuma, Ariz., is doing live songs mixed in with his wax shows. . . . Joe Milsop, WCPA, Clear-

field, Pa., has started a new magnet show, reading letters from listeners to Santa and playing kiddie records.

Leon Sanders, KDET, Center, Tex., reports that Furman Hayes, of the station's staff, has started a two-hour live gospel show Sundays, using regional groups. . . . Cousin Clyde, WANN, Annapolis, Md., has added an hour to his sked. . . . Johnny Harper, KRLD, Dallas, reports that Leroy Jenkins (Columbia) drew 1,000 at the Big D Jamboree recently. . . . Uncle Dude is working a d.j. show at WPAG, Ann Arbor, Mich. . . . Curt Barrett, KSPQ, Spokane, reports big interest in country music. . . . Margaret Morgan is the new spinner at KBUC, Corona, Calif. . . . Roy Smith is doing the "Tennessee Hayride" over WSIX, Nashville. . . . Tommy Sifton, WING, Dayton, O., has added a two-hour late-evening seg.

Dennis Surber is the new country d.j. at KPAN, Hereford, Tex. . . . Jimmie Skinner, according to Murray Nash, Acuff-Rose Music, is working an hour show, featuring his live warbling and disks, daily over WNOP, Newport, Ky. Skinner is using a mystery disk, with listeners identifying the voice getting a free disk. . . . Dwight Gordon, veteran at WINN, Louisville, has moved to WJCD, Seymour, Ind. Station is doing three hours of country music daily. . . . Big Jim Hess, WKGN, Knoxville, is doubling as tobacco auctioneer at a local warehouse. . . . Nelson King, WCKY, Cincinnati, topper, will cancel all commercials on his Christmas and New Year's Eve shows to play special recorded greetings from the nation's country artists. Interested artists are advised to send tapes and acetates to King.

Al Brock, WTAL, Tallahassee, Fla., reports that he is busy promoting gospel sing concerts in his area. He has built his own group, known as the Silvertones.



HOLLYWOOD, Dec. 8.—Typical Big Bronco installation at Hollywood and Vine at the Owl-Rexall drug store. This great trade-stimulator has proven to be highly popular with the "small fry." These horses are operated by Lyn Brown, 1909 W. Pico Blvd., Los Angeles. The Big Bronco and its little brother, Pony Express, are manufactured by The Exhibit Supply Co., 4218-30 W. Lake Street, Chicago 24, Ill. For complete information on these top money-earners and on the rest of Exhibit's sensational arcade machines, which include the Jet Gun, the Six-Shooter and the Silent Salesman card venders, write to Exhibit Supply Company today. (adv.)

IBEW Picketing

Continued from page 71

Badger's head, and Sherry were made.

The rumor that picketing would be in effect at the Paul Laymon Company Thursday failed to materialize.

Sherry told The Billboard that conferences between the jobbers and himself were being held over the week-end. He added that it was either "in or pickets." The lines, in case jobbers do not join, would be established Monday morning at all of the firms where IBEW claims jurisdiction.

IBEW has already picketed Nickabob, a phonograph distributing company. The line here was part of a campaign to organize the jobbers, Sherry said. Union claims jurisdiction over phonograph repairmen and routemen only.

Seeburg Team Enters Women's Bowling Meet

CHICAGO, Dec. 8.—A strong proponent of the theory that a wide sports and recreational program for its personnel pays dividends in teamwork, J. P. Seeburg Corporation has entered its women's keglers team in the 24th annual Herald-American Women's Bowling Classic which begins a five-week-end run here January 5.

One of the key players on the Seeburg team is Mrs. Joyce Perce Rosenbom, who during the recent baseball season starred as an outfielder in the National Girls' Baseball League, a local softball loop featuring industrial teams.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Dec. 8	Issue of Dec. 1	Issue of Nov. 24	Issue of Nov. 17
ABC (United)	\$295.00 325.00	\$250.00 325.00	\$325.00 350.00	\$265.00 290.00
Advance Rolls (Genco) (roll-down)	39.50	39.50	39.50	\$39.50
Alice in Wonderland (Gottlieb)	39.50	39.50	39.50	39.50
Aquacade (United)	49.50 89.50	49.50 89.50	49.50 89.50	49.50 89.50
Arizona (United)	99.50	99.50	99.50	99.50
Ballerina (Bally)	27.50	27.50	27.50	40.00
Bango (Chicago Coin)	49.50	49.50	49.50	49.50
Banjo (Exhibit)	49.50	49.50	49.50	49.50
Bank-a-Ball (Gottlieb)	119.50	99.50 119.50	119.50	119.50
Barnacle Bill (Gottlieb)	39.50	39.50	39.50	39.50
Basketball (Gottlieb)	89.50 95.00	94.50	95.00	100.00
Basketball Champ (Chgo. Coin)	275.00	275.00	275.00	199.00 275.00
Basketball (Chicago Coin)	225.00	225.00	225.00	225.00
Be-Boo (Exhibit)	114.50	84.50 114.50	114.50	114.50
Bermuda (Chicago Coin)	34.50	34.50	34.50	34.50
Big Top (Genco)	75.00 79.50	79.50	79.50	79.50
Black Gold (Genco)	59.50 65.00	59.50 69.50	59.50 69.50	59.50 69.50
Blue Skies (United)	54.50	34.50 54.50	54.50	50.00 54.50
Bomber (Chicago Coin)	124.50	124.50	124.50	124.50
Boston (Williams)	104.50	84.50 104.50	104.50	104.50
Bowling Champ (Exhibit)	79.50	79.50	79.50	65.00 74.50
Bowling Champ (Gottlieb)	74.50	74.50	275.00 375.00	295.00 375.00
Bright Lights (Bally)	365.00 375.00(2)	375.00(2)	185.00	185.00
Broadway (Bally)	69.50	44.50 69.50	69.50	69.50
Buccaneer (Gottlieb)	69.50	44.50 69.50	90.00	90.00
Buffalo Bill (Gottlieb)	79.50	64.50 79.50	79.50	55.00 69.50
Buttons and Bows (Gottlieb)	79.50	79.50	79.50	79.50
Camel Caravan (Genco)	69.50 75.00	69.50 85.00	69.50 85.00(2)	69.50 80.00
Can Can	85.00	85.00	85.00	85.00
Canasta (Genco)	114.50	114.50	114.50	114.50
Carnival (Bally)	114.50	39.50	114.50	114.50
Carolina (United)	49.50	49.50	49.50	49.50
Catalina (Chicago Coin)	29.50 39.50	29.50 39.50	29.50 39.50	29.50 39.50
Champion (Bally)	69.50 99.50	65.00 69.50(2)	69.50 99.50	69.50 75.00
Cinderella (Gottlieb)	125.00 175.00	99.50 125.00(2)	100.00 125.00	89.50(2) 99.50
Citation (Bally)	39.50 49.50	39.50 49.50	39.50 49.50	39.50 49.50
College Daze (Gottlieb)	64.50 74.50	40.00 65.00	65.00 74.50	40.00 50.00
Contact (Exhibit)	95.00 134.50	74.50 75.00	75.00 134.50	54.50 65.00
Control Tower (Williams)	74.50	74.50	74.50	74.50
Cover Girl (Gottlieb)	109.50	109.50	90.00 109.50	90.00 109.50
Crazy Ball (Chicago Coin)	44.50	39.50 44.50	44.50	44.50
Dallas (Williams)	130.00	130.00	130.00	130.00
De-Icer (Williams)	24.50	24.50	24.50	24.50
Dew-Wa-Ditty (Williams)	29.50	29.50	29.50	29.50
Double Feature (Gottlieb)	24.50	24.50	24.50	24.50
Double Shuffle (Gottlieb)	49.50 79.50	49.50 79.50	49.50 79.50	49.50 79.50
Dreamy (Williams)	119.50	104.50 119.50	119.50	119.50
Ei Pasa (Williams)	39.50	39.50	39.50	39.50
Fighting Irish (Chicago Coin)	130.00	130.00	130.00	130.00
Five Star (Universal)	124.50	104.50 124.50	49.50 74.50	49.50 74.50
Floating Power (Genco)	139.50	104.50 139.50	139.50	139.50
Four Horsemen (Gottlieb)	225.00	275.00(2)	195.00 275.00	215.00 275.00
Football (Chicago Coin)	250.00(2)	295.00 300.00	260.00 295.00	295.00
Freshie (Williams)	295.00	295.00	295.00	295.00
Georgia (Williams)	49.50(2)	49.50(2)	49.50(2)	49.50(2)
Gizmo (Williams)	125.00	145.00	145.00	145.00
Gold Cup (Bally)	80.00	80.00	80.00	80.00
Golden Gloves (Chicago Coin)	114.50	114.50	114.50	114.50
Harvest Moon (Bally)	144.50	144.50	144.50	144.50
Harvest Time (Genco)	64.50 75.00	50.00 64.50	50.00 64.50	44.50 64.50
Hawaii (United)	84.50	84.50	84.50	84.50
Hayburners (Williams)	94.50	94.50	94.50	94.50
Hit Parade (Gottlieb)	69.50	69.50	69.50	69.50
Hot Rod (Bally)	115.00 129.50	99.50(2) 129.50	120.00 129.50	75.00 120.00
Humpty Dumpty (Gottlieb)	19.50	19.50	19.50	19.50
Jockey Special (Bally)	245.00 325.00	245.00 325.00	245.00 325.00	245.00 325.00
Joker (Gottlieb)	125.00	145.00	145.00	145.00
Judy (Exhibit)	80.00	80.00	80.00	80.00
Jumbo (Bally)	114.50	114.50	114.50	114.50
Just 21 (Gottlieb)	144.50	144.50	144.50	144.50
K. C. Jones (Gottlieb)	45.00	45.00	45.00	45.00
Kilroy (Chicago Coin)	64.50 75.00	50.00 64.50	50.00 64.50	44.50 64.50
King Arthur (Gottlieb)	84.50	84.50	84.50	84.50
King Cole (Gottlieb)	90.00 94.50	94.50	94.50	94.50
Knock Out (Gottlieb)	94.50	94.50	94.50	94.50
Lady Robin Hood (Gottlieb)	120.00 129.50	120.00 129.50	120.00 129.50	75.00 120.00
Leap Year (Marvel)	129.50	129.50	129.50	129.50
Line Up (Keeney)	19.50	19.50	19.50	19.50
Lite-A-Line (Keeney)	245.00 325.00	245.00 325.00	245.00 325.00	245.00 325.00
Lucky Innings (Williams)	295.00(2)	295.00 300.00	260.00 295.00	295.00
Madison Square Garden (Gottlieb)	295.00	295.00	295.00	295.00
Major League Baseball (United)	49.50(2)	49.50(2)	49.50(2)	49.50(2)
Majors of '49 (Chicago Coin)	145.00	145.00	145.00	145.00
Manhattan (United)	54.50	54.50	54.50	54.50
Maryland (Williams)	39.50	39.50	39.50	39.50
Melody (Bally)	39.50	39.50	39.50	39.50
Mercury (Genco)	79.50	79.50	79.50	79.50
Merry Widow (Genco)	39.50	39.50	39.50	39.50
Monterrey (United)	29.50 39.50	29.50 39.50	29.50 39.50	29.50 39.50
Moon Glow (United)	22.50 39.50	22.50 39.50	22.50 39.50	22.50 39.50
Marocco (Exhibit)	39.50 49.50	39.50 49.50	39.50 49.50	39.50 49.50
Oasis (Exhibit)	49.50	49.50	49.50	49.50
Oklahoma (United)	129.50	129.50	129.50	129.50
Old Faithful (Gottlieb)	39.50 49.50	39.50 49.50	39.50 49.50	39.50 49.50
One Two Three (Genco)	135.00 144.50	104.50 144.50	135.00 144.50	130.00 144.50
Paradise (Gottlieb)	50.00	50.00	50.00	50.00
Phoenix (Williams)	119.50	119.50	119.50	119.50
Photo Finish (Universal)	50.00	50.00	50.00	50.00
Pin Bowler (Chicago Coin)	99.50 139.50	99.50 115.00	99.50 115.00	99.50 115.00
Play Ball (Chicago Coin)	139.50	139.50	139.50	139.50
Playland (Exhibit)	49.50(2)	49.50(2)	49.50(2)	49.50(2)
Playtime (Exhibit)	124.50	124.50	124.50	124.50
Punchy (Chicago Coin)	84.50	84.50	84.50	84.50
Quarterback (Williams)	165.00	165.00	165.00	165.00
Rancho (Bally)	89.50(2) 100.00	89.50(2) 94.50	89.50(2) 100.00	54.50 59.50
Red Shoes (United)	54.50	39.50 54.50	54.50	54.50
Rip Snorter (Genco)	135.00	135.00	135.00	135.00
Robin Hood (Gottlieb)	99.50	99.50	99.50	99.50
Rocket (Genco)	49.50	34.50 49.50	49.50	49.50
Rockette (Gottlieb)	119.50	119.50	119.50	119.50
Rondeau (United)	154.50	150.00 154.50	154.50	154.50
Roundup (Bally)	39.50	39.50	39.50	39.50
St. Louis (Williams)	69.50	69.50	69.50	69.50
Sally (Chicago Coin)	59.50 79.50	59.50 79.50	59.50 79.50	59.50 79.50
Samba (Bally)	54.50	39.50 54.50	54.50	54.50
Samba (Exhibit)	50.00	50.00	50.00	50.00
Saratoga (Williams)	59.50	59.50	59.50	59.50
Screwball (Genco)	49.50	49.50	49.50	49.50
Select-a-Card (Gottlieb)	39.50	39.50	39.50	39.50
Serenade (United)	79.50	60.00 79.50	60.00 79.50	65.00 79.50
Shanghai (Chicago Coin)	49.50	49.50	49.50	49.50
Shantytown (Exhibit)	109.50	109.50	109.50	109.50
Sharpshooter (Gottlieb)	89.50	89.50	89.50	89.50
Shoo-Shoo (Williams)	159.50	159.50	159.50	159.50
Show Boat (United)	69.50	69.50	69.50	69.50
South Pacific (Genco)	100.00 109.50	109.50	109.50	109.50
Special Entry (Bally)	50.00 54.50	40.00 54.50	54.50	24.50 54.50
Speedway	34.50	34.50	34.50	34.50
Spinball (Chicago Coin)	29.50 49.50	29.50 34.50	29.50 49.50	29.50 49.50
Stadium (Com)	135.00	135.00	135.00	135.00
Stardust (United)	49.50	49.50	49.50	49.50
Stop and Go (Genco)	139.50	139.50	139.50	139.50
Stormy (Williams)	29.50 49.50	29.50 34.50	29.50 49.50	29.50
Summer Time (Gottlieb)	49.50	49.50	49.50	49.50
Sunny (Williams)	30.00 39.50	30.00 39.50	30.00 39.50	30.00 39.50
Super Hockey (Chicago Coin)	49.50	34.50 49.50	49.50	49.50
Super World Series (Williams)	70.00 79.50	70.00 79.50	70.00 79.50	70.00 79.50
Swanee (Exhibit)	325.00	325.00	325.00	325.00
Sweetheart (Williams)	59.50(2)	59.50(2)	59.50(2)	49.50 59.50(2)
Tahiti (Chicago Coin)	134.50	134.50	134.50	134.50
Tennessee (Williams)	99.50 109.50	99.50 109.50	99.50 109.50	99.50 109.50
Texas Leaguer (Keeney)	64.50 99.50	64.50 99.50	64.50 99.50	64.50 99.50
Thing (Chicago Coin)	79.50 109.50	64.50 109.50	64.50 109.50	64.50 109.50
Three Feathers (Genco)	49.50 79.50	49.50 79.50	49.50 79.50	49.50 79.50
Three Musketeers (Gottlieb)	49.50 79.50	49.50 79.50	49.50 79.50	49.50 79.50
Thrill (Chicago Coin)	29.50	29.50	29.50	29.50
Total Roll (Genco)	27.50	27.50	27.50	27.50
Trade Winds (Genco)	39.50	39.50	39.50	39.50
Trinidad (Chicago Coin)	39.50 49.50	39.50 49.50	39.50 49.50	34.50 39.50
Triple Action (Genco)	24.50 49.50	24.50 49.50	24.50 49.50	24.50 49.50
Triplets (Gottlieb)	29.50 49.50	29.50 49.50	29.50 49.50	29.50 49.50
Tri-Score (Genco)	145.00 149.50	145.00 149.50	145.00	

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Dec. 8	Issue of Dec. 1	Issue of Nov. 24	Issue of Nov. 17
Ace Bomber (Mutoscope)....	\$95.00	\$95.00	\$95.00	\$95.00
Air Raider (Keeney).....	110.00	125.00	110.00	125.00
All Stars (Williams).....	100.00	109.50	100.00	109.50
All Star Baseball.....	49.50	49.50	49.50	49.50
Atomic Bomber (Mutoscope)....	150.00	150.00	150.00	150.00
Baseball (Bally).....	79.50	99.50	79.50	99.50
Battling Practice (Scientific)....	75.00	75.00	75.00	75.00
Big Inning (Bally).....	185.00	185.00	185.00	185.00
Boomerang (Amusement Corp.)....	45.00	45.00	45.00(2)	45.00(2)
Bowl-A-Ray (Speedway).....	95.00	95.00	95.00	95.00
Career Pilot.....	95.00	95.00	95.00	95.00
Challenger (ABT).....	24.50	24.50	24.50	24.50
Camera Chief.....			14.95	24.50
Chicken Sam (Seeburg).....	75.00	95.00	75.00	95.00
Date Gun (Exhibit).....	69.50	84.50	59.50	65.00
	85.00(2)	69.50	74.50	80.00
		84.50	85.00(2)	84.50
Deluxe Athletic Scale (Mercury).....	69.00	69.50	69.00	69.50
Drivemobile (Mutoscope).....	115.00	115.00	115.00	115.00
Electric Target Skill (ABT)....				95.00
Fishing Well (Mutoscope).....	125.00	125.00	125.00	125.00
Flash Hockey (Coins).....	75.00	75.00	75.00	75.00
Goalie (Chicago Coin).....	74.50	95.00	74.50	95.00
	99.50	125.00	99.50	125.00
Gun Patrol (Exhibit).....	249.50			
Heavy Hitter (Bally).....	65.00	69.50	65.00	69.50
Hits and Runs (Genco).....	129.50	109.50	129.50	149.50
Hockey (Chicago Coin).....	69.50	75.00	69.50	75.00
Jack Rabbit (Amusement Corp.).....	75.00	109.50	75.00	109.50
Lawrence Jewel.....		12.50		12.50
Live League (Amusement Corp.).....	95.00	49.50	95.00	95.00
Magic Pen.....	100.00	100.00	100.00	100.00
Madge Ski Ball (Chi. Coin).....	229.50	229.50	229.50	229.50
Panoram With Peek.....	250.00	250.00	250.00	250.00
Panoram (Mills).....	225.00	225.00	225.00	225.00
Periscope.....	100.00	100.00	100.00	100.00
Phil Toboggan Ski Ball.....	350.00	350.00	350.00	350.00
Photomatic (Mutoscope).....	350.00(early)	350.00(early)	350.00(early)	350.00(early)
	550.00	550.00	550.00	550.00
	695.00(early)	695.00(early)	695.00(early)	695.00(early)
Pistol Pete (Chicago Coin)....	100.00	149.50	100.00	149.50
		124.50	125.00	149.50
Pitch 'Em & Bat 'Em (Scientific).....	175.00	175.00	175.00	175.00
Poker & Joker.....	49.50	49.50	49.50	49.50
Pokerino (Scientific).....	99.50	99.50	99.50	99.50
Quizzer.....	89.00	100.00	89.00	95.00
		100.00	100.00	100.00
Recordio (Wilcox-Gay).....	150.00	150.00	150.00	150.00
Sewn High (Edelman).....	75.00	75.00	75.00	75.00
Shieman Art Show.....	49.50	49.50	49.50	49.50
Shoot the Bear (Seeburg)....	349.50	275.00	324.50	310.00
	350.00(2)	325.00	349.50	350.00
		350.00(2)	350.00(2)	350.00(2)
Shoot Your Way to Tokio....	100.00	100.00	100.00	100.00
Silver Bullet (Exhibit).....	150.00	150.00	150.00	150.00
Six Shooter (Exhibit).....		199.50	195.00	205.00
Steel Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Skill Test (Groschen).....	69.50	69.50	69.50	69.50
Sky Fighter.....	95.00	125.00	95.00	125.00
Standard Metal Typewriter.....			325.00	
Star Series (Williams).....	125.00	139.50	125.00	139.50
			89.50	92.50
			125.00	139.50
Super Bomber (Evans).....	95.00	95.00	95.00	95.00
Team Hockey (United).....	115.00	115.00	115.00	115.00
Telegiz.....	115.00	139.50	99.50	115.00
		139.50	139.50	119.50
Ten Strike (Evans).....	65.00	75.00	65.00	75.00
	99.50	99.50	99.50	99.50
3-Way Gripper (Gottlieb)....	18.50	22.50	22.50	22.50
Undersea Raider (Bally)....		95.00	95.00	80.00
Voice-o-Graph (Mutoscope)....	525.00	525.00	525.00	525.00
Western Baseball.....	85.00	85.00	85.00	85.00
X-Ray Poker (Scientific).....	85.00	85.00	85.00	85.00

ASLI League Listing Up as Deadline Nears

UNION CITY, N. J., Dec. 8.—With the deadline for league registration still two weeks away, American Shuffleboard Leagues, Inc., has already signed 80 loops in 16 States for tourney play later this season. If the present rate of sanctioning is continued, predicted Don Freeberg, executive director, listings by December 20, the cut-off date, should exceed last year's 105 leagues.

Meanwhile, no decision has been made on where State tournaments will be held. Consideration of this matter is being held off until sanctioning is complete and the next ASLI executive board meeting is held early in January.

Sectional Plan

Where ASLI leagues are scattered thinly, tho, it is held possible that State competition may be by-passed in favor of sectional tournaments. "This would be particularly applicable in the East," said Freeberg, "where a sizable tournament, comprising teams from New York, New Jersey, Pennsylvania, Massachusetts and Delaware might be developed." Consideration will also be given to holding sectional meets in strong ASLI territories, such as the Midwest, where they could follow the State events.

Allied Ships Shuffle Unit

CHICAGO, Dec. 8.—Allied Coin & Premium House here has started shipments of a new conversion for early Chicago Coin and Universal shuffle games, Owners Vic Weiss and Bill Knapp announced this week.

The unit can be installed on location within a few minutes and is complete with roll-under switches, jumbo pins and a new lower backglass section.

First Distrib Adds Jet Gun, 2 Sales Reps

CHICAGO, Dec. 8.—First Distributors has been appointed to handle the Exhibit Supply Jet Gun in this territory on a non-exclusive basis, it was announced this week. The firm is also distributor for the J. H. Keeney & Company line.

First partners Joe Kline and Wally Finke said Bernard Reifman has been added to the sales staff, and will travel for the firm thru a three-State area. Hy Bass was added to the sales staff recently and will also work on the road as well as at the distrib's headquarters here.

Mass. Firm Intros New Timing Device

WABAN, Mass., Dec. 8.—An improved model of its type CK electronic timer is being produced by Farmer Electric Company in models C and D. The changes are said to make the timer suitable for more and different timing services.

Improvements include: unit now started by either a momentary or a sustained contact; a separate set of single-pole, single-throw normally open contacts that close at the start and re-open at the end of the timed cycle. Timer occupies a space 3 3/4 by 4 1/4 by 3 inches.

Pan-American Coffee Bureau Ups Promotion

NEW YORK, Dec. 8.—Pan-American Coffee Bureau announced the appointment this week of two agencies to handle expanded advertising and promotion activities. Charles G. Lindsay, bureau manager, said the appointments will be effective April 1, and will make Robert W. Orr & Associates, Inc., responsible for all advertising in printed media, and Cunningham & Walsh, Inc., will handle radio and television campaigns.

The Pan-American Coffee Bureau represents 10 coffee producing nations in Latin America.

Calif. Firm Chartered

SACRAMENTO, Dec. 8.—Russel Vending Service, Inc., has been granted a State charter here to conduct a vending machine business for the retail sale of merchandise in Santa Cruz, Calif. Authorized capital was listed at \$200,000. Incorporation papers were filed by Emmet L. Rittenhouse, Santa Cruz. Directors are Mervyn D. Worth and Lovina M. Worth, 148 Spring Street, and Louis C. Haas, 4410 Portola Drive, all of Santa Cruz.

Green Reps Chunky

NEW YORK, Dec. 8.—Jeff Jaffe, president of Chunky Chocolate Corporation, has appointed Harry Green, of Baltimore as company broker covering Maryland and the District of Columbia.



SATISFACTION GUARANTEED!

NEW SHUFFLE GAMES

Keeney 5-PLAYER LEAGUE SHUFFLER
United Deluxe 6-PLAYER SHUFFLE ALLEY
Chi. Coin 5-PLAYER BOWLING ALLEY
Genco 8-PLAYER SHUFFLE TABLE

Reconditioned SHUFFLE GAMES Guaranteed

All Playing Fields Resurfaced

UNITED	CHICAGO COIN
5 PLAYER REBOUND \$315	TROPHY BOWL \$145
TWIN REBOUND .. 215	BOWLING CLASSIC 135
SINGLE REBOUND .. 149	SHUF. BASEBALL .. 85
SHUF. SLUGGER .. 125	BOWLING ALLEY .. 55
SHUF. EXPRESS .. 69	
SHUF. ALLEY .. 39	BALLY
(Flyaway) .. 29	SHUFFLE LINE .. \$225
SHUF. ALLEY .. 29	BASEBALL .. 95
	SHUFFLE CHAMP .. 89
KEENEY	SPEED BOWLER .. 55
BIG LEAGUE .. \$385	SHUFFLE BOWLER .. 45
BOWLER .. 355	
LEAGUE BOWLER .. 355	GENCO
DOUBLE BOWLER .. 135	SHUFFLE TARGET \$215
DUCK PINS .. 135	BOWLING LEAGUE .. 30
LUCKY STRIKES .. 75	GLIDER .. 35
ABC BOWLER .. 65	WILLIAMS
	DOUBLE HEADER .. \$125
UNIVERSAL	Life .. \$125
HI SCORE BOWLER \$175	DELUXE BOWLER .. 45
SUPER TWIN .. 135	TWIN SHUFFLE .. 25
BOWLER .. 135	
TWIN BOWLER .. 65	Gottlieb
	BOWLETTE .. \$ 45

Keeney CONVERSIONS

Now Available Again—Keeney's 4-Way Bowler Adapter Unit
For 18-20-22 ft. Shuffleboards. Easy to attach or remove right on location. Puck returns along left side of alley.

Keeney's 6-PLAYER REBOUND CONVERSION
Brand new! Converts 12" Shuffle Boards or 22" boards cut in half. Fastest, most desirable game ever made!

EXHIBIT JET GUN • Dynamic Machine Gun Action! • Moving 3-Dimensional Airplane Targets! • Adjustable Playing Time!	KEENEY'S HOLIDAY Newest five ball "In-Line" Bingo game. New, different triple scoring features. Now delivering in Illinois, Iowa and Indiana.	EVANS' CONSTELLATION 40 selections. Years ahead design. Dependable quality. Highest earnings. Now delivering in N. Illinois.
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DO YOUR XMAS SHOPPING at FIRST

Nationally advertised products. Bunte Candies, American Flyer Trains, Noma Lights, RCA Victor, General Electric, Benrus, Elgin, American, Gift Food Packs, Toys, Candies, etc. Hundreds of items, all at strictly wholesale prices to operators.

Write for Our New Illustrated Circular.

FIRST DISTRIBUTORS

Wally Finke & Joe Kline
1748 W. North Avenue • Chicago 22, Illinois • DICKENS 2-0500

HERCULOCK*

Double Feature Protection

- Protect your money in coin machine cash boxes with HERCULOCKS for dependable security.
- Your key number is registered in our files under your name. This code system will protect your individual key... keeps it reserved for your use.

Only Herculock has the Ilco Gear-Tooth keyway — virtually pick-proof because only the Herculock key will fit. Investigate Herculocks right now for complete cash box security!

*T.M. Reg. U. S. Patent Office

ILCO INDEPENDENT LOCK COMPANY
FITCHBURG • MASSACHUSETTS

SUPER SPECIALS

One Balls Turf Kings \$215.00 Winner 125.00 Champion 75.00 Photo Finish 75.00 Citation 50.00	Select-a-Card \$ 60.00 Football 80.00 Blue Sky 50.00 Oklahoma 70.00 St. Louis 70.00 Yanks 70.00 Just "21" 50.00 Carnival 55.00 Ballerina 40.00 Super Hockey 70.00 Four Horsemen 100.00 Snow Boat 55.00	Montferrey \$ 40.00 Five Star 325.00 Saratoga 60.00 Gizmo 40.00
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Arcade Equipment
Seeburg Bear Gun, \$240.00
Universal Twin Animated Pins .. 95.00
Chicago Twin Lite-Up Pins .. 50.00
Champion Hockey .. 50.00

VERY CLEAN, REFINISHED AND MECHANICALLY PERFECT.
One-third deposit required with each order.

CROWN NOVELTY CO., INC.

920 HOWARD AVENUE Phone: Canal 7137—Canal 7138 NEW ORLEANS, LA.

Calendar for Coinmen

- December 11—Automatic Phonograph Owners' Association, monthly meeting, Gibson Hotel, Cincinnati.
- December 12—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.
- December 12—Music Operators of Northern Illinois, monthly meeting, Wing and Fin Club, Route 12, Volo, Ill.
- December 13—Michigan Automatic Phonograph Owners' Association, monthly meeting, Maccabees Building, Detroit.
- December 17—Amusement Machine Operators' Association, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- December 17—Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.
- January 3—Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.
- January 3—Summit County Music Operators' Association, Akron Hotel, Akron.
- January 7—Illinois Amusement Association, monthly meeting, 208 N. Madison Street, Rockford, Ill.
- January 8—California Music Guild, monthly meeting, 311 Club, Oakland.

Morrison Steel Expands Plant for Govt. Work

BUFFALO, Dec. 8.—Morrison Steel Products, Inc., manufacturer of service and utility truck bodies, has started a \$1,500,000 plant expansion program to fill a backlog of \$2,500,000 in defense orders covering ordnance and aircraft. Company officials state civilian production still tops defense output, but the latter is rising steadily.

5-BALL CLOSEOUTS

AQUACADE	\$39.50
ARIZONA	99.50
BLACK GOLD	49.50
BUTTONS & BOWS	99.50
DE-ICER	99.50
DREAMY	99.50
JEANIE	99.50
SHANTY TOWN	79.50
SHARPSHOOTER	49.50
SUPER HOCKEY	49.50
TAHTI FEATHERS	39.50

Terms: 1/3 Deposit
20TH CENTURY DISTRIBUTORS
5178 MADISON SPOKANE, WASH.

The American Red Cross Is Your 24-Hour Friend in Disaster and Misery

WORLD WIDE

Finest Equipment—Best Prices!

ACE COIN COUNTER

New—Improved, feather-light. Makes collections so much easier. Counts pennies, nickels, dimes and quarters. Weight approx. 8 lbs. A limited amount available.

Price \$125

FORMICA PLAYFIELD

Screened—for all 81 United 2, 4, 5 and 6 player shuffle games, including Chi. Coin and Universal. Modernize your games NOW. Increase in play appeal. IMMEDIATELY installed in 15 minutes.

Price \$295

WILLIAMS SEA JOCKEYS

Sensational sea racing game—3-dimensional speedboats in thrill-packed race. 3 selections for one coin!

EXHIBIT'S NEW JET GUN

30 to 40 shots at airplane targets! Machine gun action. Exciting! Timely! Special time adjustment feature.

WILLIAMS SPARK PLUGS

Hilarious racing action! Change selections in mid-race! Funniest and fastest game!

Thoroughly Reconditioned SHUFFLE GAMES

UNITED
FIVE PLAYER \$385
FOUR PLAYER 295
TWIN REBOUND 195
DOUBLE EXPRESS 95
SINGLE EXPRESS 50
SHUFFLE ALLEY 20
With Flyaway Pins 35

CHICAGO COIN BOWLING CLASSIC \$125
ACE BOWLER 145
BOWLING ALLEY 45
KEENEY
LEAGUE BOWLER \$250
DOUBLE BOWLER 125
A.B.C. BOWLER 40

WILLIAMS
DOUBLE HEADER 595
DELUXE BOWLER 40
SINGLE BOWLER 25
BALLY
HOOK BOWLER \$275
SHUFFLE CHAMP 75
SPEED BOWLER 50
SHUFFLE BOWLER 35

WANT TO BUY for CASH

Bally TURF KING
Bally CONEY ISLAND
Bally CHAMPION
Seeburg BEAR GUN
Seeburg #1100
LATE MODEL PIN GAMES

Reconditioned BINGO 5 BALLS

Bally Bright Lights \$365
United A.B.C. 295
Universal FIVE STAR 350
Keeneey LITE-A-LINE 195

Exhibit's Mechanical SADDLE HORSES

5 or 10c OPERATION
Sensational PROFIT MAKER in Amusement Parks, Drive-in Theatres, Country Clubs, etc. BIG BRONCO—54" overall height. PONY EXPRESS, 40" high. Trots, gallops; cast aluminum horse, genuine leather saddles.

WILLIAMS MUSIC MITE

45 RPM 10 selection phono. 5c or 10c play. Has 40 play accumulator. Brand new, original cartons. The buy of a lifetime.

Large 9" Lite Up PLASTIC PIN CONVERSIONS

FOR Chi Coin BOWLING ALLEY, Universal TWIN BOWLER. Easy to install. \$25 Ea.

KEENEY BOWLING CHAMP

2 Player Conversion for 10-20-22 Ft. Shuffle Boards—PUCK RETURN \$95

ROCK-OLA '52-'50 PHONOGRAPH

Easily changeable to any combination play—New beautiful cabinet design—Modernistic coloring—Top and bottom—75 or 45 RPM.

NEW SHUFFLE GAMES

Genco EIGHT PLAYER
United 6 PLAYER
Keeneey SIX PLAYER
Chi. Coin 6 PLAYER



ATTENTION, FOREIGN BUYERS—END OF YEAR CLEARANCE OF USED MUSIC

- 12 WURLITZER 1100's, Shopped, Ready for Location \$365
- 6 WURLITZER 1015's, Very Clean 210
- 3 MODEL B AMI's 445
- 4 WURLITZER 1080's 200
- 2 WURLITZER 1017 HIDEAWAYS 200
- 3 H146 SEEBURG HIDEAWAYS 150
- 1 H148 SEEBURG HIDEAWAYS 250

WRITE FOR NEW CATALOG AND COMPLETE PRICE LISTS TODAY
EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS



Remember IN NEW ENGLAND IT'S TRIMOUNT!
40 WALTHAM STREET
BOSTON 18, MASS
Tel. TRimout 1-9492

"Central Ohio Coin Quality Buys"

United—LEADER	KEENEY	SHUFFLE ALLEYS
United—COUNTY FAIR	4 PLAYER CONVERSION	NEW
United—ZINGO	FOR SHUFFLEBOARDS	Keeneey—6 PLAYER
Keeneey—LITE-A-LINE		Chi. Coin—6 PLAYER
Bally—BRIGHT SPOT		United—6 PLAYER
		Genco—SHUFFLE TARGET
New WINNERS	Now Delivering	
FUTURITY	GOTTLIEB'S	
TURF KINGS	GLOBE TROTTER	
KEENEY	CLOSEOUTS	ONE BALLS
ELECTRIC	BINGO GAMES	WINNERS
CIGARETTE VENDORS	Life-A-Line (New) Write	PHOTO FINISH
with Changer	5 Star (Used)..... \$250	CITATIONS
		CHAMPIONS
		GOLD CUPS

WRITE, WIRE OR PHONE FOR PRICES—ADAMS 7254

CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH—COLUMBUS 15, OHIO

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Dec. 8	Issue of Dec. 1	Issue of Nov. 24	Issue of Nov. 17
ABC Bowler (Keeneey).....	\$40.00 65.00	\$65.00 69.50	\$65.00 69.50	\$65.00 69.50
Ace Bowler (Chicago Coin)...	145.00	169.50		
Baseball (Genco).....		79.50		
Big League Bowler (Keeneey)...	285.00 290.00	285.00 290.00	290.00	295.00
Big League Bowler, 4 Player (Keeneey).....	310.00	310.00	285.00 310.00	310.00
Bowl-o-Matic (Universal)....	425.00	425.00	425.00	425.00
Bowlette (Gottlieb).....	24.50 45.00	24.50 29.50	24.50 29.50	24.50 55.00
	69.50	34.50 55.00	55.00 69.50	69.50
Bowling Alley (Chicago Coin)	45.00 49.50	49.50 55.00	49.50 55.00	49.50 55.00
	79.50w/p	79.50	79.50	79.50
	79.50w/p			
Bowling Champ (Keeneey)....	185.00	125.00 185.00	125.00 185.00	125.00
Bowling Champ (Keeneey)....	95.00 159.00	199.50		
2 Player.....	199.50			
Bowling Classic (Chicago Coin)	125.00 135.00	135.00 150.00	135.00 140.00	135.00 140.00
	140.00 150.00	150.00	150.00	150.00
Bowling League (Genco)....	35.00	24.50 35.00	24.50 35.00	24.50 35.00
Deluxe Bowler (Williams)....	40.00 45.00	45.00 49.50	45.00 49.50	45.00 49.50
	49.50			
Double Bowler (Keeneey)....	125.00 135.00	135.00(2)	135.00(3)	135.00
	169.50			
Double Header (Williams)....	79.50 95.00	95.00 109.50	95.00 109.50	110.00 125.00
	109.50 110.00	125.00 129.50	110.00(2)	129.50
	125.00 129.50		125.00 129.50	
Double Shuffle Alley Express (United).....	95.00	169.50		
Double Shuffle Alley (United)	79.50	79.50	79.50	79.50
Double Shuffle Alley Express Rebound (United).....	189.50	115.00 189.50	115.00 229.50	229.50
Duck Pins (Keeneey).....	135.00			
Five Player Bowler (Williams).....			265.00	
Five Player Shuffle Alley (United).....	305.00 315.00	315.00(2)	305.00 315.00	305.00 345.00
	325.00(2)	345.00	325.00 345.00	
	340.00			
Five Player Shuffle Rebound (United).....	315.00	315.00	324.50	
Four Player Shuffle Alley Rebound (United).....			274.50 295.00	285.00
Four Player Shuffle Alley (United).....	275.00 290.00	275.00	275.00	295.00
	295.00			
Glider (Genco).....	30.00(3) 39.50	30.00(3) 39.50	30.00(3) 39.50	30.00(2) 39.50
Hi Score Bowler (Universal)...	175.00	175.00	175.00	175.00
Hook Bowler (Bally).....	275.00(3)	195.00	260.00 265.00	265.00(2)
		275.00(2)	275.00(2)	275.00(2)
		49.50		
King Pin (Keeneey).....	235.00 245.00	235.00 245.00	235.00(2)	265.00
League Bowler (Keeneey)....	255.00 265.00	255.00 265.00	245.00 255.00	265.00
			265.00	
League Bowler, 4 Player (Keeneey).....	249.50 275.00	249.50 275.00	249.50 275.00	235.00 275.00
League Bowler (4-Player Rebound) (Keeneey).....	249.50 269.50	269.50		
Lucky Strike (Keeneey).....	75.00	75.00	75.00	75.00
Pin Boy (Keeneey).....	24.50	24.50 29.50	24.50	24.50
Shuffle Alley (United).....	24.50 29.00	24.50 29.00	24.50 29.00	24.50 25.00
	29.50w/p	29.50 29.50w/p	29.50w/p 39.50	25.00w/p
	29.50	39.00w/p 39.50	59.50w/p	29.00
	35.00w/p	59.50w/p		39.00w/p
	39.00w/p			39.50
	39.50 59.50w/p			
Shuffle Alley Express 2 Player (United).....	169.50(2)	169.50(2)	169.50 199.50	195.00 199.50
	185.00	199.50		
Shuffle Alley Express (United)	45.00 49.50	45.00 49.50	29.50w/p 39.50	35.00 49.50
	50.00 69.00	65.00 69.00	49.50 65.00	69.00 74.50
	74.50 129.50	69.50 74.50	69.00 74.50	75.00 129.50
		129.50	129.50	
Shuffle Baseball (Chicago Coin).....	65.00		79.50	89.50
Shuffle Bowl (Exhibit).....	79.50	79.50		
Shuffle Bowler (Bally).....	24.50 25.00	24.50 44.50	24.50 44.50	24.50 44.50
	44.50 45.00	45.00	45.00	45.00
	49.50w/p	49.50w/p(2)	49.50w/p(2)	49.50w/p
			185.00	185.00
Shuffle Cade (United).....	75.00 89.00	80.00 89.00	89.00	65.00 89.00
Shuffle Chamos (Bally).....				
Shuffle Horseshoes (Chicago Coin).....	239.50		59.50	
Shuffle Jungle (Rock-Ola)....	59.50	59.50	30.00	
Shuffle Lane (Rock-Ola)....	30.00	30.00	24.50	
Shuffle Lane (United).....	24.50	24.50		
Shuffle Line (Bally).....	229.00 250.00			
Shuffle Slugger (United)....	99.50 125.00	99.50 125.00	125.00 129.50	125.00 129.50
			125.00 129.50	135.00 135.00
			225.00(2)	225.00
Shuffle Target (Genco).....	189.50 199.50	199.50 215.00	189.50 199.50	225.00 255.00
	225.00(2)	225.00	225.00(2)	
Single Shuffle (Williams)....				
Single Shuffle Alley Rebound (United).....	99.50 149.00	99.50 149.00	135.00 149.00	135.00 149.00
			149.50	149.50
			189.00	75.00 189.50
Skate Alley (United).....	169.50	169.50		
Speed Bowler (Bally).....	49.50(2) 50.00	49.50(2) 54.50	49.50(2) 54.50	35.00 49.50(2)
	59.00 65.00	59.50 65.00	59.00 65.00	54.50 59.00
	69.50 79.50	69.50 75.00	69.50 75.00(2)	79.50
		79.50		
Strike (Exhibit).....			79.50	
Super Shuffle Alley (United).....	49.50	49.50	49.50	49.50
Super Twin Bowler (Universal)	35.00 109.50	35.00 60.00	109.50 115.00	115.00
	130.00 145.00	109.50 145.00	135.00(2)	135.00(2)
			145.00	145.00
Ten Pins (Keeneey).....	24.50	24.50	24.50 25.00	24.50
Trophy Bowl (Chicago Coin)...	140.00 145.00	145.00 160.00	140.00 145.00	140.00 145.00
	160.00		160.00	160.00
Twin Bowler (Universal)....	49.50(2) 65.00	49.50(2) 65.00	49.50(2) 65.00	49.50 65.00
	79.50w/p			
Twin Shuffle Alley Rebound (United).....	215.00 219.50	215.00	210.00 215.00	210.00 215.00
	234.50	219.50(2)	219.50 234.50	234.50
		234.50		
Twin Shuffle (Williams)....	24.50 25.00	24.50 25.00	24.50 25.00	24.50 25.00
Twin Shuffle-Cade (United)....	275.00	275.00	275.00	275.00
World Series (Rock-Ola)....	59.50	59.50	59.50	

Coinmen You Know

Chicago

Shuffleboard play on the whole is way ahead of last year according to Herb Perkins, president of Purveyor Shuffleboard, who says the league play is in full sway. Purveyor is adding new locations weekly, and also increasing its leagues throught this area. Purveyor reports a heavy run on premiums for the Christmas trade, and the True-View color tele screens are now being sold nationally, Perkins stated.

Many out-of-town distributors and operators as well as local coinmen attended the NAAPPB Trade Show at the Hotel Sherman. Among them were Al Rodstein, Banner Specialty Company, Philadelphia; Irving Fishelberg, president, Funcade Amusement Corporation, Atlantic City; Dave Russell, Toronto, and N. Sheffras, London. Local coinmen looking over the exhibits included Clayton Nemeroff and Charlie Pieri, Monarch Coin; Herb Jones, Bally; Billy DeSelm, United; Sam Lewis, Chicago Coin, and Sol Gottlieb, D. Gottlieb & Company.

Chicago Coin Machine Company entertained many visitors who were in town for the NAAPPB convention. Among them were Bill Fielding, Al Clavir, Rog Gilchrist and operators Gilbo and Van Dusen. All five are leaders in Canadian coin machine circles. Sam Wolberg and Sam Gensburg were pleased to note the interest in coin-operated games at the NAAPPB Trade Show and found many old-time friends on the exhibit floor.

Dick Abrahams, Electro Counter Company, has found a quick response to firm's new electric meter (counter). Several manufacturers have already adopted the unit for standard production on equipment.

Al Stern, World Wide Distributors, reports his partner in many enterprises, Ed Lowry, got a thrill at the livestock show, International Amphitheater, when two of Lowry's sons—Joe, 10, and Bill, 8 years old, won prizes in a pony riding contest. Lowry's home is Pittsfield, Ill., where he is a coin machine operator and builder.

Los Angeles

Paul Speer, San Francisco Rock-Ola distributor, was all set to attend the open house staged by the Dan Stewart Company here, but was kept in the Bay City by the storm. The wind was sufficient to warrant the closing of the Golden Gate Bridge. John Nelsen in town from his operation in the San Luis Obispo area. Ray Chiarelli, of Madera, in town on a shopping tour. He is sharing his time with several ventures, which include operating, cotton growing and land leveling.

Mr. and Mrs. Jack Mallet, of the Mission Novelty Company, Claremont, in town shopping for equipment and taking care of the Christmas list. Frank McMillan, veteran Los Angeles operator, made one of his infrequent visits to Coin Row. Mrs. Grace Wilkins, mother of Jimmy Wilkins, of Paul Laymon Company, has returned to her home in Galesburg, Ill., following a brief visit here. After Christmas she will visit Florida, spending some time in Key West.

Hartford, Conn.

Abe Fish, owner of General Amusement Games, Hartford, and president of the Connecticut State Coin Association, told a recent gathering of coinmen that improved public relations for the industry should also include extensive co-operation with civic ventures, such as blood donations.

To show that his organization is really going all-out, Abe led a delegation of six men, including himself; his brother, Max; Pete Silvestri, Frank Roth, Joe Raffala and Aaron Schroeder, all of General Amusement Games, to the American Red Cross Blood Donor Center to give blood. "We should have similar donations from a lot of other firms in the field," Abe said.

"Delayed to spring" is the latest word on the long proposed California vacation trek of the Ralph Coluccis, of the Seaboard Distributors Corporation.

Detroit

Leroy B. Pope, who has been in the cigarette vending field here under his own name since 1939, is changing his operation over to the Pope Vending Company. Headquarters are at 290 Farnsworth Avenue. . . . Michael and Leo Weinberger, one of the city's few father-son operating teams, are specializing in route operation, rather than the jobbing end of the business in which they were formerly active under the S & W Distributing banner. They continue to do a minimum of distributing and selling of machines, in addition to operating the Belle Isle Amusement Center.

Jack Bushkin and Joseph Holtzman, both newcomers to the coin machine field, are forming the Market Vending Company at 2955 West Grand River Avenue, to operate a route of cigarette machines. . . . Charles E. Lamb, veteran Detroit operator, is managing the Dale Music Company, new operating firm, in addition to his basic firm, the Lamb Music Company. . . . Christy Music Company, music operation, is now established in the Book Building with John P. and Nicholas P. Christy, brothers, in charge. The firm was founded at least 15 years ago by his father, the late Peter J. Christy, and was taken over by John Christy when he came out of the Army in 1945. His brother, Nicholas, later to receive his Army discharge, joined him in the operation.

Thomas J. Kilbride has moved headquarters of the Pointe Concession Company, formerly in the Globe Theater Building, to the East Side at 14539 Charlevoix Avenue.

Philadelphia

Ajax Vending Company, located in the center of the city, has ex-

panded its operation of sandwich, beverage, hot coffee and other vending machines by taking in a next-door store on a long-term lease executed by Albert M. Greenfield & Company. . . . Coin machine taxes continue to yield funds for the city. Tax reports for the first 10 months of 1951 showed that coin machines, coupled with bowling alleys, provided an increase of \$9,452 over the similar 10-month period last year. . . . Ned Yaffe, of the Y and Y Popcorn Supply, is out of the Jewish Hospital, where he went for an operation on his knee.

Mrs. Harry Wexelblatt, wife of the industry attorney, has been named to the new prospects committee of the women's council campaign for the 1952 Allied Jewish appeal. . . . Latest of the shortages in coin is in dimes. Brinks, which supplies change to chain stores and others who use large quantities of pennies, nickels, dimes and quarters, rationed out the thin dime pieces to their customers last week.

Charles Goldfine and Benjamin Goldfine, who operate the South City Drive-In within the city limits here, joined with Harry Rothstein in setting up the Philadelphia Concessions and Vending Company. . . . Ed Barsky, record distributor for the M-G-M label, has dropped the trade name of Pak-Bee & Company in favor of identifying the business as Edward S. Barsky, Inc.

It will be a December 20 wedding for Herman Goldberg, advertising manager for Stuart Loucheim & Company, local Columbia Records distributor, and Irene Lawit, a local artist who specializes in photo reproductions on canvas, with the ceremonies scheduled to be staged in Temple Sinai. . . . The Music Box, Inc., filed petition thru its attorney,

Lester Lichtenstein, that the music machine distributing firm is "winding up and settling the affairs of said corporation."

Milwaukee

Members attending the Wisconsin Phonograph Operators' Association meeting slated for December 10 at the Eagles Club in Milwaukee will hear a discussion on the recent development in the ASCAP taxing bill. C. S. Pierce, organization president, will lead the discussion and indications point to a good sized attendance at the confab.

Coin business thruout the State has been picking up, according to Sam Hastings, of Hastings Distributors. According to Sam, one of the most reliable barometers of the industry is the rate at which ops pay their bills to distributors. In recent weeks, he claims, operators have been meeting their obligations and stepping up their buying for winter needs. Preem biz is reaching new heights, with ops selecting from the top shelf for quality merchandise to lure play on their machines in tavern locations.

Red Jacomet motored to the Windy City for a day of relaxation combined with a little business. . . . Cliff and Roger Bookmeier, of Green Bay, made a quickie trip to the Beer City to replenish their premium goods supply and make the rounds of coin machine distributors. . . . Arnold Jost, Hilltop Coin, is back on the job after a 4-day stay in the hospital for some minor surgery. The hospitalization was followed by a couple of days at the NAAPPB trade show in Chicago, with his partner, Doug Opitz. Both were enthused over the show and claimed that it was an eye-opener for them. Some new equipment was purchased and a few items are getting some serious consideration for their bustling Arcade in the Plankinton Arcade building. Newest piece added is a horoscope machine.

Wednesday night sessions of the Milwaukee Phonograph Opera- (Continued on page 80)

MATCH-A-SCORE

Created, Engineered And Perfected By

BANNER

IT'S GREAT

See Your Authorized MATCH-A-SCORE Distributor Today!

BANNER SPECIALTY COMPANY

1508 Fifth Ave., Pittsburgh 19, Pa. GRant 1-1373

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Consists of complete stock of all kinds of Parts, Pin Games, Music Boxes, Furniture and Fixtures, Good Will, etc. Business now earning good return on investment. Original cost approximately \$45,000.00. Will sacrifice for \$12,000.00. Cash Only. Write for full details.

BOX D-112

CARE THE BILLBOARD, CINCINNATI 22, OHIO

PHONOGRAPHS

Table listing various phonograph records and their prices, including titles like '1422 Rock-Ola', 'Williams Music Mite', and 'Bally Bright Lights'.

Bally Bright Spot - New - Write

ROCK CITY AMUSEMENT CO.

125 SIXTH AVE. N. NASHVILLE 2, TENN.

THE WORK BENCH

How to Handle Minor Juke Sound Repairs

By HOWARD P. SCHLEY

Altho the Work Bench will deal later with the basic principles of amplifier and sound system servicing, this week's department will help the mechanic recognize the simpler troubles in sound systems and help him make minor repairs. Most small music operators depend on a radio serviceman for their amplifier work, but it is often possible to save this fee if the operator can make his own minor repairs.

A wise investment for the average operator is a spare amplifier to fit each of the model machines he is operating. Nothing disgusts a location so much as having a juke box go out on a busy night and have to wait until the following day for repairs. Locations have been lost for lesser reasons.

One point to remember: If there is any doubt as to the amplifier that fits a particular model, be sure to tag the spare plainly.

Burned-Out Tubes

The tubes in juke box amplifiers are very much like the tubes in a home radio, altho they are not nearly as complicated nor as delicate. They depend for their work on a hot filament which can burn out like an electric light. So a tube that shows no light, nor gives off heat, is usually burned out.

Remember, however, that the amplifier is fused, and when that fuse blows the tubes cannot light until the fuse is replaced. It is always well to carry a complete set of tubes in the car or service truck. These should be carefully packed to prevent breakage.

Turn Off Power

If you suspect the tubes are at fault in an amplifier, it is a good idea to turn off the power supply before replacing them. The fact that a tube burns is no positive indication it is good, and it is well to replace each tube with a known good one—one at a time—before bringing the amplifier in for repairs. The beam power amplifier—usually 6L6 or 6V6—generate a lot of heat, so use some protection for your hands when pulling them out.

The pins on the bottom of the tubes must go in the socket in a certain way, are guided in by a center pin made of plastic which can enter its hole in one position only. Place the tube in the socket and rotate it slowly until it drops

into the proper position. Then press it straight down carefully.

When handling amplifiers, disconnect the power before removing them from the cabinet. Voltages up to 700 volts or more are developed in the amplifier and can give dangerous and painful shocks. High voltages are also present in the loud speaker field coil, and the power should be cut off before unplugging the speaker. Speakers, incidentally, are least likely to give trouble. Repairing speakers is a specialized job which ought to be left to an experienced hand.

Pick-Up Replacements

The phonograph's pick-up is a sensitive and delicate device which changes the vibrations of the record grooves into an electric current. Most pick-ups are easy to replace and a spare should always be carried. Follow the manual instructions carefully when replacing pick-ups. Crystal-type pick-ups are considered expendable and should be discarded when worn out. Newer-type magnetic pick-ups can be repaired by the factory or the distributor and a trade-in allowance is usually provided.

All amplifiers contain a rectifier tube which can usually be identified by its serial number which starts with 5. This tube, like the beam power amplifiers, develops heat in normal operation, but should never overheat. The large metal plates inside the tube should not become red hot in normal operation. If they do, there usually is a short circuit or overload on the direct current supply inside the amplifier and it should be repaired at once since continued operation will certainly ruin the tube and possibly cause other damage.

Don't Experiment

Remember the phonograph amplifier is a delicate, carefully built device. With normal use, it gives thousands of hours of service. But do not experiment with it since a little mistreatment can cause much damage.

The Work Bench highly recommends the study of RCA's Receiving Tube Manual which gives an informative discussion of how the vacuum tube works and how it is able to amplify speech and music. A little time spent studying this manual pays off, not only in extra profits, but in opening a whole new field of valuable experience for the mechanic.

EMPIRE COIN MACHINE HEADQUARTERS!

Large advertisement for Empire Coin Machine Headquarters featuring 'BRAND NEW CLOSEOUTS!', 'SHUFFLE GAMES', 'VENDERS', 'MUSIC', and 'CIGARETTE VENDERS'. Includes a 'WANTED!' section for coin machine parts.

Coinmen You Know

• Continued from page 79

tors' Association at Joe Deusch's restaurant found the biggest turnout of coinmen in many months. Around the table discussing pertinent trade talk were Sam Hastings, Melo Curro, Nick Di Cristo, Ken Kulow, Math Schafer, Mike Rischmann, Les Reder, Len Caspar, Clyde Nelson, Joe Beck and Doug Opitz.

Association meetings have been switched to Thursday nights. Get together will be held at the same place. The competition of fight broadcasts on TV Wednesday nights proved to be too strong and had cut attendance, it was pointed out.

Former vender and jobber, John Cigan, of Wausau, has moved to Indianapolis and is representing the W. M. Cramer firm in Indiana. He is reported to be turning in a bang-up performance in his new connection.

Salesman, Don Reynolds, Wayne Candy rep, reports his business has tapered off recently. Seasonal dip however, has been held to a much more profitable level than in past years, he believes, by a spell of unusually mild weather.

Vending people from all over the State are stopping by to inspect the new quarters of the Geiger Automatic Sales Company. The firm now possesses office and warehouse space and equipment that is modern in every detail.

Another vending machine operator announcing a move to new headquarters is G. Veldhuizen, of Veldhuizen Vending Machine Service in Watertown, Wis. New address here is 214 Clark Street.

Health forced Tom McBride, former sales rep for L. S. Heath

& Sons candy firm for many years, to switch jobs. McBride now sells for Fenn Bros. candy people, of Sioux Falls, S. D., and covers a smaller territory than he formerly blanketed on his old job.

Badger Candy Club, which numbers many vending machine operators among its friends and members, is holding a New Year's Eve party at the Ambassador Hotel. Tariff will be \$15 per couple and includes everything needed to celebrate the occasion properly, Sperry Candy's Carl Lorenz reports.

Miami

Miami Beach City Council refused to reduce the present \$77.65 juke box license fee on the ground that the current budget is based on that figure. It left the way open for a new request next May.

Thieves tried to smash open a safe in the office of Ace-Saxon, Inc., but apparently were scared away before they could complete the job. Police discovered a large hole cut in an outside fence and a broken screen thru which the thieves gained entrance. The safe had been pounded with a sledgehammer which was found in the office.

Bush Distributing Company has added a mechanic, Erasmo W. Ramos, to its export department. Ramos worked for coin machine operators in Cuba for many years. President Ted Bush says the company's export trade is developing nicely in all the Latin-American countries. He adds that advertising and personal visits are gaining the confidence of the firm's customers south of the border.

Harry Rosen, Seeburg distributor in New York, is wintering

here. . . . A. R. (Ike) Pearson, Mitchell, S. D., operator, expects to arrive about January 1. . . . Mrs. Geri Lieber, daughter of Sam Taran, is back from her honeymoon. While she and her husband were in New York they were entertained by coinmen Barney Sugarman, Dave Simon and Jack Mitnick.

Gil Gross, accountant for Taran Distributing, was under the weather with a cold. . . . Herman Paster took off for St. Paul after spending a few weeks here.

Harold McClarty, shop man and mechanic at Bush Distributing, left the company to take over a music route which he purchased at Key West from Bryan Richardson. . . . Bush has received a sample of the new Williams Sea Jockey five-ball game which looks like a hit, according to Ken Willis. The company reports two other games are doing well—Williams Spark Plug and Chicago Coin's Six-Player Bowling Alley.

Ozzie Truppman went up to the Bush Distributing office in Jacksonville for several days, while Ken Willis worked the Tampa area calling on customers.

The banquet and dance of the Amusement Machine Operators' Association at the Clover Club December 16 promises to be an outstanding event. The committee is attempting to line up several name acts in addition to the regular Clover Club floorshow.

Gil Kitt, Empire Coin of Chicago, and his wife, Valerie, were seen night clubbing with Ted Bush and his wife, Leona, at the Vagabonds and at the opening of Mother Kelly's at Miami Beach.

Ozzie Truppman, Bush Distributing Company, was tagged for jury duty.

Max Weiss, of W. B. Novelty Company, Brooklyn, which operates cigarette venders, dropped in to see Willie Blatt while vacationing. . . . Buster Anshell, American Operating Company, looks for a big winter season, as do most local operators.

Local thieves have taken a fancy to cigarette venders. Mrs. Minnie McGilvay, of Smitty's Barbecue, was a recent victim. A cigarette machine was ripped from a wall and carried away. Another was taken during the night at the Fat Boy Drive-In.

Art Korn, Acorn Amusement Company, who operates pin games, shuffle alleys and shuffleboards, says the AMOA, now rolling along in high gear, will result in increased revenue and fewer headaches for its members. He says the recently formed association is displaying co-operation and teamwork, and a big factor in this is the caliber of its leadership.

Morris Marder, M & M Service Company, says Eddie Howard's rendition of "Sin" is luring a cascade of nickels into the juke boxes on his route. "Cold, Cold Heart" and "Because of You," both featuring Tony Bennett, are right behind the leader, Marder reports. In Marder's Negro locations Tab Smith's "Because of You" paces the field, with "I Tried," Chuck Willis, and "Weepin' and Cryin'," Griffin Brothers, the runners-up.

Ted Bush, president of Bush Distributing Company, left for Gainesville, Ga., to pick up Teddy Bush Jr., who is attending Riverside Military Academy there. After the holidays, which he will spend with his parents, young Teddy will enter Riverside Military Academy in Hollywood, Fla., for the winter.

Eli Ross, sales manager at Taran Distributing, says the United Six-Player Shuffle Alley is doing an outstanding job wherever shown. . . . Lyria Blanchard is handling the clerical chores in connection with the export trade at Bush Distributing Company.

Ace-Saxon greetings have gone out to Mr. and Mrs. James Athearn on their wedding anniversary; Mr. and Mrs. D. F. Saxon, of Sylacauga, Ala., parents of President John F. Saxon, on their wedding anniversary; Sandra K. Simpson, daughter of Ray Simpson, Broward branch employee, on her birthday, and Norton Lawrence, routeman, on his birthday. . . . Also Juliette Fisher, daughter of Jack Fisher, cigarette routeman, on her birthday; Donald Henderson, Ace-Saxon shop man, and his wife on their wedding anniversary, and Mrs. Louise Whitaker, wife of Gene Whitaker, vice-president of Ace-Saxon, on her birthday.

Two associate members were admitted to the AMOA at its last regular meeting. They are Irving Wheeler, Automatic Coin-Operated Service, and Marvin Novak, distributor for King records. They are entitled to all the privileges of the association except the right to vote.

Harry Goldberg, H & G Novelty Company, has taken on a line of sanitary napkin machines manufactured by Hospital Specialty Company, Cleveland. . . . Goldberg managed to get away for a fishing junket to Lake Okeechobee. . . . Business is picking up slowly, says Eloise Mangone, of All-Coin Amusements, now that the winter season is getting into swing.

Milty Green, Brooklyn, and Dave Stern, Elizabeth, N. J., are back in town to attend to their Supreme American Music operation. . . . Ted Bush is still trying to get away for a vacation, but the pressure of business will probably keep him from leaving for the next few months. . . . Ken Willis is on a selling trip thru the west coast of Florida.

Reactivation of the Homestead Air Force base, south of Miami, appears a certainty, but a final decision may take as long as six months, says A. B. Curry, Dade County Port Authority director. Teams from both the Military Air Transport Service and the Strategic Air Command surveyed the field last week and indicated that possibilities look good. During World War II the Air Force stationed up to 6,000 men at the Homestead base.

Astrid Bjerg, bookkeeper at Ace-Saxon, resigned and left for Germany to become the bride of an Army captain stationed there. Mrs. Catherine Teaney has taken over her duties, with Helen Vines

being transferred to Mrs. Teaney's old desk.

Anne Williams, clerk at Supreme American Music, who turns over the "Big Six" list of AMOA hits of the week to disk jockey Jack Williams for broadcast over Station WMIE, says the following tunes were selected last week after a poll of music operators: "Sin," "Because of You," "Cold, Cold Heart," "Shrimp Boats," "Christmas Song" and "Domino," in the order named.

Gordon Willery is the new mechanic at Bush Distributing Company, replacing Harold McClarty, who resigned to take over operation of a music route. . . . Gene Lane is seeking to expand his music operation. . . . Inside the match-book cover which advertises Station WGBS and Ace-Saxon in a co-operative advertising deal is listed not only the Miami address of Ace-Saxon but also the address and phone number of its Fort Lauderdale office which serves as a base for Broward County operations of the company. Ace-Saxon does extensive advertising over WGBS.

Joe Mangone, All-Coin Amusements, is covering his three-State territory taking orders for the upcoming Gottlieb pin game, Niagara. . . . Mac McGowan, father of Eloise Mangone, has joined the All-Coin organization after moving his family here from New York.

Willie Blatt, president of AMOA, is proud of the association's new project to donate and maintain used juke boxes in needy organizations such as religious recreation centers and youth clubs. Blatt has emphasized to AMOA members, who have pledged contributions of music machines as the requests roll in, that unless they maintain and service the pieces just as scrupulously as if they were receiving compensation from a location, the value of such a gesture would be lost. Stickers will be affixed to the music boxes signifying that they have been donated by the AMOA. Blatt led off the program by turning over a used Seeburg to the Flagler-Granada Jewish Community Center.

New York

Sal Groenteman, a partner in International Amusement and active in the firm's European affiliate, Belgian Amusement, has arrived here for a stay of several months. He will spend most of his time with Abe Witsen, co-partner in International. Groenteman said he is thinking of opening a new coin arcade in Brussels.

Bill Dougherty, an exec in the export division of Telecoin, will handle the Electric Merchant, giant vender imported from Australia, capable of carrying 25 different items at as many price levels. The problem is finding suitable locations. . . . Lou Brown, head of the sister firms, Coradio and Covideo, reports a pick-up in the demand for coin radios.

Max Levine, Scientific Machines prexy, who has devoted his Brooklyn plant largely to defense work in the past year, soon may return to active coin machine production.

Paul Halstead, Welch Grape Juice vending manager, is in Miami on business. . . . Herbert Cohen has sold his juke route to Max Iskowitz, of Maxwell Music.

Nat Cohn, just appointed as exclusive distributor for a new coin-operated horse, plans to occupy his store at 631 10th Avenue next week. Meanwhile, the horse has been creating interest in a Broadway arcade where gims, such as gals in abbreviated cowboy costumes, are planned to promote play. . . . A personnel shuffle at Riteway Sales & Manufacturing Company left the outlet temporarily unmanned last week.

Barney Sugarman and his staff at Runyon Sales, were busy last week demonstrating the new 80-selection AMI phonograph to a constant stream of ops. Sugarman is mulling the idea of a full-dress showing later on. . . . Standard Factors, financiers of many juke box purchases locally, held its 19th anniversary party yesterday (7). Sam Sacks, Acme Sales president, is brushing up on his housework. His wife fell and hurt her arm last Saturday during a skating party. . . . AMOA Secretary Dorothy Volk, now Mrs. Moser, is back at work after honeymooning at Lake Placid.

Game ops and distribs, as well as a delegation of manufacturers, were getting set to attend the annual party of the Association of Amusement Machine Operators of New York, December 9 at the Gilded Cage.

NEW!
Sensational!
KEENEY'S
6-CARD-Extra Coins
HOLIDAY
5-BALL REPLAY



Brand New!

"SPECIAL" MULTIPLE
TRIPLE SCORING
FEATURE

BOOSTS NOVELTY PROFITS
TO AN ALL-TIME HIGH!

"SPECIAL"
BUTTON

"REPLAY"
BUTTON

Order FROM YOUR
KEENEY DISTRIBUTOR

J. H. Keeney & CO. INC.
3400 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

★BIGGEST MONEY-MAKER ON THE MARKET!
★BRAND NEW, FACTORY ENGINEERED FEATURES!

OLD HILLTOP

★★POWER-PACKED FOR PROFIT WITH PLAY-GETTING FEATURES FOUND ON NO OTHER GAME!

New in every detail, OLD HILLTOP combines all the famous features of Universal WINNER with new, exciting, action-getting thrillers! Animation—a horse-race in action, loaded with suspense . . . first time on any 1-ball. OLD HILLTOP is not a "conversion." All new factory parts, factory assembled, factory engineered. All new wiring color-coded to match existing circuits. Brand new 15-color back glass in beautiful, striking design.

PREAKNESS RACE: After Entry Flash button is pressed, first coin brings show, place and win Preakness entries to start position. Additional coins advance horses one or more positions. When show, place or win horse reaches finish line, corresponding play-field section becomes WILD. When all 3 sections become wild: All 7 Selections Lite; Feature Held; Foot and Saddle Score Purse Odds; All Holes on Board Become Winners.

PARLAY: When all selections are lit and Feature is held, additional coins lite letters of P-A-R-L-A-Y for extra Super Feature in addition to other Flash Entries.

Fully Percentaged!

All new features are fully adjustable for percentage. New Mercury meter for PARLAY!

QUANTITY LIMITED

Write, wire or phone today!

Animation!
Suspense!

Preakness
Race!

Super-
Feature!

Fully
Adjustable



Empire Coin MACHINE EXCHANGE
1012-14 MILWAUKEE AVE. CHICAGO 22, ILL.

General Vending Sales Corp.

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Western and Mid-western Regional Distributors

Eastern Regional Distributors

RECONDITIONED 5-BALLS

- South Pacific . . . \$ 75
- Knockout . . . 140
- Gott. Basketball . . . 95
- College Daze . . . 95
- Camel Caravan . . . 75
- Central Tower . . . 130
- Harvest Time . . . 100
- Old Faithful . . . 125
- Three Feathers . . . 75

NEW SHUFFLE GAMES

- Chicago Coin 6 Player Bowling Alley
- United DeLuxe 6 Player Shuffle Alley
- Keeney 6 Player League Bowler

WANTED! CASH OR TRADE!

- Coney Island
- AMI Model B
- Late Gottlieb 5-Balls

RECONDITIONED SHUFFLE GAMES

- Bally Shuffle Line . . . \$220
- United 6-Player . . . 290
- United 5-Player . . . 325
- United Twin Rebound . . . 215
- Keeney Double Bowler . . . 125
- Keeney League Bowler . . . 245
- Keeney Big League Bowler . . . 285
- Williams Double Header . . . 110

RECONDITIONED ARCADE EQUIPMENT

- Jack Rabbit . . . \$ 75
- Late Dale Guns . . . 80
- Chicago Coin Goatee . . . 80
- Evans Bet-a-Score . . . 95
- Exhibit Six Shooter . . . 195
- Bally Hv-Roll . . . 60

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. Phone: Buckingham 1-6466 CHICAGO 14

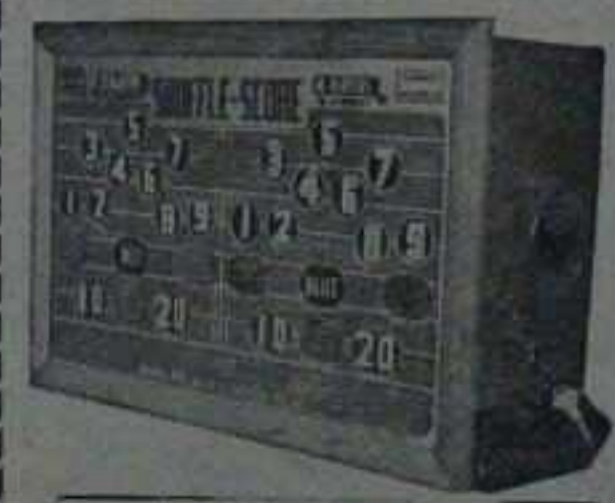
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New **TARGET RANGES** by Exhibit with Pistols and Bazooka Guns
BIG BRONCO
The Mechanical Wonder Horse. Fulllest Line of Machines Now in Stock for Prompt Delivery. Write for our FREE 14 Page, 140 Illus. Catalog.

FORMULA 77 Shuffleboard Wax
In Use Throughout the Country. Per Case (24 1-Lb. Cans) . . . \$6.00

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577 10th Ave. (at 42nd St.)
New York 18, N. Y. BRyant 9-6677

ELEC. SCOREBOARDS WALL MODEL
5c or 10c play **74⁵⁰**



- 22' New Maple Top SHUFFLE BOARDS, incl. crating . . . \$149.50
- 22' Masonite Die Stock Tops, including crating . . . 75.00

- CHICOIN GOALEE . . . \$ 74.50
- Keeney 4 Player Puck Ret. . . 349.50
- Keeney Duck Pins . . . 125.00
- Chicoin Shuffle Horseshoes . . . 239.50
- Genco Shuffle Target . . . 189.50
- KWIK Shoe Shine Mach., black and brown . . . 79.50
- Pucks, set of 8 . . . 9.50
- Two-Faced Pucks, ea. . . 1.39
- Floor, Lights, set of 4 . . . 13.00
- Fast Wax, doz. . . 4.00
- Chicoin Bowl Alley 1 w/jumbo Univ. Twin Bowlers / pins, Ea. . . 79.50

UNIV. 5-STAR KEENEY LITE-A-LINE, Ea. . . \$225.00

1/3 dep., bal. C.O.D. or sight draft.
MID STATE COMPANY
2369 Milwaukee Ave., Chicago 47, Ill.
Tel.: Dickens 2-3444

WANTED! Coney Island, Bright Spot, Bright Light

BRIGHT LIGHTS \$335.00

Clean, ready for operation
CONEY ISLAND \$435.00

Used less than two months. These are from our own operation, ready to go. One-third deposit, balance C.O.D.

BRIGHT SPOT—Write

HERMITAGE MUSIC CO.
423 Broad St. Nashville 3, Tenn.

A GOOD GIFT IDEA . . .



. . . ON PAGE 37

SEEBURG
146
147
148
HIDEAWAYS

BRAND NEW ORIGINAL BRASS SLIDES
FOR #500 ABT
COIN 50¢ EA.
CHUTES

KING PIN COUNTY FAIR SEA JOCKEYS JET GUN LEADER
GLOBE TROTTER
6-WAY BOWLER

- Milk Constellation . . . \$175.00
- Packard Manhattan . . . \$125.00
- Wurlitzer 1015 . . . 200.00
- Wurlitzer 1100 . . . 375.00

ATLAS MUSIC COMPANY
2202 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: ARmitage 6-5005

GIVE Voluntarily TO MARCH OF DIMES
JANUARY 2-31

FIGHT INFANTILE PARALYSIS
FOR PATIENT CARE RESEARCH EDUCATION

SHUFFLE GAMES

- | | | |
|----------------------------|---------------------------------|------------------------------|
| BALLY— | UNITED— | KEENEY— |
| Speed Bowler . . . \$49.50 | Twin Rebound . . . \$219.50 | League Bowler, 8' \$225.00 |
| Bowler, F.P. . . 49.50 | Twin Express . . . 149.50 | League Bowler, 9 1/2' 245.00 |
| Baseball . . . 89.50 | Shuf. Alley Express . . . 45.00 | Bowling Champ . . . 185.00 |
| | Shuffle Alley F.P. . . 29.50 | 4-Way Bowler . . . 249.50 |
| | Four Player . . . 275.00 | |
| | Shuffle Alley . . . 29.50 | |

- ROCK-OLA—**
- Shuffle Lane . . . \$30.00
- Shuffle Jungle . . . 59.50
- Shuffle World Series, '50 . . . 59.50
- W'm's D'ble Header \$109.50
- Genco Glider . . . 30.00
- Genco Shuf. Target 199.50
- Univ. Twin Bowler . . . 49.50
- Universal Super Twin Bowler . . . 99.50

PURVEYOR Shuffleboard Co.
4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

YOU'RE "HONEYMOONING" with MORE EARNINGS WHEN YOU OPERATE

NIAGARA

GOTTLIEB'S



NEW BALL TRAP
Lights "Pop" Bumpers for point scoring when balls are trapped. 4 Balls trapped awards Replay.

Fast Play!

INCREASING BUMPER VALUES
Hitting Bumpers in rotation increases their scoring values!

ROLL OVER DISPLAY BUTTON

Lights to score replays when 1 to 6 Bumper Sequence is completed.

Skill Play!

A TORRENT OF ACTION & FLASHING SPEED with 4 "POP" BUMPERS—2 FLIPPERS—2 CYCLONIC BUMPERS!

SEE YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality"

FOR BETTER BUYS

NOW DELIVERING
Exhibitor's Jet Gun, Big Bronco
United's Leader, Six Play
Bowling
Chicago Coin's Six Player
Bowling
Genco Eight Player Rebound
Gottlieb Globe Trotter
Sally's Bride Spot
Williams Spark Plug
Merchandise getting scarce—
better buy now

BETTER BUY NOW

CIGARETTE MACHINES
U-1 Keeney 9 Col. Elec. \$185.00
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... ON PAGE 37

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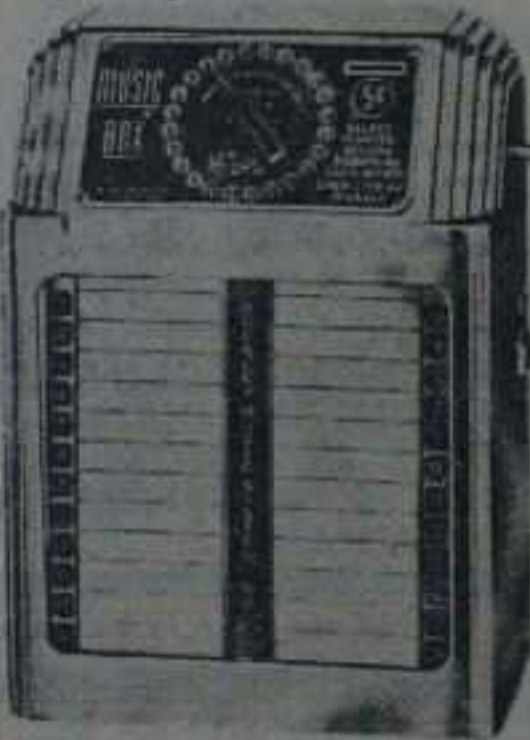
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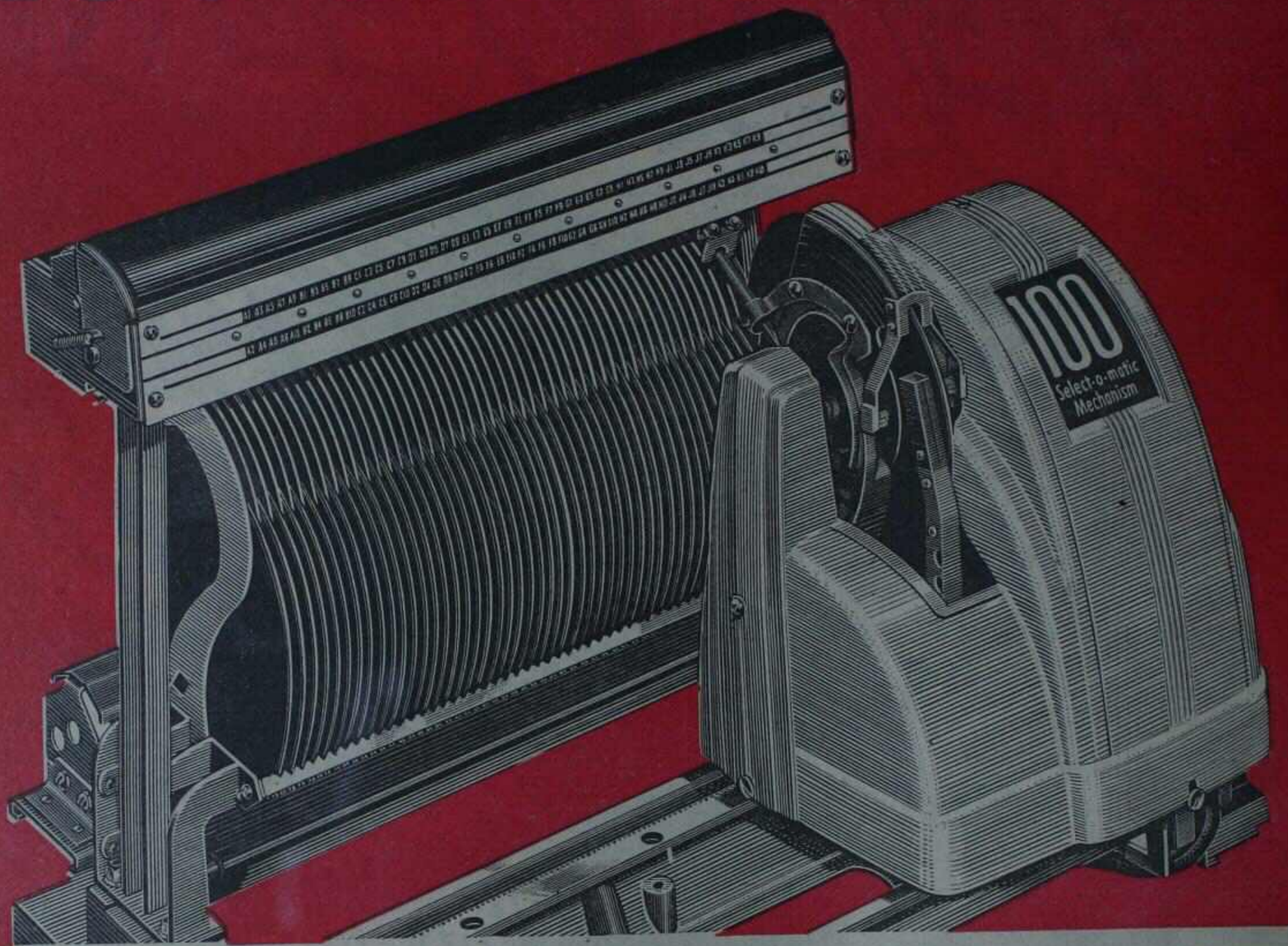
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