

The Billboard

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Big Ten Experiment Clicks; Proves Theater TV a Must

War Crisis Impact Greatest In History of Show Business

WASHINGTON, Dec. 16.—President Truman's mobilization call to the nation leaves the entire amusement industry facing perhaps the most far-reaching impact in its history.

The President's belt-tightening and mobilization decree is viewed as the final nail in the storage crate for numerous amusement ventures which were on the threshold of untold expansion, but

the new era nevertheless is certain to call on the amusement world for unprecedented play and use of its talent and energies.

Here is the way the new austerity epoch is figured to affect the entertainment world:

Fighter Bands

1. Production of radio and TV sets and transmitters will drop off at a break-neck pace as cutbacks multiply and military demands take over.
2. The freeze on TV applications is bound to stay indefinitely "for the duration," and commercial color TV will remain on ice, too.
3. The ban of amusement construction will be tightened further.
4. The manpower drain for military and vital industry will hit show business hard, but entertainment will emerge in greater demand than ever as a morale factor on both the military and civilian fronts.
5. Cash in the pockets of the nation's populace, already at an all-time record, will multiply despite

the government's plans to step up its inflation curbs. Fiscal experts here figure that, even under wage and price controls, the growth of payrolls is certain because of the vast working forces, with unemployment trickling down to nil.

6. Radio and TV will stay under voluntary controls "until events require a change to government control"; plan now is for stations to be taken off the air only in alerts.

New Info Unit

7. A centralized civilian information agency on the policy-making level is in blueprint stage, with

(Continued on page 44)

BROKER SELLS HALF MIL SHARES VIA WPIX SPOTS

NEW YORK, Dec. 16.—WPIX, Daily News TV outlet, scored something of a programming first last week when it successfully sold stocks via three participation announcements on the Monday night movie series. Walter Tellier, broker, sold over 500,000 shares of Trad TV Cabinet stock at 25 cents per share. He's now planning a regular schedule.

Tellier himself handles the commercials on the live video spots.

Albert Frank-Guenther Law Agency, New York, handles the Tellier account. Cy Lewis is account exec for WPIX.

United Para Chain Grosses Are Clincher

Games Draw Mobs Even With So-So Motion Pictures

By Sam Chase

NEW YORK, Dec. 16.—Hollywood had better accelerate its romance with TV and consummate a marriage at exhibitor level, according to an analysis of theater TV results this fall made by *The Billboard*. These findings derive from a study of the potentials of theater video based on accomplishments of United Paramount Theaters (UPT) in exclusively carrying six Big Ten football games in three houses—two in Chicago and one in Detroit.

Despite a season loss running in the middle five figures, UPT execs are sanguine about prospects for 1951. Estimates of box office figures indicate this confidence is justified, and that after UPT's pioneering groundwork, theater TV should start paying off next year.

Average gross at Chicago's Tivoli Theater was up on the average of \$1,100 per TV Saturday this year, compared with non-TV 1949. Chicago's State-Lake and Detroit's Michigan Theater both upped grosses: about \$700 each on afternoons games were carried. These figures were achieved, in many cases, despite second-rate films, as compared with comparable days in

(Continued on page 35)

Cats, Bulls, Monks Up 25%; Business Hit

NEW YORK, Dec. 16.—Since the Korean conflict recently took a turn for the worse, animal prices have jumped 25 per cent, according to Henry Treflich, major importer supplying showbiz orgs. who makes his headquarters here.

Treflich quoted the following prices: Elephants up to six feet, \$3,500; adult royal bengal tigers, \$2,500; leopards, \$600; gorillas, \$5,000; orang-utans, \$2,500; monkeys, \$25 and up; zebras, \$750 to \$1,000; a pair of giraffes, \$7,500 and ant-eaters, \$250 to \$375, depending on size.

With the international situation in its present state of flux, Treflich pointed out that all these prices are subject to rapid change. Stating his own position, he claimed that the freight charges

(Continued on page 44)

Educational Music Solid

NEW YORK, Dec. 16.—With pop standards and educational music accounting for a continuously increasing share of the income of the large publishing houses, Music Publishers' Association (MPA), the standard-educational trade association, is winning growing attention and support from its members.

The association is currently engaged on a program of the following scope: Investigation of possibilities of printing a complete catalog of all available sheet music; propagandizing the dealers not to offer music at cut rates; maintenance of a credit bureau rating dealers; searching out ways of beating the mounting cost of engraving.

MPA also is setting up repertory programs for concerts played at the national and regional meetings of the Music Educators' National Committee. Via its bulletins to dealers, it also does such missionary services as the encouragement of uniform information slips. The association informs the dealers on such subjects as stock control.

(Continued on page 10)

Record Companies In Price-Rise Rush

RCA Victor, Columbia, Capitol and Indies Follow Decca Lead on Hikes

NEW YORK, Dec. 16.—All major diskeries and a flock of the most important indies this week followed the lead of Decca Records and instituted price rises on most segments of their 78, 45 and 33 lines.

Action by Victor, Columbia and Capitol, as well as the indies, occurred rapidly, most of the firms notifying their distributors early in the week. Lesser indies, however, were still switching to the new prices today, with indications that within one week the entire disk industry would be operating at the new levels.

In general, there has been no action regarding changes in the discount structure. Diskeries are known to be considering such changes, and in the event this ma-

terializes it is felt distributors will get a better break. For the dealer, it is believed a discount change is unlikely. It is also pointed out that, whereas the diskery, the distributor and the dealer will now take in more money on records (albeit diskery and distrib may not necessarily realize more profit), the juke

(Continued on page 10)

SIZZLER COMING UP

Affiliates To Fight NBC Rate Cut Ideas

NEW YORK, Dec. 16.—Violently hostile opposition, including threats of legal action if necessary, is greeting NBC's proposal to reduce its AM network rate. The web this week asked its AM affiliates operating in TV markets to meet in New York January 10 to discuss the problem. One thing seems certain—it will be a sizzling meeting.

Criticism is being made of NBC within its own affiliate ranks and by its competitors. There is universal comment that in the light of the present international situation, and the adverse effects it could have on TV, and the favorable effects it could have on AM, NBC's move is singularly ill-timed. From the stations involved,

there is comment that NBC's move is the weakest expedient it could have used to better its competitive position.

A number of affiliates already have set in motion plans to hold

(Continued on page 3)

NAB Teams Up With Baseball

WASHINGTON, Dec. 16.—A joint committee of representatives of organized baseball and of the National Association of Broadcasters (NAB) probably will be set up in the near future to investigate the possibilities for an organized campaign to improve attendance in cities where the gate declined this year. It was learned this week by *The Billboard* that this is one of a series of moves seeking to bring broadcasters and club owners closer together.

William G. Ryan, NAB general manager, was on hand at the recently concluded St. Petersburg

(Continued on page 4)

Soup Co. Eyes Amos 'n' Andy

NEW YORK, Dec. 16.—Music Corporation of America (MCA) this week was pitching the most expensive half-hour series in TV—*Amos 'n' Andy*. Budgeted at \$407, MCA is trying to sell the show to Campbell Soups. Since the program, on film, is destined to be presented over CBS-TV because the web owns the comedians and their creations, execs in the net's sales department are squawking over the fact that they were not being given a chance to peddle the package. The only film in the series in the East is practically under lock and key at MCA offices.

Altho Rexall, which sponsors Amos and Andy on radio, theoretically hasn't dropped its option on the comics' video presentation, indications are that the drug outfit has found the show too rich for its blood. So may Campbell's. The Campbell's move into TV is long overdue, but the current accentuation of the war situation and the governmental tin restrictions already in effect may keep the canner out of the medium.

Lockhart To Do an AM-TV Scattergood

NEW YORK, Dec. 16.—Gene Lockhart this week signed to play the title role in separate radio and TV productions of *Scattergood Baines*, based on the Clarence Buddington Kelland stories in the *Saturday Evening Post*. Deal was set with Wilbur Stark, who is offering the combination for sale.

Price for both programs is about \$15,000, including a 10-piece orchestra and original music by Ben Ludlow Jr.

THE CHISEL

Hungry DJ's A Growing Headache

(Ed. Note: The payola situation among deejays specializing in Rhythm & Blues platters will be chronicled in a separate story in a subsequent issue of *The Billboard*.)

NEW YORK, Dec. 16.—Payola to disk jockeys is at an all-time peak, according to the parties who should know—the publishers and record men who do the paying. They, who must accept the onus for having started the practice, are now moaning the blues.

It must be pointed out, however, that only a minority of the nation's jockeys are on the take, albeit that minority includes some very substantial personalities.

The abuse exists in both the pop and rhythm and blues fields.

(Continued on page 11)

Billboard Backstage

By Joe Csida

A time of national crisis brings out the best, and often the worst in people. And that goes for show business people as well as the people to whom show business plays. Hysteria often takes hold, and poor judgment makes some normally nice guys seem like the verliest kind of jerks.

Scattered thru this issue are items which demonstrate this thesis, which hardly requires documentation. Irving Caesar, as a story on this page relates, gets on a radio show and pops off along lines which no one regrets more than Caesar himself. As astute a showman as Gertrude Berg does a patriotic commercial for Sanka Coffee 'see "Another Look" in the television section), which undoubtedly induced nausea in many a viewer. The National Broadcasting Company does a show commemorating the 150th anniversary of the Bill of Rights and protests charging a "Communist tone" come in to the web.

These instances point up the great need for one important element which must be brought into play in all show business planning these days. Show people must think before they act. A couple of careless phrases, a thoughtless passage in a script, can put a producer or a performer's career in jeopardy. Anything which may in any way be interpreted as giving the slightest comfort to the enemy has no place in show business's efforts these days, whether such comfort is dispensed thru flabby-minded thinking or intentionally.

Berle and Arnold

A couple of weeks ago we wrote a piece rapping Milton Berle for his inconsiderate handling of Carmen Miranda and other performers. We're told, though we didn't catch the Tuesday (12) show ourselves, that Berle treated folk singer Eddy Arnold, guesting for Texaco, as fine as any performer was ever treated. Since we didn't catch the show we can't do "another look" on it, but the source of our information is thoroughly reliable so we want to take a low bow in Berle's direction. We're sure it won't hurt the show a bit, and will actually do Berle a lot of good in practical ways, as well as increase the affection of other talent for him.

BOOM OR BUST

Showbiz Has Ups & Downs In Milwaukee

MILWAUKEE, Dec. 16.—Showbiz here is an up and down affair lately. A month ago the town was rich with activity and everyone was wearing smiles. Boom then was directly the result of sellout attractions at the new arena and potent legit plays working to s.r.o. signs. Between *Roller Skating Vanities of 1951*, *Kiss Me, Kate*, prein Sonja Henie ice show, *Mickey Katz's Borschtspades* and the Roy Rogers show, close to \$400,000 went thru the ticket sellers' cages in November. Influx of showgoers from near-by towns and local customers jammed the after- (Continued on page 35)

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WAYFARIN' IVES SINGS OF G.I.'S

NEW YORK, Dec. 16.— Folk singer Burlie Ives, just back from a 30,000-mile tour of army bases and hospitals, stated that some of the camps he visited had not seen any professional entertainers since the end of World War II.

In a press conference at the Lotus Club, Ives said that during his three-and-a-half-week tour for the military air transport service, he played an average of six shows a day, before groups as small as 12 in army hospitals and as large as 3,000 in large recreation centers.

" Servicemen," he said, "like their entertainment on the informal side."

Ives visited the Azores, Africa, Greece and Newfoundland and Nova Scotia.

Washington Once-Over

By Ben Atlas

WASHINGTON, Dec. 16.—As a result of President Truman's mobilization decree the entertainment industry finally may have a chance to lift itself from the sorry role of No. 1 victim of Washington's defense bottlenecks. The road ahead isn't rosy for anybody, but the latest White House edict at least clears the way for the entertainment industry to get into the defense act before its walls buckle under Washington's fast-multiplying crack-downs. Up to now the emergency controls have been striking hardest at the amusement field which, at the same time, has been denied tools for defense conversion. In the radio-TV set manufacturing industry, for instance, spokesmen who conferred with the National Production Authority (NPA) this week told of some plants cutting down to three-day weeks because Washington has been battle-necking supplies without troubling to negotiate military contracts. In closed-door talks the NPA got the brow-lifting news that workers are shifting from electronics factories to jobs elsewhere at a rate that could wipe out half the working force in this industry by next spring. If this happens the industry will be without skilled manpower to meet military demands for vital electronic parts. The story is the same in most other areas of the entertainment world. This situation hasn't been helping either the national defense or the civilian economy. One industrialist commented ruefully, "The guys chiefly reaping benefits, I guess, are the gray-market lads hoarding vital materials."

Wilson May Help

Nobody here figures that the President's latest mobilization order will perform the miracle of snipping all the Potomac red tape. Some of the tape, however, is sure to be unsnarled by the new centralized agency to be set up by Charles E. Wilson, General Electric Company president. An immediate need will probably be some such-needed stabilization in agencies such as NPA where there is a veritable bureaucracy can't be blamed if he no longer feels at home unless carpenters are hammering the floors under him in the dizziest spree of scene-shifting this side of Hollywood.

The NPA team that's administering the crack-down on amusement construction, for example, landed recently in hastily-improvised headquarters in an ancient office building around the corner from the capital's skid row. With walls going up and down daily, and filing-cabinets screeching past like Times Square traffic, the staff has been conscientiously but gloomily trying to cope with a flood of requests for clarification of the crack-down order which has more than the normal quota of legal double-talk. To a newsman who submitted a query so simple that even the carpenter might have given the reply, one NPA-er said plaintively, "I can't answer that because I've only been here two days. But maybe Mr. so and so can answer it; he's been here a week."

Humble Hume

Collectors are tossing some fancy bids on music critic Paul Hume, of The Washington Post, for President Truman's letter threatening to beat up the critic for saying Margaret's voice was flat. Highest offer so far is \$1,500. Awowedly dismayed by the global ruckus over Truman's bottempered prose, Hume says he's not sure he'll sell. "I don't want to stir the waters, especially in these critical times."

Exact text of the hand-written letter is more splenetic than reported versions in the newspapers. Hume, a modest and able craftsman, is still recovering from his embarrassed surprise at the President's reaction. "I've always tried to write about Margaret Truman as I would about any other professional singer, and, if anything, I've been respectful. Why, I was much more severe on Jeannette McDonald than on Miss Truman."

Brass Meets Brass

Industry bigwigs on the Broadcast Advisory Council interviewed more top-level federal officials in two days here this week than most Washington newsmen are able to cover in months. Led by President Justin Miller, of the National Association of Broadcasters (NAB), the group stuck intrepidly to a schedule that took them to President Truman, Secretary of State Dean Acheson, Defense Secretary George Marshall, Commerce Secretary Charles Sawyer, and other chosen nabobs almost as important. A high point of the "gold coast" tour came at the Pentagon. In that bastion, which has more cash than practically all the other government agencies combined, the visiting group went to lunch with a glittering corps of brass. The visitors laughingly paid the check.

Macy's Tells Gimbel's

One of the politest audiences that ever gathered around a TV set in Washington was the one (Continued on page 42)

LIFE WITH BARRY GRAY

Caesar Buries Caesar's Effort To Plug Tune in Big Red Debate

That eminent authority on everything, Barry Gray, ran into an even more eminent authority on his Thursday night-Friday morning (7-8) WMCA broadcast when Irving Caesar stepped to Gray's Chandler's Restaurant mike. The result was a donnybrook, the like of which rarely is imposed on listeners, even listeners to early morning deejay stanzas.

In all fairness, it must be reported that Gray contributed little to the shambles; actually did his best to keep the conversation on a reasonably calm and judicious level, the hardly successfully. Gray actually is a much more mature, sensible commentator than when he last worked these parts.

Caesar, who had come to Chandler's in the first place so that his companion, songwriter Bea Walker could meet Gray and to sing the praises of his tune, *I'll Never Forget You*, wound up burying Caesar. At least the songwriter-publisher buried himself to the extent that *New York Journal American* columnist Frank Conniff wrote a piece blasting him for "giving aid and comfort to the enemy."

From Bad to Ugh!

Discussing the effectiveness of the United Nations, and the question of whether all-out war is the only answer to meeting the threat

Fitzpatrick Ends Testimony in Richards Case

DETROIT, Dec. 16.—Testimony of Leo J. Fitzpatrick, former WJR manager, highlighted the G. A. Richards hearing this week. He appeared evenly balanced and argued against his old boss.

Fitzpatrick had furnished a file of correspondence with Richards, under threat of subpoena, to the FCC in 1948. The bulk of his time on the stand was taken up with the tedious identification of and reading from selected documents in the series. The dramatic break between Fitzpatrick and Richards came after Richards developed a phobia against him, the former said, attributing it to the other's poor health. Fitzpatrick's oral testimony indicated that vivid expressions of personal nature in Richards' memos to him were opinion and not instructions. However, a substantial number of potentially damaging excerpts from them were read into the record by FCC counsel.

Countering this, counsel for Richards sought to examine some 900 of these letters over the weekend, and there was a bitter clash of counsel when a few additional letters were found, apparently inadvertently retained when FCC counsel gathered up the bulk to hand over to opposing counsel, leading to a fresh charge of "suppression" of evidence.

Richards' counsel used some 78 of the memos to support their con- (Continued on page 42)

of Russia and world Communism. Caesar started with the fairly simple position that war would destroy five-sixths of the world, and that we should keep talking to Russia and Communist China in the hope of arriving at a solution other than war.

In the heat of the argument, and prodded by Gray's questioning, however, Caesar went from bad to fantastically horrible. When Gray pointed out, for example, that American G. I.'s were being killed and wounded by Chinese Communists in Korea, Caesar said: "Don't start wringing my heart about casualties. More people die every day in accidents than in any war, and I don't see people running around screaming about it."

Taking the position that the 400,000,000 Chinese Communists were just poor, ignorant, starving peasants ("they can't even read"), the only way they can learn is by singing"). Caesar defended their assault on United Nations forces, at one point and another in his orations, as follows:

Primitive Instinct

When Gray pointed out that regardless of their degree of education or the state of their stomachs, Chinese Reds were killing American G. I.'s, Caesar said, "We're there, they're not here. . . . We're attacked from the most primitive of all instincts, self-preservation. . . . if an enemy force were approaching the United States and were some 50 miles from the Rio Grande, we'd attack them. . . ."

To top all this off, Caesar later said: "I believe in the Chinese Reds with the same devotion that I believe in the American revolutionists."

In other segments of his commentary, and in answer to other Gray queries and challenges, Caesar indicated a distinct tendency to question U. S. motives at least as much as Russia's and Red China's motives. Said he, at one point: "What did the U. S. do when they sent Pershing into Mexico?" At another: "Communist leaders must wonder about our objectives when people like

Senator Nolan and Matthews make statements about 'defensive' wars," and still another: ". . . MacArthur had the temerity to go to Formosa to talk to Chiang Kai Shek, the arch enemy. . . ."

Rest of World Agrees

He also claimed that there was no more bitterness in present UN debates between the free world and the Communist bloc than there was originally between the 13 colonies making up the United States, or than presently exists be- (Continued on page 5)

LE SATCHMO

Wows 'Em On Seine; Duke, Mezz Popular

PARIS, Dec. 16.—Louis Armstrong is the king in French jazz circles, according to Albert Levi Alvares, of La Bolte a Musique, first home of the Hot Club of France and one of the main retailers of American disks here. From a mere 40 fans in 1928 when the trumpet man's first wax appeared on Odeon, his popularity has steadily grown. Records made available to French fans in recent weeks include such items as Armstrong's *Cornet Chop Suey*, a 1926 recording, and Ellington's *Pipe o'Clock Drag*, recorded in the U.S. in 1939.

Sidney Bechet, heard here in past seasons in various night spots, crowds between Louis and the Duke for top popularity, and has sold more records in recent weeks. Mezz Mezzrow, another favorite, gained more fans with the publication of his book, *Really the Blues*. Claude Luter is the only (Continued on page 10)

Hillbillies Sweep Coin Down Under; No One Knows Why

SYDNEY, Dec. 16.—Records of hillbilly songs are being bought as fast as they come on the market here. Retail stores report song albums are also avidly purchased.

The hillbilly song, of course, is American in origin, but the Australians have remoulded it to suit the Aussie taste. Result is the hillbilly has gone bush and the Texan prairies have given way to the plains, whilst the sage hen has become salt bush and the cowpuncher a boundary rider.

One country record and music album dealer said that it did not seem to matter how many of these he received from the diskeries or publishers, stock disappears overnight. Tex Morton, the first of the Aussie yodeling cowboy singers, heads the list of popular artists followed closely by Kid Mahoney, whose fan mail reaches 17,000 letters a year. These singers do not earn much money out of their records, as the share they get is apparently less than a cent a disk (one penny halfpenny Australian). At the rate quoted the singers (Continued on page 11)

Index

Burlesque	38
Carnival	51
Circus	48
Classified Ads	55
Coin Machines	81
Fairs & Expos	50
Final Curtain	43
General Outdoor	44
Honor Roll of Hits	18
Legitimate	39
Letter List	58
Magie	38
Merchandise	55
Muscle	10
Music Charts	18
Music Machines	68
Night Clubs	35
Parks and Pools	47
Pipes for Pitchmen	59
Rinks-Arenas	41
Show-Bow-Rep	41
Routes	46
Salesboards	60
TV-Radio	3
Vaudeville	35
Vending Machines	62

COMPARISON OF AM, TV NET GROSSES FOR 1949 AND 1950

NEW YORK, Dec. 16.—Following are estimated AM and TV network grosses for 1950, compared to grosses for 1949:

YEAR	NETWORK	TV	AM	TOTAL
1949	NBC	\$ 6,314,000	\$63,000,000	\$69,314,000
1950	NBC	20,800,000	61,137,000	81,937,000
1949	CBS	3,300,000	63,620,000	66,920,000
1950	CBS	12,700,000	71,000,000	83,700,000
1949	ABC	1,392,000	42,343,000	43,735,000
1950	ABC	6,500,000	36,000,000	42,500,000
1949	MBS	—	18,100,000	—
1950	MBS	—	16,000,000	—
1949	DuMont	886,000	—	—
1950	DuMont	4,500,000	—	—

Reps Pitch To Keep Petry in NARSR

20-Million-Year Member Withdraws 8G Dues; Move May Be Economy Measure

NEW YORK, Dec. 16.—Strong efforts to induce Ed Petry to remain a member of the National Association of Radio Station Representatives (NARSR) are under way, it was learned this week. Petry is being made by other reps, both officially and unofficially.

Petry declared recently that he had not resigned, but just wasn't paying his dues beyond this year. Officially, that means he's still in NARSR. Petry is the association's biggest dues payer, reportedly having paid \$8,000 for 1950. It is understood that included in the representations being made to him is a revision of the dues structure so as to cut down his tab.

General Economy?

Authoritative trade reports are that Petry's departure from NARSR—he had previously resigned as an associate member of the National Association of Broadcasters (NAB)—is part of general economy measures he has been taking recently. He also has closed his Atlanta office, and it was reported this week that he is also cutting his staff.

Petry is and has been for years the largest grossing station rep in the industry, his gross billing exceeding, it is said, \$20,000,000 annually. This year, however, the office lost some of its TV stations as the result of legal involvements between Petry and his partner, Henry Christal. Another factor bearing on the situation has been the ascendancy of CBS to the No. 1 AM network position. Many of the Petry stations are NBC affiliates, and the loss of dominance has required additional sales effort and sales cost.

NARSR elected new officers this week, Robert Meeker, Meeker Associates, being named president; M. Everett, of Everett-McKinney, vice-president; Eugene Katz, Katz Agency, secretary; Joseph Timlin, Branham Company, treasurer, and Tom Flanagan—now on sick leave—continuing as managing director. Outgoing President Lew Avery, of Avery-Knodel, was named a director for one year; Joe Week, Week & Company, remaining in office for one more year, and Russell Woodward, of Free & Peters, being elected for a three-year directorate.

TV NETWORKS' \$44 MILLION FOR 1950; AM TAKE SAGS

Video Take Up Almost 400%; CBS Paces in AM, NBC in TV

NEW YORK, Dec. 16.—The four television networks will total an estimated \$44,500,000 in gross billings—before any agency or frequency discounts—in 1950, according to authoritative trade approximations. That compares to the \$11,900,000 raked up in 1949—or a gain of almost 400 per cent.

This skyrocketing increase in video grosses is probably the most dramatic testimony of the industry's growth this year. Even it, however, tells only part of the story. The other part is the ter-

rific business now being enjoyed by the great majority of TV stations throughout the country. Whereas almost all of them ran in the red in 1949, just the opposite is true this year, even with part time TV operations, the TV stations in in-

stance after instance are outgrossing their parent AM stations.

NBC-TV leads the web parade, as it did last year, and will wind up with an estimated \$20,800,000 for the year—more than 300 per cent ahead of its 1949 gross, which ran around \$6,314,000. CBS-TV similarly shows enormous gains, closing this year with a figure given at \$12,700,000—almost 400 per cent over last year.

ABC-TV and DuMont likewise chafed up high-powered gains. ABC's take is up around 500 per cent, going to \$6,500,000 this year, compared to \$1,392,000 for 1949. DuMont's 1950 gross is given at \$4,500,000—with its 1949 gross somewhat under \$1,000,000.

On the AM front, CBS is the No. 1 grossing web for 1950, and will close out the year with an estimated \$71,000,000, up sharply from the \$63,620,000 total estimated for last year. All the other chains are down in AM. NBC is estimated for \$61,137,000 for this year (\$63,000,000 in '49); ABC will do around \$36,000,000, down from '49's \$42,343,000 and Mutual \$16,000,000, against \$18,100,000.

See New Code Upping Costs Of Air Spots

NEW YORK, Dec. 16.—Evidence this week was piling up that transcribed spots and jingles would cost agencies and their clients at least 33½ more shortly. Among the c.t. library services, however, the feeling is that prices must be held to the current level. The new contract signed by the transcription industry with the American Federation of Radio Artists (AFRA), is responsible, the trade claims, for the hike.

Harry S. Goodman, spot producer, stated this week that prices would have to move upward because of the new rates. He pointed out that, whereas announcers formerly received \$7.20 an hour plus \$7.90 for an hour's rehearsal, they now will receive \$15 plus \$8.75 for the same amount of work. New agreement also provided repayment to the talent after every 13 weeks of use, instead of 26 weeks.

It was his belief that many agencies might dust off old spots for use, thereby only paying old rates to announcers. Other firms which make spots say that they will have to use less people on (Continued on page 6)

Jessel Eyes AM Turntable

NEW YORK, Dec. 16.—George Jessel is the newest name to become available for a disk jockey show. The veteran comic and producer wants to do a daytime stanza, which would be larded with anecdotes about his own experiences and contacts with showbiz notables.

Don Davis, Coast agent, is in town peddling the show. Video is out for Jessel, other than occasional guest shots, under a dictum handed down by Darryl Zanuck, Jessel's boss at 20th Century-Fox.

Big Jon Special

NEW YORK, Dec. 16.—Big Jon Arthur, who does a Saturday kid show for ABC out of Cincinnati, this week pacted a deal with the web for a new stanza to air across the board. The Big Jon and Sparky show will be given the 5 to 5:30 p.m. slot five days weekly on the web, starting January 8. The original Saturday Big Jon show will continue.

PALEY BOUND FOR WASH.?

NEW YORK, Dec. 16.—Rumors this week were circulating that William S. Paley, chairman of the board of CBS, would move to Washington as one of Stuart S. Symington's top level assistants. Symington heads the National Security Resources Board.

The relationship between Symington and Paley was further cemented when CBS last week aired a new program titled Jim Symington Sings in the Saturday 5:15-5:30 p.m. slot. The show stars the son of the Washington bigwig.

WHOOOPS---PARDON THE MISTAKE!

CBS Pulls Two TV Bloopers; Wrong Sponsor Plugs Aired

NEW YORK, Dec. 16.—For the second time in a month, CBS-TV has pulled a boner which has resulted in the televising of the wrong film commercial. The latest rock occurred on Ralph Edwards's *Truth or Consequences* Thursday (14) when the following week's special Christmas film was shown instead of the scheduled plug.

The upshot is that on cable cities next week, last week's film will have to be televised minus integrated Christmas greetings which will have to be inserted live instead. On kite cities, however, the Christmas film will be viewed by audiences Thursday (21) without the foul-up.

The first mishap occurred several weeks ago when the Stoppette film commercial was inserted in

Arriid's *Sing It Again* Saturday evening program. Since the firms are strong competitors with the former plugging a spray deodorant as contrasted to Arriid's cream deodorant, the mistake was of gigantic proportions.

• Continued from page 1

Affiliates Gird To Battle NBC On Move To Reduce AM Rates

meetings among themselves prior to the joint NBC-affiliate sessions start next month. Among other items on the agenda at the stations' get-together will be examination of the network's legal rights, under affiliation contracts, in connection with rate structures.

Foresee Depression

Some affiliates also point out that NBC's action is serving to depress the AM market. With NBC itself seeking a rate cut, no sponsor is going to commit himself for AM time on NBC until the issue is settled—even NBC admits that. This conceivably could even go so far as to react in favor of NBC competitors.

The stations also say that since the excess profits tax is inevitable, NBC should have waited until the shape and form of the tax measure is settled by Congress. Advertising circles believe that history will repeat itself by making increased ad budgets available. This, obviously, will increase the value of network time, they say.

Another gun being leveled at NBC is loaded with the claim that the network has not made a gen-

eral rate increase in nine years and is selling radio at 1941 prices compared to 1950 circulation. What NBC has to do, the affiliates assert, is to compensate for its program losses both via programs and stronger selling. The web, they declare, cut rates on Sunday afternoon some months ago, but this reduction has shown no sales results. Adding another rate slash, it's claimed, would just be compounding the felony.

Hits Where It Hurts

What's got the stations steamed up more than anything else is their belief that NBC may hurt its own affiliates in both the national spot and local business fields. These are holding up through the country—and spot radio is winding up its biggest year in history—the affiliates point out. By proclaiming, via a rate cut, that nighttime radio is worth less than in the past, the affiliates feel, NBC will be hitting the stations right in the bank roll.

Affiliate spokesmen also point out that it is a virtual certainty that TV will level off in the near future, both insofar as the number of stations is concerned and as to

set circulation. Against this are factors such as radio's persistent gains for nine years, coupled with increased use of radio. In addition, in a period of tension, radio listening traditionally will make appreciable gains.

Nevertheless, NBC's efforts cannot be written off, even in the face of strong arguments and cohesive affiliate action. Some anti-rate-cut stations offer the opinion that "NBC politticked around before it made this pitch," and thereby got together a nucleus of stations agreeing with the web's stance. It is also believed that NBC may offer its affiliates the alternative of a rate cut for a reduction in network programming. A move in the latter direction, it is argued, would reduce the salability of affiliate nighttime availabilities to national or local accounts.

Nevertheless, the pressure against NBC is mounting, and it is conceivable that some affiliates may get together in a move to force NBC to abandon its proposed meeting entirely, or postpone it until better judgment of the 1951 picture can be made.

Hecht To Pen Video Series

NEW YORK, Dec. 16.—First major screen writer to commit himself to do a regular video series is Ben Hecht, who this week signed to do a package for Ted Ashley. Hecht, one of Hollywood's top paid screenwriters, will script a half-hour weekly drama series, pegged between \$15,000 and \$20,000 in price. The stories will be originals.

Ashley is currently working on lining up a male lead and a director. Among candidates for the lead are Doug Fairbanks Jr., Franchot Tone and Jose Ferrer. Directing possibilities include Burgess Meredith and Richard Whorf.

B'dcasting To Help New U. S. Info Unit

WASHINGTON, Dec. 16.—The White House is contemplating creation of a centralized civilian agency in which radio and TV will be given major roles. The new agency, as currently envisaged by President Truman and his top advisors, will not represent a revival

of the old Office of War Information (OWI). The new set-up, instead of performing the actual news service functions of the old OWI, will operate strictly on a policy-making level, if current plans are carried out.

President Truman has evinced personal interest in creation of the new agency, it was learned, and some of his aids took up detailed discussion of it this week with the Broadcast Advisory Council (BAC) headed by President Justin Miller, of the National Association of Broadcasters (NAB). The BAC, representing all segments of the radio-TV industry, including manufacturers as well as broadcasters, was assured that the industry will be given top responsibility in shaping of plans.

Miller told *The Billboard* that the BAC will meet early next month to formulate further plans. The council spent two days here this week in a schedule of conferences with Mr. Truman, Secretary of State Dean Acheson, Defense Secretary George C. Marshall, Commerce Secretary Charles Sawyer and others, including William H. Harrison, administrator of the National Production Authority (NPA). The BAC plans a return (Continued on page 6)

Furness TV'er To Silver Co.

NEW YORK, Dec. 16.—International Silver this week bought the Betty Furness show, *Success Story*, for a two-a-week 15-minute schedule on WJZ-TV. Stanza is a Lester Lewis package. The deal, set thru Young & Rubicam, envisions possible expansion on the ABC web when the network begins regular daytime operations.

Program has Miss Furness interview people who have become successful in their fields and probe for the reasons they were able to make the grade. Sale was made on the basis of an audition show November 29. Guest that shot was Mary Benjamin, professional autograph collector.

No network time has been set but ABC-TV is said to be in the lead, time ticketed for 2:15 p.m.

Truck Assn. Eyes 'Air Forum' for AM

NEW YORK, Dec. 16.—The radio version of *American Forum of the Air*, veteran Ted Granik stanza, probably will be picked up early next January by the American Trucking Association, Inc. Show airs on NBC at 2:30 p.m. Sundays.

The AM stanza is a delayed broadcast of the TV show's audio portion. Biow is the agency.

TVA Code Ups Costs of Live Shows; Sponsors Plan To Sub Filmed Plugs

Agencies Recommend Switch To Combat New Bally Rates; Vocalists Also Hit

NEW YORK, Dec. 16.—A heavy proportion of video sponsors this week were weighing recommendations from their agencies that they switch as soon as practicable from live to film commercials. This is only one of the many outgrowths of the new Television Authority (TVA) pact. A number of other expected ramifications have not yet been set due to the confusion which now exists over interpretation of the code.

A group of top agency execs, queried this week by *The Billboard*, frankly admitted being perplexed, one stating that he had spent 75 per cent of his time this week seeking clarification.

Several things were beginning to shape up, however: the bigger shows will not make any drastic changes to cut costs, but the smaller and medium shows will. The question of who eats the extra costs is being resolved by individual negotiation among the packagers, networks and agencies. There is much talk about possible cancellations or of potential sponsors being scared off, but no con-

crete evidence exists that any such move is under way.

Programs aired during the past week are causing furrowed brows, inasmuch as several agencies still don't know how much certain talent is supposed to be paid. Conferences with TVA execs have not clarified numerous points, and additional discussions are expected to go on for some time until the disputed items are straightened out.

Cost of Plugs

On the cost of presenting commercials, the agency men are the most vehement. One stated flatly that "TVA is forcing its talent out of work and pushing the film boys in." Some execs say they

are even considering filming entire shows which hitherto have been presented live. Film plugs, it is noted, could be repeated at will. Filmed shows could get time bought on a spot basis, permitting improvements in many cases.

The ease for filmed plugs is based on both cost and rehearsal time. *The Screen Actors' Guild* (Continued on page 18)

AFRA Strike Bid Settled on Coast

SAN FRANCISCO, Dec. 16.—With an American Federation of Radio Artists strike about to be called Wednesday (13) at two Don Lee stations—KFRG, San Francisco, and KHJ, Los Angeles—the broadcaster settled at the last minute.

The AFRA deal with the stations gives announcers there the same rates as the other networks are paying under the new union contract. The scale calls for \$115 weekly, a hike of \$29 in Los Angeles and a \$31 raise in Frisco.

ROSE HUNTING TV BUILDING

NEW YORK, Dec. 16.—Billy Rose this week was negotiating to buy a building on East 88 Street near Park Avenue to house his TV activities. Rose is understood to be considering development of new TV properties, and all would be gathered under one roof.

Jed Harris, who supervises the Rose video enterprises, probably will reside in the building.

Det. Movie House To Test All-Night Grind To Beat TV

DETROIT, Dec. 16.—All-night movies as the answer to television competition are being tried out starting Thursday (7) by the 3,400-seat Broadway-Capitol Theater. Saul Korman, local circuit owner, just took over the house and is approaching his first big theater operation with an open mind for experimental policies, including stage shows, starting off with 24-hour operation—the first time a house of this size has ever tried it.

According to Korman's reasoning, patrons who want to catch an evening video show can still do so and then get to the theater later in the evening and see a full picture show. If the idea clicks, it should provide an answer to the movie exhibitors who have bewailed the effect of strong programming on early evening shows.

Skiatron Pulls Big Mail, Sees Bright Future

NEW YORK, Dec. 16.—On the basis of mail response to the Skiatron Subscriptions Service test patterns currently telecast over WOR-TV here, Skiatron Prexy Arthur Levey estimates he could line up at least 100,000 subscribers in the New York area within 30 days, subject, of course, to Federal Communications Commission (FCC) approval of his system.

For the past month Skiatron has been testing after sign-off time on WOR-TV, via closed circuit, with only a scrambled signal visible to regular viewers. However, Levey has supplemented this signal with a detailed audio explanation of how his system operates. As a result, he reports receiving about 500 letters a day from potential subscribers.

These letters form the nucleus of a valuable ready-made subscription list, and also provide a useful sales wedge for Levey's plan of telecasting sports event via the pay-as-you-view system. According to Levey, many WOR viewers have expressed willingness to pay up to \$2 to view a major sports event or a Metopera performance. Altho Levey has not approached (Continued on page 6)

It's a Stand-Off Twixt ASCAP & TV on the "Per-Program" Issue

Licensees Face Three Choices; May Go To Court After Chi Meeting January 18

By Paul Ackerman

NEW YORK, Dec. 16.—Protracted negotiations between the American Society of Composers, Authors and Publishers (ASCAP) and the committee representing television broadcasters reached at least a partial—but possibly very serious—stalemate late this week

when efforts to arrive at a per-program licensing agreement failed.

ASCAP said Friday (15) that within a few days interim licensees would be sent a per-program licensing form drawn up by the Society. Simultaneously, licensees would receive the standard blanket license form. As specified in the interim agreement, the individual telecaster would then have 30 days to decide whether to accept or reject either or both license forms. Various other courses are open to the telecasters, including recourse to the courts. The latter possibility is provided for in the amended version of the consent decree, which specifies that the music user may request that a reasonable fee be determined by the United States District Court for the Southern District of New York.

ASCAP's Problem

The last extension granted interim licensees expired December 15, the total period of the per-program negotiations covering approximately 18 months. ASCAP, therefore, now finds itself faced with the following ironic situation:

The blanket license, negotiated prior to the inception of per-program

conferences, has thus far been signed by the networks, their owned-and-operated stations, and by "several independents." The remaining stations of the 100-odd TV outlets are unlicensed. These latter had been operating under interim agreements, waiting for a conclusion of the per-program negotiations. (Continued on page 10)

Snader Preps N. Y. Branch For TV Films

HOLLYWOOD, Dec. 16.—New York, which has been grabbing Hollywood's talent for live TV productions, will now be cutting in on some of the movietown's film activity. Lou Snader (Telescriptions) will set up a production wing in New York and expects the Eastern operation to equal the number of TV films made here, once the New York unit gets rolling. Snader leaves here immediately after the first of the year and expects to have his Eastern studios set up by February.

Earlier this week, Snader set up a sales and distribution company to handle his product, firm to be known as Snader Telescription Sales. New company, formed in conjunction with Reuben Kaufman, will absorb the \$1,000,000 guarantee distrib deal made between Chicago's Kaufman & Associates, Inc., and Snader. Kaufman was elected prexy of the sales firm. Board chairman will be Maxwell Abbell, prexy of the Abbell Hotel chain. Snader will be a board member. Sales offices have been set up in Hollywood, New York and Chicago, with branches to be opened in Dallas and Atlanta. Chicago will serve as headquarters for the sales firm.

Ft. Industry Signs Pact With AFRA

MIAMI, Dec. 16.—The Fort Industry Company, long a hold-out against unionization of announcers at its broadcasting properties, this week concluded a deal with the American Federation of Radio Artists (AFRA).

Two years ago, on the eve of negotiations at WGBS here with the Miami local of AFRA, Fort fired Paul Kingley and William Murphy, both top execs in the union. AFRA charged the company with unfair labor practices. In August, 1950, A. Bruce Hunt, regional trial examiner of the National Labor Relations Board (NLRB), ruled for the union.

Other Stations

New Fort has agreed to pay both employees \$5,000 and will sign contracts with AFRA covering announcers and continuity writers at WGBS. The decision opens to unionization in addition, WJBK, Detroit; WAGA, Atlanta; WSPD, Toledo; WWSA, Wheeling, W. Va.; WLOK, Lima, O., and Fort's newest radio station, WSAI, Cincinnati. The deal was negotiated by Ed Schlesinger, AFRA national representative, and John B. Poole, Fort counsel.

Radio Offers Plan To Aid Baseball BO

Continued from page 1

Fla., baseball meetings and is credited in trade circles with doing a top job relations job for the broadcasters. Altho the radio-TV issue was overshadowed by the controversy about Baseball Commissioner Happy Chandler, groundwork was laid for further agreements in meetings skedded for February.

Ryan is considered to have convinced most club owners that broadcasts were not a major factor in 1950 attendance drops. He noted that since 1934 the number of radio stations on the air and

the number of radio receivers in homes has quadrupled; similarly, the combined major-minor league takes in the same period also has quadrupled. The connection between these figures is believed obvious and real by the diamond magnates.

Research Planned

Another sphere of probable collaboration is that of research. The club owners agree that their past efforts in this field have been, at best, sketchy and haphazard, and certainly inadequate. It is deemed likely that broadcasters, with their vast research background, can aid in locating basic factors causing gate declines and in seeking their solutions.

However, all is not yet sweetness and love between the two groups. Minor league officials, especially, are still vehement about reconstructed broadcasts of major league games in their territories, altho they object less strenuously to live pick-ups. The NAB specifically, and broadcasters affected individually, are known to be ready to defend the unrestricted right to broadcast.

It is hoped that the February sessions will clear up remaining disputes in this area. However, with the Department of Justice (Continued on page 6)

10-Month TV Sales At 5,661,000 Sets

WASHINGTON, Dec. 16.—Television manufacturers shipped 5,661,000 TV sets to dealers in 36 States and the District of Columbia during the first 10 months of 1950, the Radio-Television Manufacturers Association (RTMA) reported.

RTMA's estimates represent shipments by non-members as well as association members.

Sales to dealers in October are estimated at 781,000 compared with 928,000 sets shipped in the preceding month.

Burrows Drafting New TV Program

NEW YORK, Dec. 16.—Abe Burrows this week was blueprinting a new daytime TV half-hour series to star Glenda Farrell and Vivienne Segal on CBS-TV. Burrows, who last year had his own comedy show on the web, has moved up into the production ranks at CBS-TV.

The success of his co-scripting of *Guy and Dolls*, the Broadway legit musical, has projected Burrows into the top creative ranks at CBS-TV. His days as a comedian are obviously ended, but he will continue as a participant in panel shows.

CBS WILL NOT OPOSE RCA BID

WASHINGTON, Dec. 16.—An indication came from CBS this week that it will not oppose any new RCA petition to reopen hearings on commercial color TV.

CBS prexy, Frank Stanton, issued a non-committal statement on RCA's improved tricolor tube after he and research director, Peter C. Goldmark, and other key CBS officials witnessed a special demonstration of the tube at the NBC studios here yesterday (15).

Fairbanks To Shoot 2 Segs For Campbell

HOLLYWOOD, Dec. 16.—Jerry Fairbanks next week will lens two pilot versions of Campbell's *Club 15* and one of the soup maker's *Double or Nothing* seg. *Club 15* will be filmed both as a 30-minute and a quarter-hour show. *Double or Nothing* will retain its 30-minute running time. Russ Johnson, Ward Wheelock AM-TV veepee, also is calling for a simultaneous tape version of the *Club 15* shows. Sponsor is considering possible simultaneous TV-AM airing of show, radio broadcasting the tape version, with TV carrying the same sound plus the pix. If plan goes thru, taped versions would be delayed so as to hit TV markets at the same time as the TV film.

Pilot reel talent on *Club 15* includes Dorothy Shay, Frank Fontaine, Kay Starr, plus regulars Modernaires and Bob Crosby. Three pilot reels will be directed by Carroll Carroll, Ace Ochs, Harry Spears and Frank Woodruff, with Johnson supervising. Films will be shot at the El Capitan Theater. Both *Club 15* and *Double or Nothing* have strong chance of going to TV via film, according to present agency thinking.

TVA Objects to Marty Gosch Contract for "College Bowl"

NEW YORK, Dec. 16.—Indications were this week that Television Authority (TVA) will not approve the new contract devised by Martin Gosch Productions and signed by several of the acts on his current TV package, *College Bowl*.

The deal is patterned after similar pacts between film companies and their players which guarantee the thesp's a minimum weekly salary but which enables the movie firms to collect their hirelings' entire outside earnings. Gosch is said to guarantee his contractees 44 weeks' work yearly, with their salary reputed to start at \$125 per week, but he only collects 50 per cent of the take of their outside assignments.

The matter has been given over to its legal advisers by TVA. Altho no final decision has been made, it is known that the Eastern unions frown on any pact which gives the employer of talent the right to profit on work done outside the scope of their main entertainment activity.

Gosch says that since this practice is already in force in the film business, the Eastern unions would, in effect, be discriminating against him if they ruled adversely, since movie contract players might conceivably be loaned to TV film producers for video films.

Opinion at TVA is that this type of contract only has validity in the film business because of the special nature of the medium. While the film contract permits such a

deal at a minimum of \$120 weekly, if the actor is 30 years or under, the practice is to pay talent a much higher weekly rate, because only if they are names can they mean enough to be hired on a loan-out basis.

CBS Recaptures 2 Midwest Outlets

NEW YORK, Dec. 16.—CBS this week recaptured two of its former affiliates from ABC. Beginning June 15, 1951, KRNT, Des Moines, and WNAX, Yankton, S. D., both owned by the Cowles interests, will rejoin CBS.

The major prize in this station affiliation shift of 5,000 watters is the Yankton outlet, which is situated so that it covers seven States. Neither Des Moines area nor the Yankton area has TV stations. Both of the new affiliates left CBS some years ago to join ABC.

New Show Packaged For Shirley Temple

HOLLYWOOD, Dec. 16.—Shirley Temple is joining the list of film names wanting to get into radio. The one-time child star is being offered as the lead in a new daytime situation comedy. Package is ticketed at \$5,000-per show. Don Davis handles.

SHORT SCANNINGS

Brief but important video news

ANTA Ball Pitch

The American National Theater and Academy (ANTA) last week, thru the Roosevelt-Jones package outfit, was pitching the ANTA ball on New Year's Eve at prospective sponsors or a reputed 100G figure for the two-hour show. Two networks, DuMont and CBS-TV, have shown an interest and on their own are peddling it to agencies.

Ride 'Em, Cowboy

A weekly half hour film show, titled "Steve Donovan, Western Ranger," has been set by Jack Chertok's Apex Film Company, with General Artists Corporation (GAC) to handle sales and distribution. GAC also handles Chertok's "Lone Ranger." Stanza will be offered shortly and is likely to be particularly sought after by outlets which were shut out on "Lone Ranger." Douglas Kennedy has been set in the lead role.

Chevy Dons Gloves

The Chevrolet Dealers' Association of New York, New Jersey and Connecticut last week signed to sponsor the Golden Gloves boxing series over WPIX, New York, for the third consecutive season. The 14 telecasts will be aired from Madison Square Garden, beginning January 12 thru March 19 of next year. Sportscaster Jimmy Powers will handle the commentary, with Jack McCarthy on the commercials and Jack Murphy as director. Campbell-Ewald is the Chevrolet Dealers' agency.

McCluskey Hospitalized

William McCluskey, director of sales for WLW-T, Cincinnati, entered Good Samaritan Hospital, that city, Thursday (14) for a rest and physical check-up. He is expected to be there about a month.

"Penthouse" To Move

Best Foods' "Penthouse Party" video show will move to the 8:30 p.m. Friday slot on ABC-TV, effective January 5. The show now airs at 10 p.m. the same night. The move is made possible by the conclusion of Sun Oil's "Football Highlights" show, which winds up its run in the earlier time period.

WCBS-TV Sells 2

WCBS-TV last week wrapped up two time sales. Bosco Milk Amplifier purchased half of "Ship Ahoy," the hour kids series scheduled to go on 11:15-12:15 a.m., December 24. Robert W. Orr is the agency. MacMillan Publishing has bought "Let's Live," a 15-minute show featuring Bill Leonard, which tells televisioners how to spend their leisure time. Show begins the same date, probably in the 12:45-1 p.m. slot.

"Curly Kayoe" TV

Packager Wilbur Stark this week acquired TV rights to the comic strip, "Curly Kayoe." Scripts for 15-minute versions of the show are in preparation. No casting has been done yet.

Queen's Back to Back

Kaiser-Frazer dealers this week renewed "Elly Queen" on the DuMont TV web. The series, which bowed October 19, had jumped to second place in video-dex ratings among whodunits. Agency is William Weintraub.

Esquire Boots Show

Esquire Boot Polish last week dropped "Hold That Camera" on the DuMont web after its Friday (15) 8:30-9 p.m. telecast. The client however, has started dickering with CBS-TV to buy half of Songs For Se, the hour amateur songwriting package now on the web's radio facilities.

Spot Announcements

Pat Weaver, NBC-TV head, ailing last week. . . Ansonia has started sponsorship of the "Jack Eigen Show" on WABD, New York. . . As of December 1, WLW-T, Cincinnati, had 223 advertisers, an increase of 130 per cent over last year. . . Paul White appointed vicepres in charge of films for Proekter Productions. His first assignment will be supervising "The Big Story." . . Irving Mansfield, CBS-TV producer, set to plane to Miami Sunday (17) for a two-week vacation. . . Charles Korvin being handled by Al Black. . . Joan Sack and John De Vries have joined Kenyon & Eckhardt's TV department. . . "Van and the Genie," a 30-minute kid show on WPIX, is getting a long look over from NBC-TV. . . Colgate is considering going daytime with "Strike It Rich." . . Dody Sinclair has been promoted to production director of WJAR-TV, Providence. . . Actress Fay McKanzie has signed with packagers Foley-Brockway. . . Milton Feldman becomes director of plans and copy for the J. M. Korn ad agency.

TV'S GROUND RULES UP FOR UMPIRE'S REVISION

FCC Paves Way for Revamp of All Major Chain Clauses at One Time

WASHINGTON, Dec. 16.—Federal Communications Commission (FCC) is paving the way for modernization of TV rules, with a new set of chain telecasting regulations likely to be an early step. Overhauling of chain rules for video is expected to be preceded by a study similar to the one which brought out the commission report on chain broadcasting some years ago. Pressure is mounting both in and outside the commission for this type of procedure rather than the piece-meal steps FCC has been taking with regard to TV rules. One web program getting close scrutiny is option time arrangements between TV networks and affiliates. Some FCC-ers are contending that option time should be abolished for TV, even tho it is permitted in radio, on the grounds that it ties a station to one web to the frequent exclusion of other webs. TV affiliation is a problem, too. TV outlets greatly favor the net

with which the parallel standard station is affiliated. With a large portion of the AM's running TV's hooked up with NBC and CBS, this factor mitigates against ABC and DuMont. Another puzzler is the lack of an exact definition of what constitutes network operation in television. Is the offering of a kinescope long after a web has aired the program the same as carrying the program live? Not only is FCC wondering how TV web operation should be defined, but also DuMont, which has asked the agency to work out a precise definition. Also being mulled at FCC is the lifting of the present limit on TV stations which can be operated by one licensee. This is not an immediate worry, but is likely to become so when additional channels are opened. The point advanced is that since only firms with a hefty pile of money are

able to afford to build, UHF channels especially may go begging if the five-station limit is maintained. There has been some talk at the commission about setting up a rule specifying the amount of live time that must be used by a station, but it appears unlikely that this will be done unless the TV of the future becomes overwhelmingly a film medium. FCC has always strongly urged the widest possible use of live talent, but hasn't even set up a criterion for radio broadcasting because it recognizes that smaller operators cannot afford to use much besides canned entertainment. Another probable relaxation, when a larger number of stations are on the air, is an extension of the one-year license period to two or three years.

Chi Gazettes Go for Video

CHICAGO, Dec. 16. — TV is getting a huge play in Chicago press, pushed by public demand. TV Forecast, local program and news magazine, is trumpeting that it now has the highest weekly newsstand circulation of any magazine in Cook County (Chicago), topping Saturday Evening Post's 55,876 and Life's 38,306. The magazine has gone overboard sponsoring TV shows, now carrying Ernie Simon variety show, Saturday night basketball from the Chicago Stadium, co-sponsoring weekly TV Matibag, and will pick up tab locally for Christmas Day Uncle Mittie's (Continued on page 42)

NO HALF-LOAFER HE

Beecham's WQXR Classic DJ Job a Big Bread Seller

NEW YORK, Dec. 16. — Sir Thomas Beecham, WQXR's long-haired disk jockey, is paying off with long-shot sales results for his British sponsor, Hovis Bread. On the basis of sales gains shown thru its sponsorship of the series, Hovis, Ltd., is readying plans to buy radio time in Baltimore, Washington and Boston next month. Since its preem last August, Beecham's transcribed weekly hour show has tripled sales in the New York area, according to the New York branch of Hovis's English agency Colman, Frensis & Varley. In view of the high powered air competition offered by other bread manufacturers in New York, the Beecham sales job is particularly outstanding.

year, with emphasis on stations reaching the same high income market as WQXR. The Hovis loaf retails for 25 cents. The firm's original plan was to air the Beecham series on other stations, but this idea has been temporarily blocked because few stations have classical record libraries large enough to accommodate Sir Beecham's platter line-up.

The Hovis plunge into radio last summer was a policy switch, since the English outfit put half of its limited dollar-budget into the Beecham show and later augmented it with 24 weekly daytime spots on the same station. Since then, newspaper advertising has mainly been used to plug the radio series, and Hovis has shunned TV entirely as "too expensive."

Future Plans
The company will follow a similar radio advertising policy in its across-country expansion plan next

Ives Preps Film Series for Tele

NEW YORK, Dec. 16. — Folk singer Burl Ives, returning this week from Europe, is about to undertake a TV film series, produced in conjunction with legit director Marion Gering. Titled Famous Fairy Tales, the show will be a musical dramatization of the best-known fables in a 30-minute format. Jay Victor is scripting.

Films of the first 13 will be made during January and February in New York, on 35mm. stock Bluebeard and The Happy Prince are the first two set. Scripting is satirical, directed at an adult audience. Ives will narrate and play the lead roles. The series is on a non-exclusive basis.

Here's a PARTIAL list of the judges who will select this year's winners:

- SPONSORS' PANEL**
 Richard Rettig, Vice-President, Whitehall Pharmaceutical Co.
 John R. Gilman, Vice-President, Colgate-Palmolive-Peet Co.
 Albert S. Dempewolf, Dir. of Advertising, Calanese Corp. of America
 George E. Potter, Vice-President, The Prudential Insurance Company of America
 J. M. Allen, Vice-President, Bristol-Myers Co.
 J. Ward Maurer, Dir. of Advertising, Wildroot Co.
 H. Lever Brothers Co.
 Lee Cooley, Producer Perry Como Show, Cunningham & Walsh
 W. M. Ramsey, Procter & Gamble

- ADVERTISING AGENCY PANEL**
 Tom Revere, The Snow Company
 Stanley Pulver, Dancer-Fitzgerald-Sample, Inc.
 Roger Pryor, Foote, Cone & Belding
 Chester MacCracken, Doherty, Clifford & Sheffield, Inc.
 Walter Craig, Benton & Bowles, Inc.
 Frank Kemp, Compton Advertising, Inc.
 William A. Chalmers, Kenyon & Eckhardt, Inc.
 Tom Slater, Ruthrauff & Ryan, Inc.
 Tom Harrington, Ted Bates & Co.
 C. O. Gudobrod, N. W. Ayer & Son, Inc.
 Adlan Samuth, Dancer-Fitzgerald-Sample, Inc.

Only 19 More Working Days Until January 15... and January 15 is the date entries must be in in The Billboard's...

THIRTEENTH ANNUAL RADIO & TELEVISION PROMOTION COMPETITION

Details of this year's competition have been mailed to every broadcaster in the country. If you still have a query direct it to
RADIO-TV EDITOR, THE BILLBOARD
1564 Broadway, New York City 19, N. Y.

Life With Barry Gray

Continued from page 2

tween various factions of the American Congress.

"The rest of the world, except America, feels the same way about this as I do," he declaimed.

Toward the end of the fiasco, Caesar said he hadn't come on the show to discuss world affairs, but to plug a song and as a matter of fact he somehow managed to work into the earlier part of the debate a protest of opposition of some school teachers and officials to one of his songbooks, Songs of Friendship.

It was evident that Caesar based his deep knowledge of complex international matters at least partially on the fact that he reads for two hours every night, and subscribes to magazines such as that published by the Commission of Atomic Scientists.

He recommended at one point to Gray: "Give yourself up!"

Neither Gray, nor as far as could be learned, any of the listeners, made a similar suggestion to Caesar. Joe Csida.

Tintair Ups '51 Time-Talent Budget To 3 Mil, Buys CBS Sat. Half Hour

NEW YORK, Dec. 16.—Tintair, women's hair dye which went on the market just a few months ago, this week doubled its advertising appropriation, bringing to \$3,000,000 the amount to be spent in radio and TV for time and talent during 1951. Its latest radio purchase is

the 11:30-12 a.m. Saturday time on CBS to be programmed with a dramatic show beginning in January.

The ad budget when the company began operations in the middle of this year was about \$1,875,000. Sales are enabling the company to spend more dough for advertising. Radio and TV have been the nucleus around which Tintair has built its campaign to get its product into the hands of the public, with 80 per cent of its budget spent in the broadcasting mediums.

The first Tintair video buy in October was of the Somerset Maugham Theater on CBS-TV. Next was its acquisition of 15 minutes of the Frank Sinatra radio disk jockey seg on the same web.

Its other TV activity includes participation in the Cavalcade of Bands and the Cavalcade of Stars on DuMont.

Tintair is still in the market for another time slot on a major web. Martin Strauss, formerly Ever-sharp chief, heads up the hair coloring firm. Cecil & Presbrey is the agency.

CBS Spurts To Do On-Spot Coverage

NEW YORK, Dec. 16.—CBS this week decided to revamp its 6:30-6:45 Saturday evening sports show to give it a regional character, and put it after its World News Round-Up in the sports field. Blueprinted by its sports department, the new format will bring in commentators from Chicago, Washington and Los Angeles in addition to New York.

When spot sports news is occurring in different cities, as for example, the Kentucky Derby in Louisville, the show will switch there for a take from an on-the-spot broadcaster. This would make for greater sectional interest and coverage from and for sports fans. The program, which is to be emceed by John Derr, assistant head of the CBS sports department, will start January 20.

TVA Expands Exec Staff to Chi, L. A.

NEW YORK, Dec. 16.—In an effort to build a nationwide organization, Television Authority (TVA) this week appointed Ray Jones as executive secretary in charge of the Middle West, with headquarters in Chicago, and Attorney Peter Prouse as executive secretary for the Pacific Coast area, with headquarters in Los Angeles.

Actor Alex McKee was also selected to become assistant to the national executive secretary, George Heller. Jones is a veteran AFRA executive.

CBS GETS \$50,000 NBC--'REGRETS'

NEW YORK, Dec. 16.—CBS employees this week got themselves an extra week's pay as a yule bonus, but all the NBC family received was a letter of regret from President Joe McConnell. The CBS bonus this year applied even to union members, who last year were not included in the firm's generosity. Neither ABC nor MBS is bonusing this year.

To explain the omission of the annual bonus, McConnell sent each hired hand a letter addressed, "Dear Fellow Employees," which attributed the hiatus in holiday cash to "the extraordinary expenditures which have been necessary to establish NBC as the leader in the television industry and to maintain our leadership in the radio broadcasting industry." It agreed that, "from a short-term point of view this may not be good news," but stressed NBC's need to build a "sound future for the company and for all of us."

LAUD VIDEO

Pic Ops Find Video Push Hypes B. O.

DETROIT, Dec. 16.—Results of an eight-week campaign to sell motion pictures, via a prize contest, in an unprecedented cooperative venture by 122 normally highly competitive theaters, have satisfied the exhibitors that television can help them.

Reactions from patrons who turned in contest blanks—15,000 of them, with eight theater tickets representing an average expenditure of \$4 to \$8 per entry, indicated that a high percentage were brought to the shows and into the contest via video—many of them completely missing full-page newspaper space and radio time.

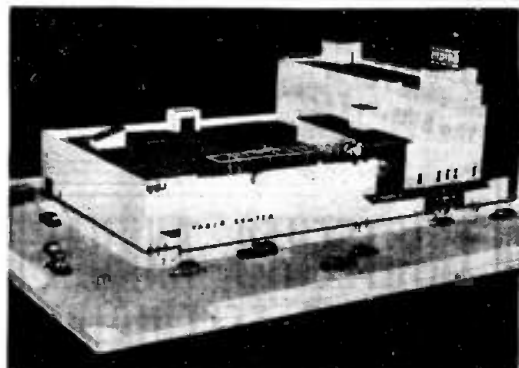
According to Charles Rose, of W. B. Doner & Company, who handled the campaign, local exhibitors are highly satisfied with this unique venture into their much-dreaded competitive medium, and already are planning a continuing year-round institutional campaign to follow, using surplus from the original fund to start it off. Use of brief jingles would be stressed, with the direction of the campaign indicated by the earlier transfer of \$5,000 from the campaign radio budget to television time.

See New Code

Continued from page 3

their jingles and spots in order to save dough.

In the library field, John Sinn, Frederic Ziv topper, stated that it was the duty of the industry to hold the line against price rises and absorb the costs. Ziv owns the World Library service. The library business has been hit by the increasing competition of records and a price rise at this moment, according to insiders, might be enough to really break the back of the industry.



TV takes more giant strides UPWARD in Detroit . . .

Ground has been broken for WWJ-TV's beautiful new television studio building, adjoining present WWJ studios. Scheduled for completion in the spring, the combined buildings will give Detroit a great Radio Center. The facilities housed in this new building will be in keeping with the importance of television as a selling medium in the Detroit market and WWJ-TV's position as the Number One television station.

Because WWJ-TV is 2 years ahead, and always 2 steps ahead, Detroiters tune in WWJ-TV first just as advertisers turn to WWJ-TV first for results.

FIRST IN MICHIGAN

WWJ-TV

Owned and Operated by THE DETROIT NEWS

NBC Television Network

National Representatives: THE GEORGE F. HOLDINGBERY COMPANY ASSOCIATE AM-FM STATION WWJ

Air Checks

Brief but important radio news

UP's Cavalcade

Dreyer & Weenolson Productions, New York, has been commissioned to package the United Press's (UP) transcribed radio show "Cavalcade of 1950" this year, marking the first time the annual series hasn't been produced by the UP Radio Division. The series features dramatizations of the year's 10 biggest news stories.

WHOM To Move to N. Y.

WHOM received permission last week to shift its main studio from Jersey City, N. J., to New York, and its station break identifications hereafter will be made accordingly. The foreign language Jersey office will close its New Jersey office in the near future.

Reshuffle ABC Sked

Camel's cancellation of "Fat Man" and its picking up of "Richard Diamond" on ABC is causing a slight reshuffle of that web's radio sked. "Diamond" will move into "Fat Man's" old 8 p.m. Friday slot, starting January 8. "Fat Man" will be kept as a sustainer.

Radio Offers Plan

Continued from page 4

inference that each club must make its own arrangements. The NAB is known to feel strongly against any organized attempt to deal out rights, whether by a league, group of leagues or combination of clubs.

Broadcast Rights Studied

Legal lights at the NAB are known to be getting in readiness, just in case, a developed plan for protection of broadcast rights. A high NAB official this week told The Billboard that it is the group's hope that litigation can be avoided if there is any peaceable way of settling the issue.

Tom McMahon, N. W. Ayer Agency exec, who is the only industry figure to attend the baseball sessions over the past six years, said that the proposed joint promotion effort holds more promise for benefiting baseball attendance than any he has heard suggested in that time. Other industry lights attending the sessions this year for the first time included President Frank White and sports chief Paul Jonas, of MBS; Gordon McLendon, of Liberty Broadcasting System; Bob Richards, and Ryan, of NAB.

Broadcast'g Helps

Continued from page 3

visit to the top government officials later.

The group was assured by Mr. Truman that radio and TV will continue under "voluntary" controls, and the President, in turn, was informed by the Miller group that the industry assures "fullest co-operation and teamwork, fully aware that the nation is not on a 'business-as-usual' footing."

Commercial stations will be taken off the air during alerts so as to avoid the danger of their signals being used for guided missiles.

The proposed new information set-up, as now planned, will not embrace staffs of writers, editors, etc., such as the old OWI had. The State Department's present civilian information set-up, which includes Voice of America, will not be touched. Much of this State set-up is a hold-over of the old OWI.

Skiatron Pulls

Continued from page 4

any sport promoters with a specific bid, he says the plan would probably be set up on an individual percentage agreements with promoters, and the events would supplement the regular Skiatron service, at a special extra fee. The Skiatron plan calls for a weekly fee of \$2 for the decoder device, which will facilitate 10 hours of entertainment a week. In the first-run movie field, Levey has projected a plan to give movie exhibitors a percentage of the take in their own audience area. In return, the exhibitor would sell Skiatron tickets at his box office for about half his regular admission price. The Skiatron subscriber, of course, would only view one film.

and aired at 8:30 p.m. Wednesday, displacing the Dick Haymes drama, "Fly Anywhere" Haymes will be off the air for a few weeks, but is expected to return in the 8:30 p.m. Tuesday slot, currently occupied by "Metropolitan Auditions of the Air."

GF Signs Quartet

The Swans Down Flour Division of General Foods, last week, signed to sponsor Transcription Sales. New quarter-hour, open-end series "The Golden Gate Quartet Sings" on 22 Southern radio stations. Under the 39-week pact with General Foods' Transcription Sales guarantees at least one personal appearance by the quartet in all broadcasting markets.

Station Breaks

Bernice Judis, manager of WNEW, New York, named "key woman of the year" by the Federation of Jewish Philanthropies. NBC's Bud Barry trained to the Coast last week for a 10-day stay while "The Big Show" broadcast originates in Hollywood.

Lord & Taylor department store sponsoring a three-hour performance of Handel's "Messiah" for the third consecutive year over WQXR, New York, Christmas Day. Steve Krantz, ex-NBC, is new scripter at WNEW, New York. Harriet Van Horne's World-Tele column now runs minus her photo—the city editor's way of solving his pretty scribe's "more space" gripe.

William K. Treynor joins the National Association of Broadcasters (NAB) next week (26) as assistant to Station Relations Director John F. Hardisty.

Dorothy E. Aley is new sales staffer at WIP, Philadelphia.

Thomas R. Santacrose upped to vicepee status in charge of merchandising for Biow, New York.

Vance Herrold has joined sales department of WIL, St. Louis.

Charles H. Crutchfield, general manager of WBT, Charlotte, N. C., elected prexy of the Charlotte Better Business Bureau (BBB).

WOR's Fred Streibart also rated same honor, via New York City's BBB.

PHOTO BLOW-UPS

8x10 Glossies, photo post cards in quantity. The studio that has faithfully served you for 15 years with glossy reproductions as good or better than your original now offers large blow-ups mounted on heavy cardboard at very low prices. Send today for complete price list, free samples, etc.

MULSON STUDIO
P. O. Box 1941, Brooklynpark 1, Conn.

GENUINE 8x11 GLOSSY PHOTOS IN 1 DAY!

5¢ EACH

In 5,000 Lots 57¢ to 1,000 Lots 17.99 per 100

Postcards 125 per 1000; Mutual Tabernacles 100 for \$13.25

Made from your negative or photo. Unsurpassed in quality at any price. Under supervision of famous James J. Kruegmann.

COPART Photographers
Place 74723 165 West 46th St. New York 18, N.Y.

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Write for FREE CATALOG Our Hair Goods are all expertly made of the finest first quality HUMAN HAIR. Write for our FREE CATALOG and WHOLE SALE PRICES. LIST on latest style Hair Pieces.

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PHOTOS in MILLIONS

QUALITY PHOTOS IN QUANTITY

8x10—5¢, 6x9—4¢, 5x7—3¢, 4x6—2¢

Develop, 20x30—\$2, 30x40—\$3

NEW NATURAL COLOR PHOTOS

Postcards—1¢, 10—10¢, 100—10¢

Specialty All sizes yours.

Write for FREE sample & list \$3

MO'S PHOTO SERVICE 152 W. 46, N. Y. 10

O

rdinarily we would use this space to tell you what great shakes we are as a radio station - how WHDH leads all other Boston stations in overall audience, cost-per-thousand listeners, national accounts - exclusive and otherwise - and in other ways vital to the interest of time buyers ...

- Instead, we would rather extend the warmest of Christmas greetings to all of you who have - and will share in the continuing success WHDH has enjoyed during the past four years...

Hear It Now

Reviewed Friday (151) 9-10 p.m. Presented sustaining via CBS. Produced and written by Edward R. Murrow and Fred Friendly. Director, Fred Friendly; narrator, Edward R. Murrow. Cast: Abe Burrows, Bill Leonard, Red Barber, Don Hollenbeck, Conductor, Alfredo Antonini. Original music, David Diamond and Lehmann Engel.

The sad sacks who have been holding their own private wake over the still warm body of radio had better discard their crying towels and tune in to CBS. They may change their minds when they listen to Hear It Now, an impressive weekly "document for ear" which recreates current history.

This program, as indigenous to the medium as a picture is to television, is an aural description of the events of the week, mixing in the highlights of news with critical comment on the arts, sports and sciences. Its presentation of voices, all kinds of voices, coarse, cultured, high, low—was alternately stirring, grave, humorous and provocative.

Among the voices were Carl Sanberg, Anna Rosenberg, Bernard Baruch, newsboy James Mahony, Jacob Malik, Judy Holliday, Gov. Thomas E. Dewey and Gen. Douglas MacArthur.

Among the events recreated were the refusal of the Wolf Point, Mont., draft board to continue drafting soldiers unless the atomic bomb is used; the refusal of the New York newspaper dealers to handle the Daily Worker; the U. N. plan for a cease fire order in Korea, presented by Sir Benegal Rau; and the comment of some U. S. soldiers as they fought their way out of Chinese encirclement in Korea.

Touching

The voice of the wavy, almost crying wounded marine who said "How I got out I'll never know. The Chinese were around us like bees, at least a million of them. It must have been God's will," was deeply touching. And the explosion of an incoming shell at an observation post in Korea brought home to some of the listeners the term of war's machines.

The critical commentary was excellent. Abe Burrows, co-author of Guys and Dolls, gave a thumbnail description of the difficulty of producing a legit revue, and then brushed off Bless You All, which opened this week. Bill Leonard reviewed the film version of Born Yesterday.

Red Barber discussed the ousting of baseball Commissioner Happy Chandler. Don Hollenbeck called the President's reply to The Washington Post music critic "astonishingly inept."

"Since news magazines have covered, this radio magazine had a cover subject—General MacArthur. Recordings of momentous MacArthur incidents, such as his comments from the deck of the Missouri when the Japs surrendered, and his speech in Australia when he made his "I will return" pledge, had dramatic power.

Thru it all the somber voice of Murrow tied the many ends of the program together.

Leon Morse.

Clyde Beatty Show

Reviewed Wednesday (131) 5:30-6 p.m. EST. Sustaining via MBS. Producer, Shirley Thomas; director, Walter White Jr.; writer, Don Thompson; announcer, Larry Thor. Cast: Eric Snowden, Tim Graham, Byron Kane, E. McVeagh, Vic Perrin.

Several years ago in a legit musical called On The Town there was a night club skit depicting various kinds of night spots in New York. One club was violently modern, another Spanish and still another Hawaiian. But the setting of the costumes were different, the joints, the girls in the line and the music were the same.

The background of The Clyde Beatty Show is a circus, but otherwise the formula is the same as any number of kid suspense shows. Beatty is an honest upright citizen, the sort seldom seen outside soap or horse operas. The villain was a real heavy, and the good boy in the cast was so good he was horrid.

Old Hat

The story concerned a discharged cage boy, two poisoned tigers, a plot to frame the new cage boy and a happy ending with a twist. The formula was as new as radio and as old as movies.

The program was well acted, produced and written, if such hack conception permits this description. Kellogg will shortly sponsor the series.

Leon Morse.

TELEVISION-RADIO REVIEWS

Jazz Goes to College

Reviewed Sunday (10) 4:35-5 p.m. EST. Sustaining via WNEW. New York. Producer, Dick Pack; director, Eric Hartman; script, Marshall Stearns.

As a pedagogical survey of jazz music as an art form, this offering leaves a big problem—can you entice the general listening public and at the same time keep the hepsters happy? Professor Stearns apparently is bent upon doing just that. His efforts are nearly successful, too. Format calls for the musicologist to air a half-hour version of the extension division course he's teaching at New York University.

Opening segment had Stearns pitching that jazz is an art form in itself and must be judged on its own merits rather than by comparison with any other art form. To prove his point, he immediately started to compare jazz renditions of similar music. He played Turb's boogie against Pinetop Smith, and John Charles Thomas's gospel singing against Mahalia Jackson's. When Stearns dug into his own disk collection to play on-the-spot recordings of a Southern revival meeting and an African tribe's jam session on drums, the show picked up in listener interest. His discussion of various tempo demonstrated on his timbales, was actually the high point in the show.

A little more music, a little less talk and an effort to sound more relaxed while reading script would add immeasurably in getting additional ear appeal into the segment.

Joe Martin.

Falstaff's Fables

Reviewed Tuesday (12) 5:55-6 p.m. EST across-the-board. Sponsored by Mars Candy, via ABC. Director, Wally Ruggles; writer, D. H. Johnson; cast, Alan Reed Sr. and Alan Reed Jr. Music, Del Castillo. Announcer, Dick Tufeld.

Falstaff's Fables bears a marked resemblance to its sponsor, Mars Candy, in that the five-minute series is both short and sweet. Unfortunately, too, neither quality is an asset to this particular attraction. Alan Reed's rhyming recital of childhood tales for his son's edification is so closely interwoven with Mars' Milky Way commercials, that it's difficult to tell where the confection stops and the confection begins.

Tuesday's yarn about Captain Kidd was smartly scripted and nicely complemented by Reed's hearty, tongue-in-cheek delivery. In spite of the talent duo, tho, the show didn't scan entertainmentwise. Midway thru the short saga, Reed suddenly swung from Kidd into a candy commercial with nary a warning or change of inflection. The sneak copy switch made it exceedingly difficult for a listener to keep his mind on the meter, and turned the latter part of the show into nonsense. The most literal definition of the word, in view of the series' intrinsic worth, it's too bad the sponsor won't consider cutting out the sweets between stanzas.

June Bundy.

WPIX News

Reviewed Friday (151) 7-7:15 p.m. Sponsored by Studebaker dealers over WPIX, New York. Producer, Walter Engel; director, Lou Florence. Agency, Roche, Williams & Cleary. Newscaster, Ed Thorgerson.

The pattern—and too inflexible it certainly is—seems to have been set for video news shows. Sit the newscaster at a desk, with books set up at the front to conceal the copy he's reading and then mix in the maps, stills and newscasts. This obviously tends to give these shows an external sameness which leaves retention of individuality up to the newscaster that much more. Actually, it's difficult to believe that this can be the only approach.

WPIX's 7 p.m. show is major domoed by veteran Ed Thorgerson who, oddly enough, works from behind a desk with books on it. He does an okay job of handling the news copy, but doesn't seem to be comfortable while so doing; he looks tense and worried. The show's pace is slowed up occasionally by staying on him too long, altho there is considerable use of maps (too small in detail); stills (in which case the quartet of GOP politicians was not identified) and in Korean army and marine warfare (in this case neither the locale nor time was identified).

Debatable Editing

Editorially, this show indicated debatable editing. There was an overlong clip of ceremonies in occupied Germany—given more time than the domestic crisis, which highlighted President Truman's talk to follow later in the night. With interest in the U. S. situation at fever heat, it seems more time could have been given to that subject and the kraut clip eliminated entirely or cut to a quickie.

Local Studebaker dealers sponsor the show, using filmed commercials. They're dull; TV viewers should be pretty well bored, by now, with shots of people getting in and out of cars or of the cars riding smoothly into or out of view. An auto is a right interesting thing, but you'd never know it from video commercials.

Jerry Franken.

Seeing the Unseen

Reviewed Friday (9) 8:30-9 p.m. CST. Sustaining via WGN-TV, Chicago. Producer, Charles Phillips. Cast, John Nash Ott Jr.

The idea of putting on television the highly interesting time-lapse photography showing the growth of flowers sounded excellent. However, so much was lost in the pictures of the flowers because of the drab monochromes that it would be smart to hold this show in reserve until color TV is here.

Ott, one of the area's best known photographers, set up a duplicate of his time-lapse photography lab and apparatus in the TV studio. He explained how the camera compresses days and weeks of flower growth into one short movie. It was of interest to the average viewer, but it is difficult to see how the show can hold the interest of any but camera fans in subsequent weeks, if it sticks to the time-lapse angle.

Jack Mabley.

This Is It!

Reviewed Friday (151) 8:30-9 p.m. EST. Sustaining via DuMont. Packaged by Greenfield & Whiteman. Production-supervisor, Jerry Layton. Director-writer, Hugh Prince. Cast: Buddy Lester, Steve Condos and Jerry Brandow.

Super-confident titles like This Is It! are tricky on video. All too often they invite invidious comparisons with a shaky format and automatically antagonize the average viewer to respond. "It is genius," says the case with this premise. The combined exuberance of comic Buddy Lester and dancers Steve Condos and Jerry Brandow, promised so much at the opening that the subsequent hash of bad material and tasteless production was doubly depressing.

The series has the potential ingredients of a good variety revue in the show-wise talents of Lester, Condos, Brandow Trio and tele-genie Nancy Reed, but their comedy material, or rather the lack of it, eliminated this possibility from the outset.

Lester, of course, is somewhat at a disadvantage on TV, since his style and appearance are practically carbon copies of his brother, Jerry, who's already clicked big on TV with Broadway Open House.

Which one's the copy has been a riddle in nitery circles for years, but both comics have always scored best with their relaxed, unblinded mugging. In the past, Buddy tried so hard to be funny on this program that his trademark was distorted into a tense caricature of his usual easy manner.

Gag-wise, none of the comedy skits packed enough weight to even evoke more than mild titters from the studio audience. Most of them specialized in building up to the proverbial "awful letdown" on the punch line. Condos and Brandow generated a brief lift in the pace with some frantic antics involving a brassy ork and a round-robin performance of piano playing, trumpet tooting and hoofing by both of them. The routine smacked of the niteries and the hoofing turns were by far the best part of the act.

Of the entire cast, Nancy Reed, Skitch Henderson's ex-vocalist, came over best with her show-stopping warbling of Orange Colored Sky (Jerry Lester's current disk hit) and poised stooging for the comedy trio. DuMont filled in the commercial spaces with a film plug for their brand name TV sets.

June Bundy.

The Gabby Hayes Show

Reviewed Monday (11) 5:15-5:30. Presented by Quaker Oats thru Sherman-Marquette via NBC-TV. Producer, Joe Clair. Director, Robert Hultgren. Narrator, Gabby Hayes.

Evidently happy with Gabby Hayes' work on his Sunday half-hour show, Quaker Oats has presented the bewhiskered Western film player with a new, tri-weekly, 15-minute show. The program does not offer entertainment not available elsewhere, and the commercials do not cover any new ground.

With Hayes on hand as narrator and commercial pitchman, the program actually presents highlights of horse operas. The amount of Hayes narration is limited. On the stanza caught, he announced that he was going to tell the kids a story about the "Rangers." For the rest, he plugs the product.

The film was the usual Western, replete with fights, land grabbers, a sweet-looking heroine and a clean-shaven hero. It didn't even have a handsome horse on hand. The cutting, however, affected the continuity, and several scenes didn't make sense.

Since kid televiewers can usually see a full-length horse opera on local stations, they are not likely to catch the show just to watch Hayes' commercial. The commercial copy follows trite lines, too. Moppets by this time may have absorbed the fact that breakfast is the most important meal of the day, especially since they haven't been allowed to get it by the cereal manufacturers. And they also might be getting tired of learning that Puffed Rice, the sponsor's product, is "magnified,

Al (Jazzbo) Collins

Reviewed Wednesday (131) 10-11 p.m. EST. Monday thru Friday. Sponsored on a spot basis on a regular basis, via WNEW, New York. Emcee, Al "Jazzbo" Collins.

Al (Jazzbo) Collins is WNEW's answer to New York City listeners' increased interest in jazz record programming. This trend, hyped by an unexpectedly big sales response to Benny Goodman's recently issued Carnegie Hall album, has brought about a revival of the so-called "hep" deejay, who croons ultra relaxed comments into the mike, phrased in the latest cult lingo, while he spins the jazz wax.

"Jazzbo" is the epitome of this school of platter talk. At time he's almost a caricature of the type, and it's difficult to tell if it's tongue-in-cheek or on the level. When he first hit New York his more urban broadcasting associates kidded him unmercifully on and off the air for what they termed his "Soul Lake City slangology" and eccentric garb (beard and green suede shoes).

"Just a Hick"

Collins shrewdly played it straight and won plenty of audience sympathy by taking listeners into his confidence and confessing his was "just a hick." In view of this bit of strategy, it may well be just a sly act when he introduces Sy Oliver's Slow Burn side with "this one sings you coolly," and refers to WNEW's studios as the "heartreue doors of the purple groto."

However, kiddin' or no, the Collins style is surprisingly effective when combined with a really excellent line-up of jazz recordings. WNEW's new jazz policy is limited to the smooth, less frantic musical stylings of George Shearing, Goodman, Errol Garner and their ilk. This astute programing line enters to the jazz fans, yet still affords easy listening for the average music dialer.

June Bundy.

Leonard Feather Show

Reviewed Saturday (9) 4-5 p.m. Sustaining via WOR, New York.

Leonard Feather, eminent jazz connoisseur, critic and deejay, returned to the air with a smoothly pieced and well co-ordinated hot music stanza. Feather made with hot wax palaver for WMGM until he became involved in an auto accident which put him on his back nine months with a broken arm and a pair of broken legs.

His initial seg on the new once-weekly show was pegged on a musical gimmick—the place of strings in the jazz scene. Disks and the brief but enlightening descriptive chatter were in the best of taste. Feather built a solid case on behalf of jazz music, and could pick up a following on the strength of tasty programing and minimum conversation. Selections were off-the-beaten track, even within the sphere of the jazz spin show, but represented a fine sampling on behalf of the strings-in-jazz angle.

Hal Wezman.

The People Act

Reviewed Saturday (9) 7-7:30 p.m. EST. Sustaining. NBC. Producer, Wade Arnold. Director, Edwin Dunham. Field team, Lou Hazam-Elmore McKee. Narrator, Ben Grauer.

This is one of the better public service shows produced this year, revealing, as it does, that people can take their own destiny into their hands and solve some of their problems thru co-operative effort and action. Produced in conjunction with the 20th-Century Fund, the episode caught told how a group of mountain folk at Bat Cave, N. C., banded together under the leadership of their local medic and built a sorely needed hospital.

The show started with Ben Grauer narrating the background. Then via tapings, provided by Lou Hazam and Elmore McKee, the people themselves related conditions before the hospital was constructed and the difference it made in their lives afterward. The freshness and the real quality of their voices were very effective and made for radio which was as unusual as it was satisfying.

The point of the program was to alert the public to the need for more adequate rural medicine and for hospitals in those areas. Purpose accomplished! Leon Morse.

crystified and glorified." And shot out of cannons, too. Boom! Leon Morse.

THE BILLBOARD MURDER CASE; OR, HOW WEIRD CAN YOU GET?

A motley, if not seamy, collection of characters paraded before the DuMont cameras Friday (15) when Bond Clothes' Hands of Mystery series did a whodunit in which the clue leading to the murderer's conviction was based on The Billboard's recent change of format from magazine to newspaper style. There was a myopic crystal ball gazer named Professor Cside, who met a just fate via strangulation. There was also—played by Russell Hardie—a staff reporter (dressed much too well and nattily for the part) who solved the case. And there was a shot of Billboard's New York office. Showed only the outside; even whodunit fans wouldn't believe in the disheveled inner office phantasmagoria. The reporter's name was Jerry Chase and he was shot. Unhappily, he recovered.

The Lawrence Menkin-Charlie Speer script was localied on a carnival. First, a human cannonball was knocked off, then the crystal ball lad. A tricky effect was secured by Director-Pat Pay via a shot into the ball showing the murder being committed, and another multiple camera shot showing the reporter in a state of delirium. So what's new?

The murderer's alibi was that she couldn't do it because she was out buying a Billboard. When she shows the copy she allegedly bought, reporter Chase pegs her; she flashed an old format Billboard, thus tipping her mitt. Oh, that nonpareil Billboard staff! Sam Franken.

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

The Goldbergs

CBS-TV, Monday (11)

Gertrude Berg continues to turn in the most believable warm family dramatic show on the video waves. The plots are uniformly natural and down to earth, and the performances are consistently excellent. But the opening and closing commercials, done of course, by Miss Berg, must have left a bitter taste in the mouths of many viewers. Pitch was: This is a time of crisis, and it's therefore every citizen's patriotic duty to remain calm. Sanka Coffee, with caffeine removed, does not give you the jitters like other coffee. Sanka enables you to remain calm. Ergo, it's your patriotic duty to drink Sanka. It's hard to believe that a woman with the amply-demonstrated good taste of Miss Berg would be partly to as distasteful an approach as this. If the agency's showing it down her throat, she ought to rebel. The show is too good to be contaminated by this cheap appeal.

Joe Csida.

Arthur Godfrey's Talent Scouts

CBS-TV, Monday (11)

Godfrey's Lipton Tea stint rolls along in its customary high-rated groove by virtue of the same ingredients which got it up there in the first place; Godfrey's aw-shucks personality and technique, his ribbing of the sponsor, his leering at the more attractive females in the vicinity, and four acts in search of the big break. Acts on this stanza were Frank Cellenza, longhair baritone; Corkran Sisters, hillbilly singers and yodelers; Edward Goldman pianist, and Kay Lande (ex-Honey-dreamer), pop vocalist. Audience gave the nod to Cellenza, as crowds at this type show seemingly always put the crown on a longhair voice, presumably to show the high level of their tastes. Cellenza was all right, but it is questionable that he will ever shake the Met staffers. Corkran was fair to middling. Goldman had good technique but little warmth. Lande will find it tough making the grade as a solo singer against the current competition, tho she sings capably.

Godfrey, in his believe-me-folks manner, told how he always felt lousy after breakfast because he used to drink a beverage which most folks drink for breakfast (he's much too subtle, of course, to refer to it as coffee). Recently, however, he said, his wife straightened him out by fixing him a cup of tea. Now he feels great after breakfast.

Joe Csida.

Request Performance

WGN-TV, Chicago, Sun. (10)

This show stands or falls on the strength of its guests, and whatever doubts there may be about the theatrical talents of Irv Kupcinet, night life columnist for the Chicago Sun Times, there is no question of his ability to corral top entertainers. Stars on this show were Frances Faye, a jazz quintet featuring Buddy Rich, Count Basie, Buddy De Franco and Grace and Neco, dance team.

In addition George Jessel and Sid Luckman came on stage from the audience to trade quips with Kup. The quintet was outstanding in the opening number, and again in finale when they teamed with Miss Faye. Grace and Neco's routine was too slapstick to come off as good satire, which seemed to be their intent. Miss Faye did not win her title "Queen of the Night Clubs" by straight singing, but unfortunately that is all she did on this session. There was a hint of what she might have contributed to the show in her short by-play with the emcee.

Kup Improves

Kup has improved greatly since this series started. In opener he was hesitant and seemed unsure of himself. Today he carried the show along easily and confidently. This show was the last in a series for William A. Lewis, local clothier and Kup announced that the show would be back in January on the DuMont net. Either this was wishful thinking or Kup knows something the network doesn't, because such a project is still very much up in the air, according to word here.

Incidentally, the show illustrated the folly of letting children into the studio audience. A squawling infant drowned out Kupcinet for about 15 seconds near

Mr. and Mrs. Mystery

MBS, Monday Thru Friday

Altho the content of this show is still strictly for comic book readers, the production has improved perceptibly over the last time caught. Considering the limitations of the budget, Producer Harvey Marlowe deserves much credit.

John and Barbara Gay, the Mr. and Mrs. of the title, play at being gumshoes as some little kids play cops and robbers. The episode viewed concerned their tussle with mustacheoed villain Geoffrey Chatham. Gay, who also scripts the show, has added narration to give the program more scope, but even in this detail he makes the mistake of dividing the narrating between himself and his wife instead of giving it to either one or the other so as to preserve unity.

Leon Morse.

Comedy Hour

NBC-TV, Sunday (10)

The difficulties inherent in transposing legit material to TV were particularly evident in the capsule version of *Tickets Please*, as presented by Paul and Grace Hartman on the *Colgate Comedy Hour*. The show, as a whole, did not come off. In part this was because a hefty portion of the material did not lend itself to TV. Also, however, the staging and camera work was unimaginative insofar as video is concerned.

The question of using legit material properly is one which is likely to plague tele producers for quite a while to come. It would seem that some stuff which registers roundly in a theater falls flat when viewed at home. Involved are such factors as timing and group reaction. A legit comedy stint which starts to a few tentative guffaws may eventually build to a smash ending via sheer momentum and the feeling of part of the audience that it should laugh of duty. This is partly because others are laughing and partly because it's costing dough. No such stimuli are present in the home.

Flat for TV

The *Tickets Please* material seemed especially flat from this

Jay Stewart Show

Reviewed Saturday 19, 9:30-10 p.m. Via ABC. Producer, Hartfield Weedin. Writers, Vance Colvig and Jim Critchfield. Emcee, Jay Stewart.

ABC has come up with still another audience participation show. This one will have to stand or fall strictly on whatever appeal there may be in the participants' getting everything from items like ovens and wrist watches to baskets of fruit for nothing. Entertainment values in this half-hour are thin, tho the Hollywood studio audience certainly was as noisy and seemingly enthusiastic a crowd as has been heard on any show within recent recall.

The gimmick for the show has Jay Stewart, an emcee, presiding over a mythical courtroom from the guests from the audience coping pleas for anything, running from a desire to be an auctioneer to a search for a long lost kin. Without a single thread with which to tie together the individual turns, the show became wild, woolly and fairly incoherent in pretty short order. The last 10 minutes or so were built around a sight but encompassing a baby sitting demonstration. The studio audience must have had one whale of a time, but for listeners it was a prelude to a good night's sleep.

Hal Webman.

stance. Timing was off, too, because the same reactions as it had attained and had come to know in the course of the show's stem run. From a visual point of view, insufficient use was made of close shots, particularly of Paul Hartman's facial expressions, which were repetitive but still the best part of the program.

The show opened on a weak note, with the roller derby sketch and "eternal fire" number, neither of which would make the grade on an ordinary, big time video revue. Pat Bright scored well with her comedy routine, TV's Tough on Love, as did Dorothy Jarnae in her dance travesty on modern art. The Hartmans' two best stints were the Literary Society cooking skit and the gypsy fiddler number.

The basic thought to come from the show is that just because it's been on Broadway, there's no assurance it can go over in TV.

Sam Chase.

Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

Books on Trial

WMGM, New York, Tuesday (12)

It's not too difficult to maintain interest in a running debate of this type, providing the points of contention are kept clear and succinct. Sterling North, book reviewer, who presides over this show, managed to do this with his snappy summations, and helped still further with his good humor.

His job was made easier by Virginia Peterson, who prosecuted *The Story of My Psychoanalysis* by John Knight (pseudonym) on the show caught. Miss Peterson's arguments were always clear and cogent, tho sometimes she seemed to complain too much. The "defense attorney," Dr. Ludwig Edilberg, a practicing psychoanalyst who speaks with an authoritative German accent, gave weight to the author's position.

"Knight" insisted on remaining anonymous. To do this, he appeared at the studio masked (listeners were told), and was piped in over a filter mike from a remote studio. This made him sound like "The Voice of Authority" but added flavor to the show.

Miss Peterson charged the author with overselling psychoanalysis to the public. Dr. Edilberg, while denying that the author had presented it as anything but a cure for his own ailment, got his opponent to agree that it's better expenditure than battleships.

Gene Plotnik.

Screen Directors' Playhouse

NBC, Thursday (14)

This probably be difficult for this program ever to be better than the movie it recreates, it is sure to be a solid attraction for movie lovers. The show succeeds in recapturing the concept of the film properties, especially when the original leads are used.

Barbara Stanwyck and Stephen McNally, redoing their roles in *The Lady Gambles*, did well. Their respective performances as a psychopathic gambler and a casino operator were suave and well controlled, despite one little fluff. The fem role includes a lot of hysteria and delirium, but Miss Stanwyck

did it well, as did the supporting players.

The script of this hour-long "study in dramatic conflicts" was, on the whole well-paced. It was done, for the most part, in flash-backs, altho one difficulty was keeping track of the locale, as Chicago, Las Vegas and San Diego were all involved. At certain moments it couldn't be sure where each of the characters were.

The four sponsors participating in *Playhouse*, under NBC's tandem plan, are Chesterfield, RCA Victor, Anacin and Ford. Chesterfield opened and closed the show, using an e. t. first of Bob Hope and, at the end, of Bing Crosby. Each delivered a couple of their lines and then went into a spiel for the product. The other three sponsors were respectively plugged during the three intermissions. Jimmy Wallington did these with his usual charm. All the commercials were commendably brief.

Gene Plotnik.

Big Town

NBC, Tuesday (12)

The eighth straight season of *Big Town* was launched with the edition caught. The redoubtable Steve Wilson, defender of the free press and the unjustly accused is being portrayed this semester by Walter N. Graza, who took over from Ed Pavley, the latter having assayed the role for the past seven years. Fran Carlton remains as the ever-faithful Lorelei.

A strong point of the show caught was its clean story line. The script was crisply done, with a yarn about how a girl was framed for a murder rap. If it stretched credulity at points, it was no more at fault than the usual whodunit, nor can it be said that such things actually never happen.

In this case, the killer was trapped by his fingerprints on a broken coffee cup in a restaurant—the prints not being washed away because the smashed cup was tossed under the refrigerator.

Graza did well by his role, and Miss Carlton was up to her non-too-arduous duties. The remainder of the cast was adequate.

Lever Bros' Lifebuoy plugs were of the sear variety, reminding listeners that there are 13 parts of the body which can smell of perspiration, but that its product will remove that danger for 48 hours.

Sam Chase.

You Bet Your Life

NBC, Wednesday (13)

The Groucho Marx airer is still one of the most adult quiz shows in radio and certainly the funniest. In spite of its avowed tailor-made "ad lib" content, via selectors and tape, the program paces along with a spontaneity of pace and delivery seldom matched by genuine ad lib live performances. Credit, of course, belongs solely to Groucho, whose smooth, perceptive reverse-version of the average radio quiz-master is the sparkplug of the whole show.

The Mustache was mellow than usual on the stanza caught, or maybe the words' out to temper his sadistic approach to contestants with a little kindness. At any rate, Marx was as sharply clever as ever, but his dishes were only skin-deep, which is all to the good.

Audiencewise, his best contestants were two surprisingly poised high school students. The comedian was almost fatherly during the interview, which took on a real nostalgic flavor when the boy, an aspiring comedian, told an old joke from Marx's *Horre-feather's Revue*, and Groucho picked up the lines to finish the scene. Maybe it was set up before, but the results were eminently effective.

Jane Buddy.

Colgate Mulls CBS Across Board Spot

NEW YORK, Dec. 16.—Colgate this week was evincing interest in the 3:15-3:30 strip on CBS. The 15-minute across-the-board time was thrown upon the market when Babbitt canceled *Nona From Nowhere* in the 3-3:15 period, and Miles Laboratories moved its *Hill-top House* up 15 minutes.

Colgate already has a half-hour strip on CBS in *Strike It Rich*, which is now on full network. The account is jointly held by Ted Bates and William Esty.

TV Talent and Show Tips

Styles and Hatcher

Young man-wife team caught at La Martinique, New York, do singles and duo work in showman-like fashion. Styles is a tall, thin youngster with a brash fast style reminiscent of some of our better known tumult comics. Some of his material is limited, but he showed a nimble wit capable of throwing in ad libs. Miss Hatcher, a short, pretty blonde, has some name value because of her picture work and her recent stint in Texas, *L'il Darlin'*. Girl has a good selling style, knows her way around in front of audiences and does a very good rhythm singing job. When she and her husband work together, his brashness is well offset by her shy demureness.

As a team they'd be good in a comedy spot with singing, tho they're not recommended as a husband-wife chatter pair.

B. S.

Red Ingle

Red Ingle, the zany music mangle of *Tim-Tay-Shun* fame, currently at Charley Foy's, Hollywood, is ideally suited for video. Serewy costumes and silly duo treatments, plus unorthodox instrument juggling all go to making a TV show an eye-holder. Ingle would be best suited either as one of a number of regular acts on a video show, or as featured sole talent of a quarter-hour seg. Silly stuff, while a sure-fire laugh puller, can best be appreciated in small doses. A former sideman with Spike Jones, Ingle mirrors some of the musical madman's techniques.

L. Z.

the start, and gave him plenty of competition later in the program.—Jack Mabley.

Ann Triola

Ann Triola, back at the Bar of Music, Hollywood, deserves TV's eye. Songstress loads plenty of personality into her tune treatments, and can also pull a chuckle from ringsiders with her comedy antics. Gal is eye appealing—not glamorous—but can easily fill a femsee spot on a TV series. Her song versatility allows her to handle everything from a tear jerker ballad to a snappy rhythm tune. As a comic, she can cut up with the best of them. Always a crowd pleaser, Miss Triola has held down nitery runs (Bar of Music, Band Box, etc.) going into more than a year at a time. Gal has slimmed down considerably since her last stand here, which adds to her eye appeal.

L. Z.

Guy Mitchell

Here's a new baritone warbler who's a natural for the medium, either in a vocal spot on almost any kind of show, or in a 15-minute stanza of his own. He's tall, handsome, versatile and is just now busting out with a double-sided Columbia platter hit, *My Heart Cries for You and The Roving Kind*. On the strength of the first side the disk is already in the No. 5 Best Selling Pop Singles chart, while the reverse title has won the No. 17 slot. It's little known, but the kid plays guitar and does a solid cowboy act.

Olivia De Haviland

The two-time Academy Award winner is a free-lancer now and will be in New York this spring to do *Romance and Juliet in Sight*. The star is clear of studio restrictions and, even tho she's noted for setting sky-high price tags on her talent, it's likely that she'd consider the right offer.

A Twist

For a *We, the People* type show, or as guests on any program looking for an unusual story twist, the Aberbach Brothers, Gene and Julian, are a cinch. Having grown up and operated in the music publishing business in Europe for many years, the brothers not too long ago came to America with some loot and lots of hustle. In short order they became the leading publishers of country and Western music, the most typical type of musical Americana. And in 1950 they pulled off another caper never before achieved by any other single publishing firm. In the year just past they came up with two holiday songs which made the most popular, best-selling disk and sheet music lists. One was the Easter tune, *Peter Cottontail*, and the other *Frosty, the Snowman*, a Christmas ditty. That these gems from foreign shores should have been able to achieve what no long-time American publishing firm has been able to do on these counts is a good yarn.

J. C.

Mr. and Mrs. Show

Marge and Gower Champion, young, telegenic terp team, clicked big on the old *Admiral* show, and since then have been doubling on acting-dancing and choreography chores in Hollywood. They're both proven TV talent, and should provide a showmanly switch on the average Mr. and Mrs. *Icecast*, via a musical situation comedy approach ala the old *Ginger and Rogers* Fred Astaire movies, and the *Casables*. The latter couple might supply a programing gimmick, in that the champions could depict the home life of various dancers, past and present, utilizing the dance stylings, settings, music and garb of the period.

MAJORS, MOST INDIES HIKE MANY DISK LINES

Consumer Resistance Is Weak;
Mopet Output Holds Old Tags

Continued from page 1

box operator is caught in the middle. He will pay more for disks, but cannot easily jack up the 5-cents-per-play rate.

Pat Switch

The switch to higher prices happened so rapidly, with so many joining the trek, that many dealers were not sure as to who raised what. Some dealers indicated they would not raise prices for awhile. Such a delay, in short, could be another form of price cutting. Other dealers reported

little or no consumer resistance to the new prices.

A survey of the situation also indicated the following developments: (1) Most of the indie kidisk firms did not raise prices at all. They may do so soon.

(2) The indie LP labels who were getting \$5.95 for their disks did not change. A few firms moved up to that level.

(3) Some jazz lines are expected to settle at \$1, as Discovery did last week.

(4) Whether all labels went up makes little difference to sharpie dealers. It was indicated they would charge 85 cents for all pops anyhow—just as they sold MGM for 75 cents when that company was pricing its line at 60 cents.

(5) Some LP companies simply moved all their stuff onto higher-

priced labels rather than announce a price increase on what they have. Some increased part of the line and switched part to a higher priced and differently colored label.

(6) Many diskeries are giving dealers and distributors a chance to buy at old prices for periods ranging from three days to three weeks.

Among the majors, here are the new prices for various segments of the line:

RCA Victor

According to word from distributors, Victor raised all pops, both

(Continued on page 34)

Morris Gets ASCAP Boost

NEW YORK, Dec. 16.—Buddy Morris's E. H. Morris catalog this week got a 250-point availability boost in the American Society of Composers, Authors and Publishers (ASCAP). The increase raises the catalog from 1,050 to 1,300 availability points. E. H. Morris, incidentally, was one of 10 catalogs to be raised during the last quarter, in September. The boost was 50 points at that time.

The increase makes the catalog the 20th ranking in ASCAP, below the John Church catalog with 1,500 points and in front of three 1,200-point catalogs—Advances, Forster and Melrose.

Melrose is a Morris firm; so is Mayfair, which has 800 points. In all, Morris now commands 3,300 availability points thru his three firms.

Availability accounts for 30 per cent of the publisher distribution; value of the availability point has ranged upward of \$10 in recent years, depending on the Society's take.

ROMBERG ZINGS A ZOOM POP

NEW YORK, Dec. 16.—Sigmund Romberg has written his first pop song in a long and illustrious career as an operetta and music-comedy melodist. Tune is Zing, Zing, Zoom, Zoom, a waltz novelty with lyrics by Charley Tobias. Publisher is Robbins, of the Big Three firms.

Ditty, scheduled for a No. 1 plug at Robbins under Professional Manager Murray Baker, is set for major waxings. The first is a Victor etching with Perry Como and Romberg conducting a concert-size ork. Disk goes on release next week. Victor has all promotional guns trained on the number, having already begun with a series of teaser telegrams to deejays and distributors.

Dreyfus, Talent In Dicker Over Mutual Music

NEW YORK, Dec. 16.—Max Dreyfus, head of the Chappell pubbers, is negotiating with Leo Talent to buy out the latter's interest in Mutual Music. Mutual is now equally owned by Talent and Chappell; a contract between Chappell and Talent, who is general professional manager of Mutual, expires at the end of this year and has not been renewed.

Mutual's Coast rep, Chummy McGregor, was let out, and New York contact man, Bob Baumgart, was switched over to Chappell. Current status of the negotiation is

(Continued on page 34)

London Cuts Comic Operas

NEW YORK, Dec. 16.—A series of comic operas has been cut for London Records by England's Intimate Opera Company, the diskery disclosed this week. To be issued under the general title of Intimate Operas, the disks will be on LP. The opera troupe, directed by Frederick Woodhouse, is sponsored by the Arts Council of Great Britain and is slated to tour the United States next spring.

The operas already recorded are Pergolesi's *Musick Master*, Carey's *True Blue for the Press Gang*, Arne's *Thomas and Sally*, Purcell's *Timon of Athens* and versions of *Musical Courtship* and *The Dust Cart Cantata*.

THESE ARE THE SCALES OF NEW DISKERY PRICES

NEW YORK, Dec. 16.—As a ready-reference service for readers, *The Billboard* herewith lists the various price changes on phonograph records as disclosed by press time.

Capitol:

Single records raised from 75 cents to 85 cents plus tax. Long-play records now priced at \$2.85, \$3.80 and \$4.75 plus tax.

Columbia:

Single records raised from 75 cents to 85 cents plus tax. Red label, 12-inch, 78 r.p.m., increased to \$1.10 plus tax. Blue and green label, 12-inch, 78 r.p.m., increased to \$1.25 plus tax. Ten-inch, masterworks, 78 r.p.m., raised to \$1.10 plus tax. Ten-inch pop LP raised to \$3 including tax, 10-inch classical LP to \$4 including tax. The 12-inch classical LP line was split into A, B series remaining at \$4.85 including tax and a new A series at \$5.45 plus tax.

Decca:

Single records raised from 75 cents to 85 cents plus tax. Ten-inch LP's from \$2.85 to \$3 including tax.

RCA Victor:

Single records except 78 r.p.m. kidisks formerly priced at 75 cents to 85 cents plus tax. Classical single, 45 r.p.m. to \$1.10 plus tax. Ten-inch LP's to \$4.45 and 12-inch LP's to \$5.85, both plus tax. The 12-inch classical line, 78 r.p.m., unchanged.

London, Merr. Toot

London and Mercury also increased 75-cent records to 85 cents, but made no changes on long-playing records.

Firms which changed prices in exactly the same manner as did Decca are Coral, Aladdin, Modern, Specialty, Copley, Dorby, Ronda, Savoy, Regent, Atlantic, National, Jubilee, Dana, Robin-Hood, King, Apollo.

No changes have been announced by the following labels: MGM, Continental, Simon & Schuster, Regal, Rainbow, Signature, Tower, Peter Pan, Lincoln, Cetra-Soria, Voco, Ems, Reb, Westminster, Tempo, Rachmaninoff Society, Polymusic, Golden Age, Gallery and Griffon.

Remington:

All LP prices increased by 20 cents per record to \$1.19, \$1.69 and \$2.19.

Vox:

Ten-inch pop LP to \$4, 10-inch classical LP to \$4.75. No change on 12-inch LP. All prices plus tax.

Concert Hall Society:

Twelve-inch gold label unchanged, but 10-inch gold label increased to \$4.67, 10-inch regular to \$4.25 and 12-inch regular to \$5.45.

ASCAP Pushes Per- Program Deal; TV Industry Is Wary

Three Choices Face Telecasters,
With Court Issue Looming in January

Continued from page 4

negotiations before choosing either of the two alternative licenses. In fact, ASCAP has not even solicited licenses, in view of the fact that the decree specified that telecasters be given an alternate to the blanket form.

Should the matter wind up in court, it is known that one of the Society's strongest arguments will be the fact that music performances in the United States draw less money than similar perform-

ances in foreign countries. In most countries, performing rights societies are quasi-governmental and, even in those where they are not so affiliated, they have far more traditional acceptance than in the United States. Some publishers and ASCAP executives are of the opinion that should the matter reach the courts, ASCAP may very well get a good deal.

Otto Harbach, ASCAP president, pointed out, however, that stations would still have considerable time to make up their minds before thinking of asking the government to step in as an unbiased arbiter.

(Continued on page 14)

Dreyer and Marks Form New Pubbery

NEW YORK, Dec. 16.—Dave Dreyer and Johnny Marks this week formed a new pubbery, Dreyer-Marks, Inc., with each owning a 50 per cent interest. The firm will be an American Society of Composers, Authors and Publishers (ASCAP) affiliate.

Dreyer will be professional manager of the new company, and will serve in the same capacity for Mark's St. Nicholas Music (repository of Rudolph the Red Nosed Reindeer). Until last August, Dreyer's concentration had been on his Broadcast Music, Inc. (BMI), firm, Dave Dreyer Music. The firm will continue, but not having been renewed on a guarantee basis, will be de-emphasized.

"Always You"

Dreyer-Marks's first plug will be *Always You*, acquired from Ivan Mogull. There are several records on this song, with others

(Continued on page 34)

LE SATCHMO ON SEINE

He's First in Paris; Duke, Mezzrow Faves

Continued from page 2

French jazz artist who touches their popularity.

The hot clubs of France are the synthesis of jazz. These groups of interested fans still dig for U.S. disks that are not imported by the large companies. Lacking masters, some of the groups have dubbed from American disks in good condition.

Hot records companies in Paris are Jazz Selection, which carries Blue Note; Royal Jazz; Vogue; Blue Star (Apollo, Aladdin, Mercury); Odeon, specializing in reissues; La Voix de Son Maitre (Victor); Savoy, and Swing, first French label to specialize in jazz wax.

New Orleans Cult

New Orleans records, not known here since long after the initial impact of Chicagoans Bix Beider-

becke and Frank Teschmacher in 1933, are now out in front in popularity, with Kid Ory, Baby Dodds, James P. Johnson and their ilk as top names. Big band American jazz evokes little interest.

The disk jockey as well as the juke box is virtually unknown.

(Continued on page 34)

Pop Publishers Find Gold-Dust Switching to Educational Stuff

Continued from page 1

ing systems, extra sales possibilities in specialized publications, etc.

Pop Firms Struggle In With only a few exceptions, most of the large pop firms belong to MPA, along with the established longhair outfits like Carl Fischer, Schirmer, Ricordi, John Church, etc. Among the pop firms who now have both feet in the standard business, and find it both necessary

and valuable to belong to MPA are the Big Three, Bourne, BVC Chappell, Leeds, E. B. Marks, Mills, Morris, Warner Bros., and Southern.

Some of the interest of the pop firms in the standard business stems from the fact that they found themselves from time to time with large chunks of uncommitted capital. One firm, which made a bun-

dle during the last war when a strong excess profits tax pertained, decided to invest in the educational business and has since made quite a dent.

There are no quick overnight profits in the standard business, which requires volume in the form of an extensive catalog, and a heavy investment in printing, sales

(Continued on page 34)

Winterhalter Signs WM Pact

NEW YORK, Dec. 16.—RCA Victor musical director-artist Hugo Winterhalter this week signed a three-year management contract with the William Morris Agency. The booking office's deal with Winterhalter covers all fields, but particular emphasis will be placed on setting the orkster-arranger for a regular TV and/or radio show. The Morris office has already submitted Winterhalter for a musical director's slot with a top flight TV show. The agency will also handle the maestro for theater and movie

(Continued on page 34)

EARLIER CLOSING TIME

On account of Christmas, forms for the

DECEMBER 30 ISSUE

will go to press 24 hours earlier than usual. All advertisers are requested to keep this earlier closing date in mind this week.

EDITORIAL

Bow Ties & Blankets

Are radio stations aware of the operating procedures of some of their employees? A small case which raises this question is that in which two New York music men received letters on the stationery of Station WALL, the Community Broadcasting Corporation, 62 North Street, Middletown, N. Y.

First Letter read: "Dear— "Am really doing a job with your song. Any other tune you want plugged? Just moved into a little apt. And with this cold weather really need another blanket, one of those soft, dark blue jobs I see in The New York Times every Sunday."

Pubbers Face Rise On Printing Prices

NEW YORK, Dec. 16.—Publishers are in for another rise in printing costs. This development, predicted in The Billboard (December 18), crystallized this week when six printing firms, representing the National Music Printers Trade and Allied Association, discussed their cost problems and decided the gaff was too tough to take.

Capitol Signs M. Kaye Trio

HOLLYWOOD, Dec. 16.—Capitol inked the Mary Kaye Trio to a diskling pact. Group formerly with Columbia. Jim Conkling, Cap's artist-repertoire veepee, intends to use the Kaye group more than it had been presented on Columbia wax.

DOWN-UNDER COUNTRY Hillbilly Goes Bush And Aussies Love It

would need to have a sale of 72 records to earn \$1. Radio stations get a huge mail from listeners asking for special hillbilly numbers. Publishing firms make no secret of the fact that the boom in hillbilly music and albums

Folkways Gets BMI Guarantee

NEW YORK, Dec. 16.—Folkways Music, Inc., this week obtained an advance guarantee deal with Broadcast Music, Inc. (BMI). The Folkways catalog comprises native American and foreign folk material, much of the repertory of the Weavers and originals cobbled by members of the group.

Double Output of Gold Label Disks

NEW YORK, Dec. 16.—Concert Hall Society, longhair diskery, will step up its release schedule beginning with its January list. New company policy calls for the release of four or five LPs each month, double the amount turned out previously.

Capitol Names Cavanaugh to Eastern Post

HOLLYWOOD, Dec. 16.—Dave Cavanaugh, for more than five years associated with Capitol Records in various capacities, was named this week to the company's Eastern repertoire recording director. Walter Rivers, who had included artist-repertoire chores among his other duties, will be elevated to handle artist relations, sales promotion plus Eastern company policy problems.

BUGS GREETING VIA TELEPHONE

HOLLYWOOD, Dec. 16.—Capitol is trying something new in dealer yuletide greetings. Bugs Bunny (Mel Blanc) is calling approximately 300 dealers long distance, voicing Cap's Christmas greetings and chatting about kidisk sales.

Local 10 Five-Day Week Edict Upsets Chi Music Biz

CHICAGO, Dec. 16.—Chicago Federation of Musicians, Local 10, met with stiff resistance in its attempt to effect a five-day week among the members of the Chicago Cafe Owners' Association here Friday (15). Milton T. Raynor, cafe ops' legal counsel, told The Billboard that the cafe owners met Friday and determined that no individual cafes would come to any agreement with the AFM here until a scale has been set after mutual agreements by both groups.

CHICAGO, Dec. 16.—Local 10, American Federation of Musicians (AFM), threw a bombshell into the music business here Monday (11) when the musicians' union notified all members of its proposed five-day work week, effective December 24. Wires were sent to AFM-ites, but as yet, no official notification has been sent to operators. The five-day week, as proposed for Chicago, is definitely causing speculation, for it was approximately 12 years ago

being particularly rampant and open in the latter. The methods and channels of payola in both fields are manifold and various, ranging from out-and-out cash payments thru theater tickets to South Pacific.

What's Going On Here are some of the goings on in the pop field. In one New England city two prominent spinners are on the lake. These two operators have a sort of tacit hands-off agreement on their "drive tunes"; when one has a deal on a tune, the other lays off. One of them usually works on a percentage deal with the distributor, say 1 per cent of the gross on all local sales of the disk "contracted" for. For this arrangement he gives the disk a sustained ride.

The other generally works on a flat-rate arrangement, perhaps \$50 or \$100 for a drive of specified duration on a platter. Another famous payola is an Ohio spinner who gets fancy prices, either from an indie manufacturer, a distributor, or a publisher. He is reputed to have got as high as \$400 for a tune. Philadelphia has several angle merchants who also work the percentage (it amounts to a royalty arrangement) and flat rate gimmicks. They have been known to tell unsuspecting publisher reps "Sure we'll play it—50 bucks a week." A well-known Newark, N. J. spinner has had a fat percentage arrangement with an important distributor. Then there's the up-State New York smallie whose recent antics are chronicled in another story this issue.

Distrib Pava In the pop field the brunt of the payola is on the disk distributor, not the parent record company. It is the distributor who shells out the percentage or the flat payment. However, at least one of the fairly large indies co-operates with some of his distributors in paying off the deejays on the flat deals. When an important distributor tells this particular home office that so and so is doing a good job on such and such a record for \$50 a week, the home office can often be prevailed on to go for half. Pubbers also do considerable subsidizing. Much of the money they used to set aside for live reports now goes for the spinners. In addition to cash, they send gifts, cut jockeys in on tunes, and entertain them on lavish New York junkets—a tour de luxe of the big city, with rail fare, hotel rooms, eats, drinks, night clubs, etc., all taken care of. The law of diminishing returns is beginning to set in in the pop field. The New England distributor for a large indie not long ago refused to put a deejay on the take because the spinner was being paid by five other companies. The jock immediately banned all that label's records. The company sent a trouble shooter to the spinner to iron out the difficulties. The

trouble shooter wound up recommending that the parent company undertake to hire the distributor to subsidize the deejay. Another egregious form of payola is the percentage arrangement on one-nighters and jazz concerts. For plugging a concert on their air, some local jocks get 1 per cent of the gross. Some of the spinners have been really feeling their oats in the concert field, and lately have insisted on taking over the concert promotion themselves. They have a strong arguing point—the deejay is an essential for a successful jazz concert.

Other Forms Other forms of payola range thru the merely shady socially acceptable but obviously ethical practices. There has been an outbreak of disk jockeys opening record

CAPAC Board Elects French

TORONTO, Dec. 16.—Four French-speaking representatives were elected to the board of the Composers, Authors and Publishers Association of Canada (CAPAC) Friday (8) at a meeting at which SACEM, French performing rights society, renewed for one year with CAPAC. Both the election of the four French-speaking reps and the re-signing were predicted in The Billboard December 9. The four are Dr. Levaniguy De Montigny of Ottawa, official translator for the Canadian Senate; Roseire Archambault, French-Canadian music publisher; Dr. J. Eugene LaPierre, composer and editor of the Montreal newspaper, La Devoir; and Gerard De La Chapelle, SACEM delegate at large. English Members English-speaking members elected to the board are Sir Ernest

HOTSIE TOTSIE "ROOTIE-TOOTIE" Moppet TV Show Boosts Kidisk, 45 Player Sales

NEW YORK, Dec. 16.—The Rootie-Tootie moppet video show sponsored by the Flat New York local RCA Victor distributor, is being renewed for another 13 weeks as a result of terrific boost in kidisk and 45 r. p. m. player sales. The puppet show premiered on the 11:30 a. m. to noon time slot October 14 over WNET.

TV network. The show's packagers, Telu Enterprises, also are getting deals to license the manufacturer of toys and other merchandise using the puppet characters. Special Shows On Christmas Day, Bruno will expand the kid show to a half-hour for a one-shot Yule party for local kids. A similar one-shot was staged for a full three hours Thanksgiving Day. The power of suggestion inherent in the package also has created a problem for show's producer, Steve Carlin, who also runs RCA Victor's kidisk a. and r. department. Since the introduction of Rootie's "malic kazootie," moppets have taken to calling the puppet Rootie-Knozootie, as a result, the name of both the puppet and the program will be changed beginning with the December 26 telecast. The mail is drawn via a three-way pitch made to local kids. They

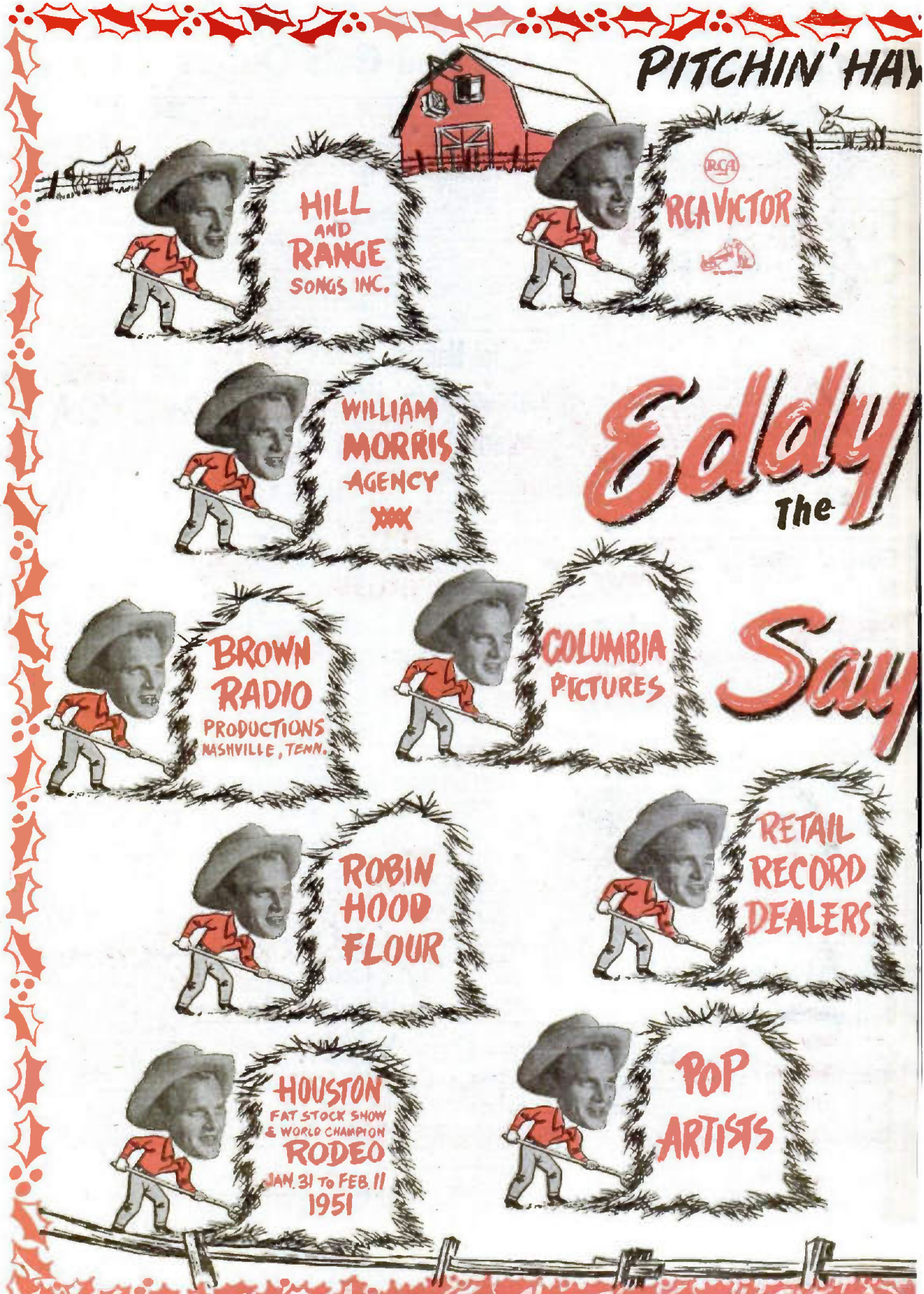
Williams Gets New RCA Post

NEW YORK, Dec. 16.—Jack M. Williams, for the past year special assistant to the director of public relations of RCA Victor, has been appointed advertising and sales promotion manager of the RCA Victor home instrument division, according to Allan B. Mills, general sales manager of the department. Williams fills the vacancy created by the recent appointment of James M. Toney as director of public relations. Williams has been with RCA Victor since 1926 and has held posts in the record, home instrument, and distribution departments.

notified. Raynor claims that his cafe group employs about 1,000 musicians in the Chicago area, as proposed for Chicago, is definitely causing speculation, for it was approximately 12 years ago notified. Raynor said that he would demand a negotiations session with the AFM here. The five-day week was announced by winning AFM members, and no buyers of music have yet been officially notified. The ballroom scale, as previously reported (The Billboard, December 9), is being hiked from \$16 to \$19 for the three-hour per-

(Continued on page 14)

PITCHIN' HAY



**HILL
AND
RANGE
SONGS INC.**

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VICTOR**

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MORRIS
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XXX**

Eddy
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**BROWN
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Local 10 Five-Day Week Edict Upsets Chicago Music Biz

Scales Hiked by AFM; Operators Making Plans To Offset Increase

Continued from page 11

However, terperies do not come under the five-day week rule. Only one ballroom is operating more than five days, that one being the Aragon, currently running six nights.

There will be no change in the legit house scale, with musicians working seven days at the old scale. However, in the case of vaudeurs and burlesque houses, operators previously got one week off for each five weeks worked. Now under the new hike, theater footers will receive two weeks' paid vacation for each five weeks worked.

A check of major music buyers revealed that the boys who ink the musicians' checks feel that the scale raise came at a most inopportune time. Music buyers checked said they felt that in order to meet the increased salary scale, which represents about a 20 per cent hike, they would concentrate on trying to play orks and units made up of Local 10 musicians. Utilizing locally manned orks would mean that the band buyer could slice off the 10 per cent traveling tax, which would cut the music budget for them.

Blackhawk Affected
Don Roth, op of the Blackhawk Loop bistrot, said that the scale hike forces him to continue his policy of utilizing nine-piece local bands, which he started when he brought in the Roaring Twenties, miniature legit musical. He said he does not contemplate a return to traveling semi-name or name orks when he does return to a straight band policy.

William Karzas, owner of the Aragon and Trianon ballrooms, said that his midweek business has dropped off to such a degree that

coupled with the AFM pay hike, means that probably the Trianon, which now operates five nights, may cut off an additional night and the Aragon may drop to five days. He has not definitely decided on this course of action.

The Martinique, Southwest suburban dance, will cut from seven to six days of operation because of the AFM hike. Tony De Santis, op, said he also intends to try to cut down one or two sidemen from the 42-men bands which he has been using.

Cugat Deal
A rep of the Edgewater Beach Hotel said that the five-day week has screwed up a pending contract on Xavier Cugat, who was slated to come into the Marine Dining Room for four weeks December 24. Because Cugat's contract called for a six-day week, the matter may be brought to the union's attention, or, if no change can be obtained, a new salary figure may have to be worked out for the room must operate six nights to pay the Latin orkers' salaries. The Edgewater Beach intends to cut ork personnel from an average of 18, now used, to 13 and 14-piece crews. The spot currently

(Continued on page 42)

Goodman Will Re-Enter Pop Field in '51

NEW YORK, Dec. 16.—Benny Goodman flew back to the Coast this week to join his family for Christmas and will return to activity in the pop field after the first of the year.

Goodman will probably go to work with a sextet, tho there has been some talk that he would reorganize a full-sized dance ork built along the lines of his band of the late '30s. Latter idea has been forwarded primarily because of the success of the Columbia LP package of his 1938 band's Carnegie Hall concert diskings.

B. G.'s agency, Associated Booking Corporation, will submit Goodman for January dates beginning next week.

AFM's Weber Dies at 85

NEW YORK, Dec. 16.—Joseph N. Weber, founder of the American Federation of Musicians (AFM) and for 40 years its president, died Tuesday (12) of a heart attack at his home in Beverly Hills, Calif. He was 85.

Weber, a clarinetist of symphony stature, retired from active participation in the AFM June 10, 1940, and was succeeded as president by James C. Petrillo.

HOLLYWOOD, Dec. 16.—American Federation of Musicians' (AFM) Prexy James C. Petrillo and a contingent of AFM international executives held a national directors' meeting this week to pay final tribute to Joseph N. Weber, one of the founders of the AFM, who was buried yesterday (15). Officials who served as honorary pallbearers were Petrillo; C. L. Bagley, viceprey; Leo Clusmann, secretary; Harry Steeper, treasurer, and board of director members Herman Kenin, J. W. Parks, George Clancy, Stanley Ballard and Walter Murdoch.

Weber, who was born in Temesvar, Hungary, in 1863, became the musician union prexy in 1900, a few years after it was organized. He relinquished his post to Petrillo in 1940, at which time he became honorary prexy and general advisor to the federation. Weber also aided in the organization of the Devoer Music in 1938. He was active in the AFM predecessor, the National League of Musicians (N.L.M.).

On retiring 10 years ago, Weber's \$20,000-a-year salary was

BLINDED VETS FRONT BANDS

WASHINGTON, Dec. 16.—The Veterans Administration (VA) reported this week that 17 blinded World War II veterans have found careers in professional music. Four have become orchestra leaders, while the others are instrumentalists and vocalists.

The VA's report was based on a survey of 4,694 veterans who lost their sight because of service-connected reasons. The survey showed that most of the veterans have entered fields which bring them in contact with the sighted world. Few have gone into specialized occupations for the blind.

HELP YOURSELF

Store Offers Self-Service Record Shop

WASHINGTON, Dec. 16.—The phone records department at Hecht & Company here is being completely modernized into a self-service set-up. Customers will enter thru turnstiles in the style of a supermarket. Patrons will be able to pick out their own wares and play them on turntables which will be completely located thru-out the department.

Disks will be displayed on shelves in separate classifications, according to price and speed, with classical separated, of course, from pop. Work on the modernization began this week and is expected to be completed next week. Phyllis Siagg, chief record buyer, is keeping the department in full-scale operation during the improvement, and business volume has continued to hit a high pace despite the work crews and the moving of fixtures. Sales force will be maintained in the new set-up. Clerks will be on hand for any patrons desiring help or guidance in choosing records.

Mercury Cuts Blues Disks

HOLLYWOOD, Dec. 16.—Mercury plans to hyge its rhythm and blues field got under way Monday (11) when Austin McCoy directed his first wax date since he took over as r. and b. topper. The ex-Modern Records artist-repertoire rep cut four sides with Allen Crane, first in series of blues disks to record with Merc. Sides cut were *One Thru Twelve a Fool*, *No Crying Blues*, *I'll Never Love Anyone Else and I Just Now Realized*. A five-piece combo backed Greene.

McCoy intends to strengthen Merc's blues field by releasing six new artists by January 1. However, he declined to divulge their identity. He was signed last week (13) by the board, December 16) by diskery's Veepee, Art Talmadge, a. and r. topper Harry Geller.

Col. Reissues 50 Jazz, Blues

NEW YORK, Dec. 16.—Columbia Records has embarked on a reissue program of jazz and rhythm and blues platters. Some 60 platters are planned. Selections will comprise the company's best-selling blues and jump items over recent years. The original pairings will be disregarded; new couplings will be on the basis of recognized sellers back-to-back.

The first release, shipping next week, includes four sides by Billie Holiday, two by Count Basie, two by Jimmy Lunceford, two by Cab Calloway and two by Johnny Hodges—six records in all. The program was instituted at the request of a Chicago dealer with a heavy rhythm and blues trade.

continued as a pension. He was given an automobile and was named a delegate of the AFM to all American Federation of Labor (AFL) conventions.

Major rites were held at the AFM Vine Street offices, with Bagley officiating. Burial was in Forest Lawn Cemetery, Glendale, Calif.

Survived by his widow, Gisella.

GOV'T CONFUSED BY IGOE RULING

Copyright Office May Ask Congress Clarification on Protection Via Wax

WASHINGTON, Dec. 16.—The U. S. Copyright Office may ask Congress to clear up the disk copyright muddle created by the Igoe decision, it was learned this week. The office has about decided that it lacks statutory authority to accept recordings for copyright despite the ruling by Chicago District Judge Michael Igoe that the release of an uncopyrighted tune on wax tosses it into the public domain.

Following the Igoe decision last summer several attempts were made to deposit disks with the Copyright Office, but the agency has decided to turn them down, at least for the time being.

In the opinion of agency legalists the only way the office could accept disks would be to make an arbitrary ruling that recordings fall under the term "musical composition" used in the Copyright Act. They figure, however, that while stretching the definition would protect future disks, it could have the effect of putting every record issued in the past in the public domain.

In that event, the Copyright Office would be in the position of making a general rule out of what is now considered only a lower court opinion, not necessarily binding on any parties except those involved in the Chicago case (Miracle Records and Shapiro-Bernstein).

If the agency decides to go to Congress on the matter, it is expected to recommend that some sort of provision be made to protect disks already released. This might be accomplished by a clause granting automatic copyright to all past disks while requiring that all future ones be registered to secure protection.

Many Washington copyright ex-

perts both in and out of government feel that the disk situation is just one extra reason why the House Judiciary Committee should get started on its long-delayed overhaul of the Copyright Act of 1909.

Indie Diskers Skip Distribbs

NEW YORK, Dec. 16.—Distribution difficulties encountered by indie disk manufacturers is causing several firms to sell directly to retailers, by-passing distributor channels. At least three indies in the East are making direct mail pitches to retail stores, offering pop records at distributor prices. Others are reported ready to make the same move.

According to one disker, the distribution problem started to become a tough one when major majors, as Decca and Capitol changed over in some areas from factory-owned branches to independent distribbs. Well-established indies started to lose distributors from that point on. The situation worsened when the advent of 45 and 33 speeds tied up distrib money to such an extent that the smaller labels were either dumped or pushed aside in distrib sales, promotion and payment plans.

Indie diskers report it is now virtually impossible to set lines with financially sound distrib firms in most key territories. The only out, they claim, is to operate direct-to-dealer, shipping disks on a c. o. d. basis to all but the biggest retail outlets.

ASCAP Pushes Per-Program Deal; TV Industry Is Wary

Continued from page 10

A resumption of negotiations, either by the TV committee or individual stations, is definitely possible.

The TV committee, it was learned, would remain in existence and continue to function. One of the TV brass, discussing the matter, pointed out that, despite the apparent failure of negotiations to date, ASCAP may conceivably come up with a satisfactory license, the adoption of which the committee could recommend. Stations, of course, are not bound by the committee's decisions.

Committee's View

The TV committee, Friday evening (13), gave telecasters its view of the situation. In a letter signed by Dwight W. Martin, committee chairman, stations were told in detail.

Do not be alarmed by it (the ASCAP statement) or by anything you may read in the press. As the last extension of the interim licenses . . . was to December 15, 1950, it was necessary for ASCAP to give you a further extension at this time. Instead of giving you the customary extension to a fixed date, ASCAP has extended the interim license to a date 30 days after the receipt by you of a per-program form of license. . . . This turn of events grew out of meetings of our committee with an ASCAP committee on December 12 and 13 which we shall explain briefly here.

"On December 12 we again urged ASCAP to negotiate with us a flat percentage royalty rate on programs, including spot announcements, containing ASCAP music, without any charge on spot announcements or other types of programs containing no ASCAP music, inasmuch as the government's consent decree . . . stated that no royalty need be paid on programs which contained no ASCAP music. ASCAP flatly refused this request and stated that it would not negotiate a flat rate with our committee but would instead announce a rate . . . and that it would discuss with our committee a formula which would include charges on adjacent spot announcements.

"Faced with this firm statement of position, we could do no more than continue our meetings thru

December 14 with a discussion of details of a compromise which the industry might be in a position to submit to the industry for approval with recommendations of acceptance. After canvassing our committee yesterday morning, we informed ASCAP that our committee could not possibly recommend the terms which had been discussed unless ASCAP would concede certain points. . . . ASCAP declined. . . . We want to say that there was no bitterness in our discussions, and that there has been no breakdown in the negotiations, at least insofar as our industry committee is concerned. We shall continue to function whenever the occasion presents itself."

Chi Confab

Martin's letter then informed the telecasters of the January 19 meeting, at the Hotel Stevens in Chicago, of the newly proposed autonomous television board of directors of NAB. Sixty stations have agreed to attend. "We therefore propose to hold a meeting at the same place during the evening of January 18," wrote Martin. "We discuss fully all phases of this matter, and we suggest that you try to make your plans accordingly. By that time you will doubtless have a receipt for the studied ASCAP's form of per-program license, and the discussions should assist each person in deciding whether to accept ASCAP's unilateral per-program terms, or resume negotiations, or sign a blanket license, or take the matter to the courts. In the meantime, we urge you to keep an open mind on the problem. We expect to be writing you further prior to January 18 as developments occur."

"The friction over the charge on spot announcements has been reported before. Both ASCAP and TV execs were loathe to comment on other points of issue. It was stated that the telecasters offered ASCAP a basic rate of 8 per cent of the applicable income from the sale of time, with adjacent spots to be paid for at one-half the general rate. This was denied by music men.

MUSIC QUIZ

Students Get Tunes With Exams

NEW BRITAIN, Conn., Dec. 18.—Music to relieve brain strain during examinations will be tried at Connecticut Teachers College here. The tunes, both live and recorded, will be heard in the auditorium this coming Friday by students who like a bit of harmony with their celebrations, Dr. Etzel Willhoit, chairman of the music department, stated.

Students who scorn modern innovations in the arduousness of writing examination papers may retreat to the shadowy seclusion and silence of the college library, where neither Brahms nor Spikie Jones may intrude.

If the auditorium experiment is a success, the project will be continued through the examination period, which ends the following Wednesday.

Sacred & Lee Reach Terms

HOLLYWOOD, Dec. 16.—Suit against Sacred Records by the James G. Lee Record Processing Company, (The Billboard December 18) was dismissed this week when the religious diskery and Lee came to terms. Sacred paid Lee two-thirds of the \$2,028.25 suit, approximately \$1,400, filed last week for services rendered and materials furnished. Prior to the serving of the suit, the court attached almost 20,000 of Sacred's platters, only to learn that the majority of the disks were on consignment from the Triangle Grain Company. Because of the consignment, the court had to release the pressings.

Earlier this week attorney for Ralph's Record Manufacturing Company told The Billboard that his client was reinstating two previous claims and would file a writ of attachment in the Superior Court of Compton, Calif.

THIS DECCA ALBUM Available on 78-48-33 1/2 rpm

A DECCA ORIGINAL CAST ALBUM

GUYS AND DOLLS

a musical fable of Broadway

A DECCA ORIGINAL CAST ALBUM

FEUER and MARTIN present

GUYS & DOLLS

A MUSICAL FABLE OF BROADWAY
Based on a story and characters by DAMON RUNYON

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ISABEL BIGLEY · PAT ROONEY, Sr.
B. S. PULLY · STUBBY KAYE · TOM PEDI · JOHNNY SILVER

Music and Lyrics by FRANK LOESSER

Book by JO SWERLING and ABE BURROWS

Musical Director: IRVING ACTMAN · George Bassman and Ted Royal · Herbert Greene
Staged by GEORGE S. KAUFMAN

FUGUE FOR TIMBORNES FOLLOW THE FOLD THE OLDEST ESTABLISHED I'LL KNOW
A BUSHEL AND A PECK ABELAIDE'S LAMENT GUYS AND DOLLS IF I WERE A BELL
MY TIME OF DAY I'VE NEVER BEEN IN LOVE BEFORE TAKE BACK YOUR MINK MORE I CANNOT WISH YOU
LUCK BE A LADY SUE ME SIT DOWN, YOU'RE ROCKIN' THE BOAT MARRY THE MAN TODAY

DL 8036

DECCA ALBUM DA-825
Seven 78 RPM Records
Price \$4.70

DECCA ALBUM 9-203
Seven 45 RPM Unbreakable Records
Price \$4.90

DL 8036
12-inch Long Play Microgroove
Unbreakable Record
Price \$4.85

SELECTIONS INCLUDE:

(1) BUNYONLAND MUSIC (2) FUGUE FOR TIMBORNES (3) FOLLOW THE FOLD
(1) MARRY THE MAN TODAY (2) REPRIS: GUYS AND DOLLS Decca 27379
*9-27379
THE OLDEST ESTABLISHED Decca 27380
SIT DOWN, YOU'RE ROCKIN' THE BOAT *9-27380
I'LL KNOW Decca 27381
SUE ME *9-27381

(1) A BUSHEL AND A PECK (2) MY TIME OF DAY Decca 27382
LUCK BE A LADY *9-27382
ABELAIDE'S LAMENT Decca 27383
MORE I CANNOT WISH YOU *9-27383
GUYS AND DOLLS Decca 27384
TAKE BACK YOUR MINK *9-27384
IF I WERE A BELL Decca 27385
I'VE NEVER BEEN IN LOVE BEFORE *9-27385

*Indicates 45 RPM Version

All Album Records Are Available As Singles

America's Fastest Selling Records



TV-Phono Merchandising

NEW YORK, Dec. 16. — Just what effect the national emergency proclamation will have on the TV-radio-phono industry is the subject of more talk than action. While this is no surprise, it is pertinent to point out that key dealers contacted by *The Billboard* were not decided on whether to increase buying programs or cut back. Most were willing to wait for manufacturers and distributors to take the first steps.

If distributors cut all deals similar to those listed in *The Billboard* last week, then dealers will probably increase their buying. If, however, the dating plans and other sales stimulants remain in effect, then they will have the reverse effect from what the distributors planned. In general, dealers expect a consumer buying wave for the next week or two.

How severe production cutbacks will be is not immediately clear, but the President told the nation in his radio-TV address that production of electronic equipment for military use would be more than quadrupled. Additional taxes and credit restrictions are expected in the near future. Price controls on radio-TV-appliance products are also very probable in the light of the Truman talk to the nation.

If production is stringently reduced, dealers expect to increase their servicing staffs and concen-

trate on keeping present TV sets in working order. Other dealers report that such items as phonograph records, accessories, and even furniture will be coated on to make up some of the difference in gross sales. Many retailers are still unworried. Stevens, one of New York's top appliance outfits, this week opened a new store reported to have cost \$300,000.

It is no secret that the big manufacturing problem is obtaining parts for TV, radio and phonographs. While basic sources for parts using such critical items as copper, steel, aluminum and cobalt are cutting down or allocating shipments, manufacturers disclose that black and gray market operators are offering tubes, resistors, magnets and other items at stiff prices. Heavy quantities of speaker magnets are available in the East at three times the price charged by the original manufacturer.

Trade Notes and News
The January Furniture Market in Chicago will see some TV firms adding a few models to their current lines. Trade expectations are that new sets will be higher priced than current models. Manufacturers, in the meantime, deny trade reports that they will up prices on current lines. Philco, Air King, Olympic, Hallieraters and Admiral will show either complete lines or additions to current lines. Meck this week raised prices by 10 per cent. H. E. McCullough was promoted to manager of radio-TV sales for Crosley. Hallieraters promoted Rollie J. Sherwood to vice-president in charge of sales. O. O. Schreiber, Philco's assistant secretary, was named assistant to President William Balderston. Starrett named Herb Franks as general sales manager. Capehart named the Bi-State Distributing Company, Des Moines, Hudson Radio & Television Company, New York, issued a new catalog of high fidelity sound equipment. Transvision, direct-to-consumer TV outfit, unveiled six new video sets in 17-inch and 19-inch picture sizes. J. P. Bokor, vice-president of the RCA Service Company consumer division.

BLUETAIL THE RED FOX
"I WONDER WHY HIS TAIL TURNED BLUE!"

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recorded and featured by TOMMY DORSEY
MR. GOON-BONES-BARNEY LANTZ
PHIL MARRIS
JOHNNY MERCIER
LEO PAUL
FRANK PETTY 1810
LEO PEIST, INC.

The New Benjamin and Weiss Hit!
"HOW DEAR TO MY HEART"
OXFORD MUSIC CORPORATION
1619 Broadway, New York 19, N. Y.

MUSIC BOURNE TO LIVE
ARTHUR GODFREY SINGS
"THE HIT VERSION OF 'YEA BOO'"
COLUMBIA 33068
BOURNE, Inc., 100 W. 44th St., N.Y.C.

Watch This Jump
KATY THE KANGAROO
GEORGE PAXTON INC.
199 Broadway, New York 19, N.Y.

Bridgeport Col., Dec. Plant Workers in Protest Walkouts

BRIDGEPORT, Conn., Dec. 16.—Both Columbia Records and Decca Records staged walkouts here last week, that in the Columbia plant including 600 day and 200 night employees who remained out 28 hours, while the walkout at the Decca plant included 350 workers who remained out a day.

Both unions, which are divisions of the United Electrical Workers, asserted that this was a protest demonstration to press their wage demands, which so far have been ignored by company officials. Both unions are seeking a general wage increase of from 10 to 15 cents an hour because they feel that a government "freeze" on wages. Company-union contracts do not expire in either plant until next year.

Walkouts in both plants were timed to take place on the first day of the new 10-hour schedules which were put into effect to meet Christmas season demands for rush orders. Workers are paid overtime rates after eight hours.

Kirby Revival Set for Bash

NEW YORK, Dec. 16.—The American kick-off of the re-assembled John Kirby band is set for a Carnegie Hall concert December 22. With Sid Catlett on drums in place of O'Neill Spencer, the Kirby combo will feature the same crew who played with the group a decade ago. Charlie Shavers, trumpet; Buster Bailey, clarinet; Billy Kyle, piano; Russell Procope, alto; Kirby, bass; and Catlett will make up the all-star sextet. The group is now playing in Canada.

The rest of the east at the Carnegie Hall date includes the Orioles, Juanita Hall and a Wilbur de Paris Dixieland combo. WNEW deejay Art Ford will ensee the affair, which is scheduled to be picked up by the Armed Forces Radio Network.

Full Facts Spelled Out On Lawsuit

NEW YORK, Dec. 16.—It has been brought to the attention of *The Billboard* that some relevant facts were omitted in a story in the issue of December 9 about two lawsuits brought by one Frank Pallina against the Sam Fox Publishing Company.

Pallina, a co-plaintiff with one Stanley Warner, according to Fox's attorney, S. Jack London, had been recommended a \$40,000 award by a special master for certain performance and synchronization revenues accruing from a catalog he turned over to Fox. According to London, the following sequence of events ensued: The amount was trimmed to \$8,000 in Federal District Court. It was Pallina who then appealed, with the Circuit Court upholding the District ruling. The \$8,000 sum was then further reduced by \$4,000 in connection with a promissory note owed by Pallina to the publisher.

In a second action, Pallina was awarded an additional \$2,200, plus several hundred dollars in interest. This action involved only a difference of opinion with respect to interest and did not involve legal action to enforce payment of royalties, which, according to London, his client had been willing to pay without the interest.

Plaintiffs were represented by Zissu & Marcus.

Kaye Signs GAC Termer For All Fields

NEW YORK, Dec. 16.—Sammy Kaye this week signed a fresh term management contract with the General Artists Corporation (GAC). For the past six months GAC has been buying Kaye without a pact, and the orkster assigned his radio and video rights to the Frank Cooper office. In the interim period, Kaye also was submitted by and accepted dates from other agencies, with the Willard Alexander sale of Kaye into the Waldorf Astoria's roof the most important of these.

Kaye's new GAC pact is for all show business fields. The office will assume the orkster for radio, TV and movies as well as one-nighter, theater and location booking.

Coral Expands Artists Roster

NEW YORK, Dec. 16.—Coral Records this week expanded its artists roster with the inking of Lynn Murray and Miles Perlo to recording pacts. Murray, veteran radio ork and choral conductor, will record big choral-ork production pieces for the label.

Perlo, who has been a popular musician on the recording studio rounds, is an accordionist and will initially appear in a string of solos. Perlo at one time fronted the regular quartet in the Century Room of the Hotel Commodore.

Set Promotion For Kid Disks

NEW YORK, Dec. 16.—Children's Record Guild (CRG) this week announced a change in policy which will see the kidsidey signing radio-TV films to record new moppet material.

Firm also acquired recording rights to story material in the Lucy Sprague Mitchell series of children's books issued under the *Here and Now* imprint. Immediately after the first of the year SRG will hype its ad and merchandising program by placing an additional 1,000 record racks in disk shops, upping its co-op and national media ad budget and sending Sales Manager Irv Katz on a coast-to-coast tour.

National Record Affiliates, subsidiary sales agency of CRG, which is distributing Rasmussen Society, Reb, Emu, Poly music and Glen Gray records, has set 21 local distrib outlets for the LP lines.

On the Stand

Jimmy Dorsey

(Reviewed at Cafe Rouge, Hotel Statler, New York, November 21.)

Records, Columbia. Recent key playdates, Paramount Theater, New York. Business management, Janet Tremaine. Booked by General Artists Corporation. Feature billings, Jimmy Dorsey and his ork; the Dorseyland band; Kenny Martin, vocalist; Pat O'Connor, vocalist; Shorty Sherock, trumpet; Karl Kiffe, drums; Trumpea, Harry Shorack; Dick Hoffmann, Dick Murphy, Riley North, Trombones; Frank Rehau, Dick Dillmore, Ray Ditch, Reeds; Eric Clapton, Mino Pappalardo, Arty Lyons, Phil Cecilia, Mimi Lacerre, Rhythm; Karl Kiffe, drums; Bob Carter, Dick Bill, Lobbie, Sax; Vocals: Kenny Martin, Pat O'Connor, Arranger, Howard DeBoling. Alto sax, clarinet and leader, Jimmy Dorsey.

Dixie Style Revived

A tried-and-true veteran of the dance business, Jimmy Dorsey is one of the few experienced orksters who has managed to find a new peg which to have a revitalization of his box office potential. His peg was the Dixieland revival, which largely was credited to Dorsey as an aftermath of his Columbia album, *Dixie With Dorsey*, as well as his single diskings of *Johnson Rag* and *Charlie, My Boy*.

Dorsey, a master of tempo, is fronting one of his smoothest units, His library, skillfully tailored by Howard Giebling, is top heavy with standards, the majority familiar and all top drawer musical pieces. A spicing of current pops, particularly hits, would enhance the programing considerably. A tongue-in-cheek wit, Dorsey's presentation is not without its lighter moments. His variations on *Goodnight, Irene* make excellent change of pace as well as a touch of vital showmanship.

The Dorsey vocal department doesn't boast the near legendary Eberle-O'Connell powerhouse but nevertheless is filled handsomely by Kenny Martin and Pat O'Connor. Martin is a bary with a personable manner and a strong, sound set of pipes. The thrust of the placement for Claire Hogan, is not terribly long on voice but is a saleslady with a showmanly flare. The Dorsey name still stands as a bulwark of band business and in itself remains a plus marquee factor. Of course, the band can be no guarantees in this uncertain period of the business, but of this there can be assurance—J. D. is bound to satisfy the customers that show up simply from force of habit.

Jerry Gray

(Reviewed at Frank Dalley's Meadowbrook, Cedar Grove, N. J., November 15.)

Records, Decca; recent engagement, Palladium Ballroom, Hollywood; commercial radio, Club 15 show, Monday thru Friday via CBS; personal manager, Gil Rodin; booked by Music Corporation of America; feature billings, Tommy Traynor, vocalists; Miles Perlo, trombone; Ted Nash, tenor sax; Pete Candoli, trumpet; Alvin Stoller, drums; Trumpea: John Best, Conrad Gozzo, Whitley Thomas, Pete Candoli, Trombones: Murray McEachen, Jimmy Frides, John Halliburton, Berlie Harner, Reeds: Wilbur Schwartz, Bob Nash, James Ridge, John Jacob, John Batella, Rhythm: Mino Pappalardo, Jimmy Rowles, piano; Joe Muro, drums; Beverly Al Hutchinson, guitar; Accordion: Tony Gray, Vocals: Tommy Traynor, Tony Gray; Leader and arranger: Tony Gray.

For sheer musical values and exciting, exciting execution there's hardly a band in the business that can put a candle to Jerry Gray's organization. It's made up of crack Coast musicians and is under the guidance of one of the most competent and imaginative arrangers. However potent the musical assets of this band, the crew, nevertheless, is short of being a finished product. It's time for the band's return to the Coast following this engagement was indeed wise, in that it is allowing for improvement and amendments before Gray actually sets out to tackle the current cross-country band route.

Summer Hoop-La

Gray's band is due for a lavish build-up during the coming summer after it concludes the year's schedule for the Club 15 radio show. The promotion, being drawn at this point to include hoop-la via his Decca records as well as thru a boost in association with radio sponsor, Campbell's Sausages, should be completely warranted by summer. By then Gray should have with a full library and developed a flare for more astute showmanship than he was able to

demonstrate during this engagement.

At this point Gray is being considered, along with Ralph Flanagan, Ray Anthony and Tex Beneke, as a contender in the sweepstakes to capitalize on the late Glenn Miller's band style. Certainly Gray, who was most closely associated with Miller in his heyday, has come up with the band which has a musical integrity and distinctive character which no other neo-Miller unit has managed to achieve. But with both Flanagan and Anthony rolling in high, it will take a great machine to compete. Anything less could deter Gray's bid. Done up properly, Gray, with an abundance of band training, song knowledge and persuasive arranging style, must move to the forefront if what he offered at the Meadowbrook will serve as a foundation for his band.

Three Essentials

Gray's basic requirements boil down to three essentials:
1. His library should carry a larger share of pops and medleys, with the latter a particularly important need for the current dance business.
2. To add the needed showmanship, Gray's easiest out would be to expand his vocal department to include a live-wire thrush and a vibrant vocal group. These, in addition to current warbler Tommy Traynor, should help keep things attractive both aurally and visually on the bandstand. Traynor, incidentally, is a most impressive balladeer.
3. Gray has the benefit of a permanent spot of a coast-to-coast radio show, the Club 15 aircast. But, from now until the time when he makes an earnest bid, Gray will require concentrated institutional promotion via the air and with the aid of his Decca records.

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

"THE WINTER WALTZ"
recorded by TRUDY RICHARDS
MGM 10831
Gale and Gables
Incorporated
119 BROADWAY, NEW YORK 19, N. Y.

Another BAI Plus-Up Hit!
The Roving Kind
Published by Hillis
Recorded by
GUY MITCHELL-WITCH MALLER
ORCHEL (COLUMBIA)
THE WEAVERS (DECCA)
THE MELODEONS (MGM)
Exclusively Licensed by
BROADCAST MUSIC, INC.

"A LITTLE WHITE DUCK"
"WILL BE IN SEASON ALL THE WAY THROUGH EASTER"
GENERAL MUSIC
409 Madison Ave., N. Y. C., PL 3-7347

GIVE TO THE RUNYON CANCER FUND

Chucho Waxes

Chucho Martinez, Latin warbler who has been etching for RCA Victor's export diskings, will cut four sides here for the domestic market the first week in January. Two of the tunes (all four are published in Southern Music) will have English lyrics; one will be toned by Alfredo Antonini.

Names for Hawthorne

Night Club on Eddie Desura and John Caplis have leased the Hawthorne (Calif.) Club and Ballroom for a year and will present Ina Ray Hutton and her ork December 27-31. Fern orkster goes in at \$3,000 plus 50 per cent of the gate. This is Desura's first ballroom venture and he departs from usual Hawthorne policy of using house bands. Tentatively set to follow Miss Hutton is Harry James.

"To Daddy"

Rainbow Records has recouped the two Dick Todd best-sellers, "Daddy's Little Boy" and "Daddy's Little Girl," and is packaging each in a two-color gift envelope. Price of the package will be \$1. Backing the Todd sides will be tap-dance instrumentals featuring Eddie (Piano) Miller and rhythm accompaniment.

Design of envelopes permits a child to sign a "To daddy from—"

Tempo Adds Distrib

Tempo Records has added distributors in Hong Kong and Guam, making total of eight foreign outlets for Irving Fogel's label. Colonial Trading Company was linked in Hong Kong and Trade Winds Music in Guam. Dukery also has similar deals pending in France and Germany. Other countries where Tempo distributes are England, Canada, Mexico, Italy, Switzerland and Belgium. Majority of disks going to the Pacific distributors are 78's, with a few 45 and 33 1/2's.

London Adds Distrib

Four new distributors were added last week by London Records as the diskery continued to expand its sales operation. Lieberman Music Company, Minneapolis; Gramophone Enterprises, New Orleans; D. & E. Dis-

tributing Company, Des Moines, and Music Service Company, Great Falls, Mont., were appointed by London sales and a. and r. exec Joe Delaney.

Classic D. J.

The Oxford University Press will sponsor classic platter programs over New York FM station WABF, beginning January 3. The series, which will feature works of modern American and English composers, marks the first time the Oxford outfit has purchased radio time in the U. S.

Garner Set for P. A.'s

Jazz pianist Erroll Garner has been booked for a string of radio and TV appearances after closing at the Birdland, Broadway jazz spot. Columbia Records' artist is set for appearances on the Ed Sullivan "Toast of the Town," "Songs for Sale," Frank Sinatra and ANTA TV shows, and a repeat on the "Piano Playhouse" radio program.

New York:

Xavier Cugat and his ork grossed \$20,000 in a week's run at the Circle Theater, Indianapolis.

Sydell Friedlander former secretary to Vic Damone, is now at Famous-Paramount pubbers. . . . Tommie McLeston, former secretary to Howie Richmond, doing record promotion for Don Cherry. . . . Irving Fields trio begins four weeks with options at the Saxony in Miami Beach January 4. . . . Milton Rettenberg, music editor for BMI, played piano accompaniment for Jane Pickens at the National Press Club's father and daughter dinner in honor of President Truman and Margaret Truman in Washington Wednesday night (13).

Rose Hanken moved her secretarial service offices from 1650 Broadway to 510 Madison Avenue. . . . Juna Garzaer, Apollo thrush, begins four weeks at Ciro's in Miami Beach Saturday

(23). . . . Soily Loft, pubbing a tune called "Charlie's Tavern," is getting a hand from that well-known musician's watering spot here. The bartender is handing out pro copies of the tune to all interested customers.

Chicago:

Mike Falk, vet Detroit talent skedder, who left his own office two years ago to link with MCA as Detroit office chief, is back to the indie agent field. Verle Bogus, ex-Chl MCA-tie who has been in the Motor City for the past year, is taking over the MCA office. . . . Natl Hale, who went with Columbia as regional d. j. contact man three months ago, was let go in the recent personnel shake-up. He is temporarily with Tower Records.

Dee Kilpatrick, who doubles as d. b. and pop a. and r. man for Capitol, has opened offices at 2100 Pierce Avenue, Nashville. . . . Hank Winder is not starting an old-time band to replace his pop crew, but may form a small old-time combo to work some dates. . . . Teddy Phillips set for the Aragon, opening February 27 for five weeks. Phillips has cut a series of alto sax sides a la Freddy Gardner for London.

Overton Ganong, for the past year sales manager of Bullet, the Nashville diskery, has returned to Capitol Records, heading the Florida branch in Jacksonville. The branch is independently owned and Ganong has been elected prexy by the stockholders. . . . Lorry Raine and her hubby-p. m. Tim Gayle, intend to reside permanently on either the East or West Coast unless a TV show, currently being put together, works out in Chicago, where they've headquartered for the past year. . . . Gertrude Neisen is leaving the cast of "Red, White and Blue," the American Legion revue, with Peggy Lee in as her replacement.

Philadelphia:

New Swing Club, which normally offers recorded music for

the dancing, turns to an "in person" policy with names. Kicking off with Tony Pastor, danceery schedules another night December 23 with Gene Krupa on tap. The Four Keys, currently at Lou's Moravian and linked with the London label, and who in private life are the Furness brothers, are grooming a fifth and younger brother, Arthur, to join the group and make it a quintet. . . . Oscar Treadwell, who spins the waxes every afternoon on W.D.A.S., doubles as commentator Sunday afternoons for the jazz concerts staged by Charlie Ventura at his Open House roadhouse in near-by Lindenwald, N. J.

Hollywood:

Directors of Capitol Records have declared a regular quarterly dividend of 65 cents a share on a \$2.50 cumulative convertible preferred stock. Dividend is payable January 1 to holders of record December 15. . . . On the basis of her performance in Republic's "Belle le Grand," ex-Chicago Opera diva Muriel Lawrence has been given a new contract. . . . Harry James and ork inked for the Flamingo, Las Vegas, Nev., and will open February 22 for two weeks. . . . Harold Byrns, director of the L. A. Chamber Symphony, signed to compose and conduct the score for "The Bridge." . . . Columbia's "Sunny Side of the Street" features a Frankie Laine-Toni Arden duo on "I May Be Wrong." . . . John Agar skedding p. a.'s not as an actor, but as a singer. . . . Universal's Hans Salter penned an original rhapsody "Soliloquy," to be played by Ann Blyth in "Bonaventure." . . . Gene Autry and Smiley Burnette have pre-waxed a trio of songs for Columbia flicker, "Whirlwind." . . . Close to \$160,000 has been raised for the musical comedy, "My L. A." Only \$20,000 additional backing is needed before the show gets underway. . . . Doris Day's next starring role on the Warner lot will be in "On Moonlight Bay." . . . William Lava is musical director on the Warner epic, "The Story of Fol-som." . . . Canadian clefter Robert

Rarmon will pen the score for "Captain Horatio Hornblower," also on the WB lot.

Tempo Records' Prexy Irving Fogel is prepping his annual Christmas party in his Sunset Strip offices. . . . Five fellows and a gal have formed the area's newest singing group, the Clef Clan. Stu Phillips, Carl Eugster, Jerry Sweet, Verno Hicks, Clark Burroughs and Karen O'Hara make up the group. Formation came when several of the singers left the Twilighters to form a larger company. With a non-exclusive pact under their belts with Song Writers' Cooperative, Inc. (SWCI), group hopes to line up night club acts. . . . Mills Music has signed new songwriting duo of Vernon Cross and Jeff Curtis.

Detroit:

Marguerite Colbert, new Rondo Records artist, has been signed to a personal management deal by Music Counselors, headed by Charles Stevens, with her first releases on this label, "Home," and "Tell Me Your Dream," just hitting the market. . . . Don Pablo and his orchestra played to a capacity crowd over last week-end at the Vanity Ballroom, in his only home-town engagement in between stands at the Commodore Perry Hotel, Toledo, and the Hotel Van Cleave, Dayton, O., where he opens this week-end (23).

CAPAC Board

Continued from page 11

MacMillan, music conductor, Toronto; Gordon V. Thompson, Canadian pubber; David Adams, local manager for Bossy & Hawkes; C. C. Devereaux, Canadian rep for Chappell; Harold Cluff, of Anglo-Canadian Music, E. T. Jamieson, former prexy and general manager of CAPAC; Dr. John Murray Gibbon, composer, and Dick Murray, ASCAP's veepee in charge of foreign relations.

Leslie Bossy addressed the meeting and spoke of the excellent relationship between the English and the French, Dick Murray, exemplifying the current good feeling between ASCAP and SACEM, put his arms around De La Chappelle in a gesture of unalloyed amity.

Christmas Bonus!

"The little white duck"

and
**"There's A Little
 White House"**
 Sung
 by

Burl Ives

Columbia 78 rpm record 39066
 or 7-inch 33 1/2 rpm 1-917

Columbia Records

First, Finest, Foremost In Recorded Music





hear
this!
hear
this!

"I'm Little but I'm Loud"

sung by

"Little" Jimmy Dickens

paired with

"The Bible on the Table"

(and The Flag Upon The Wall)

78 rpm 20769 33 1/3 rpm 2-935

COLUMBIA

RECORDS

First, Finest, Foremost
In Recorded Music

THE BILLBOARD Music Popularity Charts

HONOR ROLL OF HITS

From Mark Day

The Nation's Top Tunes

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of the degree of each song's popularity as measured by survey features of the Billboard's Music Popularity Chart. Based on reports received December 13, 14, 15.

Last
Week

3. **1. Tennessee Waltz**

By Pee Wee King and Red Stewart—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: Ray Bullitt, Col 202955; 13312-156; Cowboy Copas, King 474; Fontaine Sisters, V 20-2679; E. Headley, Decca 40813; Wayne King, V 20-1434; Pee Wee King, V 20-2680; Anita O'Day, London 847; P. Page, Mer 5554; Jimmy and Leon Short, Decca 46172; Jo Stafford-P. Weston, Decca 39065; G. Lombardo, Decca 27336; Les Paul, Cap 13169; J. Jewell-G. Sage, Decca 718; T. Taylor, Decca, MGM 10026; Cowboy Copas-Ruby Wright, King 919; M.H. Larkin, Royal 3503.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence DuChow and Red Raven, Ork-L. Roka, Thebanus; Spade Cooley, Standard; Leon Payne, Lang-Worth; Alan Helms, Associated.

1. **2. The Thing**

By Charlie Green—Published by Healy (BMI)
RECORDS AVAILABLE: Anna Brothers-R. Ross, Ork, Coral 40193; A. Coffey-A. Blyden, Ork, Col 19048; T. Brewer-J. Jerome, London 873; Phil Harris, V 20-3968; The Ten Bears-D. La Winder, Ork, Mer 5548; Steve Gillette's Red Coat, V 20-3686; Danny Kaye, Decca 27350; S. Jovanoff, Decca 717; S. Reichert, Warner 587; T. Taylor, Ork, MGM 10064; Sam Carter, V 21-0411.
(No information on electrical transcription libraries available as The Billboard goes to press.)

2. **3. Harbor Lights**

By Jimmy Kennedy and Merv Williams—Published by Chappell (ASCAP)
RECORDS AVAILABLE: B. Anthony, Ork, Cap 1190; A. Byrd-J. Muray, Mer 5461; R. Flanagan, Ork, V 20-3711; K. Griffin, Col 38879; S. Kaye, Col 38769; (4576-788), (2312-788); B. Crosby, L. Murray, Ork, Decca 27218; (4576-788); L. Haines-E. Flanagan, London 781; D. Washington-J. Carroll, Ork, Mer 5408; T. Page, Ork, Tower 1488; Skip Fields, Ork, MGM 10023; J. Clay-S. Fisher, Hi-Tone 312; S. Jovanoff-G. Sage, Decca 718.
ELECTRICAL TRANSCRIPTION LIBRARIES: Teddy Powell, Lang-Worth; Frank Masters, Associated; George Wright, Thebanus; The Blackies, Standard.

4. **4. Nevertheless**

By Harry Peab and Bert Kalman—Published by Chappell (ASCAP)
From the MGM film, "Three Little Words"
RECORDS AVAILABLE: B. Anthony, Cap 1190; R. Flanagan, Ork, V 20-3968, 14547-3964; R. Laine, Mer 5395; M. Lewis-M. Murray, Ork, MGM 10772; Mike Brubaker, Decca 27253; P. Weston, Ork, Col 38820; F. Sinatra, Col 19044; The Emmentons, Decca, Westminster 71-1802; Anita O'Day, MGM 30224.
ELECTRICAL TRANSCRIPTION LIBRARIES: Claude Gordon, Ork, Capitol; Teddy Powell, Lang-Worth; Ph. Brite, Associated; Johnny Desmond-Hugh Winckelater, Ork, Thebanus; Ray Starr-Bob Crosby, Standard.

8. **5. Rudolph, the Red-Nosed Reindeer**

By Johnny Marks—Published by St. Nicholas (ASCAP)
RECORDS AVAILABLE: H. Babcock, Coral 60273; G. Aulry, Coral 60210, 1331-319; S. Burstein-E. Scott, Ork, Cap 9813; B. Crosby, Decca 80050; R. Roy, Decca 46287; A. Gentry-Harry Tones, Hi-Tone 311; K. Griffin, Col 39061; E. Howard, Mer 5560; E. Howard, Ork, Mer 5547; Spike Jones, V 20-3974; Marlene Dietrich, V 21-0127; "Sugar Baby" Robinson, Cap CAS-3025; P. Scala, London 740; Ted Black, Ork, Decca 7081; L. Cost, Abbey 15026; Kern Kobblers, MGM 10005; P. Scala-Keynote, London 740.
ELECTRICAL TRANSCRIPTION LIBRARIES: Johnny Guarantini, Thebanus; Jan Barber, Capitol; Henry Jerome, Lang-Worth; Chuck Potter, Lang-Worth; Four Knights, Lang-Worth; Glen Osler, Muzak; Lawrence Welk, Standard; Satisfiers, Associated.

5. **6. A Bushel and a Peck**

By Frank Loesser—Published by Swan (ASCAP)
From the musical "Guys and Dolls"
RECORDS AVAILABLE: P. Conno-B. Nelson-M. Ayres, Ork, V 20-3930; D. Day, Decca 39080; A. Desmond-T. Metrolia, Ork, MGM 10800; C. Haines, Capitol 64309; Kaye Kalish-R. Hayes, Mer 5561; M. Wynne-J. Waddy, Cap 1234; Andrew Sisters-M. Schuman, Ork, Decca 27252; J. H. Wainwright, Decca 716.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Welk, Standard; Johnny Desmond-Hugh Winckelater, Ork, Thebanus; Henry Jerome, Lang-Worth.

6. **7. All My Love**

By Paul Durand, Mitchell Parish and Henri Cochet—Published by MCA (ASCAP)
RECORDS AVAILABLE: H. Babcock, Coral 60290; B. Crosby-J. Alexander-Dorsey, V. Taylor, Decca 27177; K. Costello, Col, 38912; D. Day-C. Black, Ork, V 20-3920-3870, 145147-3870; P. Page, Col 38910; E. Gram, Cap 1189; G. Lombardo, Decca 27110; P. Page-M. Galtie, Ork, Mer 5493; R. Case, Ork, MGM 10762; J. Smith, Col 39020; J. Fraumig, Mercury-Vee 360 899.
ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Helms-Johnny Carson, Associated; Bette Chappell, Thebanus; Joe Newman, Standard; Guy Lombardo, Ziv; Ralph Norman, Muzak; Henry Jerome, Lang-Worth.

7. **8. Thinking of You**

By Harry Peab and Bert Kalman—Published by Remick (ASCAP)
From the MGM film, "Three Little Words"
RECORDS AVAILABLE: Rocky Byrne, Ork, Coral 60248; D. Cherry, Decca 27120; A. Morton-P. Weston, Ork, Capitol 1106; M. Tilton, Capitol 1816274, 14519-6274; S. Young, Col 38925; E. Flaner, V 20-3902.
ELECTRICAL TRANSCRIPTION LIBRARIES: The Satisfiers, Associated; Richard Lubart, Thebanus; Bob Chester, Ork, Standard.

9. **9. Frosty, the Snowman**

By Steve Nelson and Jack Rollins—Published by Hill & Range (BMI)
RECORDS AVAILABLE: G. Aulry, Col 38407; H. Babcock, Coral 60271; "Two-Ton" Baker-J. Weston, Harmonica, Mer 54876; M. "Sugar" Cole, Col 1303; J. Durante, MGM 30293; B. Foley, Decca 46267; G. Lombardo, Decca 27257; J. Marlowe & Frosty-B. May, Ork, Cap CAS-3079; G. Mason-T. Vale, Ork, London 772; W. Monroe, Ork, V 20-3925; S. Rogers, V 21-0374.
ELECTRICAL TRANSCRIPTION LIBRARIES: Bob Cole, World; Claude Gordon, Ork, Capitol; Satisfiers, Associated; Lawrence Welk, Standard; George Wright, Thebanus.

10. **10. My Heart Cries for You**

By Carl Siemon and Percy Faith—Published by Masey Music (ASCAP)
RECORDS AVAILABLE: G. Mitchell-M. Miller, Col 39027; Al Morgan, London 807; D. Sham-H. Revue, Ork, V 20-3978; J. Waddy, Cap 1328; V. Young, Ork, Decca 27533; B. Farrell, MGM 10668; V. Dismore, Mer 5562; E. Knight-Red Foley, Decca 87370; B. Stafford, G. Aulry, Col 39020.
ELECTRICAL TRANSCRIPTION LIBRARIES: Leroy Newman, Lang-Worth.

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America's No.1 Girl Singer

PATTI PAGE

America's No. 1 Record
'TENNESSEE WALTZ'

MERCURY 5534 & 5534X45

-and don't forget "ALL MY LOVE" Mercury 5455 & 5455X45



Two Great Hits
on One Great Record

VIC DAMONE

'MY HEART CRIES FOR YOU'
'MUSIC BY THE ANGELS'

MERCURY 5563 & 5563X45



Picked by D-J's, Retailers and Operators

FRANKIE LAINE

'I'M GONNA LIVE 'Til I Die'

flip side "A MAN GETS AWFUL LONESOME"
MERCURY 5544 & 5544X45



The "Fatima" team with a NEW hit!

Richard Hayes
Kitty Kallen



"Get Out Those
OLD RECORDS"

flip side "IT IS NO SECRET"
MERCURY 5564 & 5564X45

BILLBOARD TIP: "Catchy rhythm narrative is trimmed with nickel-grabbing potential"



TINY HILL

AND HIS ORCHESTRA

'HOT ROD RACE'

flip side "LOVEBUG ITCH"
MERCURY 5547

No. 1 Best Selling,
Most Played Rendition By

EDDY HOWARD



"To Think
YOU'VE CHOSEN ME'

flip side "THE ONE ROSE"
MERCURY 5517 & 5517X45



MERCURY RECORDS, CHICAGO, ILLINOIS ★ MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA



FRAN WARREN

"HANDS OFF MY HEART"

Backed by "TEARDROPS FROM MY EYES"

with
HUGO WINTERHALTER'S
Orchestra

78 r.p.m. 20-3995
45 r.p.m. 45-3995

This week's

New Releases

... on RCA Victor

Release 10-11

Ship's Coast to Coast, Week of December 24

POPULAR

PERRY COMO with Orchestra and chorus
conducted by the composer Sigmund Romberg

Zing Zing-Zoom Zoom
If (with Mitchell Ayers and His
Orchestra) 20-3997—(47-3997)*

WAYNE KING and His Orchestra

The Midnight Waltz
So Goes My Heart
20-3998—(47-3998)*

ZIGGY TALENT with Orchestra conducted by
Dewey Bergman

(Please Tell Me) What Is the Thing
Sad Case (Trouble, Trouble, Trouble)
20-3999—(47-3999)*

BETTY HUTTON

Who Kicked the Light Plug
(Out of the Socket)
He's a Demon—He's a Devil—
He's a Doll 20-4000—(47-4000)*

COUNTRY

DOLPH HEWITT

End of the Rainbow
You Gave Me Back My Ring
(Please Give Me Back My Heart)
21-0416—(48-0416)*

CHARLIE MONROE and His Kentucky Partners

Good Morning to You
'Neath a Cold, Gray Tomb of Stone
21-0417—(48-0417)*

WESTERN

JIM BOYD and His Men of the West

The Big "D" Hoogie
From Here On (It's All Up to You)
21-0418—(48-0418)*

*45 rpm 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.

- ⑤ **The Thing**
Phil Harris and His Orchestra 20-3968—(47-3968)*
- ⑤ **Mommy, Won't You Buy a Baby Brother?**
- ⑤ **Rudolph, The Red-Nosed Reindeer**
Spike Jones and His City Slickers 20-3934—(47-3934)*
- ⑤ **A Bushel and a Peck**
Perry Como and Benny Hutton 20-3930—(47-3930)*
- ⑤ **Thinking of You**
Eddie Fisher with Hugo Winterhalter's Ork 20-3901—(47-3901)*
- ⑤ **Christmas in Killarney**
Dennis Day 20-3970—(47-3970)*
- ⑤ **I'm Moving On**
Hank Snow and His Rainbow Ranch Boys 21-0328—(48-0328)*
- ⑤ **The Golden Rocket**
Hank Snow and His Rainbow Ranch Boys 21-0400—(48-0400)*
- ⑤ **Patricia**
Perry Como 20-3905—(47-3905)*
- ⑤ **Tennessee Waltz**
The Fontane Sisters 20-3979—(47-3979)*
- ⑤ **Our Lady of Fatima**
Phil Spitalny, Hour of Charm All-Girl Ork 20-3920—(47-3920)*
- ⑤ **A Marshmallow World**
Vaughn Monroe 20-3942—(47-3942)*
- ⑤ **You're Just in Love**
Perry Como 20-3945—(47-3945)*
- ⑤ **The Lord's Prayer**
Perry Como with Choir and Organ, Mitchell Ayers. 28-0436—(52-0071)*

Coming Up...

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

- ★ **Blue Christmas**
Hugo Winterhalter Orchestra
20-3937—(47-3937)*
No. 27, Records most played by Disc Jockeys, Billboard, Dec. 18.
- ★ **Nevertheless**
Ralph Flanagan 20-3904—(47-3904)*
No. 21, Best Selling Pop Singles, Billboard,
Dec. 18; No. 14, Records most played by
Disc Jockeys, Billboard, Dec. 18.
- ★ **Be My Love**
Mario Lanza 10-1561—(49-1561)*
No. 28, Best Selling Pop Singles, Bill-
board, Dec. 18; No. 8, Retailers Pick,
Billboard, Dec. 1; No. 3, Disc Jockeys
Pick, Billboard, Dec. 2.
- ★ **Tell Me Tonight**
Tony Martin 20-3987—(47-3987)*
Billboard Picks, Dec. 18.

TIPS **ZING ZING—ZOOM ZOOM** BY SIGMUND ROMBERG
Perry Como, with orchestra and chorus under Sigmund Romberg.
20-3997—(47-3997)*

FIELD FLASHES

Something was bound to happen when RCA Victor matched one of the top composer-conductors of all time—Sigmund Romberg, with the country's Number 1 vocalist—Perry Como. What happened was ZING ZING-ZOOM, ZOOM, the most whistleable tune recorded in the last twelve months. Written by Romberg, recorded by Como, delivered by RCA Victor.

The Fontane Sisters (Marge, Bea and Jerry), whom the country's disc jockeys have figuratively taken under their wings, have a real hit ballad potential in their current release titled WHAT DID I DO? Mmm-m-m-m-m!

Even as this column is being written the million mark in sales (and nobody knows what it is).

Question: Who is the record artist who has more radio outlets, is most played, and most heard than any other artist on records? Answer: Eddy Arnold. Yes, Eddy Arnold.

Sprinting to the top—but FAST—Dinah Shore's MY HEART CRIES FOR YOU.

"Snap-Shot Flanagan." In keeping with the current flood of picture books with gag captions, such as THE BABY, THE FRENCHMAN, etc., we're happy to tell you that Ralph Flanagan is the subject of a clever picture book. It is called "Ralph Flanagan, the Bandbaby" and shows Ralph in various and hilarious poses with gag captions underneath. Slipping through the book we got the impression that Ralph would be a hot bet for a Hollywood production.

With Broadway wildly applauding "Guys and Dolls," record fans are raving about the RCA Victor "GUYS AND DOLLS" album, which boasts a cast that includes Donald Richards and Mory Amsterdam. Al Goodman does the batoning.

Phil Spitalny courteously refrained from wincing when a wise guy in a night club cracked that Phil's book of orchestrations couldn't be as impressive as his book of phone numbers of the gals in "Hour of Charm" choir. Phil's favorite number is the one that belongs to Evelyn and Her Magic Violin. In private life, of course, Evelyn is Mrs. Spitalny.

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

Best Selling Pop Singles

based on reports received December 13, 14 and 15

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area.

Table with 5 columns: Rank, Title, Artist, Label, and Code. Includes entries like 'THING THE REINDEER' by P. Harris, 'TENNESSEE WALTZ' by P. Page, and 'HARBOR LIGHTS' by S. Kaye.

Best Selling Pop Albums

Because all labels are not listed on all speeds it is difficult to conduct a pop album survey that is statistically accurate. Furthermore, separate inventory systems make it almost impossible for the average large dealer to fill out The Billboard's pop chart questionnaires to a completion...

Best Selling 33 1/3 R.P.M.

Table with 5 columns: Rank, Title, Artist, Label, and Code. Includes entries like 'SOUTH PACIFIC' by Mary Martin-Erno Pines, 'MERRY CHRISTMAS' by Bing Crosby-Andrew Sisters, and 'THREE LITTLE WORDS' by Original Cast.

Best Selling 45 R.P.M.

Table with 5 columns: Rank, Title, Artist, Label, and Code. Includes entries like 'MERRY CHRISTMAS (Four Records)' by Bing Crosby-Andrew Sisters, 'THREE LITTLE WORDS (Four Records)' by Original Cast, and 'SOUTH PACIFIC (Seven Records)' by Mary Martin-Erno Pines.

DEALER DOINGS

Planned Buying

By analyzing sales on artists and planning a buying program for all disks, the Melody Shop, Columbus, O., claims to have increased both turnover and profits.

Postal Trouble

"How about record distributors getting after the postal authorities to keep record cartons out of mail bags? Our local postmaster is under the impression that record cartons should be handled as separate packages."

Sales Tips

Hoffman's, Kenosha, Wis., suggests that clerks keep close tabs on the records being repressed on numbers. Unless this is done, time and sales can be lost looking for the old number.

Christmas Sale

"I selected a pile of 78 and 45 records that hadn't been moving very well and put them on sale at three for the price of two. It was a 10-day sale. I moved 25 per cent of the 78 and 20 per cent of the 45 records I put out."

Trade Talk

"The inability of Columbia to establish a fair trade price in New York is just another example of the entire industry's slipshod methods of doing business. The New York court decision read like an obituary for the small independent dealer."

Best Selling Children's Records

based on reports received December 13, 14 and 15

Records listed are those records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly dealer survey. Records are listed according to greatest sales.

Table with 5 columns: Rank, Title, Artist, Label, and Code. Includes entries like 'RUDDOLPH, THE RED-NOSED REINDEER' by G. Aulry, 'FROSTY, THE SNOWMAN AND WHEN SANTA CLAUS GETS YOUR LETTER' by G. Aulry, and 'TWEETIE PIE' by M. Blanc-B. May.

Best Selling Classical Titles

based on reports received December 13, 14 and 15

Best Selling 33 1/3 R.P.M.

Table with 5 columns: Rank, Title, Artist, Label, and Code. Includes entries like 'Strauss Die Feenrhapsodie' by J. Palak, 'Verdi: Rigoletto (Complete Opera)', and 'Tchaikovsky: Swan Lake Ballet Music'.

Best Selling 45 R.P.M.

Table with 5 columns: Rank, Title, Artist, Label, and Code. Includes entries like 'Toni of New Orleans', 'Strauss: Music of Johann Strauss', and 'Rimsky-Korsakov: Scheherazade'.

Advance Classical Releases

Table with 2 columns: Title and Label. Includes entries like 'Bach: Passacaglia and Fugue in C Minor and Praeludium in F Major' and 'Mozart: Four Sacred Arias'.

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THE BILLBOARD Music Popularity Charts

• Records Most Played by Disk Jockeys

based on reports received December 13, 14 and 15

Records listed here in numerical order and played over the greatest number of records shown. List is based on reports from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records or songs listed here will be found in the "Music Popularity Chart" Part 1, (F) indicates tune is from a film; (M) indicates tune is from a recent musical production.

Weeks to Date	Position	Title	Artist	Label
1	1	THING, THE	P. Harris	Capitol
5	2	TENNESSEE WALTZ	P. Page	Mercury
10	3	BUSHEL AND A PECK	B. Hutton P. Como	ASCAP
14	5	HARBOR LIGHTS	S. Kaye	Capitol
2	23	ROVING KIND	G. Mitchell-M. Miller	Capitol
12	4	NEVERTHELESS	P. Weston	Capitol
18	5	ALL MY LOVE	P. Page	Mercury
3	10	MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Capitol
4	8	TENNESSEE WALTZ	J. Stafford-P. Weston	Capitol
8	17	ONE FINGER MELODY	F. Sinatra	Capitol
3	25	MY HEART CRIES FOR YOU	D. Shore	Capitol
9	14	NEVERTHELESS	R. Flanagan	Capitol
10	5	THINKING OF YOU	E. Fisher-M. Winterhalter	Capitol
1	13	RUDOLPH THE RED NOSED REINDEER	G. Aultry	Capitol
8	15	NEVERTHELESS	R. Anthony	Capitol
6	15	OH BARE	K. Starr	Capitol
13	9	HARBOR LIGHTS	R. Anthony	Capitol
13	11	ORANGE COLORED SKY	King Cole Trio-S. Kenton	Capitol
2	17	YOU'RE JUST IN LOVE	P. Como	Capitol
1	20	BE MY LOVE	M. Lena	Capitol
6	21	HARBOR LIGHTS	G. Lombardo	Capitol
12	22	HARBOR LIGHTS	R. Flanagan	Capitol
5	18	BUSHEL AND A PECK	M. Whiting-L. Wakely	Capitol
1	24	RUDOLPH THE RED NOSED REINDEER	S. Jones	Capitol
8	24	THINKING OF YOU	D. Cherry	Capitol
1	26	NOBODY'S CHASING ME	D. Shore	Capitol
5	27	NEVERTHELESS	Mills Brothers	Capitol
1	28	CHRISTMAS IN KILLARNEY	P. Faith	Capitol
1	29	ROVING KIND	The Weavers	Capitol
6	16	BUSHEL AND A PECK	Doris Day	Capitol
2	21	LITTLE ROCK GETAWAY	L. Paul	Capitol

• Songs With Greatest Radio Audiences (ACI)

Tunes listed here the greatest audiences on programs heard, on network stations in New York, Chicago and Los Angeles. List is based upon John D. Freeman's Audience Coverage Index. The index is prepared by radio broadcast utilizing this information may be used. Information will be provided. Beginning Friday, December 8, 8 a.m., and ending Friday, December 15, 8 a.m.

Rank	Title	Artist
1	All My Love (R)	Mills-ASCAP
2	And You'll Be Home (R)	Burtie-Van Heusen-ASCAP
3	Be My Love (F) (R)	Mills-ASCAP
4	Best Thing for You (M) (R)	Mills-ASCAP
5	Buskel and a Peck, A (R) (R)	E. M. Harris-ASCAP
6	Can't Seem To Laugh Anymore (R)	Dreyer-BMI
7	Christmas in Killarney (R)	Remick-ASCAP
8	Frosty the Snow Man (R)	Bregman-Vocco-Cann-ASCAP
9	Get Out There Old Records (R)	HIN & Flanagan-BMI
10	Harbor Lights (R)	Chappell-ASCAP
11	I Am Loved (M) (R)	E. M. Harris-ASCAP
12	If I Were a Bird (M) (R)	Chappell-ASCAP
13	If You've Got the Money I've Got the Time (R)	Preyer-BMI
14	I'll Always Love You (F) (R)	Fleming-ASCAP
15	I'm in the Middle of a Riddle (M) (R)	Remick-ASCAP
16	It's a Lovely Day Today (M) (R)	Remick-ASCAP
17	La Vie En Rose (R)	Harris-ASCAP
18	Life Is So Peculiar (F) (R)	Burtie-Van Heusen-ASCAP
19	Looks Like a Good Cold Winter (R)	Shapiro-Bernstein-ASCAP
20	Marshmallow World, A (R)	Lombardo-ASCAP
21	My Heart Cries for You (R)	Shapiro-Bernstein-ASCAP
22	Nevertless (F) (R)	Chappell-ASCAP
23	Once You Find Your Cup (F) (R)	T. B. Harris-ASCAP
24	Orange Colored Sky (R)	Remick-ASCAP
25	Patricia (R)	Bregman-Vocco-Cann-ASCAP
26	Rudolph the Red-nosed Reindeer (R)	St. Nicholas-ASCAP
27	Silver Bells (F) (R)	Remick-ASCAP
28	Tennessee Waltz (R)	Parsons-ASCAP
29	Time Out for Tears (R)	Remick-ASCAP
30	The Thing (R)	Hollis-BMI
31	Thinking of You (F) (R)	Remick-ASCAP
32	You Love Me (F) (R)	Winters-ASCAP

VOX JOX

Preems

Bob Stuberfield, is new staff announcer at WAYN, Rockingham, N. C. as "Jamboree" emcee. George Darlington has left WARK, Hagerstown, Md., for WEPM, in his hometown Martinsburg, Va. Another ex-WARK staffer, Dave Ferriss, has joined WTKK, Durham, N. C. Joe Flood, KTLN, Denver, is now airing three disk shows a week—a total of 24 hours. In addition to his regular daily schedule, Jack Mills, KSIB, Creston, Ia., gets up at 6 a.m. to play bass fiddle and do a comedy routine with Ted West and Steel Cross's Radio Rascals. Don Roberts is newcomer at WCMJ, Ashland, Ky. Bob Hawkins is piloting a new show "Ten Tune Time" on KWJB, Globe, Ariz. Hal Benson, WMPG, Memphis, has launched a new airtel, featuring "the five top Billboard tunes and some kidtiks" every Monday, Wednesday and Friday afternoon. Johnny Holmes, ex-KFSB, Joplin, and KSWM, Joplin, Mo., has moved over to KOMA, Tulsa, Okla., and needs wax. "I had wonderful service in Joplin" pens Johnny, "but here at KOMA, the service is not worth a damn!" Bert Knapp, WMCA, New York, led off a new Sunday afternoon platter stunt on WOR, New York, last month tagged "Dynamic Cavalcade." Lee Arons, WEBK, Tampa, has started a new Sunday afternoon jazz show featuring his rare New Orleans collection. Jay Giles, WSOY, Decatur, Ill., has added an across-the-board telephone quiz show, to his regular d. j. chores. Harry Clark, WJOM, Brookline, Mass., has taken over the station's eight hour all-night airtel "Marathon of Music." Rosemary Myers, WJJD, Chicago, is branching out as a kiddie disk artist for Melody Records. Calls herself "The Lady of Dreams." Russ Wonnacott, KSIL, Silver City, N. M., has snagged the local Dodge and Plymouth dealer (The Frank Motor Company), as sponsor seven days a week for his platter program featuring Billboard's "Honor Roll of Hits." Bill Wells is new staffer at KWAK, Stuttgart, Ark. Bud Chase, WONE, Dayton, O., has snagged a new two and a half-hour daily show. Michael Joseph, WPRO, Freeport, O., is joining WMAN, Mansfield, O., to take over the "Nightcap" program. Jerry Strong, WINX, Washington, launched his "Christmas House" for Orphans broadcast this month from 6 to 9:30 a.m., marking the 10th year Strong has helped play Santa to D. C. foundlings. Roger Clark, WNOB, Norfolk, has started a new morning and evening d. j. series. Sam Babcock, KFSB, Joplin, Mo., who rated well in Jan. Garbo's recent d. j. popularity contest reported to the army late last month.

Sponsor Talk

Jerry Gaines, WHAT, Philadelphia, has landed two new sponsors, Green & McBride and Quaker House Sales. Chevrolet is buying two weeks with Walter Vaughan, Jr., KFTV, Paris, Tex. Duke Savitt, WFGM, Fitchburg, Mass., closed a 28-week deal with Harvard Ale. For in for two weeks with Bill Marchant, WKBZ, Muskegon, Mich. H. O. Bates and Rem signed a 52-week pact with Howard Malcolm, WTRY, Troy, N. Y. Mary Dee, WHOD, Homestead, Pa., landed 86 weeks with Sun-Light, Thompson & Company. Bill Silbert, WXYZ, Detroit, making sponsor-talk with Muntz TV. Santa Fe Cigars buying

• Best Selling Sheet Music

based on reports received December 13, 14 and 15

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

Weeks to Date	Position	Title	Artist
7	1	RUDOLPH THE RED-NOSED REINDEER (R)	St. Nicholas
4	5	TENNESSEE WALTZ (R)	Acuff-Rose
7	2	FROSTY, THE SNOWMAN (R)	Hill & Range
11	9	NEVERTHELESS (F) (R)	Chappell
12	3	HARBOR LIGHTS (R)	Chappell
7	8	BUSHEL AND A PECK (M) (R)	Sesac
5	6	THE THING (R)	Hollis
16	11	ALL MY LOVE (R)	Mills
5	9	A MARSHMALLOW WORLD (R)	Shapiro-Bernstein
14	12	THINKING OF YOU (F) (R)	Remick
7	4	WHITE CHRISTMAS (R)	Bertin
3	16	CHRISTMAS IN KILLARNEY (R)	Remick
6	15	SANTA CLAUS IS COMING TO TOWN (R)	Faust
9	14	PATRICIA (R)	Bregman-Vocco-Cann
7	7	WINTER WONDERLAND (R)	Bregman-Vocco-Cann
9	16	AN ORANGE COLORED SKY (R)	Frank
1	17	SLEIGH RIDE (R)	Mills
21	13	LA VIE EN ROSE (R)	Harms
5	20	PETITE WALTZ (R)	Duchess
22	20	GOODNIGHT, IRENE (R)	Spencer

NOTE: Due to the appearance of Christmas standards on the sheet music chart we are listing more than the usual 15 popular songs.

• England's Top Twenty

Weeks to Date	Position	Title	Artist
8	1	RUDOLPH THE RED-NOSED REINDEER	Chappell
3	4	I TAUNT I TAW A PUDDY TAT	Harm-Connelly
12	2	GOODNIGHT, IRENE	Leeds
3	10	CHRISTMAS IN KILLARNEY	Harm-Connelly
15	3	MORA LISA	New World
17	5	SAM'S SONG	Sterling
3	7	BELOVED, BE FAITHFUL	Pickwick
10	6	HAVE I TOLD YOU LATELY?	Leeds
5	8	AUTUMN LEAVES	Maurice
4	14	ORANGE COLORED SKY	Maurice
14	11	ASHES OF ROSES	Campbell-Connelly
3	13	MY CHRISTMAS WISH	Michael Remick
21	9	SILVER DOLLAR	Pic Music, Ltd.
18	15	IF I WERE A BLACKBIRD	Bar and Cox
1	15	IF I LEAVE MY HEART IN AN ENGLISH GARDEN	Sun Music, Ltd.
4	12	I ONLY SAW HIM ONCE	Smith
25	16	IF I LOVED YOU	Williamson
1	18	FERRY BOAT INN	Campbell-Connelly
1	19	ALL MY LOVE	Maurice
4	20	WE'LL KEEP A WELCOME	Edward Cox, Ltd.

*Publisher not available at the Billboard press time.

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

The Richard Heuber (RH) Tele-Log is based on the monitoring of all program telecasts by the American Broadcasting Company, Columbia Broadcasting System, DuPont and Westcott Broadcasting Company network stations in New York and Chicago. Point totals are derived in the following manner: Every time a song is performed on a sustaining show, automatically, it receives a credit of 5 points; when performed weekly on a sustaining it receives 10 points, when done instrumentally on a commercial show it receives 15 points and, when done weekly on a commercial show it gets 20 points.

Rank	Title	Artist
1	Thinking of You—Remick	125
2	Rudolph the Red-Nosed Reindeer—St. Nicholas	120
3	La Vie En Rose—Harms	115
4	A Better and a Peck—Harris	100
5	All My Love—Mills	100
6	Nevertless—Chappell	100
7	Winter Wonderland—B. O. Bates	100
8	The Thing—Hollis	80
9	White Christmas—Bertin	80
10	Looks Like a Good Cold Winter—Lombardo	70
11	You're Just in Love—Remick	70
12	Harbor Lights—Chappell	60
13	Roody's Chasing Me—Chappell	60
14	Christmas in Killarney—Remick	40
15	It's a Lovely Day Today—Bertin	40
16	Lucky, Lucky, Lucky Me—Smully	40
17	Oscar—Bertin	40
18	Oh, Babe—Alamo	40
19	Orange Colored Sky—Frank	40
20	A Marshmallow World—Shapiro	40
21	Winter Waltz—Gale & Carter	35
22	Bottom Up Your Dues—Crawford	30
23	Cherry Pie Dapples To Be You—Chappell	30
24	Marshmallow World—Shapiro	30
25	Be My Love—Mills	30
26	Can't Seem To Laugh Anymore—Vallado	20
27	Cherry Pie Dapples To Be You—Chappell	20
28	Frosty, the Snow Man—Hill & Range	20
29	I Am Loved—Chappell	20
30	If I Were a Bird—Bertin	20

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Featuring **Frank Reardon**
Vocal with Instrumental Accompaniment

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"THE BILLBOARD MARCH"

London 889 (78 rpm)
London 45-889 (45 rpm)

LONDON
RECORDS

THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

Based on reports received December 13, 14 and 15

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,556 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. Details shown in this chart on other available records of tunes listed here will be found in the lower half of the Music Popularity Chart, Part 2.

POSITION	Weeks / Last 13	Title	Artist	Label
5	2	1. THING, THE	P. Harris	Capitol (45) 47-3968-BMI
5	1	2. TENNESSEE WALTZ	P. Page	Mercury (78) 5534; (45) 5534-4045-BMI
16	3	3. HARBOR LIGHTS	S. Kaye	Capitol (78) 3893; (33) 1-794; (45) 46-794-ASCAP
7	4	4. NEVERTHELESS	Mills Brothers	Decca (78) 2725; (45) 9-27253-ASCAP
17	5	5. ALL MY LOVE	P. Page	Mercury (78) 5495; (45) 5495345-ASCAP
8	6	6. BUSHEL AND A PECK	M. Whiting, J. Wakely	Capitol (78) 1234; (45) 1F-1234-ASCAP
11	7	7. HARBOR LIGHTS	G. Lombardo	Decca (78) 27208; (45) 9-27208-ASCAP
6	8	8. HARBOR LIGHTS	B. Crosby	Decca (78) 27259; (45) 9-27259-ASCAP
9	9	9. THINKING OF YOU	D. Cherry	Decca (78) 27128; (45) 9-27128-ASCAP
2	18	9. MY HEART CRIES FOR YOU	G. Mitchell-M. Miller	Capitol (78) 39067; (33) 1-918-ASCAP
7	10	11. BUSHEL AND A PECK	B. Hutton-P. Como	Vocalion (78) 20-3930; (45) 47-3930-ASCAP
11	12	12. ALL MY LOVE	B. Crosby	Decca (78) 27117; (45) 9-27117-ASCAP
12	11	13. ORANGE COLORED SKY	King Cole S. Kenton	Capitol (78) 1104; (45) 1F-1104-ASCAP
L Janet Bruce-M. DeLugg, Oak, King 15061; Doris Day-P. Caronauha, 716, Cal 10480; D. Kaye-P. Andrews-V. Schoon, Oak, Dec 27262; B. Hutton, V 20-3906; J. Lester, Coral 60325; Roberta Quinlan-Jan August, Oak, Mer 55041				
5	14	13. NEVERTHELESS	F. Laine	Mercury (78) 5495; (45) 5495345-ASCAP
12	19	15. HARBOR LIGHTS	K. Griffin	Capitol (78) 3889; (33) 1-710; (45) 9-710-ASCAP
8	17	16. NEVERTHELESS	R. Flanagan	Vocalion (78) 20-3904; (45) 47-3904-ASCAP
2	28	17. TENNESSEE WALTZ	G. Lombardo	Decca (78) 27336; (45) 9-27336-BMI
1	—	17. RUDOLPH THE RED-NOSED REINDEER	G. Autry	Capitol (78) 38610; (33) 1-375-ASCAP
6	21	19. THINKING OF YOU	H. Winterhalter-E. Fisher	Vocalion (78) 20-3901; (45) 47-3901-ASCAP
12	26	20. ALL MY LOVE	G. Lombardo	Decca (78) 27118; (45) 9-27118-ASCAP
9	19	21. NEVERTHELESS	P. Weston	Capitol (78) 38902; (35) 1-815-ASCAP
5	21	21. OH BABE	Ames Brothers	Capitol (78) 46327; (45) 9-46327-ASCAP
W Kay Brown, Mer 5538; F. Flanagan, V 20-3954; Leroy Holmes, MGM 10858; B. Goodman, Cal 39048; Homer & Jethro, V 21-0404; L. Hampton, Oak, Dec 27305; Jack Hardy, Tennessee 728; W. Harris-L. Millinder, Oak, King 6438; E. Prince-Wesley Smith, Oak & Chorus, Rain-Hood 101; J. Preston-B. Evans, Decca 2748; K. Starr-F. Davis, Oak, Cal 1278; R. M. Iton, Specialty 381; Louis Ivers, Mer 6293; B. W. Horn, Rainbow 30333				
7	24	21. TO THINK YOU'VE CHOSEN ME	E. Howard	Mercury (78) 55117; (45) 55117-45-ASCAP
S. Kaye, Oak, Cal 39036; A. Money, Oak-B. Manning-Syltara, MGM 10899; S. Oliver, Oak-R. Young, Dec 27262; J. Stafford-Gordon Mac-Rae, Cal 1307; Fives Stars, V 20-3978				
18	15	24. I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Capitol (78) 1194; (45) 1F-1194-ASCAP
E. Fitzgerald-L. Jordan, Dec 27200; J. Ingle-J. Piles, Oak, London 684; P. Gayten, Oak, Regal 3256; D. Washington, Mer 8187; D. Bradley, Coral 60293; L. Hampton, Oak, Dec 24913; L. Millinder, Oak, V 20-3622; Art Mooney, Oak-Syltara, MGM 10419				
1	—	24. WHITE CHRISTMAS	B. Crosby	Decca (78) 25778-ASCAP
H. Bark, MGM 10778; E. Arnold, V 21-0190; Ravens, Acoustic 9042; M. Bristol, Trio, Modern 20 787; A. Katsenowitz, Oak, Cal 7646-N; A. Snow, Oak, Dec 27243; Ellington-Lamp-A. Hooper, Mercury M-1953; M. Winterhalter, Oak B. Chorus, V 20-3937				
5	15	26. OH BABE	K. Starr	Capitol (78) 1278; (45) 1F-1278-ASCAP
5	29	27. NEVERTHELESS	R. Anthony	Capitol (78) 1190; (45) 1F-1190-ASCAP
1	—	27. MY HEART CRIES FOR YOU	Dinah Shore	Vocalion (78) 20-3978; (45) 47-3978-ASCAP
7	—	29. HARBOR LIGHTS	R. Anthony	Capitol (78) 1290; (45) 1F-1290-ASCAP
1	—	29. THING, THE	Ames Brothers	Capitol (78) 46333; (45) 9-46333-BMI
1	—	29. HARBOR LIGHTS	R. Flanagan	Vocalion (78) 20-3913; (45) 47-3913-ASCAP
24	23	29. GOODNIGHT, IRENE	G. Jenkins-Weavers	Decca (78) 27077; (45) 9-27077-BMI
R. Foley-E. Tobin, Dec 46255; E. Grant, Capitol (78) 1150; (45) 1F-1150; G. Auler, Cal (78) 20738; (33) 2-707; Louisiana, Atlantic 917; F. Sinatra, Cal (78) 38892; (33) 1-718; Madman Mammori, Discovery 534; L. Doe, Dec 46254; Alexander Brothers, Mer 5848; J. Stafford, Cal 7142; C. Stewart, Coral 60364; M. Sullivan, King 688; Gunter LHM Corp, Dec 46167; D. Day-C. Danc, Vocalion (78) 20 3870; (45) 47-3870; J. Stoddard, Dillard-O. Bradley Quinlan, Coral 60261				

THE BILLBOARD Music Popularity Charts

RHYTHM & BLUES NOTES

Ella Fitzgerald set for a late January week at the Powelton Cafe, Philadelphia. . . Reynolds Hall, Philadelphia, has a Christmas night dance promotion with Ruth Brown and Willis Jackson's band and a December 29 prom that brings together Amos Milburn's music and the Orioles' vocals. . . George (Butch) Ballard, who took his drums to Europe for Duke Ellington last spring. (Continued on page 62)

Swing Time
THE SIGN OF THE
BEST SELLER

A VERY
Merry Xmas
AND A
Happy
Prosperous
New Year
TO ALL OUR
DEALERS
AND
DISTRIBUTORS
FROM
Swing Time
RECORD CO.
AND THEIR
ARTISTS
Lowell Fulson
Ray Charles
Lloyd Glenn
Jesse Thomas
Percy Mayfield
Charles Brown
JOHNNY MOORE'S
3 BLAZERS
Jimmy Witherspoon
Mabel Scott

"With such guaranteed hits" makes us Lowell Fulson, Lloyd Glenn, Ray Charles and new artists like Jesse Thomas and others to be introduced throughout the year. Dealers and Distributors of Swing Time Records can look forward to 1951 as a banner year and watch the Cash Register ring with Sales! There's another Lowell Fulson Big "Hit" to start the year off with a solid smash. . . announcements will be in the mid week. 1951 will prove that Swing Time is "The Sign of the Best Seller!"

See your local Distributor or write direct
Swing Time
RECORD
DISTRIBUTING CO.
3427 So. San Pedro Ave.
Los Angeles 11, Calif.

• Most-Played Juke Box Rhythm & Blues Records

... based on reports received December 13, 14 and 15

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

Weeks (Last) This to date/Weeks/Week

5	2	1.	TEARDROPS FROM MY EYES . . . Ruth Brown . . . Atlantic 919-BMI
9	1	2.	PLEASE SEND ME SOMEONE TO LOVE . . . P. Mayfield . . . Specialty 375-BMI
5	—	3.	OLD TIME SHUFFLE BLUES . . . L. Glenn-L. Fulson . . . Swingtime 237-BMI
12	4	4.	ANYTIME ANYPLACE ANYWHERE . . . J. Morris-L. Tale . . . Atlantic 914
4	5	5.	BAD, BAD WHISKEY . . . A. Milburn . . . Aladdin 3068
5	7	5.	EVERY NIGHT ABOUT THIS TIME . . . Fats Domino . . . Imperial 5099
20	3	7.	BLUE SHADOWS . . . L. Fulson . . . Swingtime 226
4	6	8.	OH BABE . . . L. Darnell . . . Royal (78) 3298-ASCAP
3	10	8.	STREET WALKING DADDY . . . M. Day . . . Oak 1010
1	—	10.	TIME OUT FOR TEARS . . . D. Washington . . . Mercury (78)5503; (45)-5503K45-ASCAP

• Rhythm & Blues Record Reviews

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY
JIMMY WITHERSPOON How I Hate To See Christmas Come Around DOT 1024—Glad singing strong, but the treatment is not too different from the old version except for a stoner blues quality in ending. Fine job, but probably late.	79--82--80--74	POPULARITY
Skidrow Blues Scastrated slip city blues in amusingly earnest, smartly caustic.	72--72--72--72	POPULARITY
MARGIE DAY (Griffin Bros.' Ork) Bonaparte's Retreat DOT 1024—Glad singing strong, but the treatment is not too different from the old version except for a stoner blues quality in ending. Fine job, but probably late.	76--76--76--76	POPULARITY
Hot Pepper Humoristic waltz, well executed up instrumental riff.	66--64--66--68	POPULARITY
IVORY JOE HUNTER Some Need You GSM 1001—Heavy dose of his own ballads in semi-pop style with fiddles and all. He cracks in the fashion of usual, but time doesn't impress, nor does ending get the same mood. Over balanced and is another obstacle.	72--73--73--70	POPULARITY
You Thrill Me Cleverly back in the righteous groove with a blues original. Comes to a proper blues outfit, with tender and piano solo, riffs—and no wailing.	82--82--82--82	POPULARITY
RHYTHM WILLIE ORK I've Got Rhythm PREMIUM 806—Set in a modern rhythm casing, dishing spots a modern jazz harmonic which, the admittedly a new sound, proves more an incident than a novelty. Day and tender spots relieve.	53--55--50--55	POPULARITY
Waltin' Willie Here the harmonica wails a medium blues in the modern rhythm setting. Spiced by a spot of too slow. Okay but lacks punch.	68--70--65--68	POPULARITY
FERRY YIMMONS ORK Eating My Heart Out for You PREMIUM 805—A hot Dinah Washington type of thrush impression, solidly with a warm, resonant job on it & a ballad out from familiar cloth. Performance could draw attention and sale.	80--80--80--80	POPULARITY
Your Key Won't Fit My Door Thruh belts out a medium blues with the Washington strength and heat. Material is combined but again performance could attract agency.	73--73--73--73	POPULARITY
MARGIE DAY (Griffin Bros.' Ork) Little Red Rooster DOT 1019—Thruh packs a load of soul into this thing w/ blues, with okay combo people in back.	82--82--80--84	POPULARITY
Blues All Alone Feelings! slow blues packs a lowdown mood.	73--73--71--75	POPULARITY

• Rhythm & Blues Record Releases

Blues All Alone—Margie Day-Griffin Brothers Ork (Little) Dot 1019
Blues at Daybreak—E. Williams and His Muck-backers (Turtle-Track) Savoy 723
Blues Squeeze, A—Johnny Hodges (Citternbug) Col 30233
Bonaparte's Retreat—Margie Day-Griffin Brothers Ork (Dot) Dot 1024
Chief, Turn the Hour on Me—The Cap-Tans (With) Dot 1018
Clap Hands Here Comes Charlie—Cousin Benie Ork (Paved) Col 30233
Cool and Easy—R. Lyte-J. Otis (Head) Reppan 1020
Georgia on My Mind—Billie Holiday (Let's) Col 30235
Good Back Home—Smiley Smokey Lynn (Unafraid) Peacock 1555
Hard Headed Woman—Clarence Green Ork (Lucas) Peacock 1557
Hood Myler—J. Otis Reppan 1020
Hot Pepper—Margie Day-Griffin Brothers Ork (Bonaparte's) Dot 1024
If I Love You—Dinah Washington (My Kind) Mer 6206
(Continued on page 62)

• Best Selling Retail Rhythm & Blues Records

... based on reports received December 13, 14 and 15

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

POSITION Weeks (Last) This to date/Weeks/Week

9	2	1.	TEARDROPS FROM MY EYES . . . Ruth Brown . . . Atlantic 919-BMI
6	4	2.	BAD, BAD WHISKEY . . . A. Milburn . . . Aladdin 3068
9	1	3.	PLEASE SEND ME SOMEONE TO LOVE . . . P. Mayfield . . . Specialty 375-BMI
12	3	4.	ANYTIME ANYPLACE ANYWHERE . . . J. Morris-L. Tale . . . Atlantic 914
2	—	5.	BESAME MUCHO . . . Ray-O-Vacs . . . Decca 48162
3	10	6.	FAR AWAY CHRISTMAS BLUES . . . Little Esther-J. Otis . . . Savoy 768-BMI
4	6	7.	OH BABE . . . L. Darnell . . . Royal (78) 3298-ASCAP
16	5	8.	BLUE SHADOWS . . . L. Fulson . . . Swingtime 226
2	7	9.	OLD TIME SHUFFLE BLUES . . . L. Glenn-L. Fulson . . . Swingtime 237-BMI
1	—	10.	LONESOME CHRISTMAS (Parts I & II) . . . L. Fulson . . . Swingtime 242

Modern's SPECIAL RELEASE
SENSATIONAL NEW RECORD
"ONCE THERE LIVED A FOOL"
by
JIMMY WITHERSPOON
MOD. 793
Modern RECORDS
hollywood

Look, Sellers!! Santa
Has a Double Bulge!!
BAD BAD WHISKEY
AMOS MILBURN—AL 3068
TELEPHONE BLUES
FLOYD DIXON—AL 3075
Aladdin RECORDS

sensational!
RUTH BROWN SINGS...
"TEAR DROPS FROM MY EYES"
backed by the Great
AM I MAKING THE SAME MISTAKE AGAIN?
ATLANTIC RECORDS #919
ATLANTIC RECORDS, 301 West 54th Street, New York, N. Y.

THE BILLBOARD Music Popularity Charts

Country & Western Records Most Played by Folk Disk Jockeys

... based on reports received December 13, 14 and 15

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.

Weeks Last This	Rank	Title	Artist	Label
26	1	1	I'M MOVIN' ON	H. Snow
				Capitol 35028 (45)48-0328-BMI
8	4	2	I LOVE YOU A THOUSAND WAYS	L. Frizzell
				Capitol 20739 (45)48-0328-BMI
6	3	3	MOANIN' THE BLUES	H. Williams
				MGM 78110832 (45)48-0328-BMI
5	6	4	GOLDEN ROCKET	Hank Snow
				Capitol 35040 (45)48-0400
21	7	5	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen
				Capitol 20774 (45)48-0400
7	2	6	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell
				Capitol 20793 (45)48-0400
13	8	7	LOVEBUG ITCH	E. Arnold
				Capitol 20782 (45)48-0328-BMI
15	4	8	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie
				Capitol 31124 (45)48-0400
1	-	8	RUDOLPH THE RED-NOSED REINDEER	G. Aultry
				Capitol 30810 (45)48-0400
2	10	10	SHOTGUN BOOGIE	Tennessee Ernie
				Capitol 31295 (45)48-0400

Advance Folk (Country & Western) Record Releases

Bob on the Table, The—"Little Jimmy Dickens (The Little) Col 20769
Best Stay Away From Me—Ed, Austin-B. Wingfield
the Rhythm Rangers (Lester) (Lick) Frontier AV 103
Clomp, Click, Click—Dave Landers (E) Everything That's MGN 10872
Coffin, Coffin—The Team—Eddie Marshall (The Lion's) V 21-0415
Cockoo Waltz—Bill Boyd (Mean, Mean) V 23-0410
Everything That's Good—Dave Landers (Clomp,

Click) MGN 10872
Happy Birthday Darling—Jay Dennis & Sky Lines (Precious Darling) Buena Vista 222
I Ain't Gonna Cry No More—Red Allen (You Drifted) Mex 6297
I'm Little But I'm Loud—"Little Jimmy" Dickens (The Baker) Col 20769
In the Good Old Way—Bob & Jim Edwards (Little Temptation) Atlas J
Travis Mustel's Fall, The—Moon Mulligan (I Was)

(Continued on page 27)

FOLK TALENT AND TUNES

By Johnny Sippel
DISK JOCKEY DOINGS

Roy Starkey, ex-vocalist who worked the Louisville territory and went to Chicago four months ago, has landed a year's part with WCFB, Chi 500,000-watter, over which he now does a daily 90-minute morning show of platter spinning. This marks the first time the station has had a country music seg... Rocky Rauch, who doubles between d. j. work at KTLN, Denver, and his Western Serenaders, has inked with Mutual records... Cliff Mercer reports that his outlet, WLOU, Louisville, has added Jimmie and Jess, who do a daily live seg... Don Davis, of WKCY, Cincinnati, will play Santa Claus at the big Hadaeol theater Christmas party in Cincinnati December 23.

Cracker Jim Brooker, WMIE, Miami, is doing a weekly TV show for two hours Saturday afternoons over WTVJ, Miami, called "Cactus Jim's Talent Ranch." Fred Kirby's "Hillbilly Star Time" show over WBK, Charlotte, N. C., is now being sponsored by a national auto maker... Kermit Edney, WHKP, Hendersonville, N. C., reports that Jim Odum, formerly with the outlet, has joined WSJS, Winston-Salem, N. C... Doc Vaughn Jr., KFTV, Paris, Tex., reports that Lefty Frizzell, the Columbia star, has just finished a week's work at the station... Harry (Mushmouth) O'Connor, who has become a fixture at KMAC, San Antonio, is moving to WBOK, New Orleans, a new station, where he starts three hours per day of a. b. whirling.

ARTISTS' ACTIVITIES

Wanda, Wells and the Sunset Westerners, KGFL, Roswell, N. M., have inked with Folk Star, the Johnson City, Tenn., diskery... Orson Lamm (Mutual) has moved from KCVB, Lodi, Calif., to KDTN, Stockton, Calif... The Georgia Crackers, of WHKC, Columbus, O., have decided to run their G-Bar-C Park, outside Columbus, next summer. Roy Acuff holds the park record for the initial year. Five Sunday operations were ruined by rain. The Crackers are doing an 11:30 a.m. Saturday morning show over Mutual network. Acuff and Johnny Spira, guitar and accordion, respectively, have opened a music store in Columbus. Jimmy Wakely reports that Redd Harper (Velvet) is back cutting his "Round-Up" e. l. series for the armed forces radio service. Wakely, guested on the show recently. Wakely spoke to many special service officers during his recent Bob Hope junket to Korea, learning that country music is the top request among the G.I.'s in the Orient. Wakely and Mickey Goldstein have formed a new pubbery, Riverside Music, which will contain Wakely's Winchester catalog. Harold (Cus) Goodman, the WBAP d. j., reports that his TV show, "Crossroads" Store," has

Most Played Juke Box Folk (Country & Western) Records

... based on reports received December 13, 14 and 15

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 operations require Country and Western records.

Weeks Last This	Rank	Title	Artist	Label
7	2	1	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	Lefty Frizzell
				Capitol 20739 (45)48-0328-BMI
23	1	2	I'M MOVIN' ON	Hank Snow
				Capitol 35028 (45)48-0328-BMI
5	4	3	MOANIN' THE BLUES	H. Williams
				MGM 78110832 (45)48-0328-BMI
11	2	4	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie
				Capitol 31124 (45)48-0400
6	6	5	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	E. Tubb
				Decca 7846269 (45)48-0400
1	-	5	RUDOLPH THE RED-NOSED REINDEER	G. Aultry
				Capitol 30810 (45)48-0400
12	4	7	LOVEBUG ITCH	E. Arnold
				Capitol 20782 (45)48-0328-BMI
4	7	7	GOLDEN ROCKET	H. Snow
				Capitol 35040 (45)48-0400
1	-	9	SHOTGUN BOOGIE	Tennessee Ernie
				Capitol 31295 (45)48-0400
1	-	10	MOCKINGBIRD HILL	Pinetoppers
				Capitol 64061 (45)48-0400


Best Selling Retail Folk (Country & Western) Records

... based on reports received December 13, 14 and 15

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.

Weeks Last This	Rank	Title	Artist	Label
25	1	1	I'M MOVIN' ON	H. Snow
				Capitol 35028 (45)48-0328-BMI
5	3	2	MOANIN' THE BLUES	H. Williams
				MGM 78110832 (45)48-0328-BMI
4	5	3	GOLDEN ROCKET	H. Snow
				Capitol 35040 (45)48-0400
9	4	4	IF YOU'VE GOT THE MONEY I'VE GOT THE TIME	L. Frizzell
				Capitol 20739 (45)48-0328-BMI
13	2	5	LOVEBUG ITCH	E. Arnold
				Capitol 20782 (45)48-0328-BMI
17	6	6	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	S. Hamblen
				Capitol 20774 (45)48-0400
2	10	7	SHOTGUN BOOGIE	Tennessee Ernie
				Capitol 31295 (45)48-0400
7	8	8	(REMEMBER ME) I'M THE ONE WHO LOVES YOU	E. Tubb
				Decca 7846269 (45)48-0400
14	7	9	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie
				Capitol 31124 (45)48-0400
2	10	10	RUDOLPH THE RED-NOSED REINDEER	G. Aultry
				Capitol 30810 (45)48-0400

been sold for 13 weeks over WBAP-TV... Jimmy Osborne (King) is moving from WLEX, Lexington, Ky., December 31 to take a new post with WKLX in the same city. Osborne will do 90 minutes of d. j.-ing daily and will work the Kentucky Mountain Barn Dance weekly from the Clay Gentry Auditorium, Lexington. Ray Parker, of Valley Hill Music, Hollywood, has inked writers Gus Parrell, of KINGS, Hanford, Calif., and Mississippi Slim, currently at the Western Round-Up, to exclusive management posts.



BEST SELLERS

POPULAR

<p>★ BOB HAYMES 15088 DON'T EVER LEAVE ME COULD BE MUCH FLIRTIN' 15087 I'VE NEVER BEEN IN LOVE BEFORE SHE'S JUST THE GIRL I LOVE</p> <p>★ MARGARET PHELAN 15089 HALF AS MUCH FLIRTIN' THINKING OF YOU</p>	<p>★ PEE WEE ERWIN 15075 WHEN THE SAINTS GO MARCHING IN TIN ROOF BLUES 15076 TIGER RAC WOLVERINE BLUES</p> <p>★ JOHNNY LONG 15081 I DON'T CARE ONCE YOU FIND YOUR GUY</p>
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FOLK-WESTERN


<p>★ HAWKSHAW HAWKINS 918 I LOVE YOU A THOUSAND WAYS TEARDROPS FROM MY EYES</p> <p>★ MOON MULLIGAN 917 THE LEAVES MUSTN'T FALL I WAS SORTA WONDRIN' 910 I'LL SAIL MY SHIP ALONE MOON'S TUNE</p> <p>★ BOB NEWMAN 916 CRY BABY BLUES ONE AND ONE IS TWO, BABY</p>	<p>★ DELMORE BROTHERS 911 BLUES YOU NEVER LOSE LIFE'S TOO SHORT</p> <p>★ GRANDPA JONES 912 STAY IN THE WAGON YARD MELINDA</p> <p>★ WAYNE BANEY 910 OLD FASHIONED MATRI- MONY IN MIND PARDON MY WHISKERS 914 IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME REAL HOT BOOGIE</p>
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SEPIA-BLUES

<p>★ TINY BRADSHAW 4417 BREAKING UP THE HOUSE IF YOU DON'T LOVE ME, TELL ME SO</p> <p>★ LONNIE JOHNSON 4411 I'M SO CRAZY FOR LOVE NOTHIN' CLICKIN', CHICKEN</p> <p>★ EARL BOSTIC 4420 WAY DOWN MERRY WIDOW WALTZ</p> <p>★ BULL MOOSE JACKSON 4412 MY BELOVED BIG FAT MAMMAS ARE BACK IN STYLE AGAIN</p> <p>★ SONNY THOMPSON 4399 BLUES FOR THE NIGHT- OWLS HARLEM RUG CUTTERS</p>	<p>★ IDDIE "CLEANHARD" VINSON 4419 IF YOU DON'T THINK I'M SINKING (LOOK WHAT A HOLE I'M IN) PEAS AND RICE</p> <p>★ WTONIE HARRIS and LUCKY MILLINDER 4418 OH BABE! SILENT FORCE 4419 TEARDROPS FROM MY EYES PLEASE OPEN YOUR HEART</p>
---	--

DELUXE

★ ROY BROWN
3306 DREAMING BLUES
LOVE DON'T LOVE NOBODY
3308 "LONG ABOUT SUNDOWN"
CADILLAC BABY
3311 DOUBLE CROSSING
WOMAN
TEEN AGE JAMBOREE



RECORDS, INC.

1540 BREWSTER AVE., CINCINNATI 7, OHIO

NATION'S No. 1 WESTERN BAND LEADER

WRITER OF "TENNESSEE WALTZ"

RCA-VICTOR RECORDS VOCAL BY REDD STEWART



Pee Wee King

Merry Xmas To The D. J.'s and JUKE BOX OPERATORS

WATCH

"MOP RAG BOOGIE"

and

"RIVER ROAD TWO-STEP"

RCA-Victor Record
No. 21-0392

TO BE RELEASED

"WITHIN MY HEART"

(In Colodrina)

and

"NO ONE BUT YOU"

"BONAPARTE'S RETREAT"

Personal Mgr.
J. L. FRANK
WAVE-TV
Louisville, Ky.

WRITER OF THE 1950 SENSATION



Country & Western (Folk) Record Reviews

... based on reports received December 13, 14 and 15

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	70	71	72	73
KENNY ROBERTS					
One Way Ticket CORAL 44270—Backed with a loose swinging organ and rock-solid beef, Roberts makes the most of a rather somber ditty. A lesser item for the guy.		70	72	68	70
Cry Baby Blues Savvy historic performance of a blues original spelling his rolling effects as well as his bright swirling style. Should ring up plenty of play.		84	85	83	84
BILL MONROE (Blue Grass Boys)					
Uncle Pen DECCA 46283—A rousing backwoods hoodoo novelty is energetically played by this veteran unit. Should please those in the deeper sectors of the a & w belt.		76	76	76	76
When the Golden Leaves Begin to Fall backwoods unit's item is done with a pure rural nature feel by this veteran group.		72	72	71	74
CLARK AND McMULLEN					
Be Kind and Make Me Love You ABVEY 15024—Trivial bit of a ditty is done unobscuredly by this duo. Slight sales here.		52	55	50	50
Is There Somebody Else Not unattractive ballad go by the twosome on a pleasant cornball ditty.		68	70	66	68
BUD MESSNER (His Skyliners)					
Skyliners Boogie ABVEY 15017—Stompin' country boogie instrumental vacates a mess of guitars and a jazzy accordion bit.		70	72	67	72
Steel Guitar Bounce Another well done instrumental item sporting the steel guitar and an accordion go.		69	70	66	70
OSCAR BRAND-GENE LOWELL SINGERS					
The Roving Kind CREST CR 23001—Brand and chorus give the promising new ditty a legit hot-rod feel. This is a fine rendition but is in direct competition with the Weavers' job.		71	74	72	68
The Rolling Plains Western clipity-clipper has limited appeal. Brand has a fine, warm style that could score in the commercial country market.		62	64	62	60
JOHNNIE LEE WILLS AND HIS BOYS					
I'm Leaving BULLET 226—Wills rocks thru a country blues number with hard-pounding combo swinging in back. A strong job with routine material.		74	74	72	76
I Like You Best of All Along the same lines as a current pop, "Just the Way You Are." Wills sells it ably, with a good combo support.		76	76	75	77
CECIL CAMPBELL (Tennessee Ramblers)					
Steel Guitar Dig VICTOR 21-0409—Old-fashioned guitar-steel instrumental stomper swings right across America, but has no standout qualities.		66	66	64	68
Spookie Boogie Medium tempo country blues boogie with Campbell chanting a lyric about spooks dancing around coffee, etc. Nothing special here.		63	63	61	65

(Continued on page 70)

Advance Folk Releases

Continued from page 20

Little Bit Blue —A—E. Brill—R. Allen (Ct. 1st) V(45)48-0405
Little Temptation —Bob and Jim Edwards (in the) Allen 1
Last and Found Blues —Elton Britt—Skyliners (My Dearest) V 21-0408
Lonely Lick —The—D. Austin—D. Winger—the Rhythm Rangers (Blues Slip) Frontier AY 103
Lover You Can't Fly —Blues—Eddie Marshall (Coffee, Cigarettes) V 21-0413
Mean Mean Mean —Bill Boyd (Cachoo Waltz) V 21-0410
Mermaid —Grandpa Jones & Grandchildren (Stay in) King 912
My Dearest, My Darling —Elton Britt (Last and) V 21-0408
Oklahoma Hills —B. Taton & His Lone Star Boys (Texas Song) Dec 46282
Old King Cole —D. Brand (With 'em) Crest CR 25002-1
One and One Is Two —Bob Newman (Cry Baby) King 916
Freedom Darling —Roy Lushara & Sky Liners (Happy Birthday) Buckeye 222
Rolling Plains —The—D. Brand (Rolling King) Crest CR 25002-1
Rolling King, The —D. Brand (Rolling Plains) Crest CR 25002-1
Sadie's Coming Around —B. Weaver—M. Durr (I Don't) Abney 15025
Skyliners Boogie —Bud Messner (Steel Guitar) Abney 15027
Spookie Boogie —Cecil Campbell (Steel Guitar) V 21-0409
Stave in the Bay —Monte Hale (Key to) MGM 10865
Steel Guitar Dig —Cecil Campbell (Spookie Boogie) V 21-0409
Star in the Wagon —Grandpa Jones & Grandchildren (Melinda) King 912
Steel Guitar Bounce —Bud Messner (Skyliners Boogie) Abney 15027
Texas Pie —Gene Payne (Just for) V(45)48-0406
Tailored Lady, The —E. McMillen (With a) Abney 15033
Teardrop From My Eyes —Hawshaw Hawkins (I Love) King 918
Tennessee Waltz —Pee Wee King (Hipped) V(45)-48-0407
Texas Song —The—B. Exton & His Lone Star Boys (Oklahoma Hills) Dec 46282
There's Been a Change in Me —Eddie Arnold (The Me) V 21-0412
There's Your Apron Strings Again —Eddy Arnold (There's) Bero's V 21-0412
Uncle Pen —B. Monroe (When the) Decca 46283
When the Golden Leaves Begin to Fall —B. Monroe (Uncle Pen) Dec 46283
Why Should I Cry —B. Shoofard (Years Would) MGM 10862
Wishes and A-Bilities —Gene Carter (The Thing) V 21-0413
With 'em Tucked Underneath Her Arm —D. Brand (Old King) Crest CR 25002-1



CECIL CAMPBELL'S
Tennessee Ramblers

play

"SPOOKY BOOGIE"

Backed by
"STEEL GUITAR DIG"
78 RPM 21-0409 45 RPM 48-0409

RCA Victor Records

CAPITOL'S COIN CATCHERS!!!

"BECAUSE YOU LOVE ME"
Written by Leon Payne (BMI)

and

"MY DADDY"
Written by Walter Colvin (BMI)

also

"GREAT AMERICAN EAGLE"
Written by Leon Payne (with narration by Tex Ritter)

and

"FATAL LETTER"
Written by Leon Payne

.....

"IT'S MY WORLD"
and

"THE NOTHING ABOUT YOU SPECIAL"
Written by Jimmie Skinner (BMI)

Capitol 1339

.....

"HEARTBREAK EXPRESS"
Written by Speedy Kris (BMI)

and

"WHITE ROSE"
Carl Butler (BMI)

Capitol 1335

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NASHVILLE, TENNESSEE





LEON PAYNE

JIMMY SKINNER

CARL BUTLER

Acuff-Rose PUBLICATIONS



THE BILLBOARD Music Popularity Charts

• The Billboard Picks

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

SO LONG The Weavers-Gordon Jenkins Ork and Chorus Decca 27376

The fine vocal group plus Jenkins ork and chorus still a stirring no-tempo folkie with much dash and vigor. Recurring refrain (which is right in the current trend) is catchy and retentive.

ZING, ZING, ZOOM, ZOOM Perry Como, Sigmund Romberg Conducting RCA Victor 20-3997

"Zing" is Romberg's first pop ditty—a waltz novelty with sparkle and an attention-getting rhythm pattern plus apt lyrics by Charley Tobias. Como gets an impressive concert-style ensemb with Romberg conducting. Flip is a high-tempo, melodic ballad in the idiom of "Because," etc. Como gets plenty of class into his rendition.

• 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 those who take disk jockeys think tomorrow's hits will be:

1. MY HEART CRIES FOR YOU Vic Damone Mercury 5563
2. THE NIGHT IS YOUNG AND YOU'RE SO BEAUTIFUL Ray Anthony Ork Capitol 1310
3. MY HEART CRIES FOR YOU Jimmy Wakely Capitol 1328
4. THE NEARNESS OF YOU Sarah Vaughan Columbia 39071
5. IT IS NO SECRET Three Suns Victor 20-3976
6. CHRISTMAS IN KILLARNEY Dennis Day Victor 20-3970

• 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 those who take the record retailers think tomorrow's hits will be:

1. LITTLE ROCK GETAWAY Les Paul Capitol 1316
2. MY HEART CRIES FOR YOU Vic Damone Mercury 5563
3. I'M GONNA LIVE TILL I DIE Frankie Laine Mercury 5544
4. MUSIC BY THE ANGELS Ames Brothers Coral 60333
5. IT'S A LOVELY DAY TODAY Perry Como Victor 20-3945
6. NOBODY'S CHASING ME Dinah Shore Victor 20-3978
7. MY HEART CRIES FOR YOU Bill Farrell MGM 10868
8. ROVING KIND The Weavers Decca 27332
9. TO THINK YOU'VE CHOSEN ME Sammy Kaye Ork Columbia 39036
10. YOU'RE JUST IN LOVE Perry Como Victor 20-3945

• 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 those who take the juke box operators think tomorrow's hits will be:

1. ROVING KIND Guy Mitchell Columbia 39067
2. YOU'RE JUST IN LOVE Perry Como Victor 20-3945
3. ROVING KIND The Weavers Decca 27332
4. NOBODY'S CHASING ME Doris Day Columbia 39055
5. IT IS NO SECRET Bill Kinsey Decca 27326
6. TIME OUT FOR TEARS Ish Spioy Decca 27259
7. AUTUMN LEAVES Ray Anthony Ork Capitol 1280
8. AUTUMN LEAVES Jo Stafford Capitol 1248
9. GET OUT THOSE OLD RECORDS Gene Lombardi Ork Decca 27336
10. MARSHMALLOW WORLD Bing Crosby Decca 27232

• The Country and Western Disk Jockeys Pick

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

1. IF YOU WANT SOME LOVIN' Duane Merita-Sue Thompson Mercury 6290
2. I'M LITTLE BUT I'M LOUD Little Jimmy Dinkins Columbia 20769
3. HOT ROD RACE Artie Shibley Gilt Edge 5021
4. I'LL MAKE BELIEVE Jimmy Dolan Capitol 1302
5. LOVERBUG ITCH Red Foley-Ernest Tubo-Minnie Pearl Decca 46278
6. BECAUSE YOU LOVE ME Leo Payne Capitol 1321



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THE BILLBOARD Music Popularity Charts

Religious

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	RECORD	REVENUE	SALES	
JACKSON HARMONEERS Peacock 1550	Our Father Five blind boys, aided by a slam-bang drummer, will put a prayer oodles of unusual strength. Should be a big one.	85	--	85	--	85
	Move in the Room With the Lord Boswell effort, plus utilizing the drum gimmick built to an extraordinary rock. Such spiritual coupling.	82	--	82	--	83

WATCH FOR
NEXT RELEASE

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JIMMY DORSEY

"DIXIELAND BAND FROM SANTA CLAUS LAND"

COLUMBIA 7-inch 33 1/3 rpm record 1-866
78 rpm record 39035

Join MARCH OF DIMES
JANUARY 15-31

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 name by category. Each category is assigned a maximum number of points which are released are rated. B. S. indicates record is not suitable for a specific usage.

The Categories: Following are the maximum points that may be earned by a record in each of the four categories: (1) Song writer, 15; (2) Interpretation, 15; (3) Arrangement, 15; (4) Name value, 15; (5) Record quality (surface, etc.), 5; (6) Music publisher's or performer's potential, 10; (7) Artist's record ability—vocational skill, 10; (8) and other "plus" adds, 10; (9) manufacturer's distribution power, 10; (10) manufacturer's production efficiency, 5.

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR	RECORD	REVENUE	SALES	
IRVING FIELDS TRIO Parade of the Wooden Soldiers VICTOR 20-1760-B Irving Fields supplies his clean, finding de style to this version. A stylish dishing which doesn't appear to have much immediate meaning.		65	--	65	--	67
	Come Away to Comagogy Fields does the latest of his genre, revisited in attractive fashion with vocal assistance from the Three Beas and A Peep. Mountain lyrics may die.	71	--	74	--	70
SARAH VAUGHAN You're Mine, You COLUMBIA 34077 Sarah apparently settled in a comfortable way with a wonderfully radiant job with this one as she shows off her warm lower registers. One of her very best.		83	--	85	--	82
	The Nearness of You Another warm, feelingful Vaughan on this superb side that not quite as strong as her side's effort.	79	--	81	--	79
ALAN DALE If I Had Only Known COLUMBIA 34077 Alan sings an attractive new ballad with skill and warmth. With crisp and snail band backing, dishing starts on a neat mood easily taking a real sock.		75	--	75	--	75
	Timeless Another tasty mood dishing shows off Dale with a shade less hum and greater sincerity. An entirely pleasant side of an attractive ballad which has been around for a while but hasn't shown signs of getting.	76	--	76	--	76
LISA KIRK Gotta See Ya Once More VICTOR 20-3908 Lisa draws an opportunity to bite into a meaty side with some warm dramatic moments. Superlative vocal. Revolving entrance. Should serve as fine jockey fare of an unusual nature.		75	--	80	--	73
	Ja-Da Lisa does an about-face to make a happy side of this gay old two-beat one. Should find favor with the new Charleston generation.	79	--	81	--	78
RICHARD HAYES-KITTY KALLEN Get Out Those Old Records MERCURY 5564-B Bright, bright, bright of this catchy newly hatched batch of nostalgia on the "Simple Melody" side. Should be a big winner on the scene.		88	--	88	--	87
	It Is No Secret The Stu Hamilton recaller is treated with a Salvation Army twist and should capture a share of the action going for this item.	80	--	80	--	79
VIC DAMONE My Heart Cries for You MERCURY 5563-B Boswell with a rich one-chorus under George Silvers' music. Vic belts out the fast-moving melody in top form. He should grab a sizable share of the hit item.		87	--	88	--	87
	Music by the Angels Silvers' music gets sets a few backdrop for a feelingful Damone reading of a nicely new ballad.	86	--	86	--	86
FRANK DE VOL It's a Lonesome Old Town (When You're Not Around) CAPITOL 3186 An excellent dance dishing of the Ben Bernie anthem side, now recalled by Bill Hamilton and the Dream Makers with neat dishing color by DeVol.		80	--	84	--	79
	Teardrops From My Eyes Helen O'Connell contributes a colorless but clean vocal effort to a fine DeVol ballad on this 4 & 10 hit side. Over-all a satisfying sign.	77	--	79	--	76

BILLBOARD PICKS in "TIPS ON TOPS" DECEMBER 16, 1950 NEW NATIONAL HIT

KATE SMITH

9139

"LITTLE BITTY BABY"

backed by

"The Same Lord"

9138

"AVE MARIA" "THE LORD'S PRAYER"

DANNY SCHOLL

9134

"I'LL GET BY"

BILLY ECKSTINE

9132

"SERENADE IN BLUE"

GEORGE NOLAN

9135

"LOUISA"

"I'M SO OUT OF PLACE"

THE RAVENS

9131

"I'M GONNA TAKE TO THE ROAD"

9062

"WHITE XMAS" "SILENT NIGHT"

GALLI SISTERS

9133

"SANTA, SEND SOMEONE TO ME" "BECAUSE HE'S SANTA CLAUS"

2 BIG! DON'T PASS 'EM UP!

SAVOY 2766

"ROCKIN' BLUES"

Featuring JOHNNY OTIS
with MEL WALKER

SAVOY 2769

"I WILL WAIT"

By the
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58 Market St., Newark 1, N. J.

THE SONG NO ONE EVER HEARD
on the record no disk jockey played. Or the sal who sang like a professional missed the spot.
• NO PUBLICITY AGENT
was on the job. He'd have kindled the spark, boosted the record, and left the artist to fend for himself.
• IT TAKES SOME MONEY
to get a publicity job done. Expenses, overhead, contacts and connections are not free items. But if you doubt that advertising people look at the ads . . . by people making headway (they should know).
• I'VE TALKED GREAT
is something I've never said. (But others have said it for me.) I've handled the best, done the best. If you read the trade papers you know. Who's a m. If you don't depend on luck, will spend a buck; if you want high-power representation.

NATIONAL RECORDS
East-to-Coast

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
NORO MORALES ORK Jungle Bird DECCA 27362—Morales' knowing Latin piano, crisp rumba beat, smooth swing and a crystal clear recording. Goodie for L.A. export.		74--74--75--73
Cuban Mambo Smart and commercial swing of the catchy Latin pop. Morales wisely avoids most of the warty lyric, sticking to an effective waltz-chorus of the tag line.		84--83--83--86
JACK OWENS Don't Say You Care DECCA 27362—Owens gets off a pleasant vocal on a simple sentimental reminder of "Someday Sweetheart." Oiling in in strict dance tempo, with Francis Craig type piano effects.		73--73--71--75
I Wanna Ring Around My Rosie's Finger Warbler gets his regular, and swinging, swing on an old-fashioned tune.		66--65--65--68
DANNY SCHOLL Ain't No Gal Got a Brand On Me NATIONAL 9134—Scholl sings with warmth, humor and personality on this lightweight Western number. Hard to see much reception for this kind of thing, tho.		64--64--64--64
I'll Get By Not a particularly good job on the standard. Warbler's not relaxed, stumpy and a dull arrangement don't help.		50--50--50--50
BILLY ECKSTINE Cool Breeze NATIONAL 9132—This one's a souvenir of Mr. B's pop band. No vocal, but he plays a trim solo. Side is a powerful big band big riff, not too well recorded. Might get some delay play for curiosity value.		62--68--62--55
Serenade in Blue Nice relaxed job with the pretty ballad. Eckstine chords warm and easy with a light, soft, soothing undertone.		84--84--84--84
KATE SMITH Little Bitty Baby NATIONAL 9139—Smith's first for National is her strongest in years. It's a fine folk-flavored story of the Nativity. She does it in a crisp, engaging spiritual style, with chorus help. Material has definite pop appeal.		85--85--85--85
The Same Lord Same treatment, but here the tune's an out-and-out scribbled without special pop values.		70--72--70--68
RISE STEVENS-ROBERT MERRILL It's a Lovely Day Today VICTOR (45) 49-3108—"Mason" goes Red Seal here for a pretty consciously classy duet by the Metropols pair.		58--61--58--55
You're Just in Love The rickety two-part duet gets a stiff aria treatment.		58--61--58--55
TOMMY NICHOLS If I Had Known LONDON 875—Bury Nichols, backed by an organized orchestra, gives his ballad a buoyant lift.		64--64--60--68
Sweetheart of All My Dreams Well-timed standard in slow a shuffle tempo, adding up to a better size via promising Nichols chanting.		72--70--66--74
EVIE YOUNG (Two Adams) I Still Feel the Same About You LONDON 876—Play, slow ballad ballad gives Evie Young and the male duo a chance to project on a collaboration with possibilities.		84--84--82--86
Somewhere, Somewhere, Someday Though sings out on an Anglicized French ballad for a pleasant evening.		79--79--79--79
THE BUCKEYE BOYS Billboard March LONDON 880—Country-style string band rocks across the shambly standard by staying right on the rub. chorus. A bright novelty in the "Frying Eggs Polka" format.		81--81--81--81
Hullabaloo Male chorus gets the stag party feeling into happy peels from the "Wood Dee-Dee" school.		78--78--77--79
BOBBY WAYNE Ave Maria LONDON 880—Wayne's clear, bary voice and church choir achieve true cathedral feeling with this religious work.		68--72--69--62
The Vision of Bernadette Semi-religious ballad dedicated to St. Bernadette is sung by Wayne and full choir with much feeling. Impressive production.		78--79--79--77
LAWRENCE (PIANO ROLL) COOK You're in Love With Every One ASBEY 15018—Typical Cook piano interpretation of the oldie.		73--72--72--74
That Old Gang of Mine Richard's drum and Cook are far more effective on this standard. Good take number.		74--72--72--78
MORTY JAYE (SHOWMEN) Round and Round and Round (Skating in the Park) ASBEY 15030—Port little skating waltz has retained quality, but Jaye and Showmen interpretation is thin.		68--68--68--68
Time Out for Tears Nothing in this version of the active ballad to worry the competition.		57--57--57--57

(Continued on page 68)

VOX JOX

Continued from page 23

time on George Jay's L. A. airer. . . U. S. Government plugging National Guard via Jim Trawa, WJLM, Lewisburg, Tenn. . . Wearbest Pants Factory has purchased three 15-minute shows of Nick Nickson's afternoon show "Everything for Everybody" on WARC, Rochester, N. Y. Nickson has also snagged two 15-minute spots with Sibley's Department Store. . . Gene Williams, KKOB, Stockton, Calif., writes: "The station has just landed the 'Lucky Lager Dance Time' program for 52 weeks."

Gab Bag

Jack Thomsen, KROS, Clinton, Ia., pens: "Have been using parts of Billboard's souvenir issue on my show and listener reaction to the old ads and articles is very good."

Donn Tibbetts, Claremont, N. H., is printing a news letter to keep his music business buddies in touch with local news.

Norm Keller, WCNH, Quincy, Fla., interviewed a 30-foot python during a recent remote broadcast from local fair. The snake hissed nicely into mike.

Phyllis Fuller, WFLB, Ogdensburg, N. Y., is using Flanagan's "Billboard March" as theme for her afternoon show.

Joe Anthony, WCVS, Springfield, Ill., pens: "Who does a guy get hold of to get regular delivery of MGM sides? Our gratis disks are sporadic and, frankly, MGM has a few good entertainers under contract."

Paul Irving, WEDC, Chicago, predicts vocalist "Tommy Nichols will revive the Buddy Clark style."

Alan Cook, Kalamazoo, Mich., writes: "Wish you could devise some way of putting your record reviews all in one section. We've been saving them for some time but it takes some adroit work with the scissors. Here's a tip to d.j.'s who need complimentary wax. We send out a mimeographed postcard every week to record companies with reviews in Billboard. We ask only for what we think we can use and no more. With some exceptions, cards to distributors work better than direct contact with the main office."

Bob (Gooch) Linville, WCAE, Pittsburgh, claims "the jockeys are at fault for the corn on the air today. The only reason people like the stuff is because they hear it most of the time."

THE BILLBOARD Music Popularity Charts

Album and LP Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
60-69 SATISFACTORY
0-39 POOR

The large boldface number in each review is on the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted. Suitability for juke box operators or disk jockeys is indicated in boldface connect under the separate heading within each review.

The Categories:

Production (see groupings on selection continuity), 15 points; "Name Value," 15; Career of Material, 15; Manufacturing (Distribution Power), 10; Exploitation (Record Company and other marketing promotion, film, light and other plays), 10; Interpretation, 15; Record Quality, 5; Manufacturers' Production Efficiency, 5; Packaging (Art work, binding, wrapping), 10

POPULAR

MR MUSIC—Bing Crosby-Andrew Sisters

85 This generally excellent technical recording of course, the show is a smash; the score is drawing heavy performances, with at least one tune, "You're Not in Love," destined for big time. Decca's competition with Mercury will not miss the potential of this set, but the shortcomings of the Mercury set should be complemented with the superior overall job of this one. This polite transcription of the show should do quite well on 100 men. For the first time, Victor has it on three speeds.

JUKES

Not suitable

JOCKS

Top flight show disks for spinners who use this type of stuff.

THE FIREHOUSE FIVE PLUS TWO (4-7)

Good Time Jazz (45) 43-1
Firehouse Stomp; Blues My Naughty Sweetly Goes to Me; Red Hot Red Valley; Riverside Blues; Son, Fiddler's Lament; Everybody Loves My Baby Brass Band.

JUKES

Not suitable

JOCKS

Combining satire, belly laughs and legitimate two-beat, this highly publicized Hollywood-born unit dishes out a brand of discoloration which cannot fail to draw jocks and dancers with some effect. In those areas where two-beat has been reborn, the extent of the sale of these disks will depend greatly on the Coast westerner's ability to cope with the merchandising problem on a national scale. There's an overabundance of their availability, but to be sold they will require exploitation and distribution. Dealers can make money with this sort of thing in those territories already involved in this recently launched Columbia keyboard series. Scintillating solos, superb technique, deft jazz and retrograde good taste are stamped all over this production—simply another wares statement to remind one and all that Wilson is one of the all-time greats on his instrument. He is supported throughout by concise, sprightly rhythm sections. Disk is comprised of long medleys, each spread on one face of the LP.

JUKES

Not suitable

JOCKS

For those with the time, either or both of these sides are tops for central juke and pop rep.

PIANO MOODS—TEDDY WILSON (1-10)

75 Just One of Those Things; Just Like a Butterfly; Runar Wind; I've Got the World on a String; Fine and Dandy; A Ghost of a Chance; Homey Luck; Rose; Between the Devil and the Deep Blue Sea; How You Is My Woman; I Can't Give You Anything But Love; After You've Gone. Teddy Wilson provides the most musically satisfying of the several volumes already issued in this recently launched Columbia keyboard series. Scintillating solos, superb technique, deft jazz and retrograde good taste are stamped all over this production—simply another wares statement to remind one and all that Wilson is one of the all-time greats on his instrument. He is supported throughout by concise, sprightly rhythm sections. Disk is comprised of long medleys, each spread on one face of the LP.

JUKES

Not suitable

JOCKS

For those with the time, either or both of these sides are tops for central juke and pop rep.

CALL ME MADAM—Dinah Shore, Paul Lucas, Russell Nype, Galina Tavel, Jay Blackton Chorus and Ork (5-7)

84 Working under the handicap of having to turn out an original cast Broadway show album without its star, the Victor company has succeeded in coming up with an almost completely successful effort. In substituting Dinah Shore for Ethel Merman, the industry has sacrificed the roudy-doo spirit and the magic Merman rambles sparkle and got in its place reserve, comparative fragility and unconvincingly facetious staging. Miss Shore, great in her own right, has hardly a match for Merman in musical comedy, but she's a tremendous job—one of her finest on records. The remainder of the Berlin show cast is intact. Paul Lucas gives the original cast ring to the recording by taking a batch of lead connecting narrative as well as amiable singing "Marrying for Love." Fine acting and superb choral numbers are captured wonderfully well in

THE FIREHOUSE FIVE PLUS TWO (4-7)

Good Time Jazz (45) 43-2
Yes, Sir, That's My Baby; Papa Lou; Son; The World is Waiting for the Sunrise; Frankie and Johnnie; Coo-Coo-Hee; Down Where the Sun Goes Down; Tiger Rag; St. Louis Blues.

JUKES

Not suitable

JOCKS

All sides good for juke and Dixie team for sock library market. Good time, complete local.

THE FIREHOUSE FIVE PLUS TWO (4-7)

Good Time Jazz (45) 43-2
Yes, Sir, That's My Baby; Papa Lou; Son; The World is Waiting for the Sunrise; Frankie and Johnnie; Coo-Coo-Hee; Down Where the Sun Goes Down; Tiger Rag; St. Louis Blues.

JUKES

Not suitable

JOCKS

All sides fine for juke and Dixie team for sock library market. Good time, complete local.

(Continued on page 70)

Another Carload of
"HULLABALOO"
by PAUL NEIGHBORS and his ORCHESTRA

JOCKS: If your platter hasn't arrived due to Holiday mail slow-down, contact your CAPITOL distributor.

THE BILLBOARD Music Popularity Charts

• The Honor Roll of Popular Songwriters

By Jack Burton

No. 82—HARRY WARREN

Anything, they say, can happen in Brooklyn. Historical things as when Steve Brodie jumped off the Brooklyn Bridge into the East River, and things of marked musical import as when on the night of December 24, 1893, the stork, doubling as Santa Claus, dropped a bundle of joy and melody down the chimney of Marie and Anthony Warren.

If this baby had a birthmark it must have been a treble or bass clef, for Harry Warren is a natural musician. Before he reached his teens, he got his inquisitive hands on an accordion and taught himself to play it. This was the first of 10 instruments he mastered without taking a single lesson. What little musical instruction he had was acquired as a choir boy in the Church of Our Lady of Loreto.

The son of a bootmaker and one of a family of 11 children, Warren at the age of 15 concluded it was

high time for him to make his own way in the world. He got a job as a snare drummer with the John Victor Brass Band, trouping thru Massachusetts, Pennsylvania and New York with the Keene & Shippey and Harry Luken's carnivals. Then and there the die was cast. Warren was in show business or a closely allied industry for life.

He worked as a stagehand at the old Liberty Theater in Brooklyn, a vaudeville and picture house, and was a member of the crew that set the stage for the opening performance at Brooklyn's Palace Theater. Then he signed up as a property man at the old Vitagraph studios in Flatbush where John Bunny, Flora Finch and Earl Williams attained stardom in silent films.

Like other pioneers in the making of moving pictures, Warren tackled any chore that had to be done on the Vitagraph lot. He worked as an extra, took over as an assistant director, and because he could play the piano, provided offstage mood music for the chases, the love scenes and the cabaret and ballroom sequences. While killing time when the cameras weren't rolling, he improvised tunes for his own amusement and decided to make songwriting his ultimate goal.

Warren's first song, *I Learned To Love You When I Learned My A-B-C's*, written when he was the piano player at Healy's Cafe in Sheephead Bay after a wartime hitch in the navy, isn't even a collector's item today. And for a good reason. It was never published. But Billy Joyce and Jack Egan, then employed by Music Pub-

lishers, were so impressed with the tune that they introduced Warren to Ruby Cowan, who hired him as a rehearsal pianist and song plugger for the firm of Stack & Cowan. His first hit, *Rose of the Rio Grande*, earned him a weekly drawing account in 1922, and a year later his *I Love My Baby, My Baby Loves Me* put him on the Shapiro-Bernstein pay roll as a staff composer.

During the next decade Warren was a top man in Tin Pan Alley with such hits in the popular song field as *Where Do You Work*, *John, Away Down South in Heaven*, *Nagasaki, Where the Sky Little Violets Grow*, *The River and Me*, *Reminiscing* and *By the River*. *Sainte Marie*, and the Broadway production numbers *Cheerful Little Earful*, *Would You Like To Take a Walk?*, *You're My Everything* and *I Found a Million-Dollar Baby at a Five-and-Ten-Cent Store*. And the success of his *Craving for the Carolines* and *Have a Little Faith in Me*, written for the *Spring Is Here* film in 1930, made him a Hollywood "must have" in the early days of sound pictures.

Warren's Hollywood record is matched only by that of *Man of War* on the turf. In the past 17 years his songs have been recorded on sound tracks of 60 or more films, and he is the only songwriter with three Oscars to his credit. *His Lady of Broadway* took the top film song of 1935, his *You'll Never Know* won the Academy Award in 1943, and his *On the Aetehinson, Topeka and Sante Fe* made him a three-time winner in 1948. And it is common belief that he might have a fourth Oscar on display in his Beverly Hills home if *This Is Always* hadn't been left on the cutting-room floor when *Three Little Girls in Blue* was finally released.

While Warren played no favorites in his Tin Pan Alley days and wrote with Edgar Leslie, Bud Green, Mort Dixon, Billy Rose, Sam Lewis and Joe Young, he shared his Hollywood laurels almost exclusively with Al Dubin, a lyricist who averaged 60 songs

a year from 1930 until his death in 1945.

Al Dubin

Born in Zurich, Switzerland June 10, 1891, and the son of a physician who hung out his shingle in Philadelphia two years later, Al Dubin started to write lyrics at the age of 16 while attending the Perkiomen Academy at Pottsville, Pa. At the outset of his professional career, he supplied vaudeville performers with special material, but had a real hit on the music racks in 1918 when he wrote *Twins* (Only an Irishman's Dream with Rennie Carmack).

When his royalties failed to keep him in cigars and his diamonds out of book, Al Dubin donned a white jacket and apron and worked in a Philadelphia bar. Here the nightly rendition of *Sweet Adeline* forced him to take desperate measures, for when President Wilson called for volunteers with America's entry into World War I, Al put on the khaki to escape from the brass rail Carusos. He served overseas with an entertainment unit of the 17th Division.

After the signing of the Armistice, Al Dubin soon found his place among the notables of Tin Pan Alley, writing *Just a Girl That Men Forget* with Joe Garren, *A Cup of Coffee a Sandwich and You* with Joe Burke, *The Loneliest Girl in Town* and *My Dream of the Big Parade* with Jimmy McHugh and *Memories of France and Halfway to Heaven* with J. Russell Robinson before entraining for

Hollywood. Here, with Joe Burke, he turned out such early film hits as *Tip-Toe-Thru the Tulips*, *Painting the Clouds With Sunshine* and *The Kiss Waltz*.

Al Dubin took a rather cynical view of his chosen profession and once declared: "If songwriting is an art, it's the lowest form of art." But then he added: "I get great comfort out of the fact, however, that my business doesn't hurt anybody. No one buys a song to get even or to make himself unhappy—until it gets to be an obnoxious hit on the radio." And he had his own formula for creating song hits.

"Usually," he explained, "I try to express the ideas of young people. For example, I am sitting one night in the Coconut Grove on the West Coast. It was at the depths of the Depression, and all around me are beautiful young dames dancing with middle-aged men. And these dames aren't smiling. So I started to ask myself 'What are they saying to themselves in their hearts?' And finally I came up with the answer—*Dancing With Tears in My Eyes*. I must have been right, too. At least, the song-buying public thought I was."

Harry Warren is the antithesis of Al Dubin—self-effacing and extremely modest. In a letter to the writer, he added this postscript: "I have no press agent." And, of course, he needs none. His songs speak for themselves and undoubtedly will down thru the years.

SONGWRITERS COMING UP!

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- CLIFF FRIEND
- SAMMY FAIN
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HARRY WARREN'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Popular Songs

1922—*ROSE OF THE RIO GRANDE*
Lyrics by Edgar Leslie. Mills Music, Inc. (Available on the following records: Decca 24220 in A-604, Eddy Condon orchestra; Decca 24023 in A-1922, Bob Gray orchestra; Brunswick 30140, Jim Smith)

1923—HOME IN PASADENA

Lyrics by Sam Cooke and Toger Leslie. Edgar Leslie, Inc. I LOVE MY BABY, MY BABY LOVES ME Lyrics by Bud Green. Shapiro, Bernstein & Company, Inc.

1926—*WHERE DO YOU WORK, JOHN*
Lyrics by Merv Winchey and Charles

FIRST RECORD FOR RCA VICTOR... Steve GIBSON's Original RED CAPS Sing



"THE THING"

Backed by

"AM I TO BLAME"



RCA VICTOR RECORDS

78 rpm #20-3986
45 rpm #47-3986

Marks, Shapiro, Bernstein & Company, Inc. (Available on the following Decca records: 24037 in A-1326, Fliegler and Schmitt, best piano; 25252, Dick Robertson orchestra; 24053, The Justers.)

1927—AWAY DOWN SOUTH IN BEAVER Lyrics by Bud Green, Shapiro, Bernstein, & Company, Inc. GID-AP CARIBALDI Lyrics by Howard Johnson and Billy Mait. Shapiro, Bernstein & Company, Inc. CLEMENTINE FROM NEW ORLEANS

1928—OLD MAN SUNSHINE, LITTLE BOY BLUEBIRD Lyrics by Mort Dixon, Remick Music Corporation. KAGASAKI Lyrics by Mort Dixon, Remick Music Corporation.

(Available on the following records: Decca 18253 in A-249, Fletcher Henderson orchestra; Decca 24046 in A-1928, Basil Faneau orchestra; Capitol 15008, Benny Goodman; Capitol 40047, Jesse Price and His Blue Band.) WHERE THE SKY LITTLE VIOLETS GROW Lyrics by Gus Kahn, Remick Music Corporation. (Available on Decca record 24044 in A-1928, Basil Faneau orchestra.)

1929—ABSENCE MAKES THE HEART GROW FONDER FOR SOME BODY ELSE Lyrics by Sam Lewis and Joe Young, Remick Music Corporation. (Available on Decca record 23994 in A-566, Russ Morgan orchestra.)

1930—WASTING MY LOVE ON YOU Lyrics by Mort Dixon, Remick Music Corporation. THE RIVER AND ME Lyrics by Mort Dixon, Remick Music Corporation. TELLING IT TO THE DAISIES Lyrics by Joe Young, Remick Music Corporation.

1931—BY THE RIVER SAINTE MARIE Lyrics by Edgar Leslie, Robbins Music Corporation. (Available on the following records: Columbia 38590, Gene Krupa; Decca 23992 in A-566, Russ Morgan orchestra; Decca 24056 in A-1931, Ray Brown orchestra.) COVER A CLOVER WITH KISSES Lyrics by Mort Dixon, Remick Music Corporation.

1932—YOU MANY TEARS Lyrics by Al Dubin, M. Witmark & Sons, Inc. DEEP IN YOUR EYES Lyrics by Al Dubin, M. Witmark & Sons, Inc. SOMEONE TO CARE FOR Lyrics by Gus Kahn, Remick Music Corporation.

1933—YOU'RE AN EDUCATION Lyrics by Al Dubin, Remick Music Corporation. SOMETHING TELLS ME Lyrics by Johnny Mercer, M. Witmark & Sons, Inc. TEARS FROM MY INKWEIL Lyrics by Mort Dixon, M. Witmark & Sons, Inc.

1934—CREVE, MAY CARE Lyrics by Johnny Burke, M. Witmark & Sons, Inc. LEGEND OF OLD CALIFORNIA Lyrics by Johnny Mercer, Edwin H. Morris & Company, Inc. (Available on Decca record 23418, Bing Crosby and Judy Garland.)

1935—WHEN THE SHEPHERD LEADS THE BLACK SHEEP HOME Lyrics by Edgar Leslie, Brown, Vacco & Gore, Inc. YOU'VE GOT ME WHERE YOU WANT ME Lyrics by Johnny Mercer, Edwin H. Morris & Company, Inc. (Available on Decca record 23418, Bing Crosby and Judy Garland.)

1936—THIS IS ALWAYS Lyrics by Mack Gordon, Brown, Vacco & Gore, Inc.

PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release. Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*). In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit. In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

1947—ME AND THE BLUES Lyrics by Ted Kooper, Harry Warren Music, Inc. SPRING ISN'T EVERYTHING Lyrics by Ralph Blane, Harry Warren Music, Inc. EVERY SO OFTEN Lyrics by Johnny Mercer, Harry Warren Music, Inc. THE FIRST TIME I KISSED YOU Lyrics by Ralph Blane, Harry Warren Music, Inc.

1930—SWEET AND LOW Lyrics by David Freedman lyrics by Billy Rose and Ira Gerstein and presented by a cast headed by James Barton, Fanny Brice, George Jessel and Kenneth Williams, Remick Music Corporation. CHEERFUL LITTLE EARFUL (Available on Decca record 23993 in A-566, Russ Morgan orchestra.) WOULD YOU LIKE TO TAKE A WALK Lyrics by Mort Dixon and Billy Rose. (Available on Decca record 23993 in A-566, Russ Morgan orchestra.) OVERNIGHT Music by Louis Allen

1931—THE LAUGH PARADE Book by Ed Wynne and Ed Grobe, lyrics by Mort Dixon and Joe Young, and starring Emile Meyer, Bartlett Bowers and Ed Clancy, Marjorie, Inc. PUNCH AND JUDY MAN GOT TO GO TO TOWN, OOH! THAT KISS THE TORN SONG THE LAUGH PARADE EXCUSE FOR A SONG AND DANCE YOU'RE MY EVERYTHING (Available on the following records: Decca 23796 in A-510, Carmen Cavallaro; Decca 24058 in A-1931, Ray Brown orchestra; Decca 23992 in A-566, Russ Morgan orchestra; Capitol 48012, Red Nichols and His Pennies.)

1931—BILLY ROSE'S CRAZY QUILT Lyrics by David Freedman lyrics by Billy Rose and Mort Dixon, and starring Fanny Brice in a cast that included Phil Baker, Ted Healy, Lew Brice, Ethel Morris and Cornet and Wilford, Remick Music Corporation. SING A LITTLE JINGLE I FOUND A MILLION DOLLAR BABY IN A FIVE-AND-TEN CENT STORE (Available on the following records: Capitol 57-593, The Spontones; Fortow 117, B. Massara Music Makers; Decca 24058 in A-1931, Ray Brown orchestra; Castle 1049, The Tons Crows.) IN THE MERRY MONTH OF MAYBE WOULD YOU LIKE TO TAKE A WALK CRAZY QUILT Lyrics by Phil Green. REST ROOM ROSE Lyrics by Loren Hart and Richard Rodgers. I WANT TO DO A NUMBER WITH THE BOYS By Ned Wever and Howard Wilson. UNDER THE CLOCK AT THE ASTOR Lyrics by Ned Wever and Howard Wilson. PETER PAN By Billy Rose, Carroll Gibbons and James O'Donnell.

Film Songs and Scores

1930—SPRING IS HERE A First National picture with Alexander Gray and Harold Clavin. Lyrics by Sam Lewis and Joe Young. Remick Music Corporation. CRYING FOR THE CAROLINES (Available on Decca record 24055 in A-1930, Ted Satterlee orchestra.) HAVE A LITTLE FAITH IN ME (Available on Decca record 23994 in A-566, Russ Morgan orchestra.)

1932—THE CROONER A First National picture with David Manners, Ann Dvorak, Ken Murray, William Janney, Eddie Nugent and Guy Kibbe. Lyrics by Al Dubin, M. Witmark & Sons, Inc. THREE A CROWD

1933—ROMAN SCANDALS A United Artists picture with Eddie Cantor, Ruth Etting, Gloria Stuart, David Manners and Charles Amund. Lyrics by Al Dubin, M. Witmark & Sons, Inc. KEEP YOUR ANGEL BEAUTIFUL BUILD A LITTLE HOME NO MORE LOVE PUT A TAX ON LOVE ROVE WASN'T BUILT IN A DAY

1933—GOLD DIGGERS OF 1933 A Warner Bros. picture with William Warren, Jean Blondell, Alvin Karpis, Dick Powell, Guy Kibbe, Igo Stoney and Ginger Rogers. Lyrics by Al Dubin, Remick Music Corporation. GOLD DIGGERS SING TWICE IN THE MOVIE! (Available on the following records: Columbia 36013 in C-102, Benny Morton orchestra; Decca 24060 in A-1933, Charles Baum orchestra.) I'VE GOT TO SING A TORCH SONG (Available on Decca record 32254 in A-249, Fletcher Henderson orchestra.) REMEMBER MY FORGOTTEN MAN PETTIN' IN THE PARK THE WORDS ARE IN MY HEART SHADOW WALTZ (Available on the following records: Decca 23764, Guy Lombardo; Decca 24065, in A-1933, Charles Baum orchestra; Decca 24230 in A-608, Dick Powell; Capitol 20076 in 8D-31, Frank DeVol orchestra.) FOOTLIGHT PARADE A Warner Bros. picture with James Cagney, Joan Blondell, Ruby Keeler, Dick Powell and Guy Kibbe. Lyrics by Al Dubin, M. Witmark & Sons, Inc. SHANGHAI LIL HONEYMOON HOTEL FORTY-SECOND STREET A Warner Bros. picture with Warner Baxter, Rhea Daniels, George Brent, Ruby Keeler, Dick Powell, Ginger Rogers and Guy Kibbe. Lyrics by Al Dubin, M. Witmark & Sons, Inc. FORTY-SECOND STREET (Available on Decca record 24061 in A-1932, Carmen Cavallaro.) SHUFFLE OFF TO BUFFALO (Available on the following records: London 574-3027, The Keys; Decca 24061 in A-1932, Carmen Cavallaro.) YOUNG AND HEALTHY YOU'RE GETTING TO BE A HABIT WITH ME (Available on Decca record 24061 in A-1932, Carmen Cavallaro.)

1934—MOULIN ROUGE A Warner Bros. picture with Constance Bennett, Franchot Tone, Thelma Houston and Helen Westley. Lyrics by Al Dubin, Remick Music Corporation.

BOULEVARD OF BROKEN DREAMS SONG OF SURRENDER COFFEE IN THE MORNING AND KISSES AT NIGHT TWENTY MILLION SWEETHEARTS A First National picture with Dick Powell, Pat O'Brien, Ginger Rogers, Allan Jenkins and Joseph Conforti. Lyrics by Al Dubin, M. Witmark & Sons, Inc. FAIR AND WARNER OUT FOR NO GOOD WHAT ARE YOUR INTENTIONS? I'LL STRING ALONG WITH YOU (Available on the following records: Capitol 15342, Jo Stafford and Gordon MacRae; Capitol 57-768, Jo Stafford and Gordon MacRae; Columbia 38394, Doris Day and Buddy Clark; Victor 20-3371, Henri Reue orchestra; Mercury 5267, R. Deauxville; Decca 24229 in A-608, Dick Powell; Capitol 407, Joe Alexander; Capitol 10102 in CC-59, King Cole Trio.) DAMES A Warner Bros. picture with Joan Blondell, Dick Powell, Ruby Keeler, Zasu Pitts, Guy Kibbe and Sammy Fala. Lyrics by Al Dubin, Remick Music Corporation. I ONLY HAVE EYES FOR YOU (Available on the following records: Decca 24231, Dick Powell; Decca 24061 and 24062, Al Johnson; Capitol 15294, Paul Weston; MGM 10529, Kay Smith; MGM 10630, How D'Arcy orchestra; Mercury 5203, Coleman Hawkins.) DANCES THE GIRL AT THE IRONING BOARD

1934—WONDER BAR A Warner Bros. picture starring Al Johnson in a cast that included Kay Francis, Dick Powell, Dolores Del Rio and Ricardo Cortez. Lyrics by Al Dubin, M. Witmark & Sons, Inc. GOING TO HEAVEN ON A MULE WHY DO I DREAM THOSE DREAMS? DON'T SAY GOOD NIGHT WONDER BAR VIVE LA FRANCE TANGO DEL RIO

1935—GO INTO YOUR DANCE A First National picture starring Al Johnson in a cast that included Ruby Keeler, Charles Farrell, Benny Rubin and Phil Regan. Lyrics by Al Dubin, M. Witmark & Sons, Inc. ABOUT A QUARTER TO NINE (Available on Decca record 24400 in A-649, Al Johnson.) GO INTO YOUR DANCE MAMMY I'LL SING ABOUT YOU

AN OLD-FASHIONED COONAL WITH AN OLD-FASHIONED GIRL LITTLE THINGS YOU USED TO DO CASINO DE PARKE SHE'S A LATTIN FROM MANHATTAN GOLD DIGGER OF BROADWAY A First National picture with Dick Powell, Pat O'Brien, Ginger Rogers, Allan Jenkins and Joseph Conforti. Lyrics by Al Dubin, M. Witmark & Sons, Inc. LULLABY OF BROADWAY This was the first of Harry Warren's three one-act musicals. (Available on the following records: Decca 23826, Andrews Sisters; Decca 24072 in A-1935, Nat Brunfelson orchestra; Victor P420-15123 in P-136, David Rapp orchestra; Columbia 35429 in C-42, Hal Kemp; Capitol 483, Philharmonic Trio.) THE WORDS ARE IN MY HEART I'M GOING SHOPPING WITH YOU

1935—IN CALIENTE A First National picture with Dolores Del Rio, Pat O'Brien, Les Carrillo, Edwina Everett, Morton, Gipsy Farrow, Phil Regan and the Tedarcas. Lyrics by Al Dubin, Remick Music Corporation. MUNCHACA BROADWAY GONDLIER A Warner Bros. picture with Joan Blondell, Dick Powell, Aedine Mahoney, Louise Fazenda and Williams Gargan. Lyrics by Al Dubin, M. Witmark & Sons, Inc. THE ROSE IN HER HAIR (Available on Decca record 24230 in A-608, Dick Powell.) LOVELY TO WHISPER OUTSIDE OF YOU LIPS ARE IN TOWN YOU CAN BE KISSED SWEET AND SLOW THE PIG AND THE COW SHIPRATES FOREVER A First National picture with Dick Powell, Ruby Keeler and Lewis Stone. Lyrics by Al Dubin, Remick Music Corporation. DON'T GIVE UP THE SHIP This has been adopted as one of the official songs of the United States Naval Academy. (Available on Decca record 25250, Dick Powell.) I'D RATHER LISTEN TO YOUR EYES I LOVE TO TAKE ORDERS FROM YOU ALL SBOARD THE WAVY DO I LOVE MY TEACHER? STARS OVER BROADWAY A Warner Bros. picture with James Cagney, Joan Blondell and Pat O'Brien. Lyrics by Al Dubin, M. Witmark & Sons, Inc. (Continued next week)

DUSTY "OPEN THE DOOR, RICHARD" FLETCHER HAS ANOTHER HIT!! ON NATIONAL RECORD #9142 Listen to His Comical Version of... "IF YOU'VE GOT THE MONEY I'VE GOT THE TIME" NOW ON SALE ORDER FROM YOUR NEAREST DISTRIBUTOR OR WRITE TO NATIONAL RECORDS 61 BROADWAY NEW YORK 23, N. Y.

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SOCIETY RECORDINGS 9A

Ask Your Distributor or write—Encino, Calif.

Majors, Indies Hike Disk Lines

Continued from page 10

78 and 45, from 75 cents to 85 cents, plus tax. LP's are settling to a single price on both 12 and 10-inch disks. Previously, this category had several price levels. The new structure is \$5.45 plus tax for the 12-inch and \$4.45 plus tax for the 10-inch. Formerly, the 12-inch LP line was \$5.45 including tax, and the 10-inch \$4.45 including tax.

Victor's 45 classicals are up from 95 cents plus tax to \$1.10 plus tax. Some major classifications will remain at the same prices. The 12-inch 78 classical line, for instance, remains at \$1.25 plus tax. The non-breakable 78 children's line remains at 95 cents, plus tax. Kiddie disks on 45 are up to the new pop prices, as are hillbilly and rhythm and blues.

Columbia

Columbia pops—78, 45 and 7-inch LP's—are now 85 cents, plus tax. The 12-inch red label has gone from 95 cents to \$1.10 plus tax. The 12-inch blue and green labels from \$1.19 to \$1.25 plus tax, and the 10-inch masterworks from \$1 to \$1.10 plus tax. Columbia LP's as follows: 10-inch pops from \$2.85 to \$3 including tax; 10-inch classical from \$3.85 to \$4 including tax; the 12-inch classical, which was \$4.85 including tax, has been split into two categories, with prices depending upon amount of material and expense of recording. One category, A, is \$5.45 including tax; B remains at \$4.85 including tax. About one-half of the 12-inch classical catalog falls into each category. Distributors and dealers are being furnished with lists of the contents of both categories.

Capitol

HOLLYWOOD, Dec. 16.—Capitol moved swiftly this week to up its price line. Diskery announced new price structure Monday (11), with changes going into immediate effect. Label's red, black and purple 10-inch pop singles and album singles were hiked to 85 cents. Biggest price boost is for Cap's red and black label disks. Although company hasn't released either red or black label platters recently, they were price tagged at 60 cents and will now be upped to the 85-cent level.

LP albums will be based at \$2.85, \$3.80 and \$4.75, with excise taxes bringing these to \$2.98, \$3.98 and \$4.98 respectively. Pop 45 r.p.m. platters will move from 79 cents to 89 cents, including excise tax. No increases on 45 classical albums were made. Cap's general discount structure will remain unchanged.

Midwest Picture

CHICAGO, Dec. 18.—A check of Midwest diskeries showed that all are or will be following the Decca price raise (The Billboard, December 16) to 85 cents. Mercury has already notified all dealers and juke ops by mail of the price hike.

we have Rondo, Aristocrat and Chess. Sid Nathan, of King, has notified all dealers and juke ops that the Cincinnati diskery will honor all orders, up to midnight, Tuesday (20), at the old price, but that the hike will be effective after that.

Rondo Records has dropped completely its Robin label, the 49-cent label. Rondo is releasing a series of 10-inch LP's taken from foreign masters which the firm exchanged for distribution of Rondo masters abroad. First two feature Gabor Radics, gypsy orchestra, currently in Buenos Aires, with the masters coming from Pacific, the Paris firm, and also masters by Armand Bernard's semi-classical orchestra from the same firm. Rondo has appointed Esquire label of London as its British distributor.

Hollywood Indies

HOLLYWOOD, Dec. 16.—All local indie diskeries followed the majors' increase in disk prices this week with an across-the-board price hike of their own. Boost is 10 cents plus tax on all platters, effective today (16). None of the waveries, however, claim to have been moved by the previous announcement of the major labels. Distributors were informed that all diskings out of the plants thru Thursday (14) would go at former prices. Higher tariff and the steadily rising materials and labor costs were blamed for the hike.

Aladdin, Discovery, Modern and Specialty simultaneously upped the retail prices from 75 to 85 cents plus tax on the 10-inch 78's and seven-inch 45's. The 10-inch LP's were also boosted to \$3 from the old \$2.85. Tempo Records was the sole label locally that did not raise costs of diskings. However, their 78's already retail at \$1 and its subsid. Theme, for 75 cents plus tax.

Gold in Educational Stuff

Continued from page 10

staff and promotion. In pop publishing, the big dream is a \$100,000 hit on a \$3,000 investment; in standard publishing, the reality is small unit profits based on volume.

To compensate for the money that must be spent on a catalog to get started—engraving, printing, sales staff, arrangers, etc.—there are these positives in the standard business: No returns on music, a higher selling price and an enduring market.

For the pop catalog houses, there are two areas of activity: The long-hair educational field, with its piano methods, choral arrangements, etc., based largely on public domain classical music, and the recasting of pop standards into folios, big-note editions, piano methods, etc. No lesser a house than Chappell only recently entered the standard business, applying the educational format to its gold-mine of pop standards.

One of the very largest pop firms, it is known, showed a debit in the hundreds of thousands on its "professional" operation last year, yet managed to net an eye-opening profit. The reason: Its tremendous business in the standard field. A random survey of the big Broadway pubbers showed that, without exception, the standard income is

Dreyfus, Talent

Continued from page 10

that Talent doesn't find Dreyfus's price acceptable.

Meanwhile, Chappell has bought out orkster Henry Russell's interest in Ivy Music, thereby becoming a co-partner with Jack Perrin, who started the firm with Russell after quitting a contact man's job with Hill & Range.

Ivy will operate as a Chappell affiliate. Perrin will serve as professional manager, with offices either in the Chappell space or close by in the RKO Building.

Ivy drew trade attention some months back with its tune, Hells of Ivy, which showed some sleeper activity in the Midwest.

Dreyer and Marks

Continued from page 10

in the works. A subsequent plug will be on I Guess There's An End to Everything, co-leffed by Marks.

The firm will be staffed by New York, Chicago and Hollywood contact men. Professional offices for the pubbery and St. Nicholas will be located in Dreyer's present offices at 1650 Broadway. The business office will be maintained in Marks's space in the Brill Building.

work in the event his Victor duties will allow him to take on outside work.

Winterhalter's inking with the agency will not interfere with his Victor job but will cover him for supplementary work in other showbiz fields.

The deal is the first the orkster has ever had with a booking agency. The contract was negotiated for Winterhalter by his personal manager, Milton Ebbins, with Nat Lefkowitz, who represented William Morris.

Le Satchmo

Continued from page 10

Record stores keep a library of disks rather than banking on a quick turnover of smash hits. Among the few who have record shows in the American sense are Simon Copans, who plays pops and folk tunes; Hugues Patbassue, and Charles Delaunay's Hot Club de Paris.

Panassie, who bombshelled American jazz into print both at home and abroad with his le jazz hot back in the early '30's, and Delaunay, who compiled the hot discography, are both leaders in opposing camps in local jazz circles.

American music receives much attention in magazines devoted to the subject: *Disques*, *Hot Jazz*, *Jazznews*, and *Gazette du Jazz*. Bebop has a few devotees, but record sales of the flat-hatters do not compare to those of the older boys.

Winterhalter Signs

Continued from page 10

work in the event his Victor duties will allow him to take on outside work.

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PAUL CHELLY

Who caused quite a sensation with his Royal Roman Orchestra back in the '30s, will reorganize his orchestra with inclusion in mind. Mr. Chelly will revive some 100 hit format arrangements. Recently Mr. Chelly survived a plane crash in which 18 were killed.

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SIDE MEN: "Hullabaloo" is a must for the New Year's Eve snake-line. Make sure the boys has it in the books!

Pitt Clubs in Defy Of New Year's Rule

Carousel and Casino Niteries To Open Despite State Ban on Sunday Service

PITTSBURGH, Dec. 16.—Jackie Heller, operator of the Carousel, and Bill Green, operator of the Casino, will operate openly New Year's Eve in face of a State-wide liquor board ruling which forbids Sunday operation.

Heller and Green stated in a joint announcement that the bars would be closed and dancing or entertainment won't begin until after midnight Sunday night, which is in complete observance of the city's laws. However, the

State Liquor Code definitely says that no liquor can be consumed on the premises, no set-up can be served, and no previously purchased liquor can be used during the hours from Saturday midnight until Monday 7 a.m.; that liquor cannot legally be served.

However, for years the clubs and hotels have been doing this, and enforcement of the statutes have been made up until today.

The State Liquor Board has not said what its stand on New Year's Eve will be, since its agency is largely one of prosecution rather than prevention of violations.

The expected rush of the other night clubs in the area to fall in line with Heller and Green was not forthcoming. The Copa, Carnival and Midway Lounge will be closed.

Lenny Litman has rented a hall above the Copa and will move all his fixtures, show and personnel there, and will have a private party on these premises, which are unlicensed by the Liquor Control Board. Some of the other clubs have already scheduled private parties and are sold out, but the action of Heller and Green is making them hesitant about going thru with it in fear of reprisals by the liquor board.

MAN BITES DOG

Miami Niteries Pulls Switch; Spins Deeja's

MIAMI, Dec. 16.—The disk jockey gimmick which started off as strictly a record-spinning promotion and achieved big time here at Copa City when Barry Gray was dishing it out nightly, will take another tack this season. Murray Weinger, one of the Copa's ops, will have a number of platter-interview lads up there making with the small talk.

Latest stunt is to use jockeys like Ted Husing to come in for a week and then follow them with other "name" emcees. Plan also includes using by-line newspapermen who take vacations here.

Offers already have been made to Earl Wilson and Hy Gardner, New York Post and Herald Tribune columnists, respectively. Both deals are now in the talking stage.

The major lure of a prominent disk jock is what names he can get up there to talk on the air. With the Copa playing the biggest names in the biz, it is virtually a certainty that they will spend some time at the Copa mike. But it is the visiting firemen, those with some local reps, not necessarily in showbiz, whom the jocks will have to get up and try to make sound interesting.

The money to be paid will be a subject of individual negotiations depending on the prospective mike emcee. It is figured the stunt won't run too high and will pay off in added publicity and promotion value.

Yost Vs. Berle Is All Settled

NEW YORK, Dec. 16.—Ben Yost's suit against Milton Berle over the use of the name, "Vikings," was discontinued this week, according to a petition filed in Federal Court. Yost had charged Berle, his brother Frank Berle, and Jack Collins, leader of the group in question, with unfair competition when, in 1947, Collins quit him to go with Berle, taking with him certain arrangements and the name Vikings. Yost had accused with his use of the name Vikings had antedated Berle's claim to it by 10 years. Yost, in the suit filed in May, 1948, had asked for an injunction and \$10,000 damages.

Berle at that time denied Yost's charges, claiming that it was he who established the group and not Yost, and pointing out that he had stopped using the Viking title, but billed them as the Cavaliers.

Det. Paradise To Reopen

DETROIT, Dec. 16.—The Paradise Theater, which closed Thanksgiving night, will reopen February 9 with Louis Jordan heading up a stage show, and a first-run picture playing. House is expected to run about two weeks with a Negro stage show policy, and then close for the season.

FALLS GO UP TOO, SOMETIMES

NEW YORK, Dec. 16.—A gang was at the Friars Club watching the fights Tuesday night (12) on TV when one of the boxers took a prat-fall. "Oh-oh—there goes Frank Marlowe flopping into the pit," yelled one Friar.

"Those flops got me 13 weeks," replied Marlowe sitting in the audience. "Where are you working?"

MUSIC HALL LEADS STEM \$S PARADE

Garners 43G Hike As Most Combos Dip to Low Takes

NEW YORK, Dec. 16.—What pick up there was in Stem combo theater biz last week was due to Radio City's contribution to the general pool. The six combo houses did a total of \$326,000 last week against \$302,000 the previous week. Of that increase, the Music Hall added \$43,000.

Radio City Music Hall (6,200 seats; average \$123,000) opened with \$143,000 for its first week with Kim, annual Christmas show plus Kansas Trio, Martha King and Leonard Sues.

Roxy (6,000 seats; average \$98,000) wound up a nine-day staza with \$55,000. First-week bill of Jackpot, Paul Remos and Ice show got \$72,000 followed by \$50,000. New bill has Elsa and Waldo, Gautier's Steeplechase and For Heaven's Sake.

Capitol (4,877 seats; average \$43,000) took in a slow \$30,000 for its initial four days with Watch the Birdie, Eric Madrigrera, Charles Frederick and Paul Regan. Bill reviewed in current issue.

Paramount (3,654 seats; average \$75,000) collected \$60,000 for its second week with Jimmy Dorsey, Nat King Cole and Let's Dance after a first week gross of \$75,000.

Strand (2,700 seats; average \$11,000) collected a poor \$30,000 for its first seven days with Highway 701, Dave Apollon and Peggy Mann.

Palace (1,700 seats; average \$18,000) held at \$16,000 (same as previous week) with eight-act bill headed by Senator Murphy, Jackie Bright and High Longshore. New bill, reviewed this issue, has Eddie White, several other acts, and Last of the Buccaneers.

Film Cirk Gets 1-Night Live Unit

NEW YORK, Dec. 16.—A package headed by Bela Lugosi will start a series of one and two nighters, in and around New York, beginning December 26 and running to December 31.

The unit, produced and booked by Dave Dietz, will include a magician, six girls, four boys and a gorilla. Included will be a Lugosi flicker to run about 60 minutes. The stage show will run less than an hour. There'll be no music; recordings will be used.

Package is being sold at a base rate of 50-50, the every house will be dickered with differently. Dates so far set include RKO, Paramount and Skouras houses, starting at the RKO Capitol, Trenton, N. J. All shows will be scouted at \$1 flat.

After the one and two nighters are finished, unit will probably do a week at the Baltimore Hippodrome.

THEY GAWK IN OLD MILWAUK

Strippers, Impersonators, Holiday Parties Help Biz

Continued from page 2

show night spots, spreading the green stuff in fine fashion.

Drop-off in recent weeks is due mainly to lack of good pre-holiday attractions, the many show people are placing the blame on television. Video sets in Milwaukee are well past 180,000 units and tend to keep plenty of citizens at home, but top-notch flesh attractions can still bring them out.

The slack in regular club work has been largely offset here for local talent by the large number of Christmas and New Year party bookings. Milwaukee always has been a good town for year-end club dates, and agents report this year one of the best. Cliff Burmick, one of the more active bookers in town, reports close to 40 dates already closed, with more in the offing. Most agents report having to recruit acts from other towns to fill these company and trade union holiday party bookings.

Riverside Theater, only vaude house in town, is now using flesh bills about one week in four. Last bill, two weeks back, with Dick Haymes, Elteen Barton and the Three Stooges, did only fair biz.

Frank Ladne package, with Patti Page, a month prior, came close to setting a new house record on the same stage.

Barly N.S.G.

Burlesque is having a rough time, too. Charley Fox's Empress Theater is open only from Thursday to Sunday due to slim crowds.

Downtown night spots battling for patronage are finding the week-end takes sizable, and reminiscent of World War II days, as hundreds of Great Lakes Naval Training Station recruits hit the town on week-end leaves. The sailors still come in, but the current crop is much younger and not so free with a buck, most niteries ops say.

Only class supper club in town, the Tic Toc, reports biz at a good level, due mainly to large organization parties booked in advance by Manager Army Weinberger. Johnny Howard, comic, is being held over here, and music is furnished by Steve Yarela, Latin band, and Johnny Harris, who has been cutting shows here for 12 years. Bulk of downtown niteries offer-

VAUDE RETURNS TO SCHINE LOOP

Box Office Drop Believed Reason; Na Report on AGVA Insurance Pitch

NEW YORK, Dec. 16.—Schline houses will reopen December 28 after suddenly suspending all flesh activities earlier this month.

The upper New York State circuit with about 15 houses, some extending into Kentucky and Ohio and all flesh users for many years, the mostly on a split week basis, threw on vaude for varied reasons. Tradesters said it was because of poor business. According to rumors it was because of new demands made on the houses by the American Guild of Variety Artists (AGVA).

Talent union had asked that Schline pay about \$2.50 additional per week per act for insurance. It claimed that acts were forced to make big jumps between theaters and on at least two occasions, performers were hurt in motor accidents. Schline argued that he had no such deal with other talent unions and couldn't see why AGVA wanted it. AGVA's stand was that members of other unions were hired as employees and as such were covered by Workmen's Compensation. AGVA people however, were bought as independent contractors and therefore were not covered for accidents.

In any event, in the middle of correspondence, Schline notified Gus Lemple, his manager, who in turn notified the Dow office. Schline booked, that all live shows would be dropped.

When Dow was asked what caused the change he replied, "I guess they gave it (vaude-less theaters) a trial and it didn't make out."

Dow was asked about the AGVA insurance demand and he said it would have to be taken up between the union and the ops.

AGVA said it had not received any notification of Schline's return to live shows.

Sirocco Club Has 50G Fire

HOLLYWOOD, Dec. 16.—An early-morning fire Wednesday (13) leveled the Sirocco Room on the Sunset Strip. Damages were estimated at about \$50,000. Spot was featuring Virginia Mazon, Luka Pece, one of the partners in Leon and Freddie, Inc., owner of the niterie, declined to comment on whether the club would reopen, pending the insurance company report.

Blaze was believed to have started in a cigarette disposal unit about 3 p.m. It took the efforts of four fire companies to get the fire under control.

Theater Television a Must

Continued from page 1

1949 when the films figured as stronger attractions but no theater TV events were carried.

The red ink during this, the first real season of regular TV showings, resulted from several unique factors not likely to recur in the future, and does not reflect the basic fact that the audience has accepted theater TV enthusiastically. Some of these factors were the need to break in new equipment and operators, requiring extra hours of labor and many additional feet of film; heavy advertising and promotional expenditures to explain what theater TV is, and high pro-rata costs deriving from the few theaters running the events.

\$1,500 Per House

On the basis of this year's figures, it is possible to estimate what a circuit of some 25 theaters could do next year. Such a circuit would share the costs of such items as

labor, cable, local phone loops, TV pick-up, advertising, etc. Pro rated over 25 houses, these costs would be only about \$500 per house. An average gross per contract of about \$1,500 could be expected, based on this season's figures. After deducting costs and film rentals, it is possible to figure a profit of about \$15,000 per game for the circuit, before payment for rights.

IFT execs note that grosses on football Saturdays built steadily as the season developed, and in general were vastly ahead of the norm. The last two games shown in Chicago (Illinois-Ohio State, and Illinois-Northwestern) both were s.r.o. at the State-Lake, and scored one near sellout at the Tivoli. The State-Lake being filled by noon in both cases, droves were turned away and as many as 500 trekked clear to the South Side, to the Tivoli.

A kine film of the Illinois-Ohio State game was booked into Peoria, Ill., the Thanksgiving Thursday after the game was played and, despite bad weather and an average feature film, drew so well it was repeated two more days, pulling far over average grosses.

For the State-Lake's bills of October 28 and November 25, the feature film was playing its second week. Still the attendance on those days was as good as on the preceding Saturdays. Effect of weather on the box office at TV showings has indicated that extremely good or extremely bad weather cuts down attendance; median conditions.

(Continued on page 36)

Club Loss 30G On Band Policy

NEW YORK, Dec. 16.—Operators of Iceland, Broadway niterie, filed a petition in Federal Court this week for an arrangement under Chapter 11 of the bankruptcy act. They offer to pay their total indebtedness in 60 monthly installments, starting 30 days after the confirmation of the plan.

The petition claimed that the Iceland lost \$30,000 by its name band policy in September and October of this year. It stated that they have arranged to cut their operating costs.

The total amount of the indebtedness was not available.

Combos playing in town now are Carl Land and the Northmen at the Blackdoor Room; Tony (Continued on page 36)

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Extra Added

Brief but important night club-vaudeville news

New York:

Gloria De Haven fell out of the Casablanca Hotel, Miami Beach date set for mid-January. Picture commitment was responsible. Sol Tepper settled claim against Sam Levenson for a chunk of dough. Next show at the Pierre, starting January 9, will have Fosse and Niles, a dance team plus Denise Darcel in her first Stiem cafe date. Copa City, Miami Beach, put up a \$10,500 bond with American Guild of Variety Artists (AGVA) to cover his first show. New talent office, All-State Theatrical Agency, resumed last week. Charley Allan will head the office and Jimmy Curran will book the acts. Hotel St. Moritz has Gregory Makowsky, Eddie and Joseph Maranis, piano, to work daily from 12:30 to 3 p.m. Copa line girls now getting \$100 a week, making them the highest paid chorus kids in the U.S. Sara Bettis now being handled by personal manager Jack Petrill.

Sid Krofft added to the Hotel New Yorker Ice show. Billy Rosa's Diamond Horseshoe will open its new show December 25. June Gardner started a four weeker, December 20, at Ciro's, Miami Beach. American Theater Wing will revive its showcasing of cafe talent and material starting January 25.

Kitty Kallen will be on the Red Skelton show when he starts p. a.'s December 28 in St. Louis at the Fox Theater. Next jump will be at the Chicago Theater, Chicago.

Ha Ha Club, where Winnie Garrett has been headlining for eight months, has closed because of liquor license trouble.

Hollywood:

Gordon MacRae back in town after a two-week stand at the El Rancho in Las Vegas. Date was MacRae's first following p. a. chores in the cast of "The West Point Story." Abbey Brown's o.k. will take a breather at Charley Foy's Supper Club when Red Ingle and his Natural Seven move in.

Here and There:

Club Ferdinand, Hartford, Conn., will launch a new Wednesday-thru-Saturday night floorshow December 27, with two shows a night. First bill will have Glen Moore's band and six acts. Connecticut riters, restaurants, hotels and clubs will be permitted to keep their bars open from noon of that day until 3 a.m. January 1.

Theater Video

Continued from page 35

Lions draw maximum crowds. A comparison of the box office take for the six dates this season with comparable Saturdays in 1949 without TV shows that the State-Lake drew 11,708 paid as against 7,272 last year; the Tivoli drew 7,852 against 1,709 for 1949, and the Michigan Theater attracted 7,359 compared with 3,694 last season.

Incidentally, ordinary business at the Tivoli in 1950 is down an estimated 20 per cent compared with 1949, while the Michigan is down about 17 per cent. The State-Lake this year is up about 2 per cent. Total attendance for the three theaters on TV days was 2,14 times as high as in similar days last year; 27,018 as against 12,675. Major conclusion drawn is that, if a single circuit of theaters, such

They Gawk

Continued from page 35

Beaumont at Lakota's; Doc Evans at the Kilbourn Hotel; Jack Teter at the Paladium, along with Jose Martinez and Norbie and Gillie, polka boys. Ballroom activity at the Engler's Million Dollar Ballroom, run by George Devine, is drawing consistently good crowds with a parade of name bands.

as UPT, or combines of indie exhibitors, or two or more circuits of houses join together for showings of exclusive theater TV events, it is feasible for major profits to be made at an early date. The most important complicating factor is the availability of equipment, inasmuch as the international situation may slow down or stop its manufacture.

Vaudeville Reviews

Capitol, New York

Tuesday, December 12

Capacity, 427. Price, 35 cents-\$1.50. Four shows daily, five week-end. Low chain booker, Bidey Firmont. Producer, Allan See. Show played by Eric Madrigrera's org.

This is a pleasant show, well paced and well performed. If it doesn't make up for it in other ways. For even if the bill won't bring 'em in droves, it will entertain those who drop in.

Eric Madrigrera, fronting a 16-piece outfit did a pleasant job of the band as an emcee. Leaning heavily on the Latin tempo and using a bongo and timbales beater, he fed off with Mambo Jumbo. Later one of the beaters, unbilled, came on for a sound bary chorus to good hands.

There's a vocal by Renald and Andy in their standard set-in-motion, hand-to-hand act. Dressed in white tights, boys made a good impression. Act, however, looks better in a white spot against a black drop. Working here against the band in full lights detracted from its appearance.

Patricia Gilmore (Mrs. Madrigrera) started with a novelty that proved meaningless. The lyrics were too infantile to waken an apathetic house. Her next was the Madrigrera trade mark, Adios and ended, with Orange Color. Miss Gilmore is an attractive adult. Such numbers like Orange, seem more appropriate for bouncy ingenuities.

Paul Regan's take-offs were unusually good. Using standard names for the impersonations, Regan's mugging gave an effect of realism that hit with solid impact. His comedy impressions were good for an added plus. His take-offs of names, now dead, included W. C. Fields, Frank Morgan, Wallace Beery and Bill Rogers, permitting a segue into the late F. D. R., all of which were handled in good taste.

Trini Reyes improves each time caught. Her flamenco dancing is undoubtedly authentic. But it is her sin-dark haired appearance, plus a male costume, which highlights her chassis, that holds the attention. Gal finished with a terpsans music, that pulled heavily.

Charles Frederick, ex-Show Boat, showed a rolling bary that dinned and held attention all the way. Even occasional flubs, helped rather than dispelled the impression. Using a combo of operetta, show and standard tunes, Frederick, a broad-shouldered, half-back type, demonstrated a sound flexibility and selling style. He came back for a bouncy version of Foggy Foggy Dew to his own piano playing, and ended with The Thing. His chit-chat with his pianist helped give him a warmth that easily projected.

In a reprise, plugging Madrigrera's coming trip to Latin American countries everybody came out for a fastie in a good finish. Bill Smith.

Palace, New York

Thursday, December 14

Capacity, 1,100. Price policy, 50 cents-\$1.20. Four shows daily, five Saturdays. RKO chain booker, Dan Friends. Producer, Dave Bines. Show played by Don Albert's house org.

Outside of the opening and the closing act, and maybe the next to closing, current show was in trouble most of the way. The performers worked hard, but a combo of a dull house and equally inept performances didn't add up to much of a bill.

Berk and Hallow, the good-looking pair of young hoofers, started it off in fine style. The boy-girl team improve with each time caught. Their two-part and challenge terpsie sold well all the way.

Howard Nichols, an ingratiating chap with pleasant, disarming mannerisms, went thru a series of hoop juggles to a great bit of interest. He showed a couple of good ones, particularly one where hoops rolled around a prop teepee and went inside. But too much of his act was marred by flubs. MacFarland and Brown, a knockabout boy-girl duo team, started off all right. Her loss of touch with their blue bits, which seemed unremovable in a family house. The gal, a stacked blonde, is attractive. The boy, a tall, lanky guy, mugged to no interest.

Bertrice Howell, a tall, pretty gal, started with special material about bargain sales. She punched each line as if it were a gem. But nobody was buying. A psychiatrist, French perfume and some dull chatter material didn't help her either. Her comedy take-offs were a little better, with a Barbara Stanwick thing probably her best. Basically, however, gal needs a completely new act. Her present one isn't it.

The Collegiatones, a Godfrey very young and are trying hard for plenty of experience before they're ready for a Stiem house. Four boys looked good, the their material, a combo of jump and barbershop, with one oldie thrown in, got only tepid reactions. Tatlo and Julia, a dance team, were costumed appropriately, it showed little else. Dancing was stiff and selling was non-existent. A j-bug finish got them off.

Eddie White's been around a long time. His high pitched tenor chatter showed skill in the material did not. His dialect got a couple of scattered giggles; however, a couple of his gazes sound better when Myrna Cohen tells 'em. He wound up with two trademarked songs, of which the I Am the Balmey number drew a yock or two.

Bobby Whaling and Yvette had a tough time after what preceded them. But once they got them with their comedy cycling number they held them all the way. Teann showed a solid act with break-away bits particularly outstanding. Pie, Last of the Buccaneers. Bill Smith.

Chicago, Chicago

Capacity, 1,200. Price policy, 50 to 88 cents daily. Six shows daily. House booker, Harry Levine. Show played by Louis Bass's house band.

Albo minus names the house has a pleasant bill for the pre-Christmas week. Openers, Consolo and Melba have improved their original bubble presentation. A TV producer looking for a novelty dance number should book this team. Consolo has rigged eight automatic bubble blowers into their dance, the machines spray a cascade of bubbles and strobe light magnifies the incidence of the bubbles. Effect got a smash hand. Use of a singer off-stage added to the effect.

The Salsiters, who were with the Perry Como show last year, need stronger material and better stage presentation. Scorings, such as Sweet Georgia Brown and Finckel, aren't original enough. Their treatment of a medley of pope was a step in the right direction. The closing bit, which casts an unfavorable light on George Washington and Betsy Ross, is not in good taste.

Johnny Morgan miked up his standard corny routines with some good new gags to get solid reaction. His closer, in which he does a number of different dance tempos, was the weakest part of his act.

Eddy Peabody continues as the master of the banjo and the great visual salesman. His new gimmick, putting a violin mute over the banjo's bridge, adds lots to his act. Walked off to a juicy palm. Johnny Sippel.

Roxy, New York

Friday, December 15

Capacity, 1,000. Price range, 50 cents-\$2. Four shows daily. House booker, Sam Rauch. Producer, Arthur Knorr. Show played by Roxy house org.

As a Christmas show geared to entertain a holiday crowd heavily laden with kids, the current lay-out is every bit as colorful and spectacular as anything seen in a Stiem combo house. Without a real headlining act on the bill, the show wound up as a satisfying 45 minutes of standard yuletide fare. Ice and board sequences were neatly integrated, and costuming and lighting on the top flight.

The house line, garbed as toys and wooden soldiers, served to bring on Romaine and Brenl for a fast turn on the ice replete with the usual lifts and spins. Arsene Gautier's Steeplechase was particularly good fare for the mopet trade, judging from the house reaction to his standard animal act. H. Leopold Spitalny's house chorus was effectively presented in bright red, green and white winter costumes for a short medley of Christmas rounds, and the house skating line ran thru a fast turn on the ice.

Smash Number The smash number of the bill was the standard Roxeyette Jingle Bells routine. The gals wear tuned bells on the wrists, ankles and midriffs and play Christmas music by jumping up and down and shaking the bell-carrying areas. Joan Hyldoff's solo bit on (Continued on page 37)

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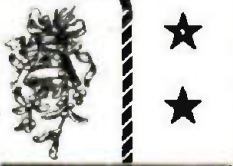
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Copacabana, New York

(Thursday, December 14)

Capacity, 410. Price policy, \$3-\$4 minimum Shows at 8:30, 11:15 and 2:30. Operator, Jack Entratter and Julia Podell. Booking non-exclusive. Publicity, George Evans Associates. Estimated budget this show, \$8,000.

A bill of Henny Youngman, Luba Malina, a dance team and a singing group plus productions has been molded into a solid show. It may be weak on marquee values but packs plenty of entertainment. Considering the probable cost of the show, the Copacabana stands to make a buck in a period when business is normally way off.

Youngman did probably one of the best jobs of his career on the show caught. Coming in with a batch of new material, plus his old stuff, he smacked 'em till they howled. The fact that he had offstage help from a hitler, Bertie, didn't hurt any either. In any event the yocks came not only from the trade but the ordinary customers, the ones that'll pay the tariff after opening night. They howled with glee.

Luba Malina, working ahead of Youngman, gushed seduction in showmanlike fashion. Her special stuff, some of it new, but most of it apparently unfamiliar to Copacabana regulars, drew solid laughs. Miss Malina again proved her qualities by building her routine to smash punches for a terrific exit mit.

The first act on was Wynters and Angeline, ballroom dancers. The couple began with a Viennese waltz and gradually stepped it up for the following waltz number, finally to pop attention on their work. They finished nicely with a spin lift to good hands.

The Skylarks (three boys, two girls) showed some interesting singing arrangements. Unfortunately, their voices and even the lyrics were overshadowed by too much production and precision movements. In fact, the latter were so mechanical they drew the major attention. The team started with an arm-waving *Manana* and then dished out *Some One To Watch Over Me*. The best number taught, however, was a special about *Vote Brian Back*. Maybe the idea was too optimistic, but the lyrics, when audible, were amusing. Their weaving in and out, however, took the edge off the number. The kid's choreographical singing would be better suited for a theater or a club which didn't have competitive productions to cope with.

The rest of the show remains basically the same. Jean Caples and Chuck Brunner do the production dancing in spirited and eye-compelling fashion. Betty Harris and Mickey Devine do the production singing. Mike Durso's band cut the show, and Fernando Alvarez' ork did the Latin beats. Bill Smith.

China Doll, New York

(Wednesday, December 13)

Capacity, 408. Price policy, \$2.50-\$3.00 minimum Shows at 8:30, 11 and 2:30. Operator, Tom Ball. Booking non-exclusive. Estimated budget this show, \$1,000.

Nicola Paone, accompanying himself with a guitar, does special material built around work-a-day situations in pleasant fashion. The lyrics, the sometimes risque, are seldom offensive. Using occasional Italian dialect, he went thru a series of numbers mixed with patter that pulled laughs from a small house. The tunes were snappy and in keeping with the words.

Paone, a medium size well-built chap, also did a straight *Sorrento* that showed training. The he has a winning smile and smooth manner, he needs more connection with his audience. Flashing that smile and looking up more might help.

The Sing Lee Sings, Chinese balancing act (two fellows and a girl), did their standard routine. The close quarters of a nitery gives added validity to their balancing of water-filled glasses and twirling of water-filled bowls. The low ceiling prevents some of their flashy tricks as it also seemed to restrict their leaps and hand stands. Their jumps thru hoops of knives drew cries of amazement and the bits of business Lee puts into the act give it plus values.

A pint-sized flamingo dance team, Ramonita and Leon, gave a solid and spirited performance to appreciative hands. The line, called the China Dolls, went thru their paces lackadaisically. Their costuming was good, tho' the sandals in the harem number weren't especially glamorous.

Nora Morales and his crew cut the show and did the dancing. Maria Laplaya's band did the relief. Gene Plotnik.

ABC, Paris

(Wednesday, December 6)

Capacity, 1,100. Price, 350-450 francs. Two shows daily. Booking, non-exclusive. Producer, Mity Gordin and Leon Loshon. Show played by Rene Mercier and the house band.

Shows work to packed houses seven nights a week to enthusiastic audiences. The 10-act bill started with the three Field Sisters in an acro dance routine. The girls worked smoothly tho their act would be enhanced if another spot was used instead of the present bright white light which brings out imperfections in their make-up. The highlight of the act is a handstand performed by one of the sisters on the bottom girl's outstretched arm. Another feature that gets applause is apparatus atop bottom sister's head which permits the other gal to revolve horizontally at great speed. The third sister does solo splits and back bends.

Dadzu working in one, did quick crayon caricatures of important local politicians while singing songs pertaining to the figure being sketched. Tho his work according to Stateside standards would be classified as a little shabby, it still gets a good ovation here.

Henri Lera did some plain and fancy playing at a grand piano equipped with mirrors and neon which permits the audience to watch his hands. After two classical solos his partner, Rose Mania, came on to sing *On Mama, Tea for Two* and a pop number to Lera's accompaniment. The act builds well. The form's nudging and dancing while singing helped sell the turn.

The Florida Trio a standard novelty acro act, which has worked a lot in the U. S. A., was smooth and clever, finishing to solid hands.

Le Trio Des 4, a male singing combo, was a let-down. Their close harmony was only fair. Major features were their midnight blue slacks with yellow scarfs, and prop make up.

Gypsy Markoff looks like a million dollars. Using her accordion, she played the *Hungarian Rhapsody*, followed by Ravell's *Bohemo*. Miss Markoff, who has been in France two weeks, announces her songs in good, but hesitating French to healthy applause.

Maria Arranda and Ramon Almeda and Company consisted of two girl castnet dancers who work in a mediocre manner, a guitar player dressed in dinner suit, and a caballero whose job is to clap hands for tempo. The Flamenco numbers are tasteless tho their terping was extremely graceful.

Kafka and Company, slack wire, thrilled the house with slack rope work. The rope is held in mouths of two members of the company perched on 18-foot towers on both sides of the stage. Members of the troupe take turns holding rope and doing solos.

The Nicholas Brothers' dance act was a major hit here. Working in talls, they flashed thru challenges and grooves with precision. In one number Bernard sings *Lady Be Good* and a Cuban number, while brother Mayard led the ork.

Feraandel, standard local music hall singer, did a number of his own songs and was called upon for encore after encore.

Feraandel's mugging while working, plus his broad smile, was infectious. His exits in particular are well handled. He holds the last bar of each number for his walk-off with the snappers hitting them just as he reaches the wings. It's a great milking routine and pays off.

A singing act, Renee Lebas, didn't show. Out with bad pipes. Art Rossett.

Roxy, New York

Continued from page 36

The ice was sock, too. The gal went thru her standard blade work, but sold big. Elmo and Waldo, continental comedy turn, drew a mitt with their exaggerated slow-motion terping—a take-off of ballroom teams. The man's rubber leg bits and fast tap work, and the gal's toe-tapping, were standouts.

The finale was Metopera, contralto Gertrude Ribla singing *Ave Maria*, accompanied by the house choral group, the ork and organ. Dramatic stained-glass back-drop and use of the chorus and line as candle carrying choir boys was a dramatic spectacle with the proper reverence for the song and the season.

Pic: For Heaven's Sake, Joe Martin.

Night Club Reviews

Swiss Chalet, Bismarck Hotel, Chicago

(Thursday, December 14)

Capacity, 200. Price policy, \$2.50 minimum. Booking, non-exclusive. Booking policy, non-exclusive. Estimated budget this show, \$1,500. Estimated budget last show, \$1,000.

Headliners Trude Adams and Norman Martin have the structure of a good nitery act, but lots of work is needed. Francis Martin doubles on vocals, both solo and harmony, with cute Miss Adams. Ou harmony, Martin's vocal chords make for a poor blend with Miss Martin's pipes. On her own, Miss Martin does a capable job, punching her numbers across with an easy, relaxed style. The duo needs sparkling material. Their only original numbers were *Venezuela* and *Experience*. The latter, which Martin penned, is the kind of solid stuff that can make them a click. Ditties such as *I Feel a Song Coming On* and a medley from *Of Three I Sing* are heard too often. A risky only pop was a poor selection, *Just in Love*, a little-known ditty from *Call Me Madam*. Their rendition of *Shadrack* was excellent.

Blond Lee Morgan, who once worked h.b. radio, is a nice break from the male yodelers used here. A diskery looking for a fem yodeler would do well to give her consideration.

Johnny Aladdin's improved greatly since his first stay here a year ago, especially as an emcee. His ork played good dance music and did fine baking job.

Johnny Stippel.

Jackie Heller's Carousel

(Tuesday, December 13)

Capacity, 100. \$2.00 cover. Shows at 8:10 and 11:15. Owners/operators, Jackie Heller and Bill Heller. Estimated budget this show, \$1,450. (Does not include Heller's salary). Estimated budget last show, \$1,000.

How a star can be built into a big cafe and theater attraction solely thru the medium of TV is on display here this week, with Kyle MacDonnell playing to capacity houses. Seen here on *Hold That Camera* and *Celebrity Time* in this one-station city, fem had a ready audience waiting for her and she didn't disappoint. This is her first nitery engagement but she showed plenty of poise and stage savvy in delivering specially arranged tunes for an average set of pipes which could not hope to come up to her dazzling beauty, graciousness and excellently designed gowns.

In comedy spot, Bobby Sargent, in first Pitt appearance, proved a refreshing personality with approach that indicates he may be one of the big ones before long. Delivery and material are excellent and especially effective is his *Quasimodo* from the *Hunchback of Notre Dame* which he does straight in the middle of his act and then hokes up at the end to get off. Did three encores.

Bob Jackie Heller opens the show and has the room at a baking temperature before his first song is over. His most important part in this show is introducing celebrities and warming up the customers, most of whom he knows by their first name. He wisely holds his stint down to three tunes to give star MacDonnell a better chance.

Herman Middleman's ork (5) plays for dancing and does its usual swell job in cutting the show. Len Luman.

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Danny O'Day

JIMMY NELSON

and

Humphrey Fligby



P. S.: And best wishes from my custodian and personal manager . . .
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Burlesque Bits

by Uno

LOTUS DuBOIS is using her own devised routine in her new act, "The Shadow Girl" at the G.H. Stucker, New York producer, is planning a production with burly principals to tour the Midwest starting about January 15. . . . **Jerry Whitney**, straight, after a year at the Empress, Milwaukee, and a summer with Harry Lewiston's Side Show in Detroit, is now front talker at Hubert's Museum, New York. . . . **Jess Meyers**, manager of the Empire, Newark, celebrated his birthday December 8 at the local Manager's Club. . . . **Gonzales Sisters**, Aida and Nelly, and their trained dogs, following their first circuit spot dates, open February 10 in Memphis with the Hamid-Morton Circus. **Dave Salter**, of the Hamid office set the deal. . . . **Tom Patricia Jr.** is booked for the Moose Club, Reading, Pa., December 23, and the Elks, Carlisle, Pa., December 30, thru **Charlie Peleton** and **Sid Hall**. . . . **Grand St. Louis**, which closed December 11, reopens December 29. **Mike Sachs**, comic, was gifted with a braile watch by the Mayor of Newark when he played the Empire there recently.

TIRZA, recovered from a recent illness, has signed a 16-week pay or play contract for her new burlesque act at the Harco Club, Miami, thru **Mike Frankel**. Deal calls for \$500 weekly as against 50 per cent of the cover charges. . . . **Nat Mercy**, former comic, has launched his "Continental Vanities" for a tour of T. D. Kemp

theaters in the South. Personnel includes **Mercy**, manager-comic; **Dot Lane**, producer; **Monte Navarro**, straight; **Elaine Adair**, featured strip; **Joan Shields**, specialty; **Buddy Mac**, tapster; **Three Cyclopians**, unicycle combo, and **Ginger Mercy**, **Jerry Lewis**, **Scotty Crowder**, **Frances Scott**, **Frances Trotta** and **Millie Williams**, chorines. . . . **Yvette**, under personal contract with **Harry Fairoz**, is featured at the Four Star Follies, Portland, Ore., after a run of seven weeks on the Ohio circuit. . . . **Bob Lang** and **Gayle Page**, now touring the Ohio circuit, enjoyed an old home week while in Allentown, Pa., recently, with visits from **Judge Baker**, son of **Al and Marcella Baker**; **Scatlet Koly**, and **Bill and Eddy Kick**, talker on the Pandora show for **Paul Morokoff**. . . . **Sherry Britton**, who quit stripping for legit, has returned to burly and niteries, going into the Rialto, Chicago. She follows with the **Beachcomber**, Miami. . . . **Stanley Simmonds**, former burly house vocalist, is one of the singers in "Call Me Madam" at the Imperial, New York. . . . **Mel Bourne**, comic, after a trip to Hollywood to visit his wife, **Betty**, who is under contract to RKO Pictures, returned to Indianapolis to finish a series of TV comedy featurettes, which are being filmed at a local studio. Following completion of the film, Bourne plans to return to burlesque, with **J. Davis** as his personal representative.



LOTUS DuBOIS
The Shadow Girl

Complete routine of act, originally her own idea, has been filed with the **BILLBOARD'S PROTECTION BUREAU**. Any of all imitations will thus be liable to prosecution.

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 NY-113 Feather Blow-Out w/ white, wooden mouthpiece, Grs. . . . 3.00
 NY-114 Feather Blow-Out w/ white, wooden mouthpiece, Grs. . . . 3.00
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EARLIER CLOSING TIME
On account of Christmas, forms for the **DECEMBER 30 ISSUE** will go to press 24 hours earlier than usual. All advertisers are requested to keep this earlier closing date in mind this week.

Caught Again

La Martinique, New York

Herkie Styles and his wife, **Mary Hatcher**, showed better than average possibilities in their new act unveiled here Wednesday night (18). Styles, who came on first, still has the brashness and vigor so necessary in a turn-out comic. Miss Hatcher, tho' a little plumper than when last caught, exudes a charm and skill that helps to cover up for her husband's occasional ineptness. Styles' first six minutes were sock all the way. With a mob of showbiz characters out front, he ad libbed his way thru. But when it came to material, he started floundering. It wasn't until he joined Miss Hatcher that he got a new lease on life.

Miss Hatcher, a pretty blonde last caught in *Texas Lull Darlin'*, showed a salable routine, particularly on novelty and rhythm numbers. Her ballads were n.a.g., but she did well when worked with her husband. Her little bits and sotto voce asides drew yuks upon yuks. The team is in need of man-wife material, and once it gets it can develop into an act to be reckoned with.

Rosette Shaw, another addition to the show, a slim, pretty redhead showed a fair set of pipes more suitable for intimate rooms. Her piping all songs in down tempo, while attention-grabbing at the start, soon lost its effect. Slotting of the girl singer also detracted from her potential impact. A boy singer was skedded but fell out, so Miss Shaw was in the productions, instead some acts, did her spot, and went back into production.

The rest of the show remained basically the same. **Johnny Conrad** still does a fine dancing job. The line looks good and dances well. **Val Olman's** band cuts the show in fine style, and **Ralph Font's** Latin style keeps the floor jammed.

Bill Smith.

TVA Code

(Continued from page 4)

(SAG) rate runs from \$55 for such work, with all-day rehearsal permitted. TVA scale varies according to length of plug, with announcers getting anywhere from \$75 to \$90 upward depending on length of the pitch. Here, too, confusion reigns. A common complaint is that an actor doing an off-camera, voice-over plug of a script gets \$90 (30 minute show), while an announcer who is on-camera, memorizes lines and does make-up gets only \$75.

Another beef is for someone to show what makes one line in a commercial, since commercial fees are based on over or under 10-line splits. On the assumption that a line means one typed line in a script, some agencies are no longer splitting their plug script pages into halves, one side for audio and the other for video. They type instead all the audio lines straight across the page and put video directions on the next page, thus more than doubling the size of a line.

What's Money

In terms of cash to talent, the **Benton & Bowles** soap opera, *First Hundred Years*, on CBS-TV, is supposed to have run up a \$900 bill to the actor delivering two plugs daily across the board on that show this week—more than the star earned. Some **Kate Smith** sponsors are eliminating live plugs already; **Miss Smith** reputedly has agreed to make sound tracks, without extra charge, for some products. The tracks will then be used against silent film. The actors on the film, having no lines, will get only \$35 each. On the whole, announcers are now averaging about \$250 per commercial job, instead of the \$125 they counted on before.

Lucky Strike's His Parade has used live four-camera for camera for their jingle to open and close the show. An unsettled question is whether, under the code, this is now ruled an insert. If so, the cost for this item jumps from about \$90 to about \$360. Film would be used instead.

One NBC show, *They Clock*, is said to have had its talent budget hiked by 50 per cent. The **Robert Montgomery** hour-long dramas now will cost some \$800 per production more. *His Parade* is up from \$500 to \$1,000 per stanza.

Steps taken to trim down some costs are varied. *Cavalade of Bands on DuMont* is said to be eliminating its chorus. Scripts for **Martin Kane** are cutting down

Hocus-Pocus

of Magic and Magi

by Bill Sachs

RUSSELL SWANN left New York last week for Detroit to play a string of private dates. **Tommy Tomlin** is hocus-pocusing at Santa Heim's Christmas Circus between Baltimore and Washington. . . . **Slydian** lectured December 8 at Carnegie Hall, New York, under the "Stars of Magic" banner. . . . The new edition of the **Jean Hugard-Fred Bruce** "Expert Card Technique," with extra **Dai Vernon** and **Dr. Daley** material is a handsome volume. . . . **Bruce Elliott**, editor of *Phoenix*, magic mag, made the trip to Haiti for the inauguration festivities.

Larry Weeks, during his engagement at *Vogue Terrace*, *McKeesport*, Pa., last week, doubled on three banquet dates in the territory. During his recent stand in Pittsburgh, Weeks was house guest of **C. B. Yoke**, local magico and magic book dealer. . . . **Milbourne Christopher**, whose likeness recently graced the first of a series of *Crosses and Blackwell* ads, made his second appearance via that medium in the December 4 issue of *Time*, and again in the December 9 issue of *The New Yorker*. In the latter, a full-page, full-color insert, Christopher is shown making a rope stand on end. His TV show, "Magic by Christopher," is now in its 16th week. He guested last week on "Dinner at the Sheraton Belvedere" with the actor now playing the magician role in "The Consul" in New York. . . . **Al Page**, still confined at *Livingston County Sanitarium*, *Pontiac, Ill.*, is overjoyed with the huge amount of mail she has been receiving from magic friends as the result of several short lines we ran here recently. . . . **Robert Drake** and **Little Jean** have taken their magic to Tampa and plan to settle in that sector for the winter.

RANDOLPH has taken his bag of nifties into the Grove Supper Club, near Orange, Tex., after a fortnight's stand at the *Monteleone Hotel*, New Orleans. He'll spend the holidays at his home in Cleveland. . . . **Ben Tallman** has been elected president of the *Yogi Magic Club*, Chicago, said to be the largest magical organization in the world for teen-aged magicians. **Bob Shaarman** is vice-president of the org. and **Harold Stone**, secretary-treasurer. **George A. Searls**, now at his home in Dayton, O., for the holidays, heads out for New York around the middle of January with his mental turn and lecture, which he dubs "What's on Your Mind?" . . . **Syl W. Reilly** is again in charge of the 20th Annual *Magi-Fest* being staged by *Columbus*, O., magicians at the *Nell House*, that city, Friday and Saturday, February 9-10. A magic show Friday night will be climaxed by an all-night party in the hotel ballroom. Reilly's show will be held at the *RKO Palace Theater*, *Columbus*, Saturday morning, followed by magicians' and dealers' demonstrations in the afternoon. The big Saturday night show at *Masonic Temple* will be followed by another party at the hotel. All magicians are invited, with a \$3 tab covering everything, according to **Reilly**. . . . **Michael Dove** is currently offering his dove magic at *Kin Wa Low's*, Chinese eatery in Toledo. . . . **Clayton M. Birch**, chaplain of *Rocheater, N. Y.* Assembly No. 47, Society of American Magicians, reports that the org's recent show at *Greece Central School*, that city, pulled an excellent attendance. Among those who showed their wares were **Richard Burke**, **Dr. George Joel**, **Rev. C. H. Birch**, **St.**

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Sides and Asides

Brief but important legit news

La Purnell Named

Actors Equity Council has appointed Paula Purnell...

Webster To Star

As soon as Margaret Webster winds up her current stint...

600G to Stage Fund

A product of the depression, when it was instituted as an emergency relief measure...

Equity Christmas

Ralph Bellamy is again spearheading the annual Christmas party for Equity headquarters...

Equity Wants Welfare Unit Plan Altered

NEW YORK, Dec. 18.—The set-up of the committee for admitting the Equity welfare fund...

DRAMATIC ROUTES

- Angel in the Pawnshop (Harris) Chicago
As You Like It, with Katharine Hepburn (Harriman) Riverside, Calif. 20

Middletown, Mary Martin, Carol Channing, Richard Whorf, Jessica Tandy and Celeste Holm.

ANTA Confab in Jan.

Over 200 delegates, repping professional, community and scholastic theater projects in every State in the Union, are expected to attend the first convention of the National Theater Assembly...

H'w'd Legiters Set

Universal Theater, Hollywood, has leased the former quarters of the Actors' Colony Theater...

Agree on Plan Toward Pacing Theater Code

NEW YORK, Dec. 16.—It appears that the committee of theatrical producers, which has been huddling these weeks over ways and means for clearing up the ticket sales snarl between brokers and theater clubs, has at last agreed on a definite plan...

While proposed changes in the ticket code are still kept a dark secret, Herman Shumlin, acting-chairman of the committee in the absence of Arthur Schwartz, told The Billboard Friday (15) that the findings would be submitted to the governing board of the League of New York Theaters at a special meeting Tuesday (19)...

Broadway Eyes Brattle, Where \$\$ Merge Happily With High Effort

By Donald McDonald
NEW YORK, Dec. 18.—Revival of The Relapse, which opened at the Morocco in New York, Nov. 26, brought the Brattle Theater Company to the attention of many Broadwayites...

BROADWAY SHOWLOG

Performances Thru December 16, 1950

Table with columns for show title, location, and performance count. Includes DRAMA, MUSICAL, and CLOSED sections.

Show Train To Take In "King Lear"

BRIDGEPORT, Conn., Dec. 18.—For the first time since the inception of show trains the New York, New Haven and Hartford Railroad is selling tickets for a show that has not as yet opened in New York City...

PHILLY CAMPAIGNING FOR YIDDISH ART AID

PHILADELPHIA, Dec. 16.—An attempt to build local support for Yiddish stage shows is being made by bringing together officers of various Jewish organizations...

"Alice" Solid Draw in D. C.'s Round Legiter

WASHINGTON, Dec. 15.—The Arena Stage here has reported a new high mark in its current success: All matinees for upcoming Alice in Wonderland have been sold out in advance...

M'Clintic Nixes 'Capt. Carvalho' For Stem Bow

NEW YORK, Dec. 18.—Katharine Cornell's starring vehicle, Captain Carvalho, will become a road tryout casualty at the end of the week's stand in Cleveland, starting Monday (18)...

Theater to offer Riverside Drive. It is hoped that with the establishment of a permanent committee of organization representatives a steady supply of benefit performances could be arranged to make it profitable to bring more Jewish shows to town during the season...

Claire Leonard Plans Appeal Vs. Wildberg

NEW YORK, Dec. 16.—A five-day stay of judgment was granted yesterday to Claire Leonard, recent loser in court tilt with John Wildberg. Miss Leonard, an authors' agent, said she is planning to appeal the decision in which New York Supreme Court Justice Kenneth O'Brien last week awarded a disputed \$14,000 to producer Wildberg.

The effect of this case on the position of author's agents in general remains a moot question. John Rumsey, head of the Society of Authors' Representatives, who testified for Miss Leonard, told The Billboard that altho it was not generally desirable to have the agent lose that per cent of the manager's share of the pie rights, the particular in this case are not typical...

Equity Library Theater

MAJOR BARBARA

Lenox Hill Playhouse
A comedy by George Bernard Shaw. Staged by Marjorie Aldrich. Sets by Donald Odgman. Costumes: Ellen Meyer. Lighter: Charles Parker. Stage manager: William Dod's. Production manager: Pat Rogers. Presented by Equity Library Theater.

George Bernard Shaw always offers a real challenge to any group producing his plays. Equity Library Theater (ELT) in the case of Major Barbara has only partially met it. Frequently the brilliance of the old maestro shines thru and epitomizes a pew-sitter, regardless of how badly his lines are read...

from Franklin Trask, former operator. The Brattle set-up consists of two corporations. The theater ownership is in the hands of the seven co-owners, and the production firm about 90 per cent in their control. The production unit has accepted outside donations and has given shares in the corporation to the donors. However, operating on a long-range plan, the group makes no concerted effort to pay off those investments. Yearly dividends are paid to the outside holdings, the owner's cut going back into the pot. The American National Theater and Academy has offered assistance, so far the company has needed no further financing. According to a spokesman for the group, the theater operates on a \$3,000 weekly out, which includes salaries for a staff of between 25 and 30. Equity actors receive the standard minimum contract, \$75—and each production features a star, who collects between \$300 and \$750.

Steady Jobs
Continuous employment has been provided for the company for the past two months. The first four productions were under the auspices of the Harvard Workshop, and a trail run was made by the group during the summer season of 1948. Last summer sprouted a second company in Cohasset, Mass., upon invitation of the South Shore Players, local theatrical group. Brattle also managed the former Stone Tower Inn there for housing the visiting actors. Other activities which have

(Continued on page 40)

ARENA EXPANDS SCHEDULE TO HANDLE PARTY DATES

DETROIT, Dec. 16.—Activity at Arena Gardens has been stepped up since its September reopening by Fred A. Martin and Earl King, with a peak to be reached during the holidays. A party will be held Sunday (24), with a large Christmas tree celebration as the highlight. Matinee and evening sessions will be held Christmas Day, an innovation at Arena. A New Year's Eve party will be held, with favors for all and a midnight parade on wheels.

Private club and organization parties have become so popular at Arena that it has been necessary to reserve three nights a week for them. Tuesday has been scheduled for large group parties, and Thursday and Friday for smaller groups, including church, school and fraternal organizations. By balancing group bookings, under the direction of Jess Bell, rink attendance is being kept at an even level, avoiding overcrowding.

Annual benefit shows will be held January 1 and 20, with a cast of 200 skaters participating. The

revue, *This Is America*, will be a panorama of American history. Since is being provided for a maximum of 1,500 spectators in order to retain as much of the skating floor as possible for the presentation. Admission will be \$1, with proceeds to be divided among the polo fund, American championship fund, and the Arena club fund for amateurs' travel.

Arena has had a number of policy changes and expansions of activity under the Martin-King management. Typical was the appearance this week of a four-page printed magazine with illustrations, devoted to news of the club.

Pallomar Sets Holiday Event

MILWAUKEE, Dec. 16.—Phil Hay's Pallomar Roller Rink is being readied for its annual Christmas Night party. Gala event, which is expected to pull in excess of 5,000 patrons, will present a holiday show offering acts by members of the juvenile and junior skating clubs.

Rink pro Tommy Di Cleo has been busy working out routines with his charges, while members of the Senior Figure Skating Club and members' parents have been sewing costumes and working on props.

Climax of the hour-long show will be a Rudolph the Red Nosed Reindeer production using the entire cast.

Hays reports that after school skating class attendances are holding up well.

Adams Buys More Stock in Hub Garden

BOSTON, Dec. 16.—Announcement was made Monday (11) of the sale to Weston W. Adams of substantial stock interest in the Boston Garden-Arena Corporation, firm controlling the building which houses the Ringling-Barnum and Hamid-Morton circuses, the rodeo and other events.

Sale was disclosed by Walter A. Brown, arena president. Adams, president of the Boston Bruins National Hockey League club and a garden stockholder for many years, acquired the holdings of Raymond W. Lapham, Brookline, Mass.

Slate World Contests

NEW YORK, Dec. 16.—George Apdole, president of the United States Amateur Roller Skating Association, has received word that world roller skating championships will be held in Bari, Italy, the last week in June or first week in July.

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Gr. Central Dog-Pet Expo Is Scheduled

NEW YORK, Dec. 16.—Expositions for "Tweeds, Inc." staged the National Dog and Pet Exposition at Grand Central Palace here December 12-17. All four floors were the first floor limited to the exhibition of canines, the second to birds and the third and fourth to birds and cats.

Arthur Tarsis headed up the promoting group, with John McCormick, concessions manager of the New Jersey State Fair, in charge of exhibits and concessions.

The presentation was not scheduled as a competitive event, but rather as a show for every known type and breed of pet. Promoting group is currently mulling the possibility of staging a Christmas show at the same place.

Good Biz Grets Bow Of Robons' Portable

FITZGERALD, Ga., Dec. 16.—Dixie Portable Skating Rink, under the management of Bill and Cecil Rabon, opened November 30 here to good business despite near freezing weather. Since then business has been good whenever weather permits.

Floor is under the management of Julius Ball, with Akron Rineor as assistant, while the front and canvas are in charge of Porter B. Bowers, who was official greeter with the Blue Grass Shows the past season. The operators expect to play South Georgia towns for the remainder of the winter.

Henie Icer's Garden Run Bows Jan. 19

NEW YORK, Dec. 16.—Sonja Henie and her Hollywood Ice Revue are set for 17 performances at Madison Square Garden here, with the date to start January 19. Gen. John Reed Kilpatrick, arena president, said this week.

Ticket sale for Miss Henie's 13th annual stand will commence Monday (18). The run will be split in two, with the first part extending thru January 25. The second part will begin January 29 and continue thru February 7. Performances will be given nightly, except on Sunday dates, January 21 and February 4, when matinees will be offered.

In addition to Henie, the line-up includes Freddie Trenkler, the Bruises, Michael Kirby, John Walsh and Skippy Buxter.

Lex'ton Preps Annual Revue

PITTSBURGH, Dec. 16.—Preparations are being made at H. D. Ruhlman's Lexington Skating Palace here for eight performances, including two matinees, on January 9-14 of the Lexington *Hi-Hat Revue* of 1951. A cast of 75 members of the Lexington Roller Skating Club is taking part in the show. A portion of the proceeds will go to the Roller Skating Rink Operators' Association for use in the advancement of roller skating.

Lexington will be open each afternoon and evening during the holidays. Afternoon and evening sessions will be offered Christmas Day. Plans are also being made for a gala New Year's Eve celebration, with an extended session and souvenirs for skaters. The rink will also operate New Year's Day and Night.

Thru his rink publication, *Lex'ton*, operator Ruhlman is pushing his complete line of skating supplies as possible Christmas gifts. Getting a special plug is a 10-Skate pass selling for \$5.50, saving the purchaser \$1.

Wednesday at Lexington is a combination old-timers' and ladies' night. The latter offers two admissions for 70 cents.

Roller Rumbblings

Bowl-o-Rink, New Britain, Conn., has resumed full operations, with the rink open six nights weekly and Sunday afternoons.

Sadle Hawkins Night was observed December 5 at Fred H. Freeman's Bal-a-Roue Rollerway, Medford, Mass., prizes being awarded for the best Dogpatch costumes.

Donald Mounce, who has been a professional at Mincola (N. Y.) Roller Rink, has been inducted into the army and is stationed at Camp Rucker, Ala.

Irving Richard, of Hartford (Conn.) Skating Palace, conducted a sale of Chicago shoe skates, offering a free copy of *Secrets of Rink Skating* with every purchase.

Ventnor Awards Prizes

VENTNOR, N. J., Dec. 16.—Ventnor Athletic Center Rink staged a successful Halloween party with prizes awarded for both fancy dress and most original costumes. Three prizes were awarded in each division.

By-Law Revision Tops RSROA Meet

Overhauling Set for Completion At Cleveland Summer Convention

DETROIT, Dec. 15.—Semi-annual meeting of the Board of Control of the Roller Skating Rink Operators' Association (RSROA) in the Hotel Sheraton here December 11-13, resulted in one of the heaviest work outputs in org's history.

Organizational overhauling of the RSROA, with revision of the constitution and by-laws, was given much discussion. Work is now under way for a thorough re-vamping in accord with the modern growth of the organization. Some of this was discussed at Denver and the revision is slated for completion at the annual convention in Cleveland next summer. Up for revision is the current existence of two different types of professionals, not recognized in the constitution. This classification was established about five years ago by executive order and it is now proposed to incorporate it in the basic RSROA laws.

Designation of an individual at each rink to be responsible for clearance of all RSROA matters was approved. Because of the increasing complexity of rink-association matters, it has become necessary to have a single individual, whether the owner or partner, professional, secretary or even an amateur official, who is fully acquainted with RSROA procedure and regulations and who can be held responsible. This simplifies operations for the rink and RSROA.

Suspensions Voted

Full publicity for all suspensions and penalties given skaters or others was voted, by publication for the first time in *Skating News*, which circulates among all member rinks.

One international gesture was made, with the passage of a resolution of condolence to the New Zealand Roller Skating Association, upon the death last month of A. L. Powers, former president and founder of that group.

Commissioning System

Procedural details occupied much of the session, with reports turned in showing that the new system of handling amateur cards is working out to the great satisfaction of rink members. A new commissioning system was approved for chief clerks at all championship meets. The problems of contest operation have become so involved and standardized that it has become necessary to have people specially trained and qualified for this important post aware of procedure and experienced in the special requirements.

An historic change in the organization was made with the acceptance, with regret, of the resignation of Fred A. Martin, partner-manager of Arena Gardens here as secretary-treasurer, a post he has held since the organization was founded 14 years ago. He has attempted to resign for the past several seasons, but found it necessary to insist upon release at this time following his active return to rink operation last September. National headquarters, located in the Arena here, will continue to function as before and it is expected that Martin will be available as needed in an advisory capacity.

A streamlined system of handling approval, education, and testing of judges thru the central offices of RSROA is being adopted. Frank Bartik, chairman of the judges, tests and competitions committee, was assigned to work out methods of providing more and better judges.

Approve Denver Report

Report of Thomas S. Boydston on the 1950 professional conference at Denver, to which he was the official delegate, brought approval from board members. The conference from the professionals' angle also was reported by William McMillan, of the Society of Roller Skating Teachers.

Full approval of a program for nationwide institutional promotion of roller skating was given. This will be spearheaded by skating equipment manufacturers, according to present plans, but the RSROA will co-operate fully in whatever is done to "further the sport of roller skating." Plans call for a program similar to the type which has functioned successfully in other sports fields.

Dates Set

The next regular board meeting will be held at the Rollerade, Cleveland, July 8. The convention will open the following day in the Rollerade at 1 p.m.

A new schedule of single free skating tests was set up for the first time to be placed in effect March 1. Another innovation approved was relay speed skating. Provisions were made for four-man teams, all women teams and mixed groups. Only one class was set up, with all competition required to be over 15 years old. Only one team will be permitted to qualify from each region to go to the national championships.

Plans for a national exhibition tour by Nancy Lee Parker were worked out. Now 18 years old, Miss Lee is retiring undefeated as senior ladies' figure skating champion after holding the title three years in a row.

WE WISH OUR MANY FRIENDS AND PATRONS

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EXTENDS TO EVERYONE
Season's Greetings
For a Merry Christmas
and a Happy New Year



Roadshow-Rep

BRUCE E. RINALDO, who hasn't been actively engaged in theatrical work since closing at the Playhouse Stock Company, Esie, Pa., a number of years ago, is employed at the 831st Air Force Depot, Shelby, O., as a sign painter. Rinaldo, commenting on the passing of Sam Spedden, whose obituary appeared in The Billboard, December 16, said that his first association with Spedden was 52 years ago when the Spedden-Paige Company was one of the popular week-stand repertoire units touring the Middle West and South. "In later years," Rinaldo says, "I managed and directed three of the Spedden-Paige companies, under ownership of Spedden and Clair Paige. Sam's first wife who died about 20 years ago. Sam also organized one of the Glibney-Hoeffler rep companies which toured under his management. He also managed and toured one-night stand attractions for a few years in the early 1900's, such as "The Turkish Bath," "Thelma" and "Fogg's Ferry." He retired from show business several years ago and settled in Minneapolis where he made his home until his death. One of his sons, Jackson, magician and chalk talk artist who toured the old Orpheum Circuit among others, is making his home in Webb City, Mo., where he recently appeared as a feature of an Odd Fellows Lodge performance.

G. J. (GIL) COREY cards from Portland, Ore.: "J. C. Admira is correct about school shows. And what is the reason? It's because school shows, tent, rep and other small shows are trying to compete with better entertainment from radio and television. This better entertainment is bought by performers and small shows that get money. They pay for it. But the school shows wouldn't put peanuts into their shows in the way of entertainment. They have been using the same old stuff and have killed the game. Those who buy good stuff get good money for it. It's the same as in any other line. You get what you pay for."

RALPH BLACKWELL, genial rep and tab show performer, rambled into Cincinnati last week while on a visit with friends in nearby White Oak, O. During a visit to the rep desk, Ralph pointed out that he's been making his home with a cousin in Delaware since closing a successful season with Sun's Comedians in Clarinda, Ia. Blackwell plans to return to Delaware where he will remain at least until after the holidays. He said that the show owned and operated by Dor and Jess Sun, will remain in Des Moines quarters until sometime in May when the 1951 tour gets under way. However, the Suns are currently mulling plans to set up circle stock out of Dubuque, Ia. sometime after January 1. Ray and Bernice Zarlington, vet repers who also were with the Sun org the past season, have returned to their home in Raleigh, Ill., where the former is teaching music classes in a local high school. Their daughter, Mitzl, is attending school there. Ted Deringer, who did magic and juvenile leads, is playing club dates around Mt. Vernon, Ill. Carl Park has been in Springfield, Mo., since closing with the show. He plans to head for New York to take in some shows there. The Suns are in Des Moines, which is Dot's home town.

GEORGE TOBEY, who is showing 16mm. pix in New England, will push religious flickers during the Christmas holidays. Carol Players report from Taylor, Mo., that their coast-to-coast tour is proving successful. Lake Players, a four-person group, is a new unit for the Buf-

falo area. They have lined up three months of advance bookings with sponsor groups and current plans call for them to hit Florida late this winter. . . . Holman, hypnotist, who is in Western Kansas, writes that "all the talk about rep and roadshows going to smash comes mostly from people who won't troupe. They are not real troupers by head or heart, but are great for writing essays and filling up space in trade-papers. This was always so as far back as I can remember and that's a long time. All real showmen are next to such stuff and ignore it. The road is better than ever for small roadshows and this despite all the conny gagging and soap opera that folks have to take on radio programs. I agree that the tent is done for but I also believe that is true of even larger units than tent-rep outfits. Big shows are taking to outdoor show spots without tent and this probably will continue, but small roadshows that have real stuff are well in the chips. Buy good stuff, good plays, good acts and smart gagging and don't try to get along with the spending of your show."

Mr. and Mrs. Thomas Gregory are playing Central Oregon with their flesh trick which comprises reading programs and costume plays. They report business is good. . . . R. A. Wilbur, lecturer and solo show performer, is doing reports on his business in Ontario. Much of his bookings are with church groups. . . . O. J. Carter, owner of the show bearing his name, reports from Abilene, Tex., that "there are plenty of shows in small Texas towns. We had a good summer but we are running into too many shows and promoters and we hope the goose won't not be killed."

Payola at Peak

Continued from page 11

shops. They, if on the take, get paid in boxes of records. Many of them blossom as songwriters and publishers. They ask for recordings of their tunes—and if they're important enough in their areas, even large companies accede to their requests. Here it should be noted that a hit song can come from anywhere, and some deejays have turned out worthwhile and acceptable tunes. Some locks cut in on personal management of talent.

Often the station management uses up to the chicanery in its precincts and issues an edict restricting the number of plays any one record (or label) may get during the week on the air. One waxy-eyer smartly got around this dodge by paying half the tab for a show direct to the sponsor, a clothing manufacturer. The sponsor, strictly the gainer, in turn informed the jockey that it wanted so and so's records spun so many times per show.

Many of the deejays frankly say that they consider themselves deserv-ing of the profits of a successful show. They sell time for the station, produce for the advertiser and records for the diskeries and publishers. Many of them are strong song salesmen in their areas, getting under \$100 a week. They frankly want "theirs," and see nothing immoral in going after it. Also, it must be remembered that it wasn't the jocks who began the practice—it was the distributors, the disk promoters, the publishers who wanted that edge over their competition and made the first offers unsolicited.

Mornis aside, many of the spinner who have had a taste and like it, it becomes more and more difficult to control them, even with a bankroll, because the next disk man or pubber is paying and romancing too. Practically speaking, the music industry is now in a bind of its own making, and it doesn't know how to get loose.

EARLIER CLOSING TIME
On account of Christmas, forms for the **DECEMBER 30 ISSUE** will go to press 24 hours earlier than usual. All advertisers are requested to keep this earlier closing date in mind this week.

Drivin' Round The Drive-Ins

THE Pike Drive-In, Newington, Conn., managed by Paul W. Amador, has closed for the season. . . . A drive-in theater to be located on land owned by Daniel Deering Norwalk, Conn., is expected to be completed by spring, 1951. Daniel Deering Jr., has said that most of the rock which had to be removed out and grading will begin soon. The theater, at time the building permit was issued, was estimated to cost \$22,000 with room for 587 cars. . . . John S. G. Reiser, of the Will Rogers Drive-In Theater Corporation, Blanchester, Conn., has been elected president of Temple Beth Shalom, Manchester. . . . Douglas Amos, Hartford division manager for Lockwood-Gordon-Rosen Theaters, which operates a number of drive-in theaters in the New England States, has been vacationing in Florida. He is back in Connecticut the latter part of the month. . . . Also on vacation are Jack O'Sullivan, manager of the Danbury Drive-In, Danbury, Conn., which has shuttered for the season.

The first drive-in to be constructed in Australia will be in suburban Adelaide, according to Clyde Waterman, of Waterman Brothers, who states that it should be operating within a year. If it is successful, two others will be constructed in other suburbs. Actual location for the first drive-in has not been decided altho bidding sites are under survey. Final program decisions on how the first one is received by the public. The Waterman experiment will be watched closely by many other people interested in the picture industry there. Lawrence Drive-In, Trenton, N. J., closed for the winter last week. Pottsville Drive-In, Pottsville, Pa., gave a free admission open house show last week with "Miranda" as the feature. Show was given "in appreciation of patronage throughout the season," the management announced. . . . Desi reports that big business being done by drive-ins in Canada. The Ontario Gazette reports that four are winding up their businesses. Theaters in St. Thomas, Sunbury, Cornwall and Pembroke have served notice of intention of winding up their businesses with the liquidator being appointed in each case. Three of the theaters are owned by Bernie Herman, Toronto lawyer.

PLEASANT HILL and Brandywine drive-ins, near Wilmington, Del., have shuttered for the season. . . . Berks County Commissioners, sitting in Reading, Pa., as board of tax assessment, rejected an appeal by owners of the Reading Drive-In for a cut in the new 1951 tax assessments. This means the \$4,000 a year cut will stand for next year unless a further appeal is taken if the county court and the rating lowered. The late November wind and rain storm caused heavy damage to the Reading and Mount Penn drive-ins. Also, in the Reading area, fences at portions of the lots were blown down and smashed and neon lighting signs wrecked. The screen towers at both places, however remained intact. Conduits and other fixtures were damaged and the grounds were flooded. The screen of the Chester Drive-In, Chester, Pa., was torn down by wind during a heavy rainstorm last week. . . . A preview of the Kerry Drive-In, first in-city spot in Wilmington, Del., will be held before the end of the year by M. Carpenter Jr., of the owner who also owns Philadelphia Phillies and Wilmington Blue Rocks baseball teams. The Kerry, being constructed at a cost of \$100,000, will have a 600-car capacity and will open in the spring with a first-run policy, operating seven days a week.

CHI GAZETTES
Christmas Party with NBC. All four Chicago newspapers are hot on TV. Hearst's Herald-American broke down last month and started a daily column by Janet Kern, ex-Grant and Henri & McDonald copywriter. Sun-Times is reported picking up John Crosby, with TV-radio ed Bill Irvin doing three local columns a week. Daily News dropped Crosby when Jack Mabley, ex-assistant city editor, took over. Mabley does six columns a week for News regular editions, plus two a week for News syndicate, plus one or two for downstate editions. Tribune recently put TV-radio ed Larry Wolters on daily TV column, with his assistant, Tony Remuhin, handling daily radio column.

Hotsie Totsie
Continued from page 11
are asked to write in for tickets, to submit questions for which prizes are awarded and to receive copies of Victor's Little Nipper kiddie catalogue. Over 5,000 catalogues were mailed out as a result of the first pitch. Sunset Store's president, Morris Sobel, says that kids come into the store with catalog in hand and request specific disks pitched on the previous Saturday's program.

Washington Once-Over

Continued from page 2

which witnessed RCA's color demonstration here yesterday (18). Except for a few newsmen the audience was made up exclusively of the chief protagonists in the color-TV battle—RCA and CBS officials. It was the first time the CBS delegation witnessed RCA's improved tricolor tube. From Prexy Frank Stanton and Research Director Peter C. Goldmark on down, the CBS group watched in poker-faced silence. At the wind-up of the demonstration everybody shook hands politely and went on their separate ways.

Short Takes

Congress will be asked by the U. S. Copyright office to clear up the disk copyright muddle left by Judge Michalski's decision last summer. The copyright office has

decided that it lacks statutory power to accept recordings for copyright despite Judge Igoe's ruling that release of any uncopyrighted tune on wax tosses it into the public hands. . . . Lot of federal jobs are open for radio producers, broadcasters, editors and writers. The jobs pay from \$3,825 to \$6,400. Most of them are in Voice of America and other parts of State Department. . . . A centralized civilian information setup is in the talking stage in Washington. Officials say they'll definitely try to avoid creating another OWI. The new agency is envisioned as strictly a policy-level outfit. . . . FCC is planning to moderate TV rules, with a new set of chain telecasting regulations likely to be an early step. . . . Ed Leuley, oil tycoon, launched a new fight to get TV Channel 2 in San Francisco.

Fitzpatrick Ends Testimony

Continued from page 2

attention that the FCC excerpts were selectively biased, and that the letters in detail showed Richards' strong support of Americanism, of the work of the FBI and the American Legion, and other issues to support his qualifications for license renewal. This presentation was considered "flag waving" by the other side.

Surprise move Wednesday by FCC counsel is expected to bring Cleto Roberts, original key witness in the KMPCC case, and Hy Averback, fired KMPCC newscaster, here to rebuttal witnesses. Testimony for Richards in the Los Angeles hearings indicated that Averback's firing was opposed by Richards—presented as evidence refuting charges of anti-Semitism. Details of Roberts' testimony were not indicated.

Richards has been given much local civic support, with the Detroit Junior Chamber of Commerce presenting a strongly favorable resolution for license renewal Wednesday, as was done earlier by the city council.

Fitzpatrick's testimony closed the FCC presentation of charges against WJR operation. Testimony, possibly as a result of Examiner James D. Cunningham's narrowing of evidence in his question of character, was only a small fraction of that presented at Los Angeles, while several of the FCC witnesses here were hostile or, as in Fitzpatrick's case, "reluctant." Richards' turn in support of the WJR application followed, with some 150 character witnesses set to testify, including a representative cross-section of local civic, legal and industrial leaders. That the parade of character witnesses may be cut short here, as it was on the West Coast, was indicated by Cunningham's comment Wednesday that he expected to complete the hearing on December 23, cutting several months off the possible duration. It was indicated that there will be no separate evidence presented in connection with Richards' third station, WGAR, Cleveland.

Five-Day Week Rocks Chi

Continued from page 14

operates seven days per week, but may cut to six.

Clarence Logear said that the Melody Mill, Riverside, Ill., territory, will probably drop back to a four-day-per-week operation. The spot switched from four to five days a month ago, but the hike will cut one day off their operation. Rudy Verdecab, op of the Oh Henry, said that the draft has definitely cut into the attendance at the Willow Springs torpalcce, and that they may go from five to four days because of the added burden of the scale raise. Frank Holzfeld, op of the Blue Note, Loop jazz club, said that he is definitely contemplating some action to buck the scale hike, but will not be definitely set until next week. Holzfeld pointed out that he has already inked pacts for a number of different jazz names, up to April, 1951. These pacts were worked on the basis of a six-day work week and all may have to be adjusted.

Chex Parce

A rep of the Chex Parce, major nitery here, said that plans call for dropping three sidemen from the show band and one man from the intermission combo. The Club Hollywood, which operated with two bands for six nights per week,

with one relief band for the other night, will now work with two bands six nights per week, and one band the other two nights.

While traveling arks generally are the hardest hit by the new hike, the semi-name ark will suffer more than the big name. For example, Aragon and Trionan ballrooms, under the new scale, will be paying anywhere from \$2,300 to \$2,600 for bands per week at scale. Before the scale hike, the biggest names, such as Lawrence Welk, Dick Jurgens and Eddy Howard, were being paid \$2,750 generally, with an occasional \$3,000. With the scale hike, semi-name arks will have to take a backseat for a top name, which can be had in these two show cases for a little over the new scale.

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WANTED
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New and guaranteed equipment from 6158C. Time payment available to responsible parties. Write: **WIKER**, 6158C, 10000, Dupont, L. 601 W. 12nd St., New York 19.

GIVE TO THE RUNYON CANCER FUND

Prof Sez More Negroes Should Be on AM, TV

Chi Sociologist Backs "Conflict" After CBS Nixing

NEW YORK, Dec. 16.—A broad view of the use of Negro talent on radio and television is a necessity to prove "the concept that 'democracy' is more than a word in this country," according to Dr. Louis Wirth, head of the Department of Sociology at the University of Chicago and former president of the American Sociological Society. In a letter to Torchlight Productions, Inc., inter-racial TV package firm, Dr. Wirth urged that before assuming Southern affiliates would offer resistance to such a move the org should "have a study made of the South to give our Southern citizens the chance to decide whether or not the attitudes that were dominant 10 or 20 years ago still persist."

The letter from Dr. Wirth, who is a sponsor of Torchlight, resulted from the recent dropping of that outfit's package, *Conflict*, which was to have been aired over CBS-TV under sponsorship of Bymart, Inc., maker of Tintair. Bymart is sponsoring *Insta-Ed* Somerset Moulthrop Theater.

The cancellation of *Conflict* before it was even airborne resulted in divergent stories of who was responsible. The ad agency, Cecil & Presbrey, said that CBS feared reaction from its Dixie outlets, but the web's board chairman, William S. Paley, stated that no effort had been made even to sound out the stations inasmuch as the sponsor backed down.

Dr. Wirth's letter noted that "the country at large, and especially those who are in a position to make policies both public and private, greatly underestimates the growing liberalism in the South, the extent to which the South is capable and willing to move toward a genuinely democratic policy of race relations." He added that it is this erroneous understanding "that leads some decision makers in the communication field to anticipate a negative attitude and hence to freeze program development at a point which the South has long since passed."

'Georgia' Tune For Col Film

HOLLYWOOD, Dec. 16.—Tempo Records save Columbia Pix the go-ahead to record its big seller, *Sweet Georgia Brown*, as background and possibly title music for the studio's new flick built around the famed Harlem Globetrotters cage team. Deal calls for unlimited use of the song in the forthcoming pic. Tune is the team's theme, played before and during all its games.

To ballyhoo both the pic and the tune, Tempo will begin an extensive promotion campaign with the Globetrotters when they come here in mid-January. Brother Bones, whose version of the song sold a lot of platters, will travel with the cagers, playing wherever the team plays, utilizing disk jockey and newspaper plugs. Part of the campaign calls for placing Bones' pix on the back of the Georgia diskings, and selling them at the games.

Specialty Appoints Belgian Distributor

HOLLYWOOD, Dec. 16.—Specialty Records takes its initial stab at the European market, naming a distributor in Antwerp, Belgium. Move was made following interest there in the label's rhythm and blues fare.

Diskery was informed that Camille Howard and Roy Milton snared first and third places in a recent survey conducted by Eddie's of Miami (Antwerp), a juke box operator. Belgians heard the Specialty's diskings after a local businessman bought the platters from Specialty's New York outlet. Platters will be shipped as soon as arrangements are concluded.

CBS Programs Public Affairs

NEW YORK, Dec. 16.—The CBS public affairs department has in the works one of its most ambitious radio and TV operations. Spearheading the programming is a new hour show with Ed Murrow as narrator, which is scheduled to start Friday (15) in the 9-10 slot and was reported in *The Billboard* several weeks ago. This program is earmarked for TV, if it clicks.

A new public affairs show specifically created for TV and titled *The Facts We Face* begins Sunday, January 7, in the 5-5:30 time. The program will explore government operations under the current crisis. Such figures as George C. Marshall, Secretary of State Dean Acheson and Secretary of the Navy Francis Matthews will be invited to appear.

Tuesday (26), 10:30-11, a one-shot radio documentary presenting refugees from life behind the iron curtain will describe conditions there. In the simmering state is a new radio show which will give congressmen a chance to present their ideas to the public.

Whereas in radio public service shows have rarely been sold and in most cases not even offered to advertisers, CBS-TV has a different philosophy behind TV educational projects. The network is getting its sales staff to peddle the programs because it realizes that only sponsored shows will get stations with the dearth of available outlets because of the FCC freeze.

Sig Mickelson heads the CBS public affairs operation.

U. S. Copyright OK in Ph'pines

NEW YORK, Dec. 16.—Publishers were notified this week that the Republic of the Philippines is now a member of the Berne Convention and that copyright in the United States gives a publisher protection in the Philippines.

Walter Douglas, chairman of the board of the Music Publishers Protective Association, stated that if a publisher obtains general protection (that is, American copyright), no additional steps need be taken.

Gabor Issues Masque Line

NEW YORK, Dec. 16.—Don Gabor's Remington diskery is releasing a new higher-priced LP under the Masque label. Although many masters used for the Remington line are duplicated on the Masque label, diskery execs claim that vinyl content, pressing techniques and couplings for the new line are different. Masque line is available only to special accounts. Dealer Sam Goody in New York is already selling the line—advertising the disks as \$5.95 values and listing them in a package of six disks plus a three-speed phono attachment for \$25.

The Remington line, which this week was upped in price (see separate story), will be issued in hard covers beginning with the January release of 30 additional disks. The new release will include waxings by Albert Spalding, Simon Barere, Fritz Busch conducting the Austrian Symphony and Clemens Krauss conducting the Vienna Symphony.

Banner Goes LP, Quits 12-In. Shellac

NEW YORK, Dec. 16.—Banner Records, diskery specializing in Jewish-language wax, has issued its first long-playing platters, and discontinued its entire 12-inch shellac line. The two initial LP offerings, entitled *Musikomedy Revue*, feature selected show-type items gleaned from the diskery's catalog. Artists represented include Myron Cohen, Menashe Skulnick, Aaron Lebedoff, Seymour Reizheit, the Barry Sisters, Leo Fuchs and Molly Pesach.

Banner's 12-inch line, which retailed at \$1.31 per disk, has been retired by diskery president, Jerry Morse, in favor of a 10-inch plastic, longer-playing type 78 r.p.m. The latter will retail at \$1.05, and carry up to five minutes of music to the side. Most of the line will consist of Hebrew Cantorials featuring such artists as Maurice Ganchoff, Ysaak Gladstone, the Malavsky Family, Fraydele and Moishe Ovsyner and Liebele Waldman. Seventeen such disks are listed in the first release.

BAXLEY—Andrew J., 66, Western movie actor known as Jack Baxley, December 10 in Los Angeles. Survived by his widow, Kathleen, and daughter, Josephine.

KEenan—Walter D., 50, musical director for NBC in San Francisco in 1931, December 10 in San Francisco. A daughter, Wallis, survives.

BEYRONNE—Annabell, 66, actor, December 10 in Rome.

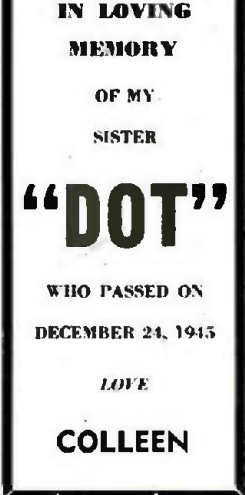
BRANTING—Mrs. Anna, Swedish novelist and drama critic, December 11 in Stockholm.

COTLE—James P., 42, member of the sales staff of WCAU, Philadelphia, December 8 in Delaware County Hospital, there, Philadelphia. He was with the station 23 years, handling some of the largest accounts, and last April was appointed manager of commercial sales development for radio and television. Surviving are his widow, Helman, a daughter and two sons. Burial in Philadelphia, December 12.

DE SPENNER—Julius, 61, stage and screen actor, December 8 in Los Angeles. Survived by his widow, Suzanne. Burial in Chapel of the Pines, Hollywood.

DONCOURT—Joseph H., 68, ex-theatrical producer and father of 10 children, December 4 in North Hollywood, Calif. He also leaves his widow, Janet, and daughter, Mrs. Dorothy. Burial in Mount in Evergreen Cemetery, Brooklyn.

IN LOVING MEMORY OF MY SISTER "DOTT" WHO PASSED ON DECEMBER 24, 1945



DOUGLAS—Reuben A., circusiana collector and correspondent for *The Billboard* in West Chester, Pa., and vicinity, December 9 in that city. At one time he was a special representative for Rex Bino, Circus.

YEAS—Mrs. Pearl, 71, wife of Eitan, a partner in the Eitan-Vogel Music Publishing Company and musical director of the Drama Opera Company, Philadelphia, December 6 in University of Pennsylvania Hospital, that city. Also surviving are a daughter, her mother, two sisters and two brothers. Burial in Montefiore Cemetery, Philadelphia, December 7.

ELKINSON—Grace, 57, formerly with B Ward Beams Attractions and United Exposition Shows, December 3 in Latrobe (Pa.) Hospital. Survived by her husband and a daughter, Helen. Burial in St. James Lutheran Cemetery, Youngstown, Pa.

LINK—Albert, 41, well-known Wisconsin musician, November 22 of a heart attack at his home in Racine, Wis. Link played first violin in the orchestra of the University of Wisconsin in the 1920s under Theodore Thomas, and in 1918 he took over as concert master of Milwaukee's Bostler Theater orchestra, then one of the best in the Midwest. From 1924 to 1925 he was concert master of the Wisconsin Theater orchestra under Rudolph Kopp. Survived by his widow, a daughter, Mrs. Margaret, and a son, Matthew, and a stepson, George Campbell.

FINK—Isaac, 65, maker of theater display frames for over 20 years with Fink & Forstberg, December 9 in New York. His widow and two sons survive.

OSBY—Fred, 25, former tuba player with the old New York Philharmonic Orchestra, December 8 in St. Albans, N. Y. Three sons survive.

QUIBER—Alfred H., 78, former motion pic script writer, December 13 in Los Angeles. Survived by his widow, Katherine, Mrs. Florence Melson, and a brother, Dolph. Burial in the Chapel of the Pines, Los Angeles.

GOOGIN—John E., 40, theatrical agent who counted among his clients Rudy Valle, Arnie Shaw and Charlie Byham, December 11 in New Haven Conn. He was a widow, two sisters and a brother survive.

GOIMINEN—Charles B., 37, chairman of the board of the Boston & Bowles ad agency, December 10 in Boston, Mass. Before going to Boston & Bowles in 1937 he worked with the Arthur Kuttner and the Edwin Wacey & Company ad firms. He became the agency's president in 1942. His widow and two sons survive.

HEAT—Cedric, former ork leader, manager of opera forms and a organizer of the Opera Guild of Southern California, December 5 in Hollywood. At the time of his death he was a regional exec of the American Guild of Musical Artists.

HERNIE—Julius, 64, former concert artist, December 7 in Olathe, Calif.

HINTON—Earl J., 36, former actor, November 27 in Mount Sinai Hospital, Philadelphia. His widow, Virginia, two daughters, his mother and a sister survive. Burial in Mount Lawn Cemetery, Philadelphia, December 2.

HOOD—Tom, 31, actor, December 8 in Hollywood.

HURST—Virgil T., 37, manager of the Richmond Theater, St. Louis, December 8 in that city of a heart attack. Survived by his widow, three daughters and a brother. Burial in Sunset Burial Park, St. Louis.

JOHNSON—Belle Stoddard, 61, Broadway stage star at the turn of the century, December 13 in Los Angeles. Known as Belle Stoddard, she is the widow of Paul Merritt Johnson, whom she met in the cast of *Puddin' Head Wilson*. She appeared with Mimi Helma Modjeska in 1881 and later with Robert Keaton and Frank Mayo. In 1919 she entered silent films. Three daughters, Alice, Frances and Hollywood, agent Merritt, a sister, and three nephews, two of whom are in the movie industry, survive.

LIDLAW—Mrs. Minnie, 64, widow of Robert Lidlaw, outdoor showman and pitchman, recently in San Antonio, Tex., of a heart attack.

LAPPE—Mrs. Charlotte Swastwood Kahn, 61, mid-age vaude performer with the Lillian Opera Company, December 13 in White Plains, N. Y. Her former husband, Leopold Kahn, whom she married in 1885, was known as Admiral Dot with the Tom Thumb troupe of the Barnum & Bailey Circus. They also managed the old Adelphi Hotel in White Plains. A son and a brother survive.

LONG—John W., 41, actor, special agent with Harry Wilson Jack's special agent with Harry Craig's Heart of Texas Shows, recently in Veterans' Hospital, McKinney, Tex. Long had also been with John Thelley, Morris & Coste, Shirley Beckman and Jerry, and World of Mirch Shows. Among others, burial in McKinney.

LENTANI—Stasiane A., 66, composer and music critic, December 1 in Acquafredda, Italy. He had published much material on the history and theory of music.

MCELLEEN—J. T., 77, one-time owner of the shows bearing his name, recently in Fort Worth, Tex., while visiting his grandson, Jim, 47.

VANCOY—Henry B., 65, retired general manager of the Theodore Presser Company, Philadelphia, music critic, December 10 in his home in Lansdowne, Pa. He was associated with the music publishing firm 45 years before his retirement a few years ago. Survived by his widow, Genevieve. Burial in Arlington Cemetery, Philadelphia, December 7.

MEYER—Grazyna, 31, Rumanian-born actor and singer, December 8 in Monroe, La. A former chief of the office of the Agricultural Ministry in Rumania, he made his first stage appearance in 1928 in London in *Reverie and Diamonds*, followed by *The Blue Mazurka*, *How Wows*, "Will o' the Wispers," *Wake Up and Dream* and *Enter Sweet*. After his stage role on Broadway in *The Cat and the Fiddle* in 1931 he went to Hollywood, where he made many films and sang many songs. The former Margaret Brostrom van Kuylen, his fourth wife, survives.

MUNICH—Frank A., veteran circus trapeze, December 3 in Waterbury, Conn. Survived by his widow.

REYES—Max, 43, symphony orchestra organizer and conductor, December 11 in a San Antonio hospital of a heart ailment. Reyes organized orchestras in Waco, Tex. and San Antonio and built the latter group into one of national renown.

ROBINSON—Bessie E., 52, stage and pic character actor, December 11 in Las Vegas, Nev. He was last seen in *At War With the Stars* and *Shipload Rosenblum*. Survived by his widow, Louise, and brother, Arthur. Burial in Chapel of the Pines, Los Angeles.

SCHROCK—Raymond L., 38, Hollywood scenarist, December 12 in Los Angeles. Survived by his widow, Helen, and daughter, Mary Kay.

SWAN—Henry W., 60, pioneer radio inventor and founder of the Swan Invention Company, December 11 in St. Petersburg, Fla. Besides many radio inventions he designed one of the first radio broadcasting stations in the United States at San Francisco. His widow, son, daughter, a sister and five brothers survive.

SMALL—Whitney G., 46, Progressive Broadcasting System (PBS) public relations man, December 9 in San Jose, Calif. Survived by his widow, Doris, and his mother, Mrs. Naomi Small, Glendide, Calif.

TERRE—Mrs. Christina W., 54, widow of W. C. Terre, December 7 at Racine, Wis. Her husband operated a power plant and airframe at Racine and was also a writer for the late Holland's minstrel show and Russel and Swift's "Uncle Tom's Cabin" show. Surviving are her daughter, who formed with the Ringling circus advance. Burial in Racine.

TREBELL—Mrs. Belle Wharton, 78, well-known child actress and ingenue, December 7 at Wading River, L. I., N. Y. She had played *Little Eva* in the E. B. Palmer Company production of *Uncle Tom's Cabin*, which toured England and Ireland in the 1870s, and had also appeared with such stars as John Drew, Fanny Davidson and Otto Reinzer.

WAGNER—Beris J., 51, vice-president of the former Olan (Ed) ad agency, December 3 in Los Angeles. He was also a writer for the late Ben Bernie's radio show in Los Angeles and son survive.

In Loving Memory of Our Good Friend Mrs. O. J. (Dottie) Weiss
Who passed away in Hot Springs, Ark., Dec. 21, 1945
RAY AND EVIE BELOW

WAGNER—Whitney, 46, former circus trapeze and operator of a night club in Buffalo for 20 years until he retired five years ago, December 9 at his home in Buffalo. Survived by his widow, Burial in Buffalo, December 9.

IN FOND MEMORY OF THE DEAR WIFE OF
LASSES WHITE
Who Died December 14, 1949
HAPPY KELLEMS

WEBER—Joe Nicholas, 65, founder and first president of the American Federation of Musician (AFM), December 12 in Beverly Hills, Calif. A former clarinetist with the Cincinnati Symphony Orchestra, he is considered "the father" of the musicians' having headed the union for 40 years. He retired June 10, 1949, and was elected to a life term as secretary. James C. Pettit succeeded him. Survived by his widow, Gladys. Burial in Forest Lawn Memorial Park, Calif. (Details in Music Department).

Marriages

CYPRUS—SROITER— Frank Cuckler, Broadway, and Anna Sroiter, Chateaufort, 9, both with the *Midget Show* on the James B. Struts Shows, had a wedding, December 10 in Prince Albert, Sask.

WIRE—Lance, William DeWine and Sunny Lane, singing in Broadway's "Theater Our Friends," December 11 in New York.

PINK—PINKO— Lee P. Pink, staff announcer at Station WMMV, Waukesha, Conn., and Katherine A. Pink, recently in East Hartford, Conn.

GOLEY—FENTON— Mrs. William Goley, partner in Eiland, Goyette & Boon, ad firm, and Eiland Fenton, head of her own New York radio-TV production company, December 10 in San Francisco.

HENDERSON—EMERSON— Eric Cedrick (Eldrich) Henderson, piano player-band leader, and Pave Emerson, TV, legit and film actress, December 12 in Culveravaca, Mexico.

HOWARD—EISENBERG— Robert Howard WOLO, Columbus, O., announcer, and Frances Eisenberg, December 19 in Cleveland.

MONTGOMERY—WARKEN— Mrs. Harry Montgomery, radio producer in TV and films, and Mrs. Elizabeth Warken, December 9 in 362 Harbor, L. I., N. Y.

REIS—HINTER— Barbara Reis and Jeffrey Hinter, film players, December 11 in Boulder City, Nev.

TATNELL—BUENO— Samuel Taylor Tatnell and Dolores Bueno, singer, recently in New York.

WELLS—HONEY— Van Wells, circus clown, and Florence Honey in San Antonio, December 6.

YONK—BIRNIE— Bill Yonk, ABC announcer, and Marlene Birnie, December 11 in Chicago.

Births

PHILMAN— A son, Richard Edward, to Mr. and Mrs. E. Friedman, December 6 in New York. Father is assistant photo editor of NBC.

HALL— A daughter, Judith Adrien, to Mr. and Mrs. Michael Hall, recently in New York. Parents are press agents.

IOWA CONCESSION POLICY LEAVES FAIRS ON LIMB

Carnival Contracting Hits All-Time Low as Shows Back Away From State

By Charles Byrne

DES MOINES, Dec. 16.—Iowa's concession policy this week caused carnival contracting at the annual Fair Managers' Association of Iowa meeting here to hit an all-time low. Many shows, normally represented, passed up the convention, while the majority of those represented made little or no effort for contracts.

A contributing factor to the sharp drop-off in contracting was fair-date mixups stemming largely from the extension of the Iowa State Fair's run to 10 days, ending Labor Day, in 1951.

The marked lack of interest in

the fairs of the State by carnivals put the fairs on a scramble for shows. Not a few left the convention without the assurance of a midway org. And of the carnival contracts signed, a large portion

N. Y. Garden Enters 25th Operating Yr.

NEW YORK, Dec. 16.—Madison Square Garden last night rounded out 25 years of operation with a boxing program. Sparking the initial \$5,500,000 investment in the Eighth Avenue fun center were John Ringling, circus impresario; Tex Rickard, a promoter whom Ringling persuaded to settle in New York and later took on as a

(Continued on page 45)

called for lower percentages to fairs than at any time in recent years.

K. H. Garman, whose Sunset Amusement Company has played the State for 15 years, pointed up the general attitude about playing in Iowa. He refused to book any Iowa fairs "on account of the concession policy."

In a prepared statement, Garman said: "In 1950 the org played two still dates, two celebrations and three fairs with varying success as far as same concessions were concerned. This variance ran from the operation of none to the operation of all at one spot. At the Chicago meetings, one major Iowa fair insisted on a guarantee of a certain number of concessions, in spite of practically no game concessions in operation at this fair in 1950. Sunset is known through Iowa as adhering to a policy of hanky park concessions."

Carroll Date

Among major Iowa fairs that failed to sign a show during the meeting here was Mason City. (Continued on page 51)

Hamid Adds G. S. Phillips To Sales Staff

NEW YORK, Dec. 16.—George A. Hamid, head of the New York talent agency bearing his name, this week announced that George S. Phillips, a member of the Phillips & McGrath Agency, Philadelphia, would serve his firm as a general sales representative in eastern territory. This arrangement will have no effect on Phillips' activity on behalf of his own agency which specializes in club and special events bookings. It was said.

All outdoor contracts held by Phillips in the past will be serviced by him thru the Hamid agency. He will concentrate on parks, fairs, celebrations and indoor and outdoor circuses. In recent years Phillips has been in attendance at a number of fair meetings, soliciting accounts on behalf of his own agency.

Hamid said the addition of Phillips to his staff was occasioned by expanding business. It is hoped

(Continued on page 46)

WAR, VIDEO POSE PROBLEMS IN 1951

Issuer Forecasts Additional Inroads By Television and War Demands

NEW YORK, Dec. 16.—Current war talk added to the television bagaboo experienced last season has resulted in a particularly bleak outlook for ops in metropolitan and coastal zones. Phil Iser, general manager of the I. T. and Carnival shows, said here this week.

Iser, who restricts most of his activities to the metropolitan New York zone, said that television made great inroads on takes last season. The number of sets is constantly increasing and the drain on show lot patronage may be even more pronounced next season, he said.

According to Iser, it wasn't necessary to have more than a casual knowledge of video programming to be able to tag the top programs as the result of decreased patronage when they were screened.

Video Kills Gate

Principal competition resulted from the Milton Berle show, Iser said, with other established TV favorites also having a highly adverse effect. Major fights and special events, such as presidential talks, also murdered the midways, he said. The television effect was so great that spots ordinarily regarded as insurance dates were regarded as retarding factors were also badly cut.

Iser also blamed television for a big segment of his patronage being short of cash. Free buying of video sets, as well as other ex-

on importing any cat were close to \$450.

War Means End

Trefflich believes that if a general war should develop the animal importing business would come to a virtual standstill, as in World War II. At that time, he said, animals were imported only for medical and scientific research purposes.

Illustrating present conditions, he said that his firm had a shipment of monkeys ready to be

hauled to this country from Singapore recently, when riots in that city halted the operation. With most of the Asian and Far East animal supply sources near the boiling point, Trefflich was pessimistic of maintaining a steady flow to the United States. He said his firm was putting all its weight behind a project to obtain monkeys from the Philippines, an area still accessible.

Carl Garrison Resigns Post At Cow Palace

SAN FRANCISCO, Dec. 16.—Carl L. Garrison has resigned as secretary-manager of the Cow Palace here after five years. He will assume his new post as general manager of the B. F. Porter Estate which operates extensive livestock and agricultural properties in this State and Nevada after January 1.

Garrison was requested by the Directors of No. 1-A District Agricultural Association, the California State agency which administers the Cow Palace, to delay the effective date of his resignation so that sufficient deliberation could be devoted to the consideration of a successor.

The board passed a resolution accepting Garrison's resignation

(Continued on page 46)

MOBILIZATION CALL BLOW TO 'FRESCO BIZ

Continued from page 1

radio and TV to come in for important roles.

8. Stiffening credit curbs will have a further impact on sales volume of radio and TV sets and other appliances.

9. Traveling shows will be hit by travel curbs, once the military mobilization gets rolling, with priorities to be given defense freight and personnel.

10. Radio-TV's chance to cash in on institutional and promotional advertising on the record level of World War II is a question mark as result of uncertainty of provisions in the excess profits tax bill still pending in Congress. As originally shaped, the legislation was intended to scale down this kind

of spending.

11. Plastics for disk making will be a scarcity, with National Production Authority (NPA) already preparing a stiff control order on chlorine, used extensively in vinyls. However, diskeries may develop substitutes.

12. Show money will be affected by paper shortages which are expected to be more severe than in World War II.

Taxes in Doubt

13. Biggest tax program in history will hit the amusement industry, but this particular impact is figured to be no tougher than for other industries unless the excises are raised; currently, a move for

(Continued on page 61)

HANNEFORD SET FOR NEW MOVIE

HOLLYWOOD, Dec. 16.—Poodles Hanneford has been signed by Sam Spiegel for a featured role in Michael Kanin's film, *When I Grow Up*. Hanneford, who has been on the road with Clyde Bros' Circus, is expected to return here soon to start work on the motion picture. Hanneford appeared in Warner Bros' *San Antonio and Lewis Milestone's The Red Pony*. In *Group Up*, Hanneford will act as well as do his act. Bob Preston, Martha Sent and Bobby Driscoll are starred in the Kanin flicker.

North Bay Nixes Alfresco Units

NORTH BAY, Ont., Dec. 16.—This northern Ontario community has voted to prohibit circuses, midways and side shows in the city with the count 2,833 against and 1,502 in favor.

W. A. Orr, Deputy Minister of Municipal Affairs, said Tuesday (12) in Toronto that as far as the department knew it was the first time an Ontario city had held a plebiscite on the matter.

NAME GROUP TO MULL FATE OF CHI FAIR

Nine-Man Board To Appraise Effect Of War on Expo

CHICAGO, Dec. 16.—Appointment of a nine-man committee to determine whether a second edition of the Chicago Fair should be held next summer in the light of world conditions was announced this week by Kent Chandler, fair president.

Ralph Budd, chairman of the Chicago Transit Authority, was named chairman of the committee. Members are Jacob M. Arvey, Democratic leader and park board commissioner; Ralph Burke, a consulting engineer; Chandler, who is vice-president of the A. B. Dick Company; James H. Gately, park board president; Maj. Lenox R. Lohr, president of the Lemoux Corp. of Science and Industry and manager of the 1948-49 Railroad Fair; James L. McCaffrey, president of the International Harvester Company; James L. Palmer, president of Marshall Field & Company, and Don Maxwell, city editor of The Chicago Tribune.

In a letter to members of the fair commission, debenture holders and contributors, Chandler pointed out that the first year's run was merely to test the feasibility of a permanent exposition on Chicago's lake front.

Referring to the present world political situation, Chandler said: "To be realistic, we must recognize the necessity to convert with the determination and impact from normal peace time pursuits to full military preparedness. If the catastrophe of another world war is to be avoided, that this critical emergency affects the conduct of the fair is obvious."

Olds Ground to Gov't

OLDS, Alta., Dec. 16.—Olds Agricultural Society here has decided a portion of its grounds to the Department of National Defense for the erection of an armory.

Outdoor Biz Snows NPA With Queries

Agency Moves To Clarify Ruling On Construction Restrictions

WASHINGTON, Dec. 16.—The National Production Authority (NPA) has received more than a thousand queries from individuals and firms in the amusement industry in quest of clarification of the amusement construction ban. Here is a catechism of the new NPA order.

Q. In short, what does the NPA crackdown on construction call for?

A. It calls for a prohibition of all non-defense construction in excess of \$5,000 within any consecutive 12-month period.

Q. What specifically is meant by non-defense construction?

A. Construction for the following: Amphitheaters, amusement arcades, amusement devices (such as Roller Coaster, Merry-Go-Round), amusement parks, arenas, assembly halls (for amusement), athletic fieldhouses, bandstands, bars, buildings where the major business involves liquor sales or consumption, baseball parks, swim-

ming bathhouses, billboard or pool parlors, bleachers and similar seating arrangements, bowling alleys, boat clubs, carnivals, canteens, dance halls, country clubs, exhibitions or exhibition buildings (for structures for recreational amusement or entertainment displays or purposes), night clubs, race tracks of any kind, recreational clubs of any kinds, theaters (including drive-in theaters), etc.

More Types Out

Q. Any other specific types of construction banned?

A. Yes. Lodge halls, gymnasia.

(Continued on page 47)

Keller Plans Glass Front For Cage Act

NEW YORK, Dec. 16.—George Keller's mixed cat act, booked by Dave Solt, of the George A. Hamid office, played the closing spot on the Palace Theater bill here this week. Keller was enthused over the medium and proposed a plan to present the act behind a glass-front cage.

He said that while playing the TV set, *The Big Top*, a plexiglas front was placed on his 30-foot cage so that cameras would have an unobstructed view of the act. (Continued on page 53)

Yule Show Blanks At Laurel, Md.

LAUREL, Md., Dec. 16.—Santa Hein's Christmas Show, which opened under canvas here Friday (11) for a 23-day run, folded this week. Principal cause of failure was believed to be the inadequacy

(Continued on page 53)

NEW YEAR GREETINGS
To BIG ELI Friends Everywhere
May 1951 bring you health, happiness and abundance of prosperity.
Once again the Nation is faced with a critical material situation. Due to this only a limited number of BIG ELI Wheelies will be available for 1951 shipment. If you want a BIG ELI on your highway or in your park for 1951, NOW is the time to act. Write for Price List A-43 today.

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Builders of Dependable Products and Case Aves. Jacksonville, Illinois

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WILL BE IN SHORT SUPPLY IF PRESENT DUCK ALLOCATIONS CONTINUE
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New Chevrolet CARS AND TRUCKS
SPECIAL FINANCE PLAN FOR SHOWMEN
GET OUR PRICES FIRST
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REPRESENTATIVE
Hausz-Standard Chevrolet
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CASH WITH ORDER PRICES—100¢ \$10.50—ADDITIONAL 10¢ PER TICKET SPECIALLY PRINTED
Above prices for any wording desired. For each change of wording and color add \$1.75. For change of color only, add 75¢. Must be even number of 10000 tickets of a kind and color.

STOCK TICKETS WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Write Subject in Top Left Corner of Order, and Send. Send in Completely Filled Out 1 Copy from your Last Order.

The TILT-A-WHIRL Ride
Prominently
★ Attractable ★ Popular
★ Profitable ★ Enduring
★ Practicable ★ Modern
SELLNER MFG. CO.
Faribault, Minnesota

TENTS
All Sizes—NEW AND USED—All Styles
BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Langensine
CAMPBELL TENT & AWNING CO., INC.
100 CENTRAL AVE. (Phone 38855) ALTON, ILLINOIS

CLOSE-UP: HOWARD SINGMASTER

Running Fair, Like Making Soil Pipe, Is Earthly Job

By Jim McHugh
(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

FOR FOUR DECADES Howard Singmaster has been principally occupied with the successful operation of the Eastern Pennsylvania Foundry Company, of which he is president and treasurer. Busy as he was, particularly in the postwar period, manufacturing and selling cast iron soil pipe and fittings, he always had a hankering for fairs. The urge to exert some managerial influence was culminated a year ago when he was elected president of the Lehigh County Agricultural Society, operator of the Great Allentown (Pa.) Fair.

With only one year of endeavor and the presentation of only one fair to his credit, there is enough evidence to indicate that successful management experience in any business can be carried over into the operation of an annual. Successful application of past experience, however, is contingent upon a thorough knowledge of the job to be done. This background was acquired by Singmaster working on an around-the-clock schedule with the result that the 1950 Allentown Fair reflected more improvements than had been inaugurated in the past decade.



HOWARD SINGMASTER

About 30 years ago Singmaster strayed from the foundry business to manage a carnival and Wild West show located in what was the Chute-the-Chute park in the inland section of Atlantic City. It was there that Jack Johnson, heavyweight champion, gave sparring exhibitions under one of the first installations of Cahill flood lights.

Entry Into Showbiz
In connection with this same enterprise, the first pictures of the Johnson-Jeffries fight were exhibited. The enterprise was promoted by the Philadelphia National League Baseball Club. In sum, Singmaster's introduction to show business wasn't very successful, but the pay-off in fun and excitement more than made up for the time utilized.

Kelmans Cuts Plans Because Of War Scare

Singmaster was born in Macungie, Pa., six miles from Allentown, in 1884. After graduating from Gettysburg College he entered the foundry business in 1905 where he became singularly successful. He married the former Winnie Fenstermacher, whose father, up until the time of his death, was one of the most active officers and members of the fair society. Interest in the fair thus became a matter of family concern, just as it is with many other clans in Allentown and vicinity. The annual, a non-profit-sharing organization, is owned by 932 stockholders. Their only reward is \$15 worth of admission tickets and the same amount in grandstand

CRUGERS, N. Y., Dec. 16.—Korean crisis has thrown a crimp into the ideas of Ed Kelmans, operator of Indian Point Park here, to expand next year, with Kelmans holding in abeyance his plans to add Scooter and Whip rides for next season.

Building practically from a standing start, Kelmans changed a stopover for Hudson River Dayliners into a full-fledged tinspot and reported healthy revenue from first-season operation. The Korean matter and tightening government controls may point to a restriction in the use of autos. Since car trade makes up a sizable chunk of Indian Point biz, Kelmans said he did not want to take on an extra load in the form of payment for new rides until he is certain that his patronage will not be curtailed.

Indian Point's other major customer feed line last season was the Hudson River Dayline. In this matter, Kelmans said he was not worried about restrictions, since the line is classified as a common carrier on a regular schedule. In contrast to other lines that run on a charter basis.

Bookings of picnics and outings at the park for next year has been going very well, he reported. Kelmans believes that an excess profits tax may work to his advantage regarding picnics, since employers may choose to let their help rather than have the government skim the cream.

ASTRO FORECASTS

All Readings Complete for 1950
Crystal Balls Imported
On hand in these sizes: 2 1/2 inch, 3 1/2 inch, 4 1/2 inch. Write for prices.
Single Sess, \$1.50; 100, 75¢ per doz., \$6.00
Good Plus Pamphlet, 42¢; 100, \$17.00
Signs, Any Quantity, Each
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ing Booklet, 12 P. Bound, Contains all the
most interesting facts. \$5.00 per 100.
Sample \$1.00
FORECAST AND ANALYSIS, 10 P. Fancy
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Samples of each of the above 4 items for 25¢
No. 45. Face Assorted Color Covers

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120 Pages, 8 1/2 x 11, Numbers, Clearing and
Poetry, 120 Dreams, Bound in Heavy
Gold, Paper, Covers Good Quality
Paper, sample
HOW TO WIN AT ANY KIND OF SPECU-
LATION, 16 P. Well bound, 19¢
PACK OF 10 EGYPTIAN P. CARDS, 10¢
Answer All questions, Lucky Numbers,
etc.
Sign Cards, Illustrated, 10¢
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Backer Seen Giving Hypo To TV Cirk

NEW YORK, Dec. 18.—Sponsoring of the Columbia Broadcasting Company's (CBS) television show, Big Top by Sealers, will probably result in bigger shows and more elaborate production, George A. Hamid & Son, talent bookers, said here this week. Leo Grund of the Hamid office is exclusive booker for the Saturday evening show.

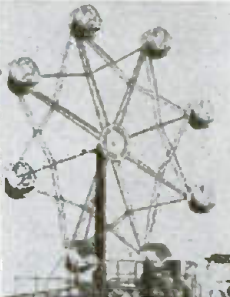
Prior to acquiring a sponsor, talent budget for the show was estimated at about \$2,000 a week with an average of 7 acts appearing on the one-hour-seg. Joe Basile and his band are fixtures.

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RINGLING'S CUBAN BIZ EXCEEDING '49 LEVEL

First of Four Weeks Gives Unit Hefty Take Despite Opposition

HAVANA, Cuba, Dec. 16.—Ringling Bros. and Barnum & Bailey's unit here opened to strong business that held up all week and show staffers anticipated a bang-up business for the entire engagement. The show opened December 8 and is billed to run four weeks.

The good business followed an

MILLS SHOW BUYS STOCK, SETS PARTY

Promotion Crews Start January 2; New Acts Signed

COLUMBUS, O., Dec. 16.—Twelve matched thoroughbred horses and two ponies arrived at Mills Bros. quarters here this week from Kentucky, where they were purchased by the show from Zack Terrell, former owner of Cole Bros., who now operates a horse farm. Jake Mills, Paul Nelson and Mahlon (Alabama) Campbell trucked the stock, and Bert Wallace, trainer, took charge of the horses.

Jack Mills, co-owner of the show, announced arrangements have been completed with a hotel here for the show's annual opening day party to which the show expects to invite about 1,000 guests. The event will be in April. Hans Lederer, booking agent, flew to Cleveland recently for another conference on new acts to be imported for 1951. Several acts have been contracted and Jack Mills reported the ballet and clown contingents would be augmented next season.

Promotional managers will start work in Ohio cities January 2. New paper and window cards are being designed by Triangle Poster Company.

Ringling Pays Final Hartford Fire Claims

NEW YORK, Dec. 16.—Checks covering the final \$690,812.43 payment on claims growing out of the Ringling-Barnum circus fire of 1944 will be in the mail before Christmas, with the last satisfaction of judgment form collected from the 876 claimants signed Saturday (9), making payment automatic. The money is in an earmarked bank account in New York.

Attorney Julius B. Schatz, member of the Hartford County Bar committee on circus claims, said that only the mechanical details of the transaction remained. The checks, representing a 17½ per

Frazier Starts Holiday Hiatus; Mo. Stands Fair

MACKS CREEK, Mo., Dec. 16.—Frazier Bros.' Indoor Circus, a new org. closed for the holidays Friday (15) and moved into quarters here today. Jack Frazier said the seven-week run had produced fair business, with capacity houses being on hand in a large portion of places where weather was favorable.

The show will be enlarged to play larger towns in Missouri when it reopens in January. For the first stanza, the line-up included Corky and Johnny Frazier, trampoline, Lucile and Jack Frazier, Jr., juggling, Johnny Frazier, tightwire, and Johnny Pringle's dogs and ponies. Pop Frazier handled the advance.

advance sale that was better than last year's and attendance was big from the start. Last year, the show's first time in Cuba, Ringling did whopping business after a couple of days' lull at the opening.

While the circus is scheduled to close January 7, it has an option for an additional week at the Sports Palace if business warrants the extension.

Start Eases Concern

This year's strong start eased concern among some Ringling staffers that business here would drop somewhat this year. In addition, reception of the performance indicated the show had

Biller Adds Acts for N. Y., Cristiani Out

NEW YORK, Dec. 16.—Cristiani Family, bareback riders who were slated to be one of the top attractions when Biller Bros. opens a two-week stand here Tuesday (26), have been forced to drop out of the show due to prior commitments. Arthur Sturmak, co-owner of the org. reported yesterday (15).

Further additions to the talent line-up for the date here include: the Xenopis, teeterboard; the Anteleks, perch pole act; Torelli Family, Liberty horses; Bogno Troupe, Riley act; Francine Volante and Grace McIntosh, acrobats; Prince Ki-Gor, wild animals; Florenz Troupe, high wire; Lorain Edwards, Liberty horses; Freddie and Helen Wolthing, bike and juggling act; Gonzales Sisters dogs, and Loretta and Vernon Coberts, dogs.

At Local stand will open with a matinee performance and a dress rehearsal and special press party will be given the preceding night.

Claimants waived their rights to interest on the claims in accepting the final payment. They were advised to do so by bar members who pointed out that the unpaid balance might never be forthcoming unless accepted at the present time.

29 FULL HOUSES

Block, Performance Sales By RB Gross Near Million

CHICAGO, Dec. 16.—Final statistics reveal that Ringling Bros. and Barnum & Bailey Circus sold 299,980 seats—the equivalent of 29 full houses—under its 1950 program for sales of entire performances and block ticket sales. Statistics are published in show's annual route book.

Unofficial estimates based on the statistics placed the gross involved for the combined deals from \$750,000 to \$1,000,000.

Largest buyer was the Firestone Tire & Rubber Company, which bought 93,920 seats at nine towns where it has plants. Included were all seats for single performances in three towns, two performances in another and four at Akron,

profited from last year's experience, when outspoken Cubans gave noisy approval of some acts but equally noisy disapproval of a few others.

As was the case last year, Ringling was registering its hefty takes despite competition from other circuses here for holiday runs. Two shows are in opposition to Ringling again, one of them the Circo Hanneford, which includes the George Hanneford family.

A rigger fell from near the ceiling of the building Thursday (14) but landed in the net above the arena used for Albert Rix's bear act, causing no serious damage.

AL G. BARNES TITLE SUBJECT OF LEASE TALK

CHICAGO, Dec. 16.—It was learned on good authority this week that a prominent circus executive has been negotiating with Ringling Bros. and Barnum & Bailey Circus for leasing the Al G. Barnes Circus title in 1951. No equipment is involved in the negotiations, it was reported and no indication was given as to what may be done with the title if it is obtained.

The Barnes title has been the subject of frequent negotiations by showmen during past years but has not heretofore been leased. Ringling last used it in 1938. In similar deals Ringling leased the Hazenbeck-Wallace title in 1937 and 1938 and the Sparks title in 1946 and 1947.

Kelly-Miller Buys 7 Camels From Dailey

HUGO, Okla., Dec. 16.—Al G. Kelly & Miller Bros.' Circus has purchased seven camels from the Dailey Bros.' Circus herd of 14. The animals were moved to the Miller quarters here following the close of the Fort Worth Shrine Circus, where Dailey Bros. animal acts appeared.

Obert Miller, co-owner of the K-M organization, has been in charge of the sales of Dailey Bros. animals and equipment, acting for Ben Davenport, co-owner of the Dailey show.

A new elephant barn has been completed at the Miller farm here and animals from the Miller and Cole & Walters shows are housed in it.

the firm's home base. At four other stands on the list, Firestone bought from 1,656 to 4,194 seats. The Ringling big top seats 9,280 persons.

Police, Vets Buy The Textile Machine Works, Reading, Pa., bought one performance. The Manhasset Legion Memorial Fund of Long Island, N. Y., bought four full performances.

Eight performances were sold to the Montreal Police Amateur Athletic Association. The Fort Bragg School Fund and Fayetteville, N. C., Exchange Club combined to buy four performances, and the Orlando, Fla., Chamber of Commerce, bought two performances. All dates proved successful for

UNDECIDED ON 1951

Cole Spends 30G On Peru WQ Work

CHICAGO, Dec. 16.—Plans for Cole Bros.' Circus in 1951 still are unsettled. William Horstman, circus executive, said here this week. Work at winter quarters includes some preparations for the show's opening at the Chicago Stadium in the spring, but preparations for a road tour still await a decision on whether the show will make an extended trek.

About \$30,000 is being spent for building at the Peru, Ind., winter quarters. Horstman stated. The elephant barn has been augmented by addition of a concrete block lean-to along one side and end and horses are quartered there.

Horn Construction On the second side of the long barn, work is progressing on one 50 by 86-foot ring barn wing and

a second wing for kitchen, dormitory and heating facilities. Between the two wings and along the side of the barn is to be a series of office rooms for departmental heads. One end of the barn will be equipped as a shop.

The dormitory will accommodate about 35 persons, according to present plans. Provisions are being made for enlarging these quarters later if additional space should be required. Horstman said.

Show equipment stored at a navy air base near Peru will be left there for as long as possible, he said. In the event the base should be reactivated for military service, the circus equipment might be moved to Kokomo, Ind., where the show's parent organization has property.

Baton Rouge Okay For Packs Despite Two Postponements

Date Threatened by Weather; New Orleans Stand Successful

BATON ROUGE, La., Dec. 16.—Tom Pack's Shrine show, scheduled here December 8-8, was postponed twice because of cold weather but succeeded in coming thru successfully. Actual presentations were December 7-8.

Opening show drew a scant 4,200 to Memorial Stadium but the second day, with moderate weather, saw 15,700 in the 21,000-seat bowl. Date was inked for three days next year.

Previously, the Packs org had broken two records for its New Orleans date. The 11-day stand was ahead of 1949's 10-day run. New Orleans opened Thanksgiving Day

with a light turnout but picked up slightly the next day. Attendance built thru Friday (1) when a record crowd was on hand. Saturday (2) brought two full houses despite major football competition and the Sunday (3) matinee surpassed Friday's score with 10,000 persons crowded into Municipal Auditorium. Final performance Sunday night (3) drew about 7,000.

At New Orleans the Kolomans (3) double traps, replaced the Skylarks.

Beatty Acts Used

Performance at Baton Rouge was amended somewhat from previous plans and included Clyde and Abina Beatty, wild animals; Beatty's Liberty and high school horses, with Johnny and Milonga Cline; Beatty elephants, with Richard Shipley; Wallendas, high wire; Rietta, sway pole; Karrell, ladders; Pedro Morales, dogs; Chester (Bobo) Barnett, clown; Flying Voice and Fred Valentine, flying return acts; Alphonse and Virginia Huestrel, aerial; Pharris Trio, trampoline; Meyands and Anders Duo, unicycle; Bogno Family, Riley, and fireworks directed by Loren Wisdom, St. Louis. Beatty acts moved on two flats and two stock cars.

Tom Pack was in charge at Baton Rouge and was assisted by

(Continued on page 49)

Okmulgee Date Draws Poorly

OKMULGEE, Okla., Dec. 16.—Disabled American Veterans indoor show here recently (7-9) drew only handful audiences for each of four performances. Cold weather and lack of advance ticket sales were blamed.

Acts included Lazzelis troupe, Dale Madon family, George and Bessie Geddis, Frank Cain, Dale Petross and Lorin Edwards. The show was promoted by Frank Ware. The sponsoring organization used separate funds to pay expenses.

London Holiday Programs Set

LONDON, Dec. 16.—Holiday indoor circus season in the British Isles got under way at Glasgow December 4 with the opening of the Kelvin Hall Circus and Carnival eight-week run.

As usual London will have two big holiday circuses, Tom Arnold's Mammoth Circus at the Harringay Arena, December 21-February 3, and Bertram Mills Christmas Circus and Fun Fair at the big Olympia exhibition hall, December 19-February 1.

Arnold has lined up a number of internationally known circus acts, including the former Ringling-Barnum features, Dumbo Dhotre, with his group of mixed animals and Leon de Rousseau, novelty leaper; the Leotar, flying trapeze; Stoll Brothers, acrobats; Three Doge Sisters, rolling globes; Enrico Caroli troupe, bareback riders; Christoph's elephants; Polly Orea's dog revue; Harry Williams, of the German Circus AR.

(Continued on page 49)

Under the Marquee

Advice to a beginner: Always tell your doctor or lawyer the truth. In talking to your legal adviser use your own judgment.

Harold and Dorothy Rumbaugh are wintering their Horne Bros. Circus at Hot Springs, N. M. and are readying for an early opening. They will be at their home in Everett, Wash., for the holidays.

Circus news never seems so important as when its strictly propaganda.

Chester and Sylvia Gregory, last season with Capell Bros., are wintering at Charlotte, N. C. James M. Bosch, contracting agent for Biller Bros. Circus, is at home in Seneca Falls, N. Y., for the holidays and will be at Macon, Ga., after New Year's. Ben Thomas, also contracting agent for Biller, is spending the off-season at the home of Dr. J. B. Ross, Jackson, Miss.

Manager's speech to his agents is a commercial with the entertainment omitted.

Mickey Dale, former owner of the Dale Circus, and Dave Fineman, adjuster, are operating a zoo near Owensboro, Ky. Dale recently was called to Baltimore because of illness in his family. Bob Stevens, formerly the operator of Bailey Bros. Circus, is owner of the Circus Cafe at Camden, Ark. Art Miller, general agent of the Kelly Miller Circus, is at his home in Walnut Ridge, Ark., for the holidays.

At this time of the year planning economy isn't necessary—it comes natural.

Earl De Gloppe, press agent with Dailey Bros. in 1950, is in Louisville for the holidays. Robert (Rebel) Marchette, who was with King Bros. last season, is wintering at Mobile, Ala., and Thomas A. (Reno) Renaud, of the same show, is at Montreal for the winter. Leroy Ford, King Bros. headwaiter, is wintering at Jackson, Miss. Syd Stevenson, who had the No. 1 car with Capell Bros. Circus, is wintering at Hot Springs, Ark.

Intelligent laziness is what saves a staff member from working himself to death during a labor shortage.

E. L. Kaufman, ear manager with King Bros. Circus, represented the King org. at the annual meeting of the International Alliance of Billposters and Billers at St. Louis recently. Wages, meal

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allowances and working conditions were up for discussion. George Bink has been working his dog acts in the Milwaukee area recently. Jake (Clown Cop Corrigan) Diech worked the Boston Store in Milwaukee at the opening of the holiday season.

Swinging ladder goals are chosen on the basis of beauty and talent, and the two points don't count if she hasn't a nice set of arms.

C. E. Duple, former trouper, wrote a letter published in the Louisville Times recently in which he called attention to the increases in rates for rail show moves and their effect on the business. The Times followed a few days later with a column which opened with reference to the railroad rates and then recalled some Louisville show history and the story of Burnum's elephant, Jumbo.

For sheer ambition, it's hard to beat the lad that joins a circus for the sole reason of getting rich and famous by writing a book.

Bill and Babe Woodcock closed the season with Kelly-Miller circus and returned to their home in Hot Springs, Ark.

Among the advantages of being an old-timer is that he doesn't have to spend two hours a day listening to another's memoirs.

Tex Maynard, emcee with the Lash LaRue theatrical unit, is wintering at Endicott, N. Y., and reports he and his son, Jimmie, recently bagged a deer on a week's hunting trip.

Boss conversation always has to remember that any words of loyalty he may get from his men is only good until a rainy night.

Joe Rossi, bandmaster, reports from Gonzales, Tex., that he and his band have been signed again for Biller Bros. Circus. They will open with Biller's New York

stand, December 26, and will be with the show for the regular tour as well.

Making a winterquarter cook eat his own stew would be a good way to kill two birds with one pot.

Chester Sherman, of the Sherman Brothers, who closed recently with the Polack Western Unit at Charleston, W. Va., underwent an appendectomy at Speers Hospital, Dayton, Ky., December 6. The Shermans will be back with Polack in 1951. Gretona Family recently played for Tom Pecks at the Shrine Circus in New Orleans, where 5-year-old Gloria Gretona made her debut as a performer. Mrs. Margaret Gretona underwent surgery in Baptist Hospital, New Orleans, December 14. While in the Crescent City, Ohio, Ricci and Shirley Gretona were made honorary citizens by city mayor, Johnnie E. Williams. Hama, band leader on Dailey Bros. Circus, is wintering in Sarasota, Fla., where he's employed at Dave Budd's Circus Bar.

Agent wants his manager to go on road, but this is an issue on which there's some argument about timing.

Mr. and Mrs. Coriale Pace, of Hartford, Conn., recently marked their 25th wedding anniversary. At one time he toured as a musician with Ringling Bros. and with the late John Philip Sousa's band. Unus, forefinger stand artist, who was featured with Ringling-Barnum last season, was the headliner of the floorshow Saturday (9) at the revamped Lido Beach Casino, Sarasota, Fla., which is being operated by Rudy Bundy and R-B topped Art Concello.

Circuses on television will be successful if they can provide close-ups of a traffic manager blowing his top.

Mayme Ward, wardrobe mistress for Mills Bros. Circus, has been in Chicago to buy additional material. She is being assisted by Jacklan Tolliver, and will return in time to help with the annual Christmas dinner at Mills quarters in Columbus, O., where 40 persons are at work. Charles Brady's crew has completed.

(Continued on page 50)

Winter Quarters

Cole Bros.

PERU, Ind., Dec. 16.—The personnel of the Cole circus and showmen here were shocked to learn of the demise of Buddy, seal lion that belonged to Walter Jenner. Buddy passed away less than 24 hours after his return to the Jenner winter quarters. But today, two young animals arrived from the Pacific Coast, and are now in training to replace Buddy. George Pappas, of the Alliance Theater Corporation and manager of the Peru Roxy Theater and friend of showmen, is being transferred to the Indiana Theater at Marion. Wedding bells rang out December 9 for Susan Hutcheroff, daughter of Cliff Hutcheroff, contractor for the new Cole Bros. building here. The wedding took place at Bunker Hill, Ind., and the bride became Mrs. Joseph Galloway, of Noblesville, Ind.

Frank Orman, general manager, and L. Russell, treasurer of the Cole show, were made members in the new Peru Circus City Shrine Club. Everyone was glad to hear the report from Milton Herriot, horse trainer, who is at St. Cloud, Minn., that his wife is recovering after a serious illness. Two new lions were received at quarters and are being broke by Terrell Jacobs for his big group which will start the rest of the winter dates in January. Ralph Weller, hotel manager and showman, was buried in Fountain, Ind., December 12. Recent visitors at quarters were Mr. and Mrs. R. G. Hodgson, of Galveston, Ind.; Louis Nimis and party (Louie is owner and operator of Berghoff Gardens in Rochester); Mr. Peoples, general chairman of the Wabash Exchange Circus Committee; Mr. and Mrs. H. L. Eckerty, of Chili, Ind.

The Christmas spirit prevails at quarters. An outside Christmas tree is lighted every night and a big tree is placed in the animal barn beside the arena of Terrell Jacobs. Art Johns, circus painter, now employed by the Alliance Theater Corporation, has outdone himself in some of the business establishments by his Christmas

Cole & Walters

Show closed Thanksgiving Day at Kemp, Tex. Mr. and Mrs. Herbert Walter have a new trailer. Mr. and Mrs. Bill Wolf, who took delivery on a new car recently, are en route to California to spend the holidays with Mrs. Wolf's parents. Arthur Bitters, of Austin, Minn., visited while en route to Phoenix, Ariz., where he will winter. Mr. and Mrs. Lowell Kriel and family have returned to their home in Iowa City, Ia. Mr. and Mrs. James Devine are visiting relatives in Winmar, Ark. W. Bradley, Mrs. Walters and Mrs. Smidgrass have been shopping and visiting friends in Dallas.

Currently in winter quarters are Wally Ross, Lester Clute, Russell Cross, Chuck Kennedy, Mr. and Mrs. Herb Walters, Mr. and Mrs. Bill Wolf, Mr. and Mrs. Lee Bradley, Mr. and Mrs. Ted Mulligan, Zora Blair, Mr. and Mrs. Frank Ellis, Tom and Tiny Twist, Mrs. Shirley Cole and the writer. Patsy Mulligan celebrated her seventh birthday. Charles Rex left for his home in Stewartville, Mo. Mrs. Laura Anderson left for Emporia, Kan. Norman Audrey left for California. — MILDRED WELBES

decorations. Terrell Jacobs visited Roy Rogers and his company at Kokomo, where the Rogers show turned them away after afternoon and night. It was Roy's first personal appearance there. Mr. and Mrs. Freddie Freeman are expected home soon from the Polack show. Chester Gladstone, elephant trainer, and Mike Wisinger, formerly of the Hagenbeck-Wallace Circus, were recent visitors at quarters. Mr. and Mrs. Dwight Kinzie and George Graf are frequent visitors at the Jacobs' home. Frank Orman, general manager, returned from a visit to Indianapolis. Will Hill has his baby elephant in his new elephant routine. Joe Kuta and his crew are doing a good job on outside work. John Hoffmann and Charles (Haywire) Gable are busy in the animal barn.

Mills Unit Opens In London Arena

LONDON, Dec. 16.—Bertram Mills Circus and Fun Fair opens Tuesday (19) at the big Olympia arena for a six-week run, ending February 1. Line-up of acts skedded for the holiday show includes the Schaller Brothers, trampoline; Alexander Kerr, lion tamer; barback riders; Baker Boys, comedy riding and the Bedouin Riders, Arabian riding number. Also on the bill are Adolf Fischer's (3) elephants; Johnny's Teddy Bears; Wacker's Jockey Dogs; Margot Edwards, juggling on horseback; Five Meteors, flying trapeze; La Touce, bounding rope; Petroffs, comedy bar; Fredonas, Risley; Ten Deblars, unicycles; Two Percellys, head-to-head; Kotyanas and Rondellis, aerial; Hollywood Sky Ballet and a group of Shetland ponies.

R-B Bequeathed 12 Paintings

NEW YORK, Dec. 16.—Ringling-Barnum circus was the recipient of a dozen water color paintings depicting circus life, according to the terms of Mrs. Nathalie C. Sternberg's will, which was offered for probate in Surrogate's Court here this week. Mrs. Sternberg, an artist, died November 25. Her total estate was valued at \$10,000.

Brussels Arena Houses Knie Unit

BRUSSELS, Dec. 16.—Knie Bros' Swiss National Circus, whose winter quarters are at Rapperswil, Switzerland, has taken over the big Cirque Royal indoor arena for a winter season.

Knie Bros. opened its Brussels branch Friday (15) with a big circus bill featuring the Knie horses and animal groups. Program will be changed monthly.

London Holiday

hoff, chariot racing revival; Crocker's bears; Five Varias, trapeze; Albert Schumann horses, and the Francescos (Carolis), musical clowns. Stanley V. Parkin's Christmas Circus and Fun City, at Bingley Hall, Birmingham, opens December 23, with a bill featuring the Four Astrals, high wire; Dinats, trapeze, and Dorchest Riders from Blackpool Tower Circus. Also among the holiday circuses is the Waverly Market Circus and Carnival, in Edinburgh, December 16-February 3, and, for the first time since the war, the Stadium Circus, at Laverpool, which will resume its holiday circus season December 25, with a program featuring groups of animal acts from the Boulogne Bros' Circus, Paris.

Baton Rouge Okay

Bud Hoerber, Jack A. Leontini and Jack Lehr, Jack and Izzy Corvone had the band. Marcy Edwards was soloist and Bob White announced. For the New Orleans date, Hoerber and Leontini represented Paekes. Howard Menz was boss property man, assisted by Ralph Winarski. Andrew (Fingers) Castle, William (Hammerhead) Dwyer, Albert Cole and Joe Allen, Jack Corvone had the band.

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Iowa Managers' Confab Draws Record Throngs

Convention Stresses Progress In Attractions, Fairgrounds

DES MOINES, Dec. 16.—A record number of representatives from Iowa's 94 county and district fairs, augmented by large numbers of showmen, bookers and supply house men, gathered in the Fort Des Moines Hotel here Monday and Tuesday (11-17) for the 43d annual meeting of the Fair Managers' Association of Iowa.

Keynote of the meeting was progress, both in fair attractions and plant layout, Virgil Shepard, 1950 president of the association, told the packed session Tuesday that unless a fair progresses it retrogresses.

Stresses Experiments

"Why not experiment a little from year to year?" Shepard asked. "You won't hit every time, but some things undoubtedly will be a success. For example, saddle horse shows were an experiment 10 years ago. Today they are an accepted thing at many fairs. Maybe something that was possible a

number of years ago is again on the way in."

Shepard also told fair reps that he believed admissions tax plus "possible additional taxes" were going to remain in effect for a number of years to come. In view of world conditions, Shepard said,

PLEDGE BACKING

Iowa Votes To Fight Rule On Still Dates

DES MOINES, Dec. 16.—The Fair Managers' Association of Iowa, at its annual convention here this week pledged all-out support of the court fight to continue off-season still date activities being conducted by the All-Iowa Fair, Cedar Rapids.

The latter annual, which has been stopped by a court order from operating auto races other than during fair week, is preparing an appeal to the Supreme Court.

As the result of a motion adopted by the association, a "friend of the court" brief will be filed with the Supreme Court, in support of the Cedar Rapids annual. In addition, the association's legislative committee will prepare a bill to be introduced to the State Legislature to change present laws that do not permit annuals to hold off-season events.

In addition, the Iowa association turned over \$200 to the Cedar Rapids fair to help finance its court bout.

boards might as well "tighten their financial belts" and plan to budget expenses with the view of having an admission tax.

C. A. Soderquist, Alta, urged that fairmen glamorize their annuals. Soderquist, speaking as one of five in an open discussion on Rebuilding Our Fairgrounds, said the success of fairs depends upon what is done to make them attractive and inviting to our patrons.

Grandstand Important

"A well designed fairgrounds is one that leads patrons from one unit to another with the least amount of effort," Soderquist pointed out. "The grandstand, which is the root of a fair building program, should dominate the recreation area. It is without a doubt the most important building on the grounds. This is one unit more of us" (Continued on page 59)

ARMY TO USE CALGARY PLANT

CALGARY, Alta., Dec. 16.—Grounds of the Calgary Exhibition and Stampede here will take on the appearance of an armed camp this winter when Canadian Army recruits will take over several buildings for winter training. The cattle pavilion and barns, Victoria Hall, the stampede office and the hitching ring in the old arena will be used until March 1.

Clyde A. Hanna Elected Prexy Of Iowa Assn.

DES MOINES, Dec. 16.—Clyde A. Hanna, secretary of the Southern Iowa Fair, Oskaloosa, was elected president of the Fair Managers' Association of Iowa at the group's 43d annual meeting here in the Fort Des Moines Hotel, Monday and Tuesday (11-12).

G. A. Soderquist, Alta, was named vice-president; W. P. Manatt, Audubon, was named director of District 2, and Lyle Hall, Eldon, was named director from District 3.

E. W. (Deak) Williams, was re-elected secretary-treasurer of the association for his 28th year at a Wednesday (13) meeting of the board of directors.

Regina Plans Threatened By Steel Ban

REGINA, Sask., Dec. 16.—Federal restrictions on use of steel in non-essential construction, effective January 1, 1951, leaves the status of Regina, Exhibition's projected \$400,000 livestock stable and arena in doubt, according to T. H. McLeod, exhibition manager.

Materials other than steel for the building were purchased in readiness for a start on construction next spring. The steel was ordered in September but there has been no confirmation that the order will be filled.

At Saskatoon, Sask., Steve MacEachern, exhibition manager, anticipates enough steel will be made available to complete building already under construction. Work has started on a \$175,000 sale ring and barn but the steel order has not yet been placed.

Bad Axe, Mich., Re-Inks Logan

BAD AXE, Mich., Dec. 16.—Huron County Fair here has signed William E. Logan as manager for the third straight year. It was announced at the annual's board meeting Friday (1).

Next year's event is scheduled for August 14-18, with Happyland Shows again providing the midway.

Saskatoon Ex '50 Operations Net \$70,484

SASKATOON, Sask., Dec. 16.—Operating profit of the 1950 Saskatoon Industrial Exhibition totaled \$70,484, off \$4,870 from last year's record \$75,354. A. M. Duncan, retiring president, told the board of directors at its annual meeting. Summer fair profits amounted to \$63,985.

Attendance at this year's event was close to 100,000, with a gross revenue of \$176,934 and expenditures of \$63,985. Income sources included the grandstand, \$51,180; gates and autos, \$27,949; concessions, \$41,531; entry fees, \$918; racing revenue, \$35,602; rentals, \$14,700; winter shows, \$18,418; interest on bonds, \$5,185 for a total revenue of \$215,255. Total expenditures were \$144,771.

Capital Expenses

Capital expenditures totaling \$27,843 had been authorized during the year, Duncan said. These included paving 2,833 square feet of ground, the erection of 1,000 feet of chain link fencing, complete renovation of the swine barn, modernization of two stock barns and construction of 15 new race horse stalls.

W. J. (Billy) Bradley was elected president to succeed Duncan. Bradley is managing editor of the Western Producer, farm weekly. Dr. F. G. Salisbury and R. J. Murray were named vice-presidents.

West Georgia Adds 7

CARROLLTON, Ga., Dec. 16.—West Georgia Fair Association here has announced the addition of seven new members to its board of directors. They are Fred Spangler, Burle Sammons, J. P. Rowe, Pace Craven, Lamar Knight, Lehman Simonton and Paul Peterson.

Iowa State Annual Reaps 92G Profit

DES MOINES, Dec. 16.—The Iowa State Fair here earned a net profit of \$92,595.39 from its 1950 run, topping last year by \$2,788. Lloyd B. Cunningham, secretary, reported to the annual meeting of the fair board here Wednesday (13).

Gross receipts amounted to \$622,570.98, up from last year's \$559,777. Expenses, however, were also higher, the fair spending \$528,985.59, some \$30,015 more than last year.

Outside gate receipts this year totaled \$201,424.03, day grand-

stand take was \$91,831.48, night grandstand \$72,930.28 and the night horse show grossed \$10,426.20. Receipts from sources other than ticket sales amounted to \$245,958.29.

Expenditures included \$66,924.19 for maintenance of grounds and buildings; \$6,599.72 for painting; \$222,994.27 for total additions and improvements; \$131,811.98 miscellaneous expenses; \$40,522.48 for advertising; \$68,057.50 for attractions; and \$124,706.77 for premiums paid.

Detroit Reaps \$15,112 Profit On 1950 Event

DETROIT, Dec. 16.—The 1950 Michigan State Fair here wound up with a net profit of \$15,112, according to a report released by James D. Friel, manager. Gross revenue totaled \$607,011 against expenses of \$591,899.

The fair budget system is in better shape than a year ago when allotted cash ran out, despite a previous profit. As a result, the salaries of the fair's key personnel, including Friel, were suspended for several months. This year a substantial portion of the amount previously budgeted is left over to carry operations thru June 30.

Fair's key personnel probably will remain unchanged. The possibility that Manager Friel would be replaced was apparently erased Wednesday (13) when the Republican Assembly conceded the re-election of Mennen Williams as governor. Friel's salary has been upped from \$7,500 annually to \$8,500, and Henry B. Kelly, fair's director of agriculture, was given a new contract for 1951.

A budget increase of \$55,000, with \$20,000 going into increased premiums, will be sought from the Legislature by the fair's board of managers. Increase would up the budget total to \$665,000.

Harold Pike Renamed Prez Of Iowa Board

DES MOINES, Dec. 16.—Harold L. Pike, of Whiting, was re-elected president of the Iowa State Fair board at the annual State agricultural convention here in the Fort Des Moines Hotel, Wednesday (13). William J. Campbell, of Jessup, was re-elected vice-president.

In the only contest on the fair board, Sam Carpenter, of Centerville, was re-elected, defeating L. W. Hall, of Eldon, 80 to 29. Other board members re-elected were H. M. Duncan, Columbus Junction and Lyle Higgins, Harlan. James Nutter, Rockwell City, was named to succeed Ben Doran of Boone, who died recently.

President Pike, in his annual address, told the convention that the board hoped to alleviate some of the crowding by adding two days to the run of next year's Iowa State Fair.

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Pick Mickey Doolan As PCSA President

Election Slates Merged in Compromise; Jerry Mockey Picked for 1st Vice-Pres.

LOS ANGELES, Dec. 18.—Effecting a compromise, members of Pacific Coast Showmen's Association (PCSA) merged its official and independent tickets, with Michael J. Doolan being named president and D. Jerry Mockey, first vice-president for 1951. A motion to close the nominations was adopted. The selection of an official slate this year created a stir with the nominating committee putting up a ticket headed by Doolan and including, for vice-presidencies, Harry Myers, Frank Warren, Mackey and M. H. Ellison. Louis

Manly and Al Weber were named for re-election for secretary and treasurer, respectively.

2d Ticket

Upon announcement of the ticket, Myers, Ellison and Mackey declined to run. A second ticket, headed by Mackey, was put up for consideration. J. W. (Pat) Conklin, Canadian showman, here for the annual banquet and ball, urged that the supporters of the two tickets reach an agreement, thus eliminating a general election. Harry Fink and Joe Glacy, both past presidents, urged the amalgamation in the sake of harmony.

After several conferences the second official ticket was announced. On it for the other vice-presidencies were Charles J. Walpert, Warren and Al (Moxie) Miller. Manly and Weber were re-elected.

Independent ticket backers also asked for representation on the board of governors. With four vacancies to be filled the request was granted.

Serving on the board for next year will be John T. Backman, Ben Beno, W. Lee Brandon, J.

(Continued on page 52)

Henson, McGee Swing Merger, Frame New Org

FOREST HILL, La., Dec. 16.—J. C. Henson Shows have taken over all equipment of the John McGee Shows and will go out in 1951, as the Greater Dixieland Exposition, Jimmy Henson, org's manager, announced in local quarters.

Under the new set-up, McGee will manage back-end operations, while Henson will handle the front end. Merger of equipment gives shows a total of 14 office-owned rides, including twin Ferris Wheels, Merry-Go-Round, Tilt-A-Whirl, Octopus, Rolloplane, Spitfire, Chairplane and six kiddie rides. Henson said six shows are planned and that the org will carry three Diesel light plants and six light towers. McGee's equipment will be moved here from present quarters in Alton, Ill., and rebuilding operations will get under way shortly after January 1. Present plans call for an April opening, with a route thru Louisiana, Arkansas, Missouri and Illinois.

I. T. Org Inks Flemington

NEW YORK, Dec. 18.—Phil Isser, general manager of the I. T. Shows, this week announced that he had been awarded the 1951 midway contract for the Flemington (N. J.) Fair. Annual is a seven-day event ending Labor Day. All midway units are allowed to work on Sunday at the event.

Last week Isser announced signing the midway contract for the Mineola (N. Y.) Fair. He said that he is continuing negotiations for the acquisition of other New York fairs.

Sinderson, Mason Frame New Org

MOLINE, Ill., Dec. 16.—Organization of the Star-Lite Shows for a 1951 tour to begin here in May, was announced this week by R. L. (Ross) Sinderson and M. R. (Spot) Mason, both outdoor showbiz veterans.

New org, which is in quarters here, has acquired seven office-owned rides and is planning to add four shows. Six or eight light towers also will be carried, according to Mason.

Dallas Women Feted

CHICAGO, Dec. 16.—An Italian dinner for women from Dallas was given by Joe Murphy at Stone and O'Brien's here during the recent outdoor meetings. The following attended: Mr. and Mrs. Joe Murphy, Mr. and Mrs. Jack Woody, Mr. and Mrs. Fred Tennant, Mrs. Margaret Pugh, Eddie Vaughan, Mr. and Mrs. Charles Moss, Mrs. Katie Little, Mr. and Mrs. Melvin Little, Mr. and Mrs. Ed Meeks, Mr. and Mrs. John Obluck, Mr. and Mrs. Taylor Harris, Mrs. Bettle Longhart, Mr. and Mrs. Jack Lindsey Sr., and Mr. and Mrs. Jack Lindsey Jr.

COLUMBUS, GA., TO J. J. JONES

COLUMBUS, Ga., Dec. 18.—The Johnny J. Jones Exposition, this week was signed to provide the midway attraction at the 1951 Chattahoochee Valley Exposition here. Announcement was made by Harold (Buddy) Paddock, of the Jones org. Fair's midway contract earlier had been announced as inked by another rail org.

EYES FUTURE

Biz in Hands Of Fed., State Govt.—Craner

LOS ANGELES, Dec. 18.—That the future of outdoor show business is in the hands of federal and State officials and that carnivals and allied interests are even more disorganized than on December 7, 1941, is the opinion of Art Craner, well-known promotion man. Craner gave his views on this important matter as he prepared to take off for Sacramento to attend the opening of the 1951 California legislative session.

"It is silly for a fair manager or amusement man to say we will go ahead just the same," Craner declared. "They will do just exactly what the federal and State officials say. I believe that more drastic steps will be taken in the matter than were seen during World War II."

Craner, who has held various legislative posts and served as a spokesman for the outdoor amusement interests during the last war, stated that he had answered queries of federal and State officials with the advice that out-

(Continued on page 52)

Doolan To Brief West Coast Ops On Tax on Rides

LOS ANGELES, Dec. 18.—Ride owners and operators will be given a picture of the tax case on rides and extending invitation to attend the coming year by Michael J. Doolan here January 4. The meetings will be held in the Pacific Coast Showmen's Clubrooms at 2 p.m. Doolan, who attended many of the hearings in Chicago, is extending an invitation to ride people to attend the sessions. He declared that he hoped to clarify the situation for the West Coast operators at the informal gathering.

PCSA Memorial Services Pull Record Crowd

LOS ANGELES, Dec. 18.—Perfect weather brought out a record crowd for the annual Pacific Coast Showmen's Association and Ladies' Auxiliary Memorial Day services Sunday (9) at Showmen's Rest, Evergreen Cemetery, here. Sam Dolman was committee chairman. Program opened with the raising of the flag and was followed by a duet by Mary Gupton, organist, and Raymond Aguilar, cornetist. Invocation was by Rev. Kenneth D. Decker, of Monterey Park, and the address by Rabbi Ernest R. Trattner. Don Garba sang *Because* and played his own accordion accompaniment.

In extending a welcome to PCSA members, Ted LeFors paid special tribute to Tony Chontou, who was killed during the establishment of the Salerno beachhead. The Gold Star was placed on the monument by Max Hillman, an ex-GI, and wreaths were placed on this memorial and that of the Auxiliary by presidents, Joe Krug and Lillian Schue.

Taps were sounded by Aguilar as a salute was fired by a squad from the Third Armored Division, U. S. Army.

Shows Cold-Shoulder a; Some Fairs Go Unsigned

Continued from page 44

which had contracted a show at the Chicago outdoor convention but the show subsequently canceled out.

The Cedar Rapids fair, which had failed to close for a show at the CHI meeting, signed John T. Francis Shows, a truck org. In 1950 a railroad show played the fair. In addition to Cedar Rapids, the Francis org signed the Independence annual.

Inks Davenport

Johnny Denton Shows, repped here by Cash Wittie, new general agent, announced signing of the Davenport, Ia., Fair and the annuals at Kirksville, Bethany and Columbia, Mo. Org recently bought equipment from John R. Ward Shows.

William T. (Billy) Collins, owner of the shows bearing his name, booked no Iowa dates. Collins reported adding the Preston, Minn., Fair to his 1951 route, and the re-signing of Owatonna, Minn., and LeCrosse and Marshall, Wis. Five new kiddie rides have been purchased by Collins, including a Midget Racer, Sky Fighter, Fly-

o-Plane, Bulgy the Fish and a Miniature Train.

Other attraction representatives here reported little in the way of new bookings. National Speedways, Inc., re-signed up Al Sweeney and Gaylord White, signed to run one big car meet at Webster City Fair and also inked a big car still date at the same spot.

Joie Chitwood Auto Daredevils signed the Oskaloosa Fair among other dates. This fair had been previously credited to another thrill show. Unit was represented here by Leo Overland and Earl Newberry.

Other carnival attraction and show supply representatives present included:

Louis J. Berger, Cavalcade of Amusements; John Lemay, showmen's supplies; Frank and Jack Duffield and Art Bries, Theatre-Duffield Fireworks, Inc.; Mrs. M. B. Berry, Sam J. Levy, Fred Kirsman, Hubert Lacombe, R. C. Staples and Keith Killinger, Barnes-Carrollers Electrical Enterprises; Charles Joe Greene, Snapp Greater Shows; Mr. and Mrs. Ben Gorman, Sunco Amusement Company; Orlan and Ed Williams; William & Lee; Frank Winkley, Auto Machine, Inc.; Mr. and Mrs. Aut Swanson, Mr. and Mrs. Brown, Jack Williams and Harold Laitze, Swenson Thriftland; Boyle Woodfolk, Russ and Frank Shortridge; Boye Woodfolk Agency, Chicago.

Prexy Allen Plugs NSA Home Fund; Goal Set at 100G

Ladies Pledge \$3,000 To Boost Promised Total to \$66,000

NEW YORK, Dec. 18.—Wielding the gavel at his first session in his new capacity, Bernard (Bucky) Allen, recently elected president of the National Showmen's Association (NSA), pledged himself before a good crowd at the group's regular meeting Wednesday night (13) to continue the work started by former prexy, Jack J. Perry, in gaining funds for a new club home.

Allen informed members present that \$20,000 has been pledged to date of which amount \$13,000 in cash has been received. He read to the group a message from Ethel Shapiro, president of the NSA Ladies' Auxiliary, saying that the distaff side was pledging \$3,000 toward the building fund. Allen pointed out that November 15, 1951, will mark the end of the fund drive, at which time the group hopes to reach the \$100,000 goal already set.

Low Cost Bonds

Allen stressed the fact that building fund bond purchases must be distributed thruout the membership, rather than concentrated among a few persons. The president said that a \$2,100 loss was incurred in the awarding of an auto earlier this year and that arrangements would be made to

lower the bond denomination from \$100 to \$25 to gain support for the drive. He noted that in purchasing bonds members were not giving their money away since the investment was backed by a solid rate of interest.

In addition to Allen those on the dais included Fred Murray, Vince Anderson, Harry Rosen, John Weisman, Danny Thaler, Dr. Jacob Cohen, Phil Isser and Max Holzman.

Elected to membership were Charles Ryan, Morris Victor, Howard Ramsey, Samuel Burgdorf, Joseph De Leo, Joseph H. Schuler, James Davenport and Leslie Berger.

At the close of the meeting co-chairman Danny Thaler, of the Hospital and Sick Committee told members that the good work was being done for shut-ins and needy cases among the membership, further contributions were necessary if the effort was to be continued and expanded.

Allen Names 1951 NSA Committees

NEW YORK, Dec. 18.—In one of his first actions as president of the National Showmen's Association (NSA), Bernard (Bucky) Allen has appointed the following NSA members to various committees:

Advisory Board, Leonard Traube, chairman; C. F. Schmitz, co-chairman; Fred Murray, Arthur Campfield and Joseph McKee, banquet; Jack Rosenthal, general chairman; Joseph McKee, co-chairman; John McCormick, Louis D. King, Phil Cook, David Brown, Jack Akre and Harry Agne.

Bingo, Sam Lipsch, chairman; John Weisman, co-chairman; H. William Jones, Al Dorso and Edn Weiser, by-laws; Max Hoffman, chairman; Phil Cook, co-chairman; Leonard Traube, Arthur Campfield and Max Cohen; eemetry and memorial, Fred Murray, chairman; Joe McKee and Phil Cook.

Eligibility, John McCormick, chairman; Fred Murray, co-chairman; Jim McHugh, John Weisman and Arthur Campfield; entertainment, David Brown, chairman; Harry Kaplan, co-chairman; Ike Weinberg, Charles Padrone, George Reitor, Frank Rappaport, Fred Murray, Jack Stern, Jack Owen and Dan Thaler.

Finance, Arthur Campfield, chairman, and Clem Schmitz, co-chairman; grievance, Max Hoffman, chairman; Louis D. King, co-chairman; John Weisman, Phil Isser, Jack J. Perry, Jim McHugh, Arthur Campfield, John McCormick and Dan Thaler; hospital and sick, Dr. Jacob Cohen, chairman; Dan Thaler, co-chairman; House, Frank Rappaport, chairman; George Reitor, co-chairman; Louis D. King, Ike Weinberg, Jack Alfred, Harry Levine, Stanley

(Continued on page 52)

Kirsch-Cook Org Set for '51 Tour

SEATTLE, Dec. 16.—Western Shows, owned by Fred Kirsch and Mel Cook, will take to the road next spring for their fifth season. At present the shows are in winter quarters on the fairgrounds of the Evergreen State Fair in Monroe.

The org, which moves on 12 trucks, carries 8 rides, 3 shows and about 20 concessions. Free attractions featured, Kirsch said, Kirsch serves as general agent, with Cook managing the shows.

WOM Lands 1951 Midway At Savannah

RICHMOND, Va., Dec. 16.—Frank Berger, general manager, and Bernard (Bucky) Allen, concession manager of World of Mirth Shows, returned here this week after concluding negotiations to furnish all midway attractions at the 1951 Savannah, Ga., Fair.

Event, which premed this year, will use a new location within the city limits next year, under Exchange Club auspices. Dates are November 5-12. Shows wind up their season at Savannah.

Berger will winter at his home here and supervise quarters activities. Allen left for New York where he presided at a regular National Showmen's Association meeting for the first time as president.

M. D. Doel Howe, Children's World Theater, New York.

John Anderson, Equator Printing Company, Chocoma; Eric Young, Buddy House, Brins Young Agency, Chicago; B. J. Collins, Travel Exposition Shows; Ernest Bernert, White Horse Amusements; Charles (Chuck) Zemler and P. J. Marek, Chair's Zemler Agency, Chicago; Mr. and Mrs. John Gertler, auto race promotions; Lee Lot, Lucky Lot Hill Drivers; J. C. Mitchell Sr. and Jr., C. Michaels Attractions, Kansas City, Mo. and Chicago; Irving Grossman and Gene Loffler, Gus Show Irving Grossman Agency, Des Moines; Lloyd Kressel, Kressel Athletic Entertainment, Des Moines; Frank Shortridge, Central Show Print; Ben Messerich and J. Smith, Boone Valley Shows.

Mr. and Mrs. Alra Merzian, Merzian's Midway; Gout Karvas, Karvas Greater Shows; Mr. and Mrs. M. R. (Spot) Mason and Mr. and Mrs. R. L. (Ross) Sinderson, Star-Lite Shows; J. C. McCullary and Bill Walls, Jennies Bros. Shows; Russell Green and E. H. Smith, E. G. Staats Company; L. E. Harney, Lamb and Exit Barr, L. B. Lamb Shows; Jim Reader, sound system; Mr. and Mrs. T. P. Reichelberger, Sharp and Sharp; Ken Kuelien, Regalia Manufacturing Company, Rock Island, Ill.; Bill Hartley, sound effects; Mr. and Mrs. Edna America; Shows; Al Martin, 20th Century Shows; Carl and Marion Marlo, Magic Show Productions; D. C. Carter and Dora Santelli, Oklahoma, Ia., Stock Car Drivers Association; Charles Carroll and J. McDonald, Niagara Falls, N. Y., Fair; Pete Leahy, Harry Junction Box; Kenneth Lee, Fair Publishing House; and W. F. East, Hale's shows of Tomorro.

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Midway Confab

Frank J. Lee, San Antonio, has been signed to take charge of Cavalcade of Amusements publicly next season. Robert (Hi Brown Bobbie) Burns was contracted by Lee to handle billing and coupon tickets on a new plan which Al Wagner, Cavalcade owner, has adopted.

What beats a press agent is how another press agent can get himself so much publicity without one.

En route to Los Angeles after the Chicago conventions, Virginia Kline stopped in Kansas City for a visit with her brother, Art Brainerd. While in Kansas City she attended a Heart of America Showmen's Club auxiliary meeting and a dinner attended by Brainerd, Mr. and Mrs. George Howk and Mr. and Mrs. Lawrence Riley. At Paola, Kan., she visited Millie Lou Patterson Alexander. Back in Los Angeles, she attended annual memorial services of the Pacific Coast Showmen's Association. Flowers were sent by Show Folks, San Francisco; William T. Jessup, Jack Cardwell and Mrs. Gladys Mackey. Those at the services included Mr. and Mrs. Dave Morris, Mrs. Curtis Lathie, Elsie Calvert Brissendine and Nell Ziv. Patsy Conklin was among the past presidents attending.

Those who think midway women have no mechanical ability are invited to note that they perfected the grapevine.

Van Stiches will spend the holidays in St. Louis, Chicago and Toledo, O., and will return to New Orleans in time for the Mardi Gras at which he will have his "Black Magic of India" show. Earl Patrick, of Forsyth County Sanatorium, Winston-Salem, N. C., says he would like to hear from Dave Diorio and other friends.

One should always get his education before entering showbiz, because as you go along you might become too skeptical to believe odd machines are on the level.

M. H. (Mush) Ellison worked hard to put over the 30th annual Pacific Coast Showmen's Association (PCSA) banquet and ball Saturday (16) in the Elks Club, Los Angeles. However, he was unable to enjoy as he would have

liked the fruits of his labors. Ellison suffered a heart attack Thursday (14) and was ordered to bed by his physician. PCSA President Joe Krug named G. P. (Jerry) Mackey as co-chairman of the event upon being notified of Ellison's illness. Mackey carried out the unfinished details in good fashion for the stricken committee member.

Wherever a bottleneck on a midway may be, it's a safe bet that somebody's house trailer is parked in the middle of it.

Mrs. Jack Nelson and her two-months-old daughter have joined Mary Webb and L. M. Nelson on the All-Valley Shows and will remain with them until Jack Nelson returns from a business tour of the East. . . . While en route to the East from Chicago, where she attended the outdoor meetings, Mrs. Bertha (Gyp) McDaniels, of Johnny J. Jones Exposition, is stopping in Cincinnati for several weeks, visiting Mrs. Claude E. Ellis, Mrs. A. C. Hartmann and Mr. and Mrs. Charley Wirth.

Winter is when some trouper have a whole of a time at parties on coffee and dunkings — thus called "Florida T. bones."

Clarence Saveland, known in outdoor showbiz as Vern LaVert, is at his home in Chicago recovering from a broken ankle and would like to read letters from friends. . . . Mrs. Eleanor Speers is visiting her daughter, Marcelyn Calkin, at the latter's home in Tampa. . . . Mrs. Billie Garber, who is suffering with an arm injury, will winter in Tampa. . . . Louis Augustino, former Side Show operator, is ill at his home in La Belle, Fla.

You can tell when an agent is talking a wrong proposition thru his boss, clearing his throat loudly and trying to catch his eye.

William T. (Billy) Collins, owner of the shows bearing his name, left from the Iowa Fair Managers' Association meeting in Des Moines for Omaha, where his attorneys are reopening the murder case involving Charles McClellan. . . . Francis (Crane) Lee, who recently closed her fourth season with Joe Lemke's Side Show, is working night clubs in Houston.

BALLYHOO BROS.:

Sheepskin Holders Get Rewards on This One

By Starr DeBelle

GOATELL, Ky., Dec. 16.—This is more than just a carnival. It's an educational institution. However, don't misunderstand us, we believe a little college education helps. For instance, there's Agnes Priddybottom who spent four years at a fashionable girls' finishing school. She joined us last spring as a ball game queen and wound up as owner-operator of Agnes's Hollywood Catech. This alone shows what a higher education can do for a determined girl especially if it included softball. Nevertheless, it took the midway to put her hep.

Even our geek is a college man who studied goldfish swallowing. His higher education gives him screaming a broad-A. Today he would still be glomming fish for free if it hadn't been for his added midway education. Lem Trucklow's son, Lemuel Jr., studied long-hair music in Europe and never played a paying engagement until he joined this show where he beats a wiggle-show drum.

Phulpratt Shows Way

There's the case of Wilbur Phulpratt who couldn't afford a course in medicine. Last spring he started his medical education by selling sex books and lecturing in our Ubborn Show. Wilbur progressed so rapidly in his studies that he has already taken over the position as the show's company doctor. We've had 'em that couldn't count higher than five, and after taking night courses in our G-top they can now count to 12. So Phulpratt has become the demand for sheepskins that the boss bought an interest in a sheep ranch.

Now let me tell you about one of our boys who has reached the

top. Amazon Red is a self-made zoologist who studied animal life as a cage-cleaner in our Wild Life Exhibit. He studied zoography, the geographical distribution of animal life, on our route. Last season Red explored the interior of South America, where he and his band of trail-blazers came upon a herd of animals that thrive on garbage, paper and other waste matters left behind by wandering Indian tribes. The animal, the buzzard-goat, is a cross between a bird and an animal. The bird-like creatures have huge wings, but can't fly and the head and horns of a goat.

According to Red, they are somewhat larger than a moose with a capacity of from 1,500 pounds to a ton. Their flesh is not edible, and because they never have been hunted by natives they are tame enough to capture. The lad always has thru sheer luck that he loosened up with the info while taking a few loo many. He has nothing to gain except that the boss has given him a drawing account thru the winter. The boss already has raised \$G to finance an expedition to bring

(Continued on page 53)

WANT TO BUY

Latest model 32-ft. Merry-Go-Round and 35 Eli Wheel, with or without transportation. Also Portable Light Plant, about 50 kilowatt. Please state lowest cash price and all information in first letter. Answer to **SHOWMAN**
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Want Concessions—We will state how and for the balance of winter all Hanky Panks except Ball Games, Sun Showers, Fish Pond, Penny Pitch, which are not available. Good promotion for Grab and Mug gifts. All must be neat and lighted, as we visit all downtown locations. NO racket. NO gypsies, please! The following please come on an contact at once: Bertha Lee, Joe Nelson, C. L. Ferguson, Fred Larkins and Bill Gough. This is a winter unit carrying 3 Rides, 3 Shows and 30 Concessions. Winter rates. Out all winter. All replies to **W. R. Holbrook, Mgr.**
Crockett, Dec. 16-22, Orapeland, 20 Jan. 1, Palestine, 11-21, All Texas.

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Contact CURLY MCGRATH
Call Dr. Perkins contact, Springfield, La., for further information. Very important.

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JACK O. NEAL
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Running Fair, Like Making Soil Pipe, Is Earthly Job

Continued from page 45

seals each year. While the stock has a par value of only \$10, a share in today's market is worth a minimum \$375.

Spirited Election

The election of Singmaster to the presidency marked the first switch in major office holding in a number of years. The stockholders vote annually and the elections are frequently spirited and rate Page 1 reporting in the local press because of the intense public interest in the fair and its operation.

The votes had hardly been counted before Singmaster went to work with the enthusiasm that earned him success in the foundry field. To begin with, he journeyed to as many annuals as he could to look and learn. His visitations lasted right up to a couple of weeks prior to this year's Allentown Fair and brought back from the Central Canada Exhibition, Ottawa, the idea of a separate kiddieland. The moppet spot was planned for and presented in the grove, even tho this involved sacrificing space that might otherwise have been sold. The new feature was far from complete, but it was a good start and next year it will be embellished.

Adds Stage Covering

Singmaster points to the addition of a grandstand stage covering as the most important change inaugurated at the annual this year. The covering saved the association approximately \$25,000 in grandstand receipts as shows went on as scheduled despite rainy weather. This unit was also hurriedly planned and erected and there were some bugs. But these, it was determined, can be easily remedied in time for next year's annual.

Typical of the unlimited ambition of the prexy planning the future of the Allentown annual is the proposed \$3,000,000 Coliseum. The building, which could conceivably become a reality within the next few years, would be equipped to house every type of major indoor sports and show event, including ice shows. The ground floor would be given over to a farmer's market.

Shortly after Singmaster took over as head of the fair, the horse barns which are beyond repair, were razed. Nags will hereafter be housed in tents. This does not mean that horse racing will be retained and an effort will be made to improve it.

Character Unchanged

Actually, the character of Allentown, which makes it unique among annuals, is in no danger of being warped by the proposed changes. The presentation will remain pretty much the same with the stress placed upon general improvement.

Singmaster embarked on his new job owing allegiance to no one. As might be expected, he was besieged by suppliers handling every conceivable type of commodity that a fair might be interested in. He took his time and studied at first hand the products offered and made his choices.

In buying talent, Singmaster's yardstick is Broadway. He is only a couple of hours away from, and a frequent visitor to, the Times Square sector. He compares the Allentown grandstand offerings with the \$6.60 offerings in New York and expects them to stack up in every department—talent, lights, costuming and scenery.

Then, just to make sure, he has a preview look at Ottawa to see the unit he'll have at its annual.

Prowls the Grounds

The same approach is used in formulating the midway presentation and the line-up of Allentown's innumerable concessions. There isn't an inch of the 46-acre plant that he doesn't find time to prow through. Sanitary facilities were renovated and added to add to patron comfort.

The association has long owned 230 acres located on the outskirts of town between two main highways and bisected by a railroad. But there is no plan to move the annual from its present location which is within walking distance of the business center. The association also has an office located in the business section. It is planned to locate the fair offices permanently on the grounds, which are well located for convenience, and to build a huge ornamental memorial gate.

There isn't any limit to Singmaster's vision, and he regards nothing as impossible if it has a bearing on the future development and progress of the fair.

The Singmaster's have one daughter, Mrs. Ann Louise France.

Yule Show

Continued from page 44

of a tented production at this time of year.

Hein, a manufacturer of Christmas tree ornaments, staged an eminently successful holiday show here last year in an unused factory building which was then available. This year, lacking permanent facilities, he decided to stage the show under four tents set up at the local race track.

The opening was reported good with an estimated 7,000-8,000 on hand. Patrons attending on other days did not stay long because of the cold and dampness.

Ops Take Licking

A. Hymes, concessionaire, who held the exclusive on novelties and eating stands with contractual obligations amounting to about \$6,000 for the full run, reportedly lost several thousand dollars. Hunt Bros. Circus, which was contracted to furnish big top attractions for the event at an estimated \$1,800 a week, reportedly took less.

Diek Coleman, owner-operator of Coleman Bros.' Shows, Middletown, Conn., who furnished sides at the successful 1949 event, and was tentatively scheduled to repeat this year, backed away when it was announced that the promotion would be staged under canvas. A Bill Jones bingo unit also blanked out.

Keller Plans

Continued from page 44

objection to the innovation—that the front would reduce cat sniffs essential to the success of the net—was overcome by placing a microphone in the cage. Keller is proceeding with plans to have a regular cage filled with a glass front for future theater dates.

Two Video Shows

Altho Keller said he liked TV dates, he added that the work for a novelty act such as his was too spotty to amount to much. His first television date came in September and was followed by one Saturday (2). Prior to that he played Shrine circus stands in Houston and Fort Worth.

Upcoming are stands with Polack Bros.' Easter Unit, Lansing and Flint, Mich. Keller also will make dates with Shrine presentations at Minneapolis, Syracuse and Hartford, Conn. This work, starting right after Christmas and interspersed with theater dates will take him into next April. Leo Grund, also of the Hamid office, is lining up a video date on Super Circus, emanating from Chicago, that may possibly be geared with Keller's Michigan appearances.

Keller will add a 10-month-old jaguar, already chairbroken, to his act for the next date, giving him a total of 11 cats. He said he has sought a jaguar for several years and that the new addition will be groomed for a rolling ball turn.

Buffalo Opener Set For Late in April

BUFFALO, Dec. 16.—The Buffalo Shows will open their 1951 tour the last week of April, it was announced by Howard Potter, general manager. Potter is currently lining up early season firemen's conventions for 1951 and plans to make fair meetings in forthcoming weeks.

One of Al Boxall's bingo units has again been booked for 1951, said Potter, and several vet concessionaires are signing.

Business slipped below 1949 figures the past season, said Potter. Confining its route to New York and Western Pennsylvania, the show encountered bad weather early in the season in Pennsylvania and did not have a winning week until the Cortland, N. Y., date the first week of June.

An auto accident further complicated the season for Potter, inasmuch as he had to spend several weeks in a Herkimer, N. Y., hospital.

At the close the Bush family joined the Prell org; Frank Welch went to Binghamton, N. Y.; Mrs. Stewart, New York City; David Logan and family, Georgia; Mr. and Mrs. O. J. Bach, Florida, and the Silver brothers took their whole ride and stores on a tour of late fairs in Maine.

Amusement Tax Out At Estevan, Sask.

ESTEVAN, Sask., Dec. 18.—City council here has tossed out its amusement tax which was to become effective January, 1951. Several organizations, including the Estevan Agricultural Association, had previously objected to the tax.

Pick Doolan

Continued from page 51

Ed Brown, Hott Campbell, L. G. Chapman, Al Cohn, Sam Doiman, Bob Downie, David Friedenheim, Ray Holding, George Lauerman, Louis Leas, David Callahan, Joe Mead, Sam Abbott, Harold T. Mook, C. E. Moore, Harry Phillips, Ray Rossard, Joe Steinberg, Eddie Taft, Elmer Velare, Bob Schoonover, Frank Zambrini, Harry Rawlings, Lee Smith, Newton Stone, Eddie Harris, Moe Levine, Harry Mann, Harry Merkel, Sam Coomas, Ernest McCarthy, Rudy Jacob, Norman Schue, Clarence Allton and James Brown.

Building trustees named were J. Ed Brown, 5 years; Everett W. Coe, 4; E. O. Douglas, 3; Mike Kreiss, 2; and Joe Krug, 1. James Dunn was named to the cemetery board to serve five years.

At the conclusion of the discussion over the official line-up, Conklin thanked members of both parties for getting together for the progress of the club.

Mike thanked his supporters on the independent ticket for their consideration and hoped for their continued support for the good of the club.

Craner Eyes Future

Continued from page 51

door shows be allowed to carry on. He took the stand that any effort to curtail them, under present conditions, would be an unbalanced regulation.

The matter of future operation was discussed, Craner said, with Nathan Cohn, Western Show Owners' Association secretary.

Craner said that he had been considering several propositions but that at the present time "nothing is status quo;" with nothing likely to happen until the international situation is cleared up. However, a number of event committees have set meetings for soon after New Year's and that he hoped by then 1951 operations could be definitely outlined.

Ballyhoo Bros.

Continued from page 52

back 30 head, which will be sold to Wild Life showmen to give them the most unusual exhibit as well as getting their money back by leaving the buzzard coats to the shows they are with for the purpose of cleaning the lots after tearing down.

Pete Ballyhoo, who has much faith in the venture, advised: "As a member of the old school, may I say, 'Red might lie to a yoke! During his annual lectures, but he has no reason for lying to me."

Flashbacks

25 Years Ago

Earl Shipley, clown, was signed to work the Lorabaugh-Brown store, Oklahoma City, during the Christmas holidays. . . . Henry Kern was engaged as Gentry Bros' Circus bandmaster for the 1928 season. . . . William J. Lester was re-engaged for the 1926 season by the John Robinson Circus as local contractor. . . . Canadian Association of Exhibitions elected Percy Abbot, president; Col. Sydney E. Francis, vice-president; Sam W. Johns, secretary, and J. R. Rattie and James E. Paisley to the executive committee. . . . E. F. Carruthers announced that the World Amusement Service would take over the business of John Jaekel.

The following were named trustees of Spokane Interstate Fair: Jack Hill, F. W. Branson, J. H. Roberts, Harry Goetz, E. E. Flood, J. L. Smith, C. L. King, J. W. Graham, J. L. Paine, E. F. C. Van Dassel, J. Goldstein, George A. Phillips, C. D. Randall, J. S. Ramage, L. M. Davenport, D. L. Huntington, H. L. Peyton, Glen Hunter, T. S. Grutta and M. M. Oppenheimer. . . . C. H. Saransen, Ocean City, Md., took a five-year lease on 36 feet of ocean front facing the Boardwalk there for construction of booths. . . . Joseph Geller, in partnership with Capt. David Lallip in the amusement company bearing the latter's name, announced he would take out his own show under the title of Geller's Exposition Shows.

Jack Stanford was confined in U. S. Veterans' Hospital No. 99, Excelsior Springs, Mo. . . . W. H. Brownell joined the Wise Shows in Florida as promoter and press agent. Frank Ward closed with the Walter Savidge Amusement Company and opened a sandwich shop in Mankato, Minn., his home town. . . . T. W. (Slim) Kelley's Side Show, which closed with the Boyd & Lunderman Shows, joined Billie Clark's Broadway Shows with Perry J. Starck as manager and Frank Kelley heading the commissary department. . . . Pearl Weber, serialist and iron jaw performer with the Hagenbeck-Wallace Circus, was wintering in Chicago. . . . Frank Shive, catcher with the Charles Siegrist Troupe, was recovering from illness in Los Angeles. . . . George M. Burk closed with Billie Hert's Wagon Show as boss hostler and located at the New York Hippodrome. . . . John L. Downing, circus waiter, was wintering in Billings, Mont.

Deaths: Frank Howard, circus man; Frank M. Osborn, carnival bandman.

10 Years Ago

Twenty-four units of the Du-four & Rogers operation at the New York World's Fair grossed \$628,597 in 1940. . . . Mel H. Vought, owner of the State Fair Shows, completed a deal with G. C. (Doc) Crowley, owner of Crowley's United Shows, whereby the latter's rides were added to the State Fair Show for 1941. . . . Sally Rand was a speaker at the Showmen's League banquet and built on the subject, "Right or Wrong, Showmen." . . . Samuel J. (Doc) Scheidter's World's Assembly of Strange People opened a week's stand in Prosperity, S. C., with the following line-up: Ella

Fielder, Prince Zyke, Lady Hilsana, Scotty McNeil, Marvo, Texas Slim Durston, Fred and Miss LaVer. . . . Zack Terrell, co-owner of Cole Bros' Circus, bought out the interest of Mrs. Jess Adkins. . . . Chester Sherman, of the Kenneth Waite Troupe, was clowning and doubling as Santa Claus at McAlpin's, Cincinnati.

The Arnossens, Barney and Jimmy, veteran clowns, were engaged for three weeks by the John G. Myers department store, Albany, N. Y. . . . Grover Nitchman, Cole Bros' Circus clown, was working with an Indianapolis dry cleaner. . . . Capt. Roland Teslor reported completion of 30 weeks of park, fair and indoor circus dates for George A. Hamill. . . . Henry Luaders, of United Booking Association, Detroit, was reviewing production plans for two revues and a minstrel show to play 1941 Midwestern fairs. . . . Board of commissioners of Tennessee State Fair, Nashville, re-elected Judge Linton Hickman, chairman, and continued Phil C. Travis as general manager.

Howard County Agricultural Society re-elected O. A. Holcomb, president; C. E. Farnsworth, vice-president, and Paul Farnsworth, treasurer. . . . Folk County Fair Association, elected H. L. Hamer Erickson, president; Odd Eide, vice-president, and Joseph Resaland, secretary. . . . Greenup Cumberland County Fair Association, Greenup, Ill., re-elected Ernest Sedgwick, president; Fred Wylie, vice-president; Preston Jovins, secretary, and J. A. Campbell, treasurer. . . . W. H. (Duke) Brownell, off the road for several years, reported that he would return to the carnival business in 1941. . . . Dolly Dimples Geyer, fat girl; her husband, Frank, and Buddy Rush returned to their tourist camp in Orlando, Fla., after closing with the Cumberland Valley Shows.

Deaths: Oakley Barnhart, circus man; Harry Beutlum, outdoor showman; Mrs. Mary Buck, circus woman; Chester A. Fry, circus trouper; J. Price Kelly, fair man; Frank J. Krusie, circus man; Fred G. Mitchell, fair man; William T. Tappan, resort man.

Allen Names

Continued from page 51

Watson, John McCormick, Dan Thaler, Ben Weiss and Louis Reiben; jamboree, George A. Hamid, chairman; Jack J. Perry, co-chairman, and James Corcoran. Membership, Sam Levy, chairman; Phil Cook, co-chairman; Irving Sherman, Dan Thaler, Arthur Campbell, Louis D. King, Morris Brown, Gerald Snellens and William Lish, new home, Jack Rosenthal, chairman; Vincent Anderson, co-chairman; James E. Strates, Clem Schmitz, Max Hofmann, George A. Hamid, Izzy Cellin, Frank Bergen, Oscar Buck, Phil Issery, Isador Thiers, Charles Wertheimer, Stanley Walton, John Weisman and D. D. Simmons.

Publicity, Jim McDugh, chairman; Gerald Snellens, co-chairman; Johnny J. Kline, Ted Wolfgram and Leonard Traube; ways and means, Gerald Snellens, chairman; Irving Sherman, co-chairman; Harry Rosen, Morris Vivona, Morris Batsky and Louis Reiben.

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WANT SMALL MERRY-GO-ROUND

Must be in good condition. Mail picture, describe horses, engine, rotor and sound, canvas and size. Please give age, price and location in first letter.

SUNSET AMUSEMENT CO. DANVILLE, ILL.

P. O. BOX 408

WANTS—GENERAL AGENT—WANTS

Must know his stuff and be able to handle publicity. I do not want a Billposter, "Red Head" or his kind. I want one who must have to be told one thing and what to do. This is a seven-ride show with a free gate and carries no racket at all time, playing Middle West and Southern States. Reputation of this show is one of the best. MUST BE ABLE TO HANDLE PUBLICITY AND REMEMBER BUSINESS IS NOT WHAT IT WAS YEARS AGO. ALSO SEND REFERENCES.

NESSLER'S SHOWS SANDOVAL, ILLINOIS

INSURANCE

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175 W. JACKSON BLVD
CHICAGO, ILLINOIS

NEW IMPROVED CHAIR PLANES

21 seats, La Roi engines, Portable Steel Pulling Frames for Riders.

RIDE-HI MFG. CO.
Murrysville, Illinois

JACK KING

Who operated Cookhouse and Hall Games on various shows including Billings, Amuse Co., Lawrence & Greater Shows, MetLife-Belton and others, for just 30 years, died of cerebral hemorrhage Nov. 22 at his residence, 1130 Reno St., New Cumberland, Pa. Buried in Troy, N. Y.

Club Activities

Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, Dec. 16.—Acting President Estelle Regan called the meeting to order in the absence of Goldie Fisher. Also on the roster were Norma Lang, treasurer; Verma Schatz, secretary; Babe Weinstein, Mimmie Quinn and Gertrude Donnelly.

Cards of thanks were read from Leva Vellins and Marguerite Lohmas. First prize, donated by Nell Allen, was won by Ida McCoy; second prize, donated by Estelle Regan, went to Gertrude Donnelly. Daisy Davis is on the sick list.

First party of the year was held in the International Association of Showmen's clubrooms. A Janet lunch was served by Edwin Schantz, assisted by Verma Schantz and Elizabeth Megar. Myer Katz was in charge of the cloakroom assisted by Walter Payne. Frank Stiles was on the receiving committee.

Goldie Fisher's pillow slips were won by Janet Besand. Teresa Sidenberg donated a \$10 permanent wave which was won by Esther Speront. Third prize, donated by Nell Allen, was won by Florence Cobb. Door prize, donated by Lotis Frances and Florence Cobb, was won by Morris Katz.

In attendance were Buff Hottle, Estelle Regan, Mr. and Mrs. Eubv Cobb, Mr. and Mrs. Frank Stiles, Mr. and Mrs. Edwin Schantz, Elizabeth Megar, Ed Mahoney, Janet Besand, Frances T. Schulte, Myer Katz, Mr. and Mrs. L. Johnson, Mr. and Mrs. Eddie Campbell, Art Prosperi, Red Kelly, John Roth, Esther Speront, Mr. and Mrs. John Frances, Tom Blinn, L. E. Williams, Frank and Catherine Schulte, Mary Thompson, Jim Flanigan, Mr. and Mrs. Jerry Hoag, Mr. and Mrs. Wes Schumacher, Mr. and Mrs. Robert Heinze, Doctor and Mrs. J. E. Koetting, Mr. and Mrs. Leo Lang, Mr. and Mrs. William VonBehren, Mr. and Mrs. Pope, Mr. and Mrs. Jim Rogers, Walter Payne, Mrs. Teresa Sidenberg, O. L. Higon, J. E. Roth, T. Staln, Joseph T. Roth, Penny Chaisy, Earl Hoffman, Dave Creeley, Mr. and Mrs. Warren Bockwinkle, Joan Zieger, Cecelia Vossmeier, Grace Simon, Lorraine Graff and Pat Miller.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Dec. 16.—Annual election of 1950 officers held the 20th of December. Ediger and Capt. E. H. Hugo was elected president; George Gordon, first vice-president; Ivan Mikaelson, second vice-president; Ted Corey, third vice-president, and L. K. Carter, treasurer.

Al C. Wilson was re-elected secretary; George Elser, was re-elected warden, and George Sargent was re-elected conductor. Three new members elected to the board of directors were Sammie Ansher, Ted Corey and George Gordon.

Ticket sale for the annual banquet and ball is doing well. Annual event will be held in the Georgian Room, Hotel Continental, December 31. The Ladies' Auxiliary's lucky party will be held in the clubrooms December 30.

The Saturday night jamborees will be held each week.

National Showmen's Association

1564 Broadway, New York

NEW YORK, Dec. 16.—Contributions for the Shut-In Fund have been received from Vincent Anderson, Morris Balasky, John Weisman, Joseph Greengrass, Herman Moskowitz, Harry Weinraub and others.

Vice-president Phil Isser just left with Al Horowitz for Miami, while a letter has been received from Edward Elkins sending greetings from the South. Larry Neumann is journeying to Hot Springs, Ark. for several months. An application for membership has been received from Tom O'Connell sponsored by Jim McHugh which will be acted upon at the next meeting of the Eligibility Committee.

Showmen's League of America

400 S. State St., Chicago

CHICAGO, Dec. 16.—The regular Thursday (14) meeting was presided over by Lou Keller, assisted by S. T. Jessop, vice-president; Walter F. Driver, treasurer, and Joe Streiblich, secretary.

It was announced the regular December 21 meeting has been cancelled to permit the Christmas party committee to work on arrangements. The welfare committee announced that members on the sick list would receive the usual Christmas flowers.

All members entering military service will be excused from paying dues until the end of the fiscal year in which their term of service is terminated.

Ernie A. Young was appointed general chairman of the 35th annual banquet and ball. Dave Malcolm will chair the President's Party with Bill Carsky and Lefty Ohren as co-chairmen. George W. Johnson will head the registration committee during convention week. Bob Seery was named chairman of ways and means with Jack Duffield as co-chairman.

Other committee heads include Morris A. Haft, cemetery; Harry Simonds, co-chairman; Joe Shapiro, welfare; Rev. Marcel Lavoy, funeral; Rube Liebman, membership; Bob Seery, Ralph W. Glick and Jack Hawthorne, co-chairmen; S. T. Jessop, finance; George W. Johnson, co-chairman; Herb Denton, press; Melvin L. Harris, house; Peley Pivor, co-chairman; Charles Zemater, entertainment; Charles (Chuck) Zemater Jr., co-chairman.

Lease on the present quarters expires February 28, and will not be renewed. Morris A. Haft and George Johnson have been appointed a committee of two to investigate new housing.

Christmas dinner will be served in the club by the house committee. S. T. Jessop left recently for his annual Florida vacation and while there will represent the Showmen's League at the Miami Showmen's Association banquet. Lou Leonard and his family left for the West Coast.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Dec. 18.—Monday's (11) regular meeting saw President Robert Morrison occupying the chair. Also on the roster were Third Vice-President George Harris, Treasurer Louis Rosenthal, Chaplain Edward Ford, Attorney Leonard Simons and Auditor Joseph Lattin.

Regular business was suspended to permit officials of the 13th precinct to address the body with a view to securing volunteers for Civilian Defense service.

Chairman Sam (Pork Chops) Ginsburg reports that the success of the Children's Party December 24 is practically assured due to the generous response to his appeal for donations. For the first time in the club's history it will hold its installation ceremony in conjunction with the Ladies' Auxiliary in the Coral Room of the Fort Shelby Hotel January 10. Ben Miller, R. Robbins and Past-President Jack Diekstein are co-ordinating their plans with those of the Auxiliary.

Visitors included Jack Baillie, John Corigan, Irving Rubin, David Maskoran and Harry Goldberg. Sidney Marmon is recovering from several broken ribs sustained in an auto accident. Raymond Audette and John Fleming are hospitalized. Past President Jack Gallagher also is in the hospital for a series of X rays.

Ladies' Auxiliary Officers on hand at the regular meeting were: President, Rose Lewiston, Past President Hattie Wagner, First Vice-President Clara Silber, Second Vice-President Peggy Cohen, Third Vice-President Leona Bennett, Treasurer Charlotte Richardson and Secretary Dorothy Gold.

Auxiliary presented the men's club with a check for \$1,000 toward the building fund and a check for \$200 for the Children's Christmas Party in addition to a check for the cemetery fund.

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CHICAGO, Dec. 16.—Last meeting saw Jeanette Wall, installing officer, usher out the old officers and replace them with Bessie Moosman, president; Claire Sopenar, first vice-president; Lillian Lawrence, second vice-president; Veronica Potenza, third vice-president; Irene Coffey, financial secretary, and Wanda Deipa, treasurer. Night's award, donated by President Moosman, went to Irene Coffey. Named to the various committees were: Finance—Edna Stenson, chairman; Jeanette Wall, Lucille Hirsch, Betty Broderick, Pat Seery and Marge Freis; Ways and Means—Helen Wettour, chairman; Eva Shine, co-chairman; Edith Streiblich, Molly Foster, Anne Young, Opal Rossi, Marianna Pope, Frances Berger, House—Betty Shea, chairman; Eva LaRoy, Isabell Brantman, Agnes Barnes, Geraldine Muscarello; Press—Lillian Lawrence, chairman; Clara Etta Barker, co-chairman; Hattie Hoyt, Billie Biliken, Ann Doolan, Ann Roth; Welfare—Ann Sleyter, chairman; Helen Wettour, co-chairman; Ruth Wilton, Emily Belle, Charlotte Wright, Ann Doolan, Bello Lazar, Esther Weiner Shotzberger, Emma Atzel, Edna Laures, Billie Biliken, Lucille Hirsch, Rebecca Daniels Lotsey, Elizabeth Jacks.

Edith Streiblich was appointed chaplain; Jeanette Wall, corresponding secretary; Katie Owens, club mother; Mary Martin and Frances Berger, sentinels; Betty Shea, hostess and Josephine Glickman, co-chairman.

Letters were read from Clara Etta Barker, Sophia Gleason, Ruth Martone, Grace E. Parks and Mac Oakes. Daisy Davis was reported ill in Majestic Hotel, St. Louis. Sympathy was extended Emma Lotch whose mother passed away and Daisy O'Donnell, whose father-in-law died.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, Dec. 16.—President Joe Krug conducted the regular Monday night (11) meeting with Hunter Farmer, Louis Manly, Al Weber and M. J. Doolan on the roster. They were joined later by J. W. (Patty) Conklin, toastmaster of the annual banquet and ball.

Secretary Manly reported the restaurants of Leo LeDeaux and Harry Cooper. John Bock and Jack Gorgio were elected to membership.

Sanny Dolman, Memorial Day services chairman, thanked Joe Mead, Ed Kennedy, Fred Donnelly, Walter Connors, Ted LeFors, Bob Downie, Bob Lucas, Maxie Hillman, Al Weber and Joe Krug for their assistance. Dolman was given a rising vote of thanks.

Hunter Farmer predicted a gala event for Past Presidents' Night Monday (18), while Norman (Dutch) Schue said things were coming along fine for the Christmas Day dinner. Charlie Walpert heads the committee for the New Year's Eve party.

James Dury reported that Charles Soderberg was recovering. When it was learned that Patty Ryan was in need of a wheel chair Conklin instructed the club to supply it and send him the bill.

Conklin discussed briefly the federation of show clubs and urged members to have a representative in Tampa for the Florida State Fair.

Ladies' Auxiliary All officers and 73 members were on hand for the December 4 meeting called to order by President Lillian Schue. New members are C. Martin, Faye Wade, Clara Beck and Dorothy Pederson. Ida

Greater Tampa Showmen's Assn.

Tampa, Fla.

Ladies' Auxiliary Mrs. C. J. Sedlmayr Jr. presided over the Wednesday (6) meeting with 83 members present. Officers present included Mrs. Paul Kleider, first vice-president; Mrs. Leo Carrel, second vice-president; Mrs. Eddie Young, third vice-president; Mrs. Jimmy Owens, treasurer; Mrs. F. Fillingham, recording secretary, and Mrs. Freddie Cooper, corresponding secretary.

New members were Vera Bailey Hauck, Carol Abraham, Jewel Veima Jones and Rosalie Gattis. Mrs. Eddie Young presented the club with a new flag. Vera Hauck also presented the Auxiliary with a flag. A thank you note was read from Mr. Frank Campbell.

Betty Hartwick, of the sick committee, asked that all flower banks be turned in at the next meeting.

June Boyles, of the ways and means committee, appointed all committees for the fun festival to be held December 16-17. They are apron booth, Kitty Burkhardt, Ida Martin and Zelma Hertz; baked goods, Ella Stoppel, Grace Fleming and Vannie Hardman; candy, Bette Rogers, Gloria West, Leslie Ford and Clover Fogle; flowers, Dena Berni and Ellen Edwards; fortunetelling and hand-writing analysis, Arlene Cooper, Jerry Rubin and Ruth Wilton; Kay Yennie and Blanche Lemish.

Greeting cards and wrapping paper, Betty Hartwick, Lois Turvoh and Vera Larkin; handwork, Arlene Kenter, Gladys Brod, Susan Stuart, Ethel Garland, Phyllis Malenfsch and Kittie Sutton; jewelry, Lois Sedlmayr, Helen Julius, Geraldine Gaughy and Marie Caughey; miscellaneous booth, Hazel Maddox, Aileen Demay, Nell King, Virginia McGee and Betty Lee Morgan; Penny Arcade, Myrtle Jetter, Evelyn Kleider and Vannie Hardman; toys, Flo Pontleu, Vera Hauck, Mary Staszek, Martha Sutrain and Elsie Johnson. Helen Thompson will be the cigarette girl.

Ellen Edwards, of the Clover Garden Circle, will enter a Christmas wreath in the Shell Point Garden Circle contest. Nell King and Martha Sutrain were named co-chairman of the bowling team.

Following the meeting entertainment chairman Esther Young led community signing with Eddie Lowe at the piano. Mrs. Young, Arnel and Elsie Johnson, Helen Thompson went thru a dance routine. Mr. Larry Ford won the treasure hunt, getting a miniature oirdrage with a silk scarf and a \$5 bill. Evelyn Kleider won the door prize. Meeting closed with refreshments.

Delno, May Stuart and Patti Cooke are recovering from recent illnesses.

Letters from Marie Densmore, Mildred Blair, Ida Delno and Ruth Brennan, Madge Buckley and Marie Lewitt were read. Ediger award was won by Clara Connors and the door prizes, donated by Delores Surtees, Elsie Suter and Jenny Parry, went to Les Sturm, Ann Doolan and Lillabelle Williams.

Winners at the bingo game held in the clubrooms included Mable Brown, Bertie Youden Davis Whitaker, Mae Mortenson, Lillian Schue, Esther O'Kelly, Charley Griner, Dan Stover, Rusty Rice, Norma Burke, Maxie Helman, David Cohen, Gladys Mackey, Wilma Goudy, Marion Newsom, Eva Stack, Butch Cohen, Steve Lucas, Marie Rhodes, Grace Mierkle, Gladys Mackey, Lou Manley, Kenneth Paine, Marie Mead, Helen Henn, Al Weber, Jan Schue, Moe Levine, Stella Linton and Johnnie Fahrman.

Nelson's

BEMIDJI, Minn., Dec. 16.—Owner Archie Nelson announced this week from local quarters that the shows will play Montana and Wyoming in 1951 in addition to regular territory in Minnesota and the Dakotas.

John Froemming, concessionaire, was inducted into the armed forces, as was Eddie Brown, of Cass Lake, Minn. Work begins in quarters January 10. Management is nullifying plans to present a free attraction next season.

After the fair meetings, Mr. and Mrs. Archie Nelson will visit friends in Arkansas, California and Texas.—DELANO NELSON.

Winter Quarters

Midway Exposition

HOLDENVILLE, Okla., Dec. 18.—Org's equipment is stored at the fairgrounds here following the season's finale at Garbon, Ark.

Season was spotty, according to J. B. Leeright, owner-manager.

White Evans, Mr. and Mrs. Clyde Joe and Mr. and Mrs. Peavy left quarters with a small unit for the South. Destinations of other personnel were: Ralph Bowers, Lincoln, Neb.; Mr. and Mrs. Clarence Bollig and son, Boggs, Okla.; Eddie Bollig, Hayes, Kan.; Mr. and Mrs. Mac McCoy, Oklahoma City; Mr. and Mrs. Orval Smith, Omaha; Fred Shuffelt, Chicago; Mr. and Mrs. George Yocmede, Goodland, Kan., and Frank Leeright and Jimmie Starr headed south.

Mad Cody Fleming

HICKOX, Ga., Dec. 16.—Shows moved into local quarters after closing the season in Jesup, Ga. The 29-week tour was a winner despite the fact that the shows encountered much inclement weather. At Waycross, Ga. a tornado tore up several thousand dollars' worth of equipment.

The Deans left for Thomaston, Ga., for the winter, while Jerry Graer went to Miami; Pete Smith to Vidalia, Ga.; the Pallenenses, Ruskin, Fla.; Cecil Rice, Florida; Bill Ramsey, York, S. C.; the Tribunenses and Smokey and Julian Strickland, Jesup, Ga.; Lee Spain, Atlanta; Bill Knox, Hickox, Ga., and Mr. and Mrs. Mad Cody Fleming, Ruskin, Fla.

Southern States

LAKE CITY, Fla., Dec. 16.—Shows, which closed their season at a downtown location here are being moved into winter quarters just outside Tampa. Org was the first inside the city limits here in four years.

Quarters work gets under way soon and all equipment will be repaired and repainted. Shows again will operate next summer at Long Beach Resort, Panama City, Fla., marking the 50-fifth consecutive season at the spot. The writer and Mrs. Davis will winter in Southern Florida.—JOHN B. DAVIS.

Moore's Modern

LAREDO, Tex., Dec. 16.—Shows closed the season here. Owner Jack B. Moore brought down a 10-point buck on a hunting trip and upon his return to the shows hosted the personnel at a venison dinner. Mr. and Mrs. Loos were special guests.

Jack and Esther Speront went to Aransas Pass, Tex., for the winter, while Mr. and Mrs. Peterson will winter in Dallas. Mr. and Mrs. Harry Madison went to New Orleans; Mr. and Mrs. Denard, Mexico City; Kitty Kelly, South America; Mr. and Mrs. Ediger, Edgar Bruce, Evansville, Ark.; Mr. and Mrs. Seitz, Lake Charles, La.; Walter Anderson, Hot Springs; Mr. and Mrs. Isenhower, Indianapolis; Jack Smith, San Antonio, and the writer and wife, Doris, Los Angeles. A crew will remain in quarters.—BUDDY BUCK.

Mid-Way of Mirth

TRENTON, Ill., Dec. 16.—Rides and other equipment are stored here. Owner, Esther Speront has a large warehouse on her three-acre plot here.

Dick Thornton and his agents, Ann and Charley Kalkic, joined Nately Shows in Louisiana. Curley Nately went to his home in Livingston, Tex., while Ray and Billie Loman and their daughter, Joyce, will winter in La Fayette, Ind.

Bill Nestler went to Iowa; Roy Spears, St. Louis; Mr. and Mrs. Carl Pope, Trenton; Mr. and Mrs. Stanley Warwick, Dallas; Mr. and Mrs. Cleo Squall, Hot Springs; Jack and Melvin Rogers, Little Rock; Mr. and Mrs. Brewer, Illinois; Mr. and Mrs. Ed Matlin, Hot Springs; Marie and Everett Murrehead, Decatur, Ill.; George Barrett, North Carolina; Henry Harris, West Virginia.

Mr. and Mrs. William Davis and Johnny Davis and family went to Morpysboro, Ill. Remaining in winter quarters are Jimmy and Eva Rogers, Frank Lavall, Calvin Landrum, Ted Lewis, Wiley Wentworth and Jimmy Wilson. Owner Speront will remain here until January 1 when she goes to California.—ROSIE DAVIS.

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3073 WALKING PEACOCK. 7.20
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Continued from page 55
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Pipes for Pitchmen

by Bill Baker

M. C. McARTHUR... old-time pitcher, is at his home in Seattle, where he plans to launch a novelty layout soon.

Too much talk sometimes results in too few passouts.

DOC M. M. WOLFF... old-time pitcher, is at his home recovering from a recent operation. He plans to head for the West Coast when he has fully regained his health. His hospitalization period gave him time to reminisce a bit, so he put the following together: "Fifty years ago in Pilechom, Will Davis was purveying tiger fat and Vital Sparks on the corner of Dupont and Market streets in San Francisco with his usual success. Old Man Bell was offering spitfire, glass

cutters and memo books at Kearney and Pine streets. A block further down on Kearney, Gypsy Smith was passing out the good old oil. Bill Pearson was selling slum packages on the same street. Sammy Mangus was jamming in the San Joaquin Valley. Tommy Steiner, the fellow who broke me into the business, was idling away the winter after successfully jamming at opera houses on the West Coast. Lew Dorsey was offering gummiel fountain pens and slum packages at Golden Gate Avenue and Market Street. Alex Marshall was jamming electric bells and squaring them with liver pads at the Cliff House. Alex Barth was sneaking the hot spots with flower buttons. Big-Foot Wallace was hibernating in Kansas City, Mo. All of these fellows were capable workers.

Don't confuse last year's profits with the coming year's gross.

HENRY H. VARNER... reports from his Akron haunts that the holiday season there is giving evidence of being a bright one. He adds that a marionette man is doing his stuff for the mopets in the windows of a downtown department store.

JACK LACY... former pitcher, was the featured speaker at the Detroit Advertiser Club's weekly luncheon meeting in the Motor City December 1. Star Salesmanship was his subject.

Famous last words: "I don't need advice on how to conduct my pitch."

LORIN DANIELS... of magic note, is purveying tricks at the Katz store, Oklahoma City, to reported good takes.

EARL PATRICK... former street worker of note, is a patient in the Forsyth County Tuberculosis Sanatorium, Rural Hall Road, Winston-Salem, N. C., and would like to read letters from friends.

BOB STONE... well known to pitchmen, is night manager of the Katz Store, Oklahoma City, and has charge of all floor demonstrations.

Did you ever try to open a town once it's been closed? Keep 'em open fellows.

CHIC DENTON... and Alexander Pasha are still going along in good style at their

Ia. Mgrs.' Confab

Continued from page 50

need badly and this should be our first step toward improving our grounds. This building will pay for itself faster than any other building we have and will also take care of the financing of other improvements as time goes on."

Also in the forum were L. S. Lein, Maquette; Joe M. Wansing, Denton; H. Hibbs, Vinton, and G. L. Derr, Des Moines. Other speakers included Mayor A. B. Chambers of Des Moines, who welcomed the fairmen; Ken Kramer, Vinton, on PFA and its place in county fairs; Prof. A. E. Cott, Iowa State College, fair problems in flower displays, and Dr. Floyd Anderson, dean of agriculture at the college.

The association, in an effort to set up a uniform code with regard to junior exhibitor admission charges, passed a motion recommending that all Iowa county fairs charge admissions to junior exhibitors as well as commercial exhibitors by use of an exhibitors fee.

An overflow crowd attended the annual banquet Tuesday night, where Iowa's Gov. William S. Beardsley gave the key address. Acts in the floorshow, which followed supper, included Bert Nagel and Company, novelty; Johnny Marco, juggling; the Robertsons, hand balancing; Balforte Marionnettes; Whitson Brothers, Risley; Harris Nelson, emcee, and a six-act line. Keith Killinger's ork provided the music.

HOW TO MAKE A FAST BUCK

By Tom Kennedy

Because I have a few leisure moments on my hands, instead of taking my Mickey Mouse watch apart and putting it back together again as I usually do when I want to kill time, I am banging out this dribble on my trusty portable. All of which is in answer to several requests that I send in a pipe.

Here it is. And aren't you sorry you asked for it? Several hundred (well, perhaps, a dozen or so) have been asking me to again regale readers of these columns with the exploits of those two sturdy characters, Count Selwom Skoff and Doc Lushwell. Believe it or not, but our two chums are resting up for the ordeal that lies ahead of them, when they will appear in a book I am working on. They will fill thru the pages at intervals, pausing long enough, perhaps, to toss in a shill for Phil (PI) get it for you wholesale) Kraft and Madaline Ragan, who is still one of the smartest gals in the plich business.

I read a few months ago where my friend, Jack Scharding, is putting out a book entitled: "How To Live Without Money." I only hope he is serious because I want to send a copy to an individual I know. A few years ago I loaned this character \$30, and when the bum finally repaid me, after I had to phone him long distance, he deducted the cost of the money order and register fee. Which is a new low in something or other. But I guess I can consider myself lucky. I know others he took who are still on the waiting list.

You've heard the radio program: It Pays To Be Ignorant. Doc and the Count told me they had an idea for a new program they were going to call: It Pays To Be Honest.

It seems they got the idea from a couple of guys who made a fortune with flukem and horn nuts. Our two chums joined up with two other stalwart characters they met on the fair circuit the past season, namely Whiskey Nose Willie and Sly Eye Ernie. These two gentlemen contribute in no small way to the welfare and comfort of the various tavern owners around the country.

On the fairs they worked pens and spot cleaner. They told our two chums it was the Larry pen and the Count said he didn't recall the name. They insisted on filling each pen for the customer. After putting out a gross of pens they would start in on the rad, which would take out all kinds of stains, including ink. Those who bought the pens came back later to buy the rad package.

Doc and the Count were still on the loose this summer and they made the rodeo at Pratt Falls, Mont. When a native asked the Count if he had ever lassoed a steer, the Count told him no, but explained that Doc was pretty good when it came to bull throwing. But they enjoyed themselves. And Doc told me later they had more fun than Big Al Wilson with his barrel of monkeys.

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"Lend me a hand"

JOIN "MARCH OF DIMES"

Rocking Chair Osage Herb Store, Dallas.

SIGHTED RECENTLY visiting in Oklahoma City were Marie Brown, of jewelry note, Mrs. Buttons, Mr. Grocer, Kid Smoke and Wayne King.

"I'M WORKING in the Katz Store here," letters Big Al Wilson from Oklahoma City. "I'm pushing toys and mice, and the monkeys are in Smith's Store. Just received fresh stock from Spain and Mexico."

Sounds in the night: "I'm going to begin preparing for next year right now!"

BILL (SLEWFOOT) HANNAH... former pitch ace, is in his second year as room clerk at the Windsor Hotel, Phoenix, Ariz.

NITO ALMENDEREZE... who has been on a good scoring spree with his monkeys, is in Mexico City booking small pet shops for the tourist trade. He plans to meet Big Al Wilson in Oklahoma City and they will attempt to book the monkeys in five and dimers there for the winter. They also have a spot in a zoo booked for Saturday sales, Wilson says.

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COIN MACHINES

VISUAL SALES AID

Uses Photos To Sell Operators CM Service

DENVER, Dec. 16. — Probably the first coin machine distributor in this city's history to use photographs to sell operators on service is Jack Williams, head of Capitol Sales Company.

Williams has specialized in bell machine repairs since the end of the war, along with a complete distributing-repair set-up for phonographs, amusement games and shuffleboard. Upon entering the bell machine field, he made a survey which took him into several States. Everywhere, he found, bell machine operators were distrustful of service organizations, remembering poor service, machines long out of service when needed, etc.

"We already had a worthwhile repair business on other coin-operated equipment," Williams said, "and determined to build up bell machine work by not only telling operators, but showing them what we have to offer."

Pic Promotion

Williams's big shop is one of the most immaculate and efficient in the entire coin machine industry, and the Denver distributor is using photographs to let operators in remote areas see that it is such. Used chiefly for the purpose is the 1950-1951 catalog which he issued

a few months back. This, with a bright orange cover, points out "Colorado's Largest Jobbers and Distributors of Bell Machine Parts and Supplies." Inside are four professional-quality photographs which show the slot parts room, slot repair department, rows of metal cabinets devoted to odd and hard-to-find bell machine parts and tools, plus the console repair department, newest addition to the line.

A caption beneath each picture indicates that the Capitol firm is well supplied with both factory trained mechanics and a huge inventory of new and used parts. Much stressed is the fact that orders on parts are filled and shipped the same day. Lastly, a slogan indicates "Others Talk About What They Have. These Pictures Show What We Have!"

Company Policy

Remaining pages include a letter from Williams to bell machine owners, playing up the necessity for good maintenance, a resume of company policy, order sheets, advertising copy, and finally, two more photos of the repair department. Sent out by the hundreds, these photo-filled catalogs have swamped the Capitol shop with bell machine repair work.

War Crisis Impact Greatest In History of Show Business

Continued from page 44

a 1951 raise in the excises is being neutralized effectively on Capitol Hill by a counter move to get the federal government out of the excise tax business and let the States have a free hand in them.

14. Output of juke boxes and similar devices will be affected, along with other "non-defense" items, as NPA steps up its controls program. This step-up is now assured on a more vigorous scale under plans for a new centralized production agency under Frexy Chas. Wilson, of General Electric.

15. Vending machine package supplies will not suffer imminently, and army post exchange requirements may encourage output of some machines.

16. The stepped-up draft calls necessitated by the sharply speeded schedule for building up the armed strength will leave most areas of show business with no priorities for deferment.

17. The Federal Communications Commission (FCC) faces the prospect of being taken over by the military at any time deemed necessary by the President.

Uncertainties Eased

The President's mobilization aims, more clearly defined than he has ever outlined them in the current emergency, will end some of

the uncertainties that have hung over some elements of the entertainment world. In radio-TV, for instance, any lingering doubt is now removed that the TV freeze will stand and that commercial color TV will have to await the emergency's end, no matter what may be the outcome of the FCC's TV allocations hearing and the current imbroglio with RCA on the CBS standards.

Hitting radio-TV hardest is the growing number of control orders by NPA. Aluminum, cobalt, zinc, steel and magnesium have already been drastically cut back, and NPA is now preparing to issue allocations orders by February. Specific industries and commodities will be spelled out in the orders for the first time in the current emergency. Practically every vital

metal is likely to be covered in one or another way by controls by next spring.

Military stockpiling of some of these metals has begun on a large scale, but others which are in civilian shortage are apparently being gobbled up on gray markets.

Shortages of tin will affect radio advertisers such as food products firms and some brewers.

Radio-TV sets, which are already under stringent credit curbs that may be stiffened, will be left

(Continued on page 70)

ASLI Rolls in Dip as Draft Hits Players

UNION CITY, N. J., Dec. 16.—Inroads by the draft into player ranks has slimmed the rate of registration in American Shuffleboard Leagues, Inc. (ASLI). It was learned this week, and has forced a drastic revision in estimates of total membership for the current season.

Earlier this year, ASLI predicted that its rolls would include 30,000 players by registration deadline time (The Billboard, November 4.) But with the deadline, December 20, only a few days away, ASLI brass expects that the final figure will be nearer 13,000, about the same number that joined the organization last year.

Howard James, promotion director, said many registrants cancelled their membership upon being called back into military service. Others who planned to join have held off in daily expectation of presidential greetings. Linking of teams has been affected, as well, because of the uncertainty that they might be up to legal strength (six players) come tournament time.

Advice from ASLI headquarters here to league secretaries has been to pack teams with well over the

(Continued on page 70)

Wildcat Strike Hits Railroad Lines in Chicago

CHICAGO, Dec. 16.—The wildcat strike by switchmen of the Brotherhood of Railroad Trainmen which began here Wednesday (13) appeared to have but a slight effect on the coin machine industry, principally because much equipment is shipped by truck. However, it was pointed out that materials for production sent here from points outside the city arrived via rail and if the strike lasted for any appreciable time it could cause the industry increased concern.

The strike, which started when large numbers of switch crews reported to the railroads they were too sick to work, first hit traffic on the following roads: Pennsylvania, Santa Fe, New York Central, North Western, Nickel Plate, Monon and Soo. Among its early results were the curtailment of steel production at the Wisconsin Steel works and the cutting off to Chicago of shipments of such vital products as coal, cement, brick, tile, sand and gravel.

Japanese Shuffleboard Grows Despite Turmoil

DETROIT, Dec. 16. — Shuffleboard in Japan, a relatively new development as recently reported in The Billboard, is an import from this country, with about 30 boards now in use in the country, according to word from Ralph J. Krzyzsk of Tokyo Enterprises, Inc. He is one of the active leaders in the general export and import company, located at Room 306 Naka 7th Building, Marunouchi, Tokyo.

Most of the shuffleboards now in

Japan are owned by United States Army Clubs. Krzyzsk reported in a letter to John C. Westerdale, of the Detroit Shuffleboard Association.

Most shuffleboards in Japan are standard 22-foot boards, made in this country. However, Tokyo Enterprises has begun to provide an answer to the problems involved in importing equipment of this size across the Pacific by manufacturing a limited number of boards. They are making a bid for the local market, and find that they can do so because there is a considerable time factor in delivery of imported boards, and that they can compete locally on a price basis as well.

Leagues

Shuffleboard leagues, originally under consideration in Tokyo, were dropped for this year because of the Korean war. Despite this, various clubs have held their own tournaments as private intra-organization affairs. Plans are now in the making for a Japan championship tournament to be held in April, and anticipate that changes in the war situation might ease up the working schedule of

(Continued on page 70)

Johnson Bill Status Quo as Time Runs Out

WASHINGTON, Dec. 16.—The Johnson Bill, which would ban interstate shipments of gaming equipment, remained "very much alive" here this week, but at a late hour yesterday no action had been taken.

Congress, as was the case with practically all of Washington, was concentrating on the report to the nation made last night by President Harry S. Truman and the general international situation in general, and, as a result, much important legislation still remained in an unfinished state as the holiday period approached.

There is some talk here that the lame duck session now in progress will carry straight through the end of the year, recessing only for the holidays.

Concord Okays Pinball Games

CONCORD, N. H., Dec. 16.—Pinball machines will become a source of city revenue next year in Concord, it has been announced. Atty. Gen. Gordon M. Tiffany has ruled that there is no law against the non-payoff kind.

The city council has voted unanimously to impose a \$50 annual license fee on every pool table, bowling alley, miniature billiard and ball alley brought into this city.

City Manager Brackett said that the police department had kept pinball machines out of the city prior to the attorney general's ruling.

COIN MACHINES PLUGGED ON TV

CHICAGO, Dec. 16. — Coin machines, representing all phases of the industry including games, music, service and vending equipment, are receiving increasing mention on the nation's TV shows, latter ranging from the much-touted kiddie shows to the elaborate variety and melodrama offerings.

Appearing as toy replicas, actual working units or merely mentioned during the show, each in itself is a plug for the coin machine operator. With TV taking a hold on the American public, anything featured on the millions of home video screens now is certain to be viewed by an intent audience.

\$10,000 Fire Hits Washington Distrib

WASHINGTON, Dec. 16.—A fire which caused approximately \$10,000 damage hit the Hirsh-Mason Corporation headquarters here last week. The fire was caused by a faulty oil burner.

The offices were undergoing the second remodeling-expansion since last summer when the blaze started.

NOTE STEADY EXPANSION

Premium Biz Boosts Income For Distribs, Jobbers, Ops

CHICAGO, Dec. 16. — Despite forecasts made several months ago that the premium biz would fall to hold up, reports this week indicating distrib and jobbers first-hand these items have not only held their own, but have continued a steady expansion. There have been some changes in the picture, with a few larger distrib dropping premium lines to concentrate on games, music and vending equipment, but over-all, the picture is even brighter now than it was last fall.

There are two basic reasons for the healthy inroads made by premium handlers in the coin machine biz in the past six months. First, it has boosted business at both the distrib and the operating levels, and secondly, it has opened up new avenues of revenue for what formerly were straight coin machine firms.

Since the premiums became a factor in the field last summer, distrib have undergone a period of educa-

tion via the "trial and error" school. The swiftness with which they were pushed into this phase of the business brought about a period of overbuying and a wave of mis-buying. However, the mistakes were in most cases quickly rectified, and most firms have now stabilized their stocks, and have, in some cases, brought in new personnel experienced in the premium field, to run this part of their business.

Firms Expand

There is visible proof today of the impact premiums have made on the coin machine field. At least six firms in this vicinity have expanded their facilities to handle the increased business, added personnel, and report a general pick-up in their other lines as a result of the heavier traffic in the premium field.

In the past week alone three firms, First Distributors, Coin Ma-

chine Service Company, and Allied Coin Machine announced additional expansions of their space to handle their increasing premium business. Purveyor, Merrit Industries and Colnex have also expanded their facilities in recent weeks, while such established orgs as World Wide and Empire have found premiums a definite business promoter for their "name" coin machine lines.

New Revenue

Important factors involved are the new sources of income which opened up for the distrib and jobbers. In at least one case, a firm has established two nights a week during which they remain open to handle business from non-coin machine sources. This firm reported this week that the business done on these nights has shown steady increases, and during the holiday season required extra personnel to handle the buyers.

Santa Set for Parties At Coin Machine Plants

CHICAGO, Dec. 16.—Santa Claus is set for a full schedule of plant Christmas parties. Chicago coin machine plants next week. As in the past the parties are primarily for personnel on plant rosters.

Among the firms which have an-

nounced plans for Christmas socials are Bally Manufacturing Company; United Manufacturing Company; D. Gottlieb & Company; Bellomatic Corporation; Universal Industries; Chicago Coin Machine Company; J. H. Keeney & Company; H. C. Evans & Company, and O. D. Jennings & Company.

Most of the parties will take place in the factories following the completion of the work day Friday (22), but others are scheduled throughout the week including Saturday (23). Among the general features of gatherings are buffet dinners, beverages, grab bags, door prizes and dancing.

Ben H. Newmark Dies in Detroit

DETROIT, Dec. 16.—Ben H. Newmark, 56, died suddenly in Harper Hospital Detroit, December 14, apparently of heart disease. He entered the hospital three days before for a check-up and appeared in no danger until a few minutes before his death. He had been one of the leaders of the coin machine industry in Detroit for a decade, heading the Atlas Automatic Music Company office from its establishment in 1940 until about two years ago. Last year he went into the new partnership of the Miller-Newmark Distributing Company, with a branch in Grand Rapids, taking over the AM Distributorship and operating a large-scale jobbing business.

DuGRENIER TO SELL DIRECT; SWITCH STARTLES INDUSTRY

Appoint Clayman Sales Manager; Inks Pact With J. P. Manning Co.

HAVERHILL, Mass., Dec. 16.—Arthur H. DuGrenier, Inc., in a surprise move this week, abandoned its traditional marketing policy in favor of sales to tobacco distributors who, in turn, will sell the cigarette machines direct to locations.

The switch, viewed by industry figures as a desperation move to bolster the firm's waning position in the manufacturing field, was

neither confirmed nor denied by factory executives here. But evidence of the policy flipover kept accumulating.

It was definitely established that David Clayman, formerly associated with Yeaton Manufacturing, has been taken on by DuGrenier as sales manager to head up the company's new program. And a deal has been made with the Joseph P. Manning Company, large New England wholesaler which places most of the Yeaton machine in locations.

Efforts to reach Francis DuGrenier, president, at the plant

here proved unsuccessful. He was said to be on a hunting trip. Blanche Bouchard, treasurer, has been ill in recent months and she, too, couldn't be contacted. Other spokesmen merely said, "No comment."

Competition Will Stiffen
New England operators will be the first to feel the effects of competitive pressures which will follow the DuGrenier changeover. Belabored by problems attending direct sales for the last two years, they now face new threats to in-the-black operation.

(Continued on page 63)

Canadian Movie Houses To Push Vending Units

See Big Push When Import Ruling Is Dropped January 1

VANCOUVER, Dec. 16.—Vancouver theater executives are making plans for increased lobby room and a flood of new vending machines after January 1 when the Canadian government lifts the import ban on machines. Ban has been in effect since 1937.

Earl Hayter, superintendent of suburban houses for the Arthur Rank Odeon chain in British Columbia, states the current trend is to reduce seating capacity and enlarge the lobby to make room for further vendors of merchandise.

Several new designs, one a combination drink vender and popcorn dispenser, have hit the market since the import ban was slipped on Canadian imports.

Frank Gow, B. C. superintendent for Paramount's Famous Players chain, has the same idea and is of the opinion that with new vendors of the latest type, popcorn and other sales will boom to new highs.

Hot Drink Venders Invade Chi Transit System; 10c Price

Sked 50-Unit Operation; Convert To 5c Cold Drinkers in Summer

CHICAGO, Dec. 16.—With the installation of hot chocolate venders on Rapid Transit stations here this week, Mechanical Merchants, Inc., initiated two firsts: (1) placement of dime-operated equipment in Chicago Transit Authority (CTA) locations and (2) offering of a hot-cold drink choice to el and subway riders.

Cigaromat Rate At High Level; Name Sales Reps

NEW YORK, Dec. 16.—Cigaromat Corporation is currently shipping equipment at a record high rate, according to Martin Berger, president, who said that demand for cigar venders is most pressing among operators servicing plants engaged in defense work.

Cities into which the company has shipped heavily recently are Cleveland and Detroit, he disclosed, with Cincinnati soon to get its initial allotment.

Production of the selective cigar venders, made by Viking Tool & Machine Corporation, of Belleville, N. J., for Cigaromat, has not yet been affected by material shortages, Berger declared. He said about 25 brands of cigars are currently available in vend packs for sale in the machines.

VENDER BATTERIES BOOSTED

New Matched Cabinet Trend Seen Diversification Aid

CHICAGO, Dec. 16.—Adoption of a matched cabinet policy by several vender manufacturers during recent months is seen as affording a two-point benefit to operators, who will save on machine cost thru the hold-down on production costs and have the opportunity to make a more sales-catching battery installation in a diversified operation. With steadily increasing stress on multiple product vending, uniformity in vender appearance is a big factor in the location's and customer's favorable reaction to such automatic merchandising centers.

While the prime reason for initial manufacturer steps to using their trade-known cabinets for vending new items may have been to reduce die-cost, and thus hold down the list for a new model, it has other benefits as has been pointed out. Operators of candy, cigarette, ice cream, etc., equipment now can add other items and still

have a uniform vending front with which to catch the public eye.

During the past few years, when numbers of new major product venders came on the market, most were housed in custom cabinets; in other words, in cabinets

Smith Displays Ice Cream Roll Vender at \$350

CHICAGO, Dec. 16.—Smith Enterprises, Peoria, Ill., held a two-day preview showing of its roll type ice cream vender at the LaSalle Hotel here this week (13-14), and announced April delivery at \$350 list price, f. o. b. Kansas City. The unit is being manufactured for Smith by The Vendo Company.

Charles C. Smith, president, said the 225 roll capacity machine, called the Smitty Vender, can be loaded in one minute. Stack loading of rolls permit fast stacking; there are no individual columns. Machine weighs 350 pounds.

Features include two-coin operation (either dime or two nickels), one year operation guarantee, handle in back of cabinet and casters to permit one-man installation. Packaging of ice cream rolls in sealed push-up packs eliminates meltage dangers, Smith said.

Manual delivery is effected by a handle on upper right side, front.

N. Y. Coke Goes TO 96c Case; 80c Peg Held in Calif.

NEW YORK, Dec. 16.—Bottled Coke became more of a "two-price" drink this week when Coca-Cola Bottling Company of New York announced a wholesale price rise to 96 cents per 24-bottle case, forcing a 6-cent retail price, from the 90-cent level which it had held since World War I. The Coca-Cola Company of San Francisco countered with the word that it would not abandon the 80-cent peg.

Regional Coca-Cola Bottling companies set their own prices independent of each other, and this policy will make for further two-path price positions in the future. In some areas, the 5-cent price will hold while in others a 6-cent peg will be the rule. Venders in the latter area will either have to rebain the nickel price at a squeak-by profit margin or go to odd-cent operation.

First wholesale price hikes on Coke were put in effect last week (The Billboard, December 18) when the Coca-Cola Bottling Company of St. Louis moved to the 86-cent wholesale price. Most local retailers immediately boosted the "drink price" to 6 cents.

PROFIT GIM RINGS BELL

NEW YORK, Dec. 16.—Buddy Rosenthal, who has a Sodashoppe cup vender in a Woolworth store here, wasn't too satisfied with the number of drinks sold when balanced against the press of traffic in and out the store.

Altho the multi-flavor machine was located near the entrance, he figured the bright lights and the vari-colored merchandise gulled the eyes of patrons and many, who otherwise would stop for a drink, just didn't see the machine. So Rosenthal fitted the vender with three-line chimes that rang whenever a coin was inserted.

A week after the chimes were installed Rosenthal reported volume had increased by 25 per cent.

Detroit Awards Three 28-Month Vead Contracts

Stress Automatic Coin Changers at City Park Sites

DETROIT, Dec. 16.—Three choice plums in the vending field were awarded this week by the Detroit city council. It authorized Hazen L. Funk, former manager of the Michigan State Fair, and now commissioner of purchases and supplies for the city, to sign contracts for vending machine operation running thru April 30, 1953. Machines are located in various city parks and other public sites, under control of the Department of Parks and Recreation.

Total of six bids were submitted by various operators, and two, which offered higher percentages to the city, were rejected because the machines they offered did not have automatic coin changers. The three successful bidders and their approved operation methods were: Mills Automatic Merchandising Corporation of New York for candy, gum, nuts and combination venders; to pay the city 16 per cent of gross receipts.

Nor-Less Sales of Detroit cigarettes, to pay the city 24 cents per pack, selling cigarettes at 23 cents per pack.

Victor Intros 10-Cent Chute

CHICAGO, Dec. 16.—A 10-cent coin chute on its Universal De Luxe bulk vender model was announced by Victor Vending Corporation this week. Unit is now available in any one of three vending prices: penny, nickel or dime. Price, for 5 and 10-cent models, is \$31.40 per case of two machines. Twelve or more case orders lowers the price to \$30.50 per case.

Victor also reported that its Topper de luxe unit is now offered with an all-plastic globe. Price per case of four units, is \$54.80.

NAMA Insurance Program Is Ready

Group Plan Available to All Members, Carrier Is John Hancock Mutual

CHICAGO, Dec. 16.—National Automatic Merchandising Association (NAMA) announced this week that following working out of terms and coverage details, its new group insurance plan is ready to go into operation. All members may subscribe to the plan, including operators, manufacturers and suppliers, but it is not available for non-members, officials stated.

Setting up of the group plan was accomplished in record time by the NAMA Insurance Committee, headed by Charles Greesley, Vendomat Corporation of America, Baltimore, following its presentation to the board of directors at the 1950 convention. "Even a one-man operation can purchase this insurance. Other group insurance plans require a firm to have at least 25 employees," Greesley pointed out.

Cost Costs
Another benefit is that the larger subscribers will in time realize substantial premium cost reductions as the distribution of anticipated annual dividends occur, he added. Actual monthly premiums and detailed benefits

New Pepsi Directors

NEW YORK, Dec. 16.—Pepsi-Cola Company President Alfred N. Steele announced this week that three directors have been added to the board of directors. They are C. E. Holzworth, of Detroit; Rear Adm. Edward O. McDonnell and Henry E. Gould, both from New York.

will be announced shortly, but it was revealed that when the employer is urged to pay the full cost, he may follow a share-the-cost plan wherein his employees pay up to 50 per cent of the premium.

Carrier of the NAMA group insurance plan is John Hancock Mutual Life Insurance Company, Boston. Hancock submitted a plan "tailor-made to fit the needs of automatic merchandisers," according to NAMA officials. A non-profit insurance trust which will operate independently of the association is now being set up.

Some of the benefits highlights embodied in the group plan are life insurance, accidental death and dismemberment, accident and sickness benefits, hospitalization, and surgical, polio, maternity benefits.

Northwest Spacarb Org Moves Hdqrs.

SEATTLE, Dec. 16.—Spacarb of the Northwest, Inc., the operating and distributing company of F. M. (Pete) Higgins and his son, William, has moved into new quarters at 124 West Harrison Street.

The new location, in a building still in the process of construction, gives the company a modern layout. Altho little additional space was acquired in the move, the section used by the company was designed for this type of business. The firm was located at 2302 Second Avenue for nearly three years.

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Oak Expanding Calif. Building

CULVER CITY, Calif., Dec. 16.—Oak Manufacturing Company, maker of the Acorn line of bulk merchandisers, will construct a 10,000-square-foot addition to its present building. The structure will be ready, according to present plans, early in 1951.

According to Harold T. Probasco, general manager of the firm, the addition will be made of concrete block. The increase in space will provide for the expanded program the firm has planned with approximately 50 more workers. The estimated hike in production is set at three times present output.

Prices Climb For Vendible Farm Supplies

WASHINGTON, Dec. 16.—Prices on most farm commodities used in the vending industry moved higher in recent weeks with important indexes setting new records, the Agricultural Department announced.

Wholesale prices after easing slightly in October, again started upward last month. The Bureau of Labor Statistics index was the highest on record during the week of November 28, 9 per cent higher than in late June before the Korean war broke out and 13 per cent higher than a year earlier (this index covers all types of farm commodities).

Prices on the first day of tobacco auctions for the 1950 burley tobacco crop averaged about 10 per cent higher than on the opening day of last season, Agriculture Department reported. Demand is expected to continue strong because of the record high cigarette production expected next year. The burley auctions get under way November 30. The 1950 burley totaled about 498 million pounds, which is about an eighth smaller than last year. Opening day prices were 55 cents a pound, compared with 45 cents last season's opening day.

Agriculture Department's latest report lacked specific details on vending industry commodities, but indicated the general price rise. The agency announced five public hearings on sugar prices and wage rates in accordance with the Sugar Act of 1948. The act provides that as a condition of payment, processors who are also producers must pay for sugar beets purchased from other producers at prices determined to be fair and reasonable by the Secretary of Agriculture. The hearings will be held as follows: Detroit, January 3; St. Paul, January 5; Billings, Mont., January 8; Salt Lake City, January 10, and Greeley, Colo., January 12.

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HERE ARE THE FACTS!

TOPPER IS THE MOST RELIABLE VENDING MACHINE OPPORTUNITY EVER OFFERED. PAYS FOR ITSELF AND MAKES A PROFIT ON THE SALE OF ONLY TWO FILLINGS.

Topper has a capacity of 7½ pounds, or 157½ balls of gum. (210 balls of gum to the pound.) Takes in \$15.75 each time the machine empties.

COST OF OPERATING

Cost of gum (7½ lbs. @ 24¢ per lb.)	\$18.00
Cost of globe (10¢)	1.00
Commission to agent (10%)	1.80
Total Cost	\$20.80

PROFIT FROM OPERATING

Takes in \$15.75 per filling.
Cost 4.63 per ea. filling
Profit \$11.12 each time
Topper empties

DOLLAR FOR DOLLAR, TOPPER IS THE MOST PROFITABLE INVESTMENT FOR YOUR MONEY. TOPPER PAYS FOR ITSELF AND MAKES A PROFIT ON THE SALE OF ONLY TWO FILLINGS.

1 Topper filled with Ball Gum and Charms, ready to put on location.

\$16.00 EA.

Send Money Order and We Will Ship Immediately

GET STARTED TODAY
GET MORE "COPPERS"—WITH VICTOR "TOPPERS"—WRITE FOR ILLUSTRATED CIRCULAR

LOGAN DISTRIBUTING COMPANY
2320 MILWAUKEE AVE. CHICAGO 47, ILLINOIS

SEASON'S GREETINGS
from **VICTOR**
MFRS. OF **TOPPER**

THE TOPS IN MODERN VENDING

The machine with the amazing new operating features that enables you to clear coal of machine in a matter of a few weeks. Machine comes equipped with a glass or plastic globe at no extra cost. These machines are packed and sold 4 to the case.

WRITE FOR OUR JANUARY SPECIAL

We have used vending machines that look and act like new, at bargain prices. Write

CONFECTION SALES CO.
10005 ST. CLAIR AVE. CLEVELAND 8, OHIO
Phone: MU 0633

CHARMS—Proven Sales Boosters
Write for Complete Price List!

Karl Guggenheim inc.
33 UNION SQUARE • NEW YORK 3, N. Y.

EARLIER CLOSING TIME
On account of Christmas, forms for the **DECEMBER 30 ISSUE** will go to press 24 hours earlier than usual. All advertisers are requested to keep this earlier closing date in mind this week.

Vender Service Moves

NEW YORK, Dec. 16.—Dave Orowitz has moved his Vending Machine Repair Service from Brooklyn to 631 Tenth Avenue here. Firm distributes and jobs new and used vending equipment, as well as making available complete repair and reconditioning facilities. Orowitz was formerly associated with Harry Kalodny, a manufacturer, in the promotion of a candy-bar vending machine.

NOW!
Bigger Profit
FROM EVERY LOCATION
With the New **Northwestern**

CABINET STAND FOR MODEL 49

WRITE FOR DETAILS
OR SEE YOUR DISTRIBUTOR

THE NORTHWESTERN CORPORATION
829A ARMSTRONG STREET, MORRIS, ILL.

OAK MANUFACTURING CO.
manufacturers of **ACORN Vending Machines**

Extends SEASON'S GREETINGS TO ITS MANY FRIENDS IN THE INDUSTRY

HAROLD PROBASCO
SID BLOOM • SAM WEITZMAN
AND STAFF

OAK manufacturing co., inc.
11411 KNIGHTSBRIDGE AVE. CULVER CITY, CALIF.

CIGARETTE MACHINES

Rowe Crusader, 8 Col., 380 Pack Cap.	\$135.00
Rowe President, 10 Col., 475 Pack Cap.	110.00
Rowe, 8 Col., 380 Pack Cap.	100.00
Rowe Royal, 10 Col., 420 Pack Cap.	85.00
Rowe, 8 Col., 320 Pack Cap.	80.00
Rowe, 6 Col., 240 pack Cap.	67.50
Rowe Imperial, 8 Col., 240 Pack Cap.	70.00
Rowe, 6 Col., 180 Pack Cap.	60.00
Uneda, 9 Col., Model 500, 350 Cap.	85.00
Uneda, 9 Col., Model A, 270 Pack Cap.	72.50
Uneda, 8 Col., Model E, 220 Pack Cap.	59.50

SALE! MODEL W

DuGrenier VENDIT, 150 Bar Cap.	\$52.50
9 Col. 308 CANDYMAN, like new, 72 Pack Cap.	57.50
\$62.50	25¢ CONVERSIONS; PARTS GUARANTEED

SALE ROWE CANDY VENDOR
8 col. \$10 bar cap. \$75.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDER—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE, INC.
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

New Reconditioned At
166 CLYMER ST. EVGreen T-4566 At BROOKLYN 11, N. Y.

30 DAY MONEY BACK TRIAL

Northwestern MODEL 49 SPECIAL

Try this famous vendor for 30 days. If it doesn't **EARN MORE MONEY** for you return it and we'll refund your purchase price in full, plus freight both ways. You have nothing to lose, and we know we will gain a satisfied customer.

Prices LESS THAN \$100.00

GUARANTEED NORTHWESTERN SPECIALS—Used

DELUXE, 12 or 15, Broad Metallic	\$185.00	33 BALL GUM PORCELAIN, 12 or 15	\$125.00
FINISH, Red or Green—Samite	116.00	SILVER KING, 12 or 15	85.00
24" PORCELAIN, 12	125.00	MASTER PORCELAIN, 12	75.00

MERCHANDISE AND SUPPLIES

ALMONDS, 500 Ct.	1.00	M & M	25¢
QUEST	60¢	BALL GUM, All Sizes	15¢
FANCY TULIP, Lemon	1.00	RAINBOW PEANUTS	25¢
INDIAN NUTS	50¢	MIXED NUTS	30¢
CASHW, Whole	50¢	BOSTON GARD	25¢
CASHW, BARK	50¢	BEANS	25¢
VIRGINIA PEANUTS	30¢	LICORICE	25¢
Whole	25¢	Complete Line of Parts, Supplies, Street, Labels, Brochures, Charms, etc.	1/3 Deposit, Balance C. O. D.

Northwestern SALES AND SERVICE COMPANY
MOE MANDELL
436 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0147
4105 16th AVENUE, BROOKLYN, N. Y. • GEDney 8-3600

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Barring All-Out War, Music Biz Seen Headed for Active New Year

CHICAGO, Dec. 16.—Music machines, undergoing a series of ups and downs during practically all of 1950, appear headed again for the upward path during 1951. This, despite what now appears to be almost certain shortages of material even though there is no all-out shooting war. Barring complete cancellation of production, at least six firms are expected to be able to produce equipment during the coming year, with two others listed as potential producers.

At present, Seeburg, Wurlitzer, AMI, Rock-Ola, Williams and Ris-

taurac are definitely in the production picture. Looming as potential producers of music equipment in the future, if materials are available, are Permo and Chicago Coin. The former is eyeing the production of a 45 r.p.m. unit which would feature variety of selection and coin price, while the latter is known to be interested in making a hideaway unit which could be used in conjunction with its Band Box.

45 Interest

Paced by the introduction of the Seeburg 100-selection '45

r.p.m. phono this fall, plus the adapters announced by other manufacturers, the introduction of the Ristaurac non-selective unit and finally the announcement last week by the Williams Manufacturing Company of a new 10-selection machine, interest in the 45 players and disks has been mounting steadily.

However, while there is a strong feeling that the new speed will eventually predominate in the field, this is tempered by the "wait and wait" attitude developed by many operators, who feel the 45 must come gradually.

With Permo past the development stages with its unit, and with Ristaurac known to be working on a selective 45 player to augment its present non-selective and industrial machines, circulation of the new speed units is expected to be stepped up considerably in 1951.

New Models

The picture as regards new models by the established manufacturers during the upcoming year is fairly complete. Seeburg, with its new 45 unit and Rock-

(Continued on page 68)

Hartford Survey Shows Wide Taste in Records

HARTFORD, Conn., Dec. 16.—What kind of music does the average listener of a music machine like to hear?

Mac Perlman, Hartford district manager for the Atlantic-New York Corporation, Seeburg distributors, determined to learn the

answer, breaking down his final statistics into percentages.

Pearlman took a number of music machines in a variety of locations in the Hartford area for his poll, asking coin operators to report on the number of types of tunes played over a given period.

"I thought we could find out how many tunes on the week's Hit Parade on the air were actually being played, and also how other songs were doing," he said. "We took a total of 12 machines, strategically situated in Connecticut. Each machine was closely checked in a week's time."

Results

Thirty per cent of the week's tunes played were on the preceding week's Hit Parade. Another 23 per cent were classical, and remainder of percentages spread thru other choices.

Grills, luncheonettes, bars, etc., were among the locations in Pearlman's survey. One machine, strategically situated in Connecticut, operated by Joe Naclerio of the Wa-

(Continued on page 68)

Set Elections At CSCA Meet

HARTFORD, Conn., Dec. 16.—Connecticut State Coin Association, Inc. (CSCA) reports that an election of officers will be held during its next monthly meeting, set for Thursday, January 11. Meeting will take place at the Hotel Bond here, and is scheduled to start at 8:30 p.m.

CSCA officials stated the meeting is open to all coinmen.

A FAMILY AFFAIR

Wife, Daughter Combo Hypo Wisconsin Route

MILWAUKEE, Dec. 16.—The women in the family play a big part in the success story of the L. & S. Novelty Company, Kaukaun, Wis.

Mrs. Marie Lucasen has been working regularly on the L. & S. routes, with husband Bill and their partner, Chester Smith, for the past 10 years, and has been doing a masterful job. In addition, a daughter, Elaine, also lends a hand in keeping the business on a profitable level. Both love the work and show no signs of giving it up.

The women stepped into active service at L. & S. Novelty about 10 years ago when a traveling Seeburg service representative, Spencer Otis, advised Bill Lucasen that his receipts from each machine would go up if he kept his title strips neat. Bill had never used a typewriter and so he called on Marie to help him prepare the strips.

Typing out title strips was only a step from going along with the men folk to make sure that the strips were being properly put on the machines. Before long Marie and daughter Elaine became regular members of the service crew and now they both put in full time at it, often staying out on the road several days at a time when necessary.

Record buying also has become the responsibility of Marie Lucasen as well as taking complete charge of the firm's books and correspondence. Needless to say, her day is a full one.

The routes cover a wide territory. Equipment totaling 160 pieces

(Continued on page 69)

WMG Continues Charity Drive

WASHINGTON, Dec. 16.—The Washington Music Guild (WMG) held its first meeting in two months last week (?) and voted several contributions to charitable orgs. Hersh De La Vies, president, announced the Christmas seal campaign will get \$100, and the Metropolitan Police Club drive was given \$500. In addition, individual members can contribute to both funds, La Vies stated.

It also was voted to give a juke box and records to the Catholic Youth Center in near-by Alexandria, Va.

The WMG will put on a special Christmas party next week at the Naval Hospital, Bethesda, Md., for veterans of the Korean War now recuperating there.

U. S.-CANADIAN COVERAGE

Chicago Coin Sets Up Distrib Network for Band Box Unit

CHICAGO, Dec. 16.—Chicago Coin Machine Company, thru Sales Manager Ed Levin, announced this week a list of 36 distributors who have been appointed to handle its music machine play stimulator, the Band Box, thruout the United States and Canada.

Introduced two weeks ago (The Billboard, December 11) following location testing in Florida for several months, the Band Box has already received wide national distribution among operators. Levin stated particularly in the Massachusetts territory covered by the Redd Distributing Company. Compact in design, the Band Box features the use of seven miniature musicians on a platform simulating a live band. It can be hooked up with any regular music machine or hideaway.

Distributor List

Automatic Amusement Co., 1000 Pennsylvania St., Evansville, Ind.

- Automatic Sales Co., 421 Broad St., Nashville.
- Blotta Distributing Co., 234 N. Main St., Newark (Wayne Co.), N. Y., and 98 Fuller Rd., Albany, N. Y.
- Birmingham Vending Co., 540 Second Ave. N., Birmingham.
- Bishop Music Co., 117 E. Morgan St., Raleigh, N. C.
- Bush Distributing Co., 286 NW 29th St., Miami, and 60 Riverside Ave., Jacksonville, Fla.
- Central Music Distributing Co., 2562 Harney St., Omaha.
- Central Ohio Coin Machine Co., 525 S. High St., Columbus, O.
- Cleveland Coin Machine Co., 2021 Prospect Ave., Cleveland.
- Coin Machine Distributors, Inc., 3039 Main St., Columbia, S. C.
- Commercial Music Co., 1501 Dragon St., Dallas, and 901 E. Houston St., San Antonio.
- Coven Distributing Co., 3181 Elston Ave., Chicago.
- Culp Music Co., 1405 E. First

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

PRESIDENT ISSUES MOBILIZATION CALL. Amusement Industry faces perhaps the most far-reaching impact in history (General Department).

DISKIERIES HIKE LINES. Majors and most Indies institute price rises on most lines of 78, 45 and 33 (Music Department).

COLUMBIA REISSUES RHYTHM AND BLUES. Some 50 platters are planned in the reissue of jazz and blues wax (Music Department).

INDIE DISKERS SKIP DISTRIBS. Some firms in East are making direct mail pitches; others reported to make same move (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.

SO. DAKOTA OPS ELECT 1951 EXECS

Re-Name Imig Prexy; Cut Dues \$25; Okay 5-State Meet Next Year

HURON, S. D., Dec. 16.—The South Dakota Phonograph Association (SDPA) met here Sunday and Monday (10-11) to hold its last meeting of 1950 and to elect officers for 1951. Mike Imig, Yankton, president, and Harold Scott, secretary, were re-elected for the coming year. Burrell Brown was elected to the newly created office of vice-president.

With one of the largest turnouts in the history of the org on hand for the session, it voted to cut the number of directors in SDPA from 7 to 3, and to cut the yearly membership fee from \$50 to \$25. The three directors who will serve during 1951 are Tony Trucano, Deadwood; Ike Pierson, Bridgewater, and Al Reese, Watertown.

While the SDPA had previously

expressed approval of a Five-States Convention during the coming year, the membership this week passed a resolution to this effect. Tom Crosby, president of the Minnesota Amusement Games Association (MAGA), was scheduled to be a guest at the meeting, but was prevented from making the trip when an associate died. As the MAGA hosts the Five-States meet, the resolution will be forwarded to Crosby.

Legislative matters took up a good portion of the business sessions, with no definite conclusions reached, Imig reported. However, the matters will be followed up at the org's next get-together.

Imig said the SDPA planned to have a large delegation in attend-

(Continued on page 68)

Merchandising Music

FOLK DISK . . . Contrary to popular belief, the folk or hill-billy, type disks seems to be growing in popularity in many areas east of the Mississippi. One of the latest to report on this score is J. Edwards Juhs Jr., Lancaster, O. Juhs says he is glad to see the inclusion of this type of record in The Billboard's pop charts as the majority of the juke box play on his route comes from music disks. Juhs says many other ops in the State also get a healthy bit of play from similar disks in their records. Incidentally, folk singers have been getting a lot of promosh via radio and radio shows. Eddy Arnold, whose records have heavy following among juke patrons, was featured on the Milton Berle television show Tuesday (12).

FOREIGN TOPPERS . . . Operators with equipment located in areas where the major patronage comes from a foreign language speaking group, have found the use of native music in these spots a most profitable venture. In the past few weeks several operators have reported the adapting of the visual promotion plan to these types of spots, with increased incomes noted almost immediately. Plan used by most ops is to print the top 10 foreign tunes, in both English and the particular language (Mexican, French, German, etc.) on a poster, which is then either attached to the juke, or displayed in a prominent place in the location. Incidentally, several record distributors report they are using similar gimmicks to bring the top tunes to the attention of the operators when they visit their shops on buying trips.

MACHINES PLUS DISKS . . . A. W. Bradford, Automatic Music

(Continued on page 68)

Capitol Hosts Juke Box Ops

HOLLYWOOD, Dec. 16.—Local music machine operators, location owners and record distributors were the guests here Tuesday night (12) at the Hollywood Palladium at a party hosted by Capitol Records. Approximately 600 attended.

Capitol staged party at the ballroom, where Frank DeVol and his orchestra are currently featured, as a means of promoting its platters among the operators. The diskery, in co-operation with disk jockey Don Otis, of KLAC-TV, and DeVol arranged a star-studded one-hour video show. Otis presented, in addition to DeVol and orchestra's vocalists, Helen O'Connell, and Gordon Polk, Johnny Robinson, Tennessee Ernie Ford, O'Brien, Red Engel and Yogi Yorgensen.

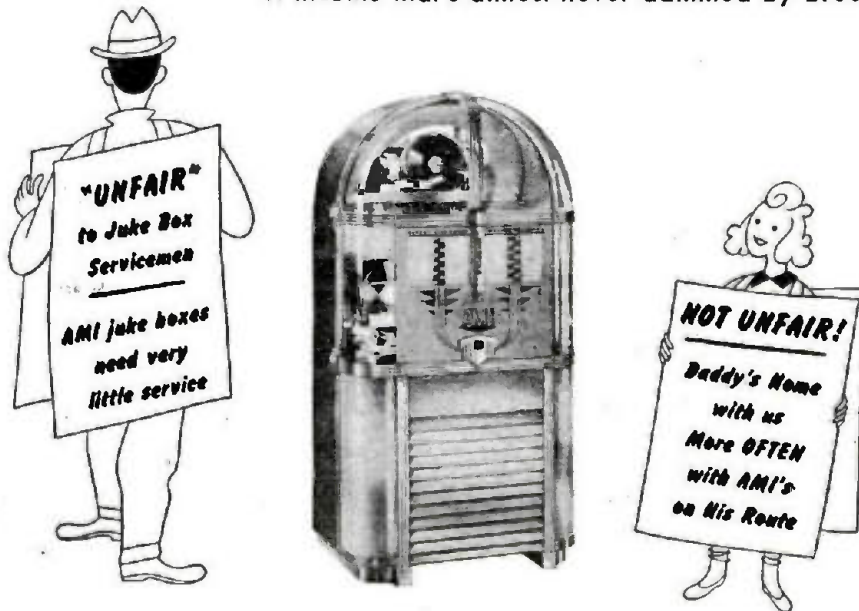
(Continued on page 68)

Service

Lucky is the serviceman's family where Dad has plenty of AMI juke boxes on his route. An evening out with Mother and the kids is seldom spoiled by a hurryup call for repairs that takes Dad away just as the fun is starting. And small wonder. For the AMI juke box plays on and on with scarcely ever a glance from the serviceman.

The sturdy, reliable mechanism and the dependable performance of the AMI merit the confidence of the man responsible for its care.

Operators and location owners alike appreciate the steady flow of income that's almost never dammed by breakdowns.



AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

5c Chute Plug Op Meet Topic

CHICAGO, Dec. 16.—Elimination of the nickel chute and increased emphasis on location posters plugging juke play were the major subjects discussed during the regular monthly meeting of the Music Operators of Northern Illinois (MONI) held Wednesday evening (13) in suburban Elmhurst.

Citing trial operation of minimum two-play operation in New York, where the nickel chute was plugged, members indicated growing interest in the idea but decided to withhold action pending results of the New York test. It was stressed, however, that with costs and play-price putting an ever tighter squeeze on profits, some action must be taken to bring a better balance.

The poster idea, now being used to draw attention to the juke as a business and profit stimulant for the location owner, as compared to no-profit television, was suggested with increased attention. It was held that a series of new posters, depicting additional advantages of juke entertainment, be worked up on both serious and humorous subjects. Of the cartoon type, they would be prominently placed in locations to draw both manage-

U. S.-Canadian

Continued from page 66

David Rosen, Inc., 855 N. Broad St., Philadelphia.
J. Rosenfeld Co., 3220 Olive St., St. Louis.
A. P. Sauve Co., 7525 Grand River Rd., Detroit.
Albert Simon, Inc., 501 W. 42d St., New York.
Southern Automatic Music Co., 624 S. Third St., Louisville.
Daniel Stewart Co., 140 E. Second St., Salt Lake City.
Frank Swartz Sales Co., 510 Fourth Ave., Nashville.
United Amusement Co., 3410 Main St., Kansas City, Mo.
United Distributors, Inc., 513 E. Central St., Wichita, Kan.
Williams Distributing Co., 1082 Union Ave., Memphis.

Canadian Distributors
Donald Fielding Co., 587 Bank St., Ottawa, Ont., and 1106 Hall Ave., Windsor, Ont.
Toronto Trading Post, 736 Yonge St., Toronto.
Roxy Specialty Co., 703 Notre Dame W., Montreal.

Merchandising

Continued from page 66
Company, Sumter, S. C., has a simple, but highly effective formula for keeping the juke boxes on the profit side of the ledger. Bradford parlays clean machines with up-to-date records. He sticks to this rule and the play continues good.

EYE PROMOTION . . . That eye-catching types of promotion are almost certain to result in increased juke profits becomes more established weekly.

Calvin Wilkinson, Iowa Falls, Ia., advocates the use of signs, pictures and posters either on or placed above the phonographs. These should be attractive in design, so as to come to the attention of every patron in the location.

Another vote in favor of title strips as visual play promoters comes from the A. S. Hardy Company, Malone, N. Y. This firm believes that the title strips should be supplied to operators by record manufacturers.

And finally, Chick Henske, Jacksonville, Ill., reiterates his stand that specials—broken down into either location, monthly or weekly classifications, can boost the income. Henske advocated top pops as the specials, with free disks awarded to the first person correctly identifying the mystery special.

Miami CM Reps Ask Tax Cuts

MIAMI, Dec. 18.—Music and general amusement machine distributors here may be on the winning end of a tax reduction move that will save them about \$33,000 annually. The possibility was seen when city commissioners gave first reading recently to an ordinance making important cuts in the license fees for such coin equipment. If carried out, the cuts would mean that they would pay \$250 per year each instead of \$1,340 for city licenses. Too, the yearly fee for each machine would drop from \$33.75 to \$12.50.

Merchandising

Continued from page 66
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Hartford Survey

Continued from page 66

terbury Amusement Company, Waterbury, Conn., disclosed following preferences:
Week's totals: *Hit Parade* tunes, 450 plays; old favorites, 426; waltzes, polkas, 282; foxtrots and rumbas, 227; classical, 198.

"We didn't conduct the poll," Periman pointed out, "just to be argumentative with coin operators over what tunes are pulling. We did it to show operators that people like all types of music under varying circumstances. Best advice for the coin man: Gear your tunes to the popularity of your location."

Barring All-Out

Continued from page 66

Ola, now introducing its Rocket '51-50, appear set for 1951. The other firms, facing the unpredictable control situation, are hardly in a position to plan any drastic changes. Rltaucrat's selective unit is expected to be a complete departure from its present unit.

AMI, which has forged steadily forward under the direction of John Haddock, appears to have insured its position as one of the leaders in the industry. With Wurliizer, another of the toppers, and Seeburg, the three firms, again barring all-out war, should be able to produce during 1951, altho their output now appears almost certain to suffer.

South Dakota Ops

Continued from page 66

ance at the Music Operators of America (MOA) convention in Chicago in March. The delegation will be headed by Jng, who is a member of the executive board of the national group.
Representatives of the LaBeau Novelty Company and Automatic Games were in attendance. Ted Salverson Sr., of Huron, acted as host.

THE BILLBOARD Music Popularity Charts

Record Reviews

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
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LARRY GREEN ORK
Western Melody 76--80--75--73
VICTOR 20-5990—Good instrumental piece by Billy Moore Jr. is handed a fine piano reading from Green. Pretty dishing should attract listener attention.

VIC SCHOEN ORK
The Caecho 74--77--72--74
DECCA 27332—A fine, forgotten standard by Walter Samuels and Mollie De Sève is done in a beautiful, brisk dance instrumental.
Walking With the Blues 85--85--84--87
A current country blues gets a standard arrangement and driving performance. Bobby Troup charts engagingly to an orchestral treatment. An on-the-walk bass figure, sock brass and ever driving beat. Could surprise.

JACK MANNING TRIO
When I Lost You 40--40--40--40
A POLLO 1174—The Berlin standard is played by an accordion, mandolin and bass trio and sung by Manning to make a disk of little import.
La Morra 60--60--60--60
Italian genre is basis for a lightweight novelty. Trio playing and singing is only adequate.

RICKEY VALLO ORK
I Love You Much Too Much 74--76--72--74
ARCOLO 1175—Dariusz Valle slips the slide tempo with a style akin to Perry Martin to make a pleasant disk. One backing is clear and lush.
Wishing You Were Here Tonight 72--74--70--72
Vallo shows more gravitas in his big-voiced handling of a better than average ballad.

BILL GARRY (FOUR JACKS AND A JILL)
Mellow Old Man 35--35--35--35
JESTER 400—Poorly balanced dishing obscures vocalizing of Garry and group on a meaningless ditty about the man in the moon.
The One Who's Meant for Me 35--35--35--35
Surface noise plays a heavy accompaniment to Garry and organ backing on more near-leave material.

HARRY FIELDS AND THE NEW YORKERS
Caravan 60--60--60--60
MODERN 20-728—Instrumental group built on the Irving Fields style suffers by comparison.
Small Hotel 55--55--55--55
Piano led ballad fails to impress on this standard as well.

SHARKEY BONANO AND HIS KINGS OF OXIELAND
When the Saints Go Marching In 68--68--68--68
MODERN 01-000-BK—Standard New Orleans two-beat interpretation of standard two beat material with ensemble vocal.
Dippermouth Blues 68--68--68--68
More of the same.

SHARKEY BONANO AND HIS KINGS OF DIXIELAND
Milk and Honey 68--68--68--68
MODERN 01-002-A—Nothing about this disk to lift it above the class of clearly played two-beat.
I Like Bananas 68--68--68--68
Same results with novelty two beat gang song.

BOB HOWARD
The Elephant Rock 58--65--60--50
SHYSCRAPER 1230—Tune teaching a new dance is adequately sung and played with an easy beat by the radio-TV personality, but appears to have little significance.
I'm So in Love With Beautiful Little You 48--55--50--40
At a somewhat slower tempo, Howard sings and talks thru an innocuous lyric to "Marsican."

ANNETTE WARREN AND ORK
When It's Nighttime It's Lovetime 35--35--35--35
STARLAD 725—A slight ballad, wistful song and played by rhythm section and cabinet masquerading as an orchestra.
Sunrise Darling 30--30--30--30
Same treatment happens to a tune written about a girl called Sunrise.

EDDIE HEYWOOD AND ORK
Jealousy 70--74--67--67
LONDON 712—After a several year lull, Heywood has assembled a last small crew similar to his Cafe Society band for his next set of the tempo few set to four.
Liebestraum 70--70--70--70
Tasty slow fox trot recalls of the evergreen gets Heywood as the 25-waltz band marches out a neat yell to his support.

GUY LOMBARDO ORK
From This Moment On 85--86--85--84
DECCA 28251—Manner expert serving by Lombardo of a neat rock set unlike "Ass One of Those Things" from the Porter "Out of This World" score. Done at an up bounce with a good Bill (Langan) vocal if it's long gone, so will this dishing.

Use Your Imagination
Play ballad from the Porter show draws a fine dance interpretation from Lombardo. Kenny Gardner enhances with a warm, clean vocal chorus.

BILLY KENNY OF THE INK SPOTS (Song Spinners)
The Lord's Prayer 69--73--70--63
DECCA 14558—Singing surprises with a light vocal—no falsetto, but a sincere, dramatic tenor, with choir and organ. Strictly on the concert side—no concessions to pop requirements here.
Ave Maria 69--73--70--63
More of the same.

SISTER ROSETTA THARPE (Sam Price Trio)
Heaven Is Not My Home 73--73--74--71
DECCA 44100—Tharpe does her usual spirited, intriguing job on a beautiful gospel jumper, with jazz trio backing. Tempo's brisk and beat's strong.
Family Prayer 73--73--74--71
Much like the first.

HOMELAND HARMONY QUARTET
Rolling, Riding, Rocking in the Sky 63--61--65--65
BILLETONE 6317—Percussionist quartet gets off a spirited hymn job with racy piano backing. Market here is farm parlor.
Better Stay Right 63--61--65--65
More of the same.

Another Year . . . Another Dollar!

Yes, Constellation Operators have had another successful year, putting it mildly! And as 1950 draws to a close, there is little doubt in their minds as to what 1951 has in store. Current conditions and uncertainties notwithstanding, owners of Evans' Constellation phonographs look forward with confidence to economical, trouble-free performance and dependably profitable operating . . . just as they have enjoyed it in the past. The reason, of course, is Evans built-to-last quality!

If there is the slightest doubt in your mind about your future in music, check now with your Evans Distributor or write Factory direct.



Season's Greetings and Best Wishes for the New Year

AVAILABLE NOW—Evans Record Play Motor for Original Constellation. GENUINE PARTS for Mils Empress, Throne of Music, Original Constellation.

EVANS' 20 RECORD, 10 SELECTION CONSTELLATION H. C. EVANS & CO. 1556 W. Carroll Ave. Chicago 7, Illinois SEE OUR COIN MACHINE AD ON PAGE 75

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EARLIER CLOSING TIME On account of Christmas, forms for the DECEMBER 30 ISSUE will go to press 24 hours earlier than usual. All advertisers are requested to keep this earlier closing date in mind this week.

GIVE TO THE DAMON RUNYON CANCER FUND

ARTIST	TUNES	COMMENT
SACRED		
HOMELAND HARMONY QUARTET		
1. "Walking With Jesus" (M.P. 27014) 63--61--65--NS		There's a Little Ringing Inside of Me (L.H. 66)
CHILDREN		
MARIAN RICHMAN-DAWS BUTLER (Frank Hubble-The Baida Players)		
Three Blind Mice (Sides 1 and 2) 76--76--76--NS		
DAWS BUTLER-MARIAN RICHMAN (Frank Hubble-Robert Leslie)		
Enchanted ToyMaker (Sides 1 and 2) 79--79--79--NS		
MARIAN RICHMAN-DAWS BUTLER (Bob Mitchell)		
Moving Turtle (Sides 1 and 2) 79--79--79--NS		

Advance Record Releases

Continued from page 28

LATIN AMERICAN	
Te Prevedo—Ortega Santos 7 no Orquesta (Rueses no Lascari) W17823-5283, (45)51-5283	
Trio Express—Trio Paves (Saxals) W17823-5280, (45)51-5280	
Tu Cagiro—Mendez 7 P. Hernandez (Laso Bercal) W17823-5284, (45)51-5284	
Saxals—Trio Paves (Trio Express) W17823-5280, (45)51-5280	
Si Algo Me Tienes Tu—Trio J. Rodriguez (Bercal) W17823-5282, (45)51-5282	
Yo Bailo de Valencia—Don Fariach-Valencia (L.H. Martinez) V 23-5297	
INTERNATIONAL	
Barmaid Paula—Sis Fat Dutchess (Sip Horn) V 21-1181	
Core Bell Song—Bernie Wyle (Hol Caber) V 51-1182	
Hol Caber—Bernie Wyle (The Core) V 51-1182	
Prize Wally—The T. Mackay-Prize Ode (Parker) Dec7874-45118, (45)79-45118	
Polkanna—The T. Mackay-Prize Ode (Parker) Dec7874-45118, (45)79-45118	
Sip Horn—Sis Fat Dutchess (Barmaid Paula) V 21-1181	
Swing New Album—P. Weingardt & His Dutch Horn Band (Sip Horn) W17823-5281, (45)51-5281	
Swing—Oli' On So Time!—Bernie Wyle, Sam Shepperd, Uncle Pecos' Wife	
Dutch Hop Bands (Sip Horn) W17823-5281, (45)51-5281	
Under Tension (Sip Horn)—E. Lind & His Tuba-Ten (Sip Horn) W17823-5281, (45)51-5281	
Under Tension (Sip Horn)—E. Lind & His Tuba-Ten (Sip Horn) W17823-5281, (45)51-5281	
Use, Valde Plomera	
RELIGIOUS	
Golden Town of Gethsemane—P. Michelson (Sip Horn) W17823-5281, (45)51-5281	
Carol Medley—Hallelujah Chorus—Jesu Bambino (Sip Horn) W17823-5281, (45)51-5281	
Testimony—Robert Allen (Sip Horn) W17823-5281, (45)51-5281	
Waltz—What a Savior—He Understands—Holy City, The Living by Faith—Saves Will Soon Be Blue; We'll All Be There	
Are Wars—B. Kenny Song Spinners (Lard)	

RHYTHM & BLUES NOTES

Continued from page 28

turned with a quartet of his own at the Powelton Cafe, Philadelphia.

The Los Angeles Sentinel, Negro newspaper, staged its seventh annual Christmas baskets for the needy four-hour show Saturday (18) at the Lincoln Theater. Scheduled to appear were Louis Armstrong, Rochester, Seal Man Caruthers, Demita Jo, Tremier Twins, Jimmy Witherspoon, King Perry, Red Calendar, Buddy Banks, Monroe Tucker, Vianer Hall, Lee Young, Johnny Osis and Little Esther. Mauri Lynn, Ray Glenn, Harry Rutherford and the Hi-Hatters. Emcees were disk jockeys Hunter Hancock and Joe Adams, Joe Harris, Bardu Ali and J. T. Gibson. . . Thrush Demita Jo hook in town following a brief stay at Top's San Diego. Discovery Records has set a wax date for the singer. . . Swing Time's Lowell Fulson left Kansas City Sunday (10) for St. Louis where he will appear until he returns to L. A. for the holidays. Label recently inked blues singer Jesse Thomas. . . Amos Milburn moved into Philadelphia Monday (11) for a two-week date at the Show Boat. The Aladdin maestro's "Bad, Bad Whiskey" continues to rate high on the r. and b. charts.

Blue chip June Barton, at the Oasis in Hollywood until Thursday (14), cut four sides last week for Modern Records. Tunes were "Bill Bailey," "Loveless Blues," "Hullabaloo" and "Stick Out Your Can. Here Comes the Garbage Man." . . King Perry and ork back in Hollywood following a 19-

week tour in the South. Orkater will play Coast spots over the yule holidays and proceed to Texas and Oklahoma in mid-January. Crew is booked by Reg Marshall, with Valma Middleton, singer with MCA's Middleton, was set for a disk date with Middleton Records, subsid of Middleton Music pubers. Indie is reviving the novelty-blues number, "Go Back Where You Stayed Last Night," ditty made popular by Ethel Waters. Modern's Herb Fisher and Smokey Hogg off on p-a. tours on the Coast.

Rythm & Blues Record Releases

Continued from page 25

Herb Jans the Cab—Cab Calloway (Mellon) Cal 30234	
Let's Do It—Billie Holiday (Georlat) Cal 30235	
Little Red Book—Marie Day-Giffa Brothers (Rues) Cal 1019	
Lowells Love—Billie Holiday (St. Louis) Cal 30229	
My Kind of Man—Dinah Washington (St. L. Merr) 8204	
Power Cake—Count Basie (Ciga) Cal 30233	
St. Louis Blues—Billie Holiday (Lowells) Cal 30229	
Unkempt Woman—Smiley Lynn (Gale) Cal 30232	
Until the End—Clarence Green (Harold) Phoenix 1557	
Yule-Book—P. Williams and His Hucklebuckers (Blues) Sony 773	
Uptown Blues—Johnny Luccford (Ork) (Mellon) Cal 30232	
Well, All Right—Jimmie Luccford (Uptown) Cal 30232	
Wine Wine (For Me)—Cab Calloway (Lousas) Cal 30234	
With All My Love—The Cap-Tans (Ciel) Dec 1018	

Cincy Ops Hold Holiday Meet; Pick Hit Tune

CINCINNATI, Dec. 16.—The Automatic Phonograph Owners' Association (APOA) held its annual Christmas party and meeting Tuesday (12) at the Hotel Sheraton-Gibson. The chairman asked that the business be suspended and that good and welfare be taken up. Sam Chester took over the meeting and presented the president, Charles Kanter, with a gift in token of his work during the year.

Kanter spoke briefly on the good work the association is doing and the close relation between the record distributors and the association. He also gave a brief outline of the past work the association has done, with reference to the promotion of records and said the association would continue in 1951 to make it a bigger and better year than 1950. Each record company was introduced as were the artists who attended this meeting.

Pick Hit Tune

Al Morgan and Mrs. Morgan attended the meeting. He gave a demonstration of his piano ability and, in return, the association is going to make Al Morgan's new record, "My Heart Cries for You," its hit tune of the month. Larry Vincent attended this meeting and entertained with songs and imitations.

Nelson King, Station WCKY, gave a talk with reference to what the association is doing. Don Davis, of WCKY, was introduced and also spoke.

Representing the publishers were Fred Rose, of the Acuff Publishing Company; Diana Bartlett, of the Cheerio Publishing Company of New York; and Nat Tannen, of the Tannen Music Publishing Company, New York.

Ernie Lee, a Mercury recording artist and WLW performer, attended. Also in attendance were William Davidson and John McFadden, of the Permo Company.

Members Attend

The members who attended were: Charles Kanter, Sam Chester, Phil Ostland, Nat Bartlett, Al Lieberman, Ray Bigner, Al Selman, Tom Lusk, Charles McKinney, Saul Ostend, Fred Engel, Bill Harris, Abe Villinsky, Luke Nicholas, Max Moeckel, William Fitzpatrick, John Toney, Sam Gerros, James Drivakis, Frank Michaels, James Alexander, Harry Lester, Leonard Carter.

Guests were: Sam Klayman, John Mattland, Vern Hawks, Raleigh Davis, Melvin Kahn, Morey Gore, Maurice Rose, W. Marthaler, Joe Weinberger, Richard Morris, Larry Vincent, Al Morgan, Nelson King, Don Davis, Ernie Lee, Issy Nathan, John McFadden, E. Davidson, Fred Rose, Leo Epstein, Nat Tannen, Diana Bartlett, Leonard Goldstein and Sam Long.

A Family Affair

Continued from page 66

of music and games are spotted in locations extending over 20 counties, mainly in Central and Northeastern Wisconsin.

The men do the heavy physical labor involved in servicing the equipment. The women check the cash box and replace the record title strips and perform any other light weight tasks required at each stop.

Has the influence of women in the business been for good? According to owners, Bill Lucassen and Chester Smith, the answer is to be found in the steady growth and climbing profits. L. & S. Novelty has shown in the past 10 years. The clean, sparkling condition of the machines on location attest to a woman's care and the title strips on the juke boxes are the neatest and best in the business.

Distrib's Yule Gifts

CHICAGO, Dec. 16.—Automatic Phonograph Distributing Company, AMI rep in this area, mailed out a special holiday greeting to operators. Included were a pocket knife, an automatic pencil with a 1951 calendar, and a pocket diary. Accompanying the gifts was a letter from Michael Spagnola wishing the ops the best of season's greetings, and thanking them for their orders during 1950, which had made possible the best year in the firm's history.

Calendar for Coinmen

December 19—Music Operators Association of Indiana, Inc. (MOAI), semi-monthly meeting, Indianapolis Athletic Club, Indianapolis.

December 19—Amusement Machine Operators of Greater Baltimore (AMOG), semi-monthly meeting, Mandell-Bailow Restaurant, Baltimore.

December 20—Operators Guild of Westchester County, New York (OGWC), monthly meeting, Moose Hall, White Plains, N. Y.

December 26—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.

December 26—Automatic Music Operators Association, Inc. (AMOA), monthly meeting, Park Sheraton Hotel, New York.

December 27—Music Merchants Guild (MMG), semi-monthly meeting, Narragansett Hotel, Providence.

December 28—Michigan Self-Service Laundry Association (MSSLA), dinner discussion meeting, Leland Hotel, Detroit.

December 28—California Music Guild (CMG), Northern Division, monthly meeting, Hotel Sacramento, Sacramento.

January 3—Coin Machine Operators Association of Harris County (CMOARC), Chamber of Commerce Building, Houston.

January 4—Washington Music Guild, Inc. (WMSG), monthly meeting, Hotel 2400, Washington.

January 4—Summit County Music Operators Association (SCMOA), monthly meeting, Akron Hotel, Akron.

January 4—Cleveland Phonograph Merchants Association (CPMA), monthly meeting, Hollenden Hotel, Cleveland.

January 8—California Music Guild (CMG), monthly meeting, 311 Club, Oakland.

January 11—Washington Coin Machine Association (WCMA) monthly meeting, Phillips Novelty Company, Washington.

January 11—Connecticut State Coin Association, Inc. (CSCA), monthly meeting, Hotel Bond, Hartford.

January 11—Michigan Automatic Phonograph Owners Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

January 22—Phonograph Owners Association (POA), monthly meeting, Broadview Hotel, East St. Louis, Ill.

January 25—Music Guild of America (MGA), quarterly meeting, Hotel Essex House, Newark, N. J.

February 5—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford, Ill. (Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

TURNING BACK THE CLOCK

10 Years Ago

CHICAGO, Dec. 14, 1940.—Juke operators, also not directly affected by the ban on ASCAP pubbed popular tunes, had to tailor their programs to the most-heard numbers and so were indirectly affected. While radio's big networks had to leave the public domain or the new Broadcast Music, Inc. (BMI), material and so suffered panza of anemia in the first stages of the ban, operators found it necessary to stack platters of such material also to keep their turntables whirling. The two first big-breaking BMI records to hit the nation were *There I Go* and *Practice Makes Perfect*; ops went all-out to push both on their machines. Mangled with the strains of *There I Go—Leading With My Heart Again—Acting Not So Smart Again* . . . were the re-birth wailings of *Jennie With the Light Brown Hair* the oft repeated request of *Honey On the Range* and *Suzanne River*.

End-running on the juke hit parade, where they moved up prior to the ASCAP ban, were the tunes *Trade Winds, Maybe, Only Forever, Ferryboat Serenade* and *We Three*.

Joe Hirsch, New York vending machine operator, was re-elected to the presidency of the Amalgamated Vending Machine Operators' Association. . . Another vunder news item was the installation of a Bally Beverage Vender on a luxury liner plying the high seas. The machine, placed on the S. S. Washington, rode the waves between New York and the Panama Canal, Los Angeles and Honolulu, according to Bally's beverage division Sales Manager Bert Perkins. The drink machine was placed by Standard Beverage Corporation, New York; officials of the firm estimated that 7,500 drinks would be vended during the trip between New York and Los Angeles, and a like amount between L. A. and Honolulu. The S. S. Washington carried 40 barrels of pre-mixed carbonated beverage, each barrel containing 160 servings. Each barrel was placed bodily in the vender, where it remained until empty when another full one was installed.

George Jenkins, general sales manager of Bally, had his own drum to beat in another phase of coin machinism. He boosted the new Big-Top console which was just getting into production

Trade Directory

Change of Address

Ohio Record Distributing Company, Cleveland, will move to 1737 Chester Avenue as of January 1.

Distributors

Chicago Coin Machine Company, Chicago, appointed Coven Distributing Company, Chicago, to handle its Band Box in Northern Indiana and Northern Illinois.

Exhibit Supply Company, Chicago, appointed Empire Coin Machine Exchange, Chicago, Michigan distributors.

Purchases

Lunch Box, Inc., Chicago, purchased by Winpy Grills, Inc. Firm will continue to operate under same name from new offices at 307 N. Halsted Street.

New Firms

Automatic Merchandising Supply Company, 2378 Old Mill Road, Highland Park, Ill., sells bulk vendors and bulk merchandise.

Peerless Automatid Dispensers, London, England—manufacturer

and dealer of coin-operated machines.

Personals

Chase Candy Company, Chicago, appointed Barney Shearer to the Chicago sales staff.

G. W. Elder resigned Friday (1) as secretary-treasurer of Premier Coin Machine Distributors, Inc., Baltimore, and was succeeded by Mrs. Thelma Rolnick.

Thorina Lamont, vice-president and director of sales of Lamont, Corliss & Company, New York, will retire from active duties effective January 1, continuing, however, to serve on the board of directors for the firm.

New Equipments-Products

Frozen chocolate milk concentrate—six ounce cans—Beatrice Foods, Chicago.

Music Mite—ten-selection counter-model 45 r.p.m.—Williams Manufacturing Company, Chicago.

Necporm Popper—electromechanical popcorn machine—Necporm Poppers, Los Angeles.

Shuffleboard—All-Plastic-Sun-Glo Shuffleboard Supplies, Belleville, N. J.

THE BILLBOARD Music Popularity Charts

Country & Western (Folk) Record Reviews

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

ARTIST LABEL AND NO.	TUNES COMMENT	WEEKS	PEAK
ELTON BRITT			
Lost and Found Blues	75--75--75--75		
VICTOR 21-9408—Britt chants a slow-drag blues with deep blues feeling in the old Southern style. A quiet slice, but an impressive one.			
My Darling, My Darling	77--77--77--77		
Simple waltz ballad in the old ballad-traditional manner, a done with nostalgic charm to Britt. Straightforward appeal here.			
BOB AND JIM (BLUE RIDGE RANGERS)			
Little Temptation	38--40--37--37		
ATLAS 1—Attempt at medium bounce ballad is ably aided and abetted by recorded. Warbler doesn't do too badly.			
In the Beautiful Sky	31--35--30--30		
Male duo harmonizes neatly on a tenor/alt.			
EDDIE MARSHALL AND HIS TRAIL DUSTERS			
Coffee, Cigarettes and Tears	72--72--70--74		
VICTOR 21-9412—Amusing country romper with a catchy tag sets a fast-and-furious pace from Marshall and company. Drinking and strolling are a bit slick and glib.			
The Lovin', You-Continually Blues	66--66--64--68		
Male duet harmonizes nicely on a waltz.			
EDDIE ARNOLD			
There's Been a Change in Me	85--85--85--86		
VICTOR 21-9413—A thoroughly engaging story song with a winning theme gets a relaxed, warm and cuddled up from Arnold. Should be a big one.			
Tie Me to Your Apron Strings	82--82--82--82		
Warbler gets off to a slow, breezy job on a pleasant instrumental.			

Japanese Shuffle

Continued from page 61
army personnel and make such an event a possibility in the spring. Interest in shuffleboard is not confined to the occupation forces, but is spreading, according to Krzyzak. "The Japanese people have shown keen interest in the game and it is my opinion that it will become popular in due time since they are adopting all American types of amusements." Such a development would naturally open up a wide new market in the Orient for this American product.

War Impact

Continued from page 61
unaffected by any immediate price control edicts. The President's clarion call is expected to loosen the purse-strings for expansion of morale-building entertainment in the armed forces and on the civilian front. Up to now little effective organization work has been done for developing entertainment teams for the military installations for the Korean front. The work has been divided among several groups, and it is now the plan to create twin military-civilian agencies which will operate as a team.

ASLI Rolls Dip

Continued from page 61
required minimum number of players to insure at least legal strength until the end of the competitive season next spring. James stated a good proportion of players are of draft age, especially in the Midwest where ASLI campaigning has been most successful.

THE BILLBOARD Music Popularity Charts

Album and LP Reviews

Each of the records reviewed here expresses the opinion of the member of The Billboard music staff who reviewed the record.

Continued from page 31

POPULAR

PAGAN LOVE SONG—Elder Williams, Howard Keel, MGM Studio Or., Deutch, Cond. (C-107) 81
Who is Love So Crazy? House of Singing Gnomes? See the Moon Singing in the Sun? Pagan Love Song. Tabili. Moved in MGM's soundtrack album should fare well—perhaps not as strong a potential item as "Summer Stock," "Amor" or "Tea for Two," but established himself as a strong musical entity via "Amor," and he carries the load here in his strong, Vaudeville-Moroccish baby. Miss Williams' smooth ballad creditably on her solo chart, "See the Moon Singing in the Sun," is the highlight of the new tunes in the score to achieve popularity. Title tune, of course, is the Nacio Brown Arthur Freed standard. Keel does it strongly. Remainder are new numbers, written for the job by Freed and Harry Warren. In all, a mediocre score, but the waxy has developed a real technique in merchandising and exploiting these sets.

CLASSICAL

MOZART: EINE KLEINE NACHTMUSIK AND HAYDN: SYMPHONY NO. 92 IN G, Boston Symphony Or., Serge Koussevitzky, Cond. (C-127) 76
Koussevitzky and the Boston offer a shining rendition of this most popular of Mozart serenades. The string section only is used, of course, and it achieves a most desirable balance between the foreground brightness of the strings and the sonority and depth of the large chamber orchestra. This reading, one of the finest available of this music, enjoys a crystalline performance and a wonderful recording sound. One drawback: side utilizes some 11 minutes of playing time—a lean offering for a 12-inch. Flip offers the full work in a well played, well recorded rendition of Haydn's "Dance" symphony.

POPULAR CLASSICS FOR FOUR PIANOS

Philharmonic Piano Quartet (C-107) 80
Estimating? Consider this: Dance of the Sugar Plum Fairy, Dance of the Hours, Marche des Fées, Perpetuum Mobile, Offenbach's "The Flowers," etc. This follows as disk to the piano quartet's "Music for Four Pianos" comes close to capturing the earlier record. Selection of material—ranging from a Mendelssohn waltz to a group of Strauss's medleys—goes to enlarge the widest possible market. The former exhibits intricate timing and coordination in this piece to catch the market covered by the First Piano Quartet.

NELSON EDVY IN "SONES WE LOVE"

Nelson Edvy, Columbia Concerts Or., Leon Arnold, Cond., Theodore Presser (C-127) 85
Columbia (C-127) 85
Trees: A Dream; At Dinning; Berceuse; The Sweetest Story Ever Told; Because; Smile; I Love You Truly; Just a Kiss; You; Smiles Through the Rain; A Perfect Day.
The warbler is in fine voice for this collection of waltz-melodious tunes. He is excellently supported by a live, glowing orchestra. Recording is excellent. Highly marketable item.

GERSHWIN: AN AMERICAN IN PARIS

85
And Motion Picture Music, Composed by George Gershwin for "An American in Paris."
"All About Eve," "Song of Bernadette," "The Rascal Edge," "Philly" and "A Letter to Three Wives." Alfred Newman conducting the Hollywood Symphony Orchestra (C-127).
Newman, who was quite a well known label, makes a welcome return with his major recorded undertaking, the Gershwin "An American in Paris." Newman here performs the work in his own style, including the usually deleted trumpet solo, and succeeds in capturing more of the feel of Gershwin's writing than has ever before been managed in recordings of the work. With a move toward the work done in early 1951, this reading, with unsurprising exploitation, could prove a best seller.

SCHUMANN: KINDERSCHEIN OP. 15 AND CHOPIN: MAZURKAS, Op. 74

78
The thoroughly charming Schumann keyboard cycle is one of the most popular piano works in the literature. Composed of 13 brief pieces, it perhaps is best remembered for the evergreen "Träumerei." These are simple, tender expressions and are played here with complete understanding by Horowitz. To round out this LP, Horowitz finds his way to spend the 35 Chopin mazurkas. These melodic charmers are performed with a maximum of skill and persuasion. This is a happy disk for Horowitz admirers and a prime buy for any collector of piano music.

BACH: THE WELL TEMPERED CLAVIER

81
This is the second volume of Wanda Landowska's planned recording of the "complete 48" of these masterpieces of counterpoint of Bach packaged together as "The Well-Tempered Clavier." As was the case with first volume, Landowska returns that the unquestionably is the greatest contemporary exponent of her instrument. The technical recording is of a similar high-grade. There is little reason why this volume should do as well as the Volume One—which means this should come at a fairly brisk and substantial rate.

PROKOFIEFF, PETER AND THE WOLF

87
The former First Lady and present-day radio-TV personality is surprisingly effective narrator for this popular orchestral fairy tale. The Boston gives a masterful performance, and recording and printing are top-flight. While this version lacks the dramatic fire of other disks of the familiar tale, it is, as the album notes point out, "a gentle little telling a simple little story to her grandchildren." There can be little doubt that the composition of lyrics and material makes for a such commercial package. In all, a first-rate disk in every way.

KODALY: SONATA FOR UNACCOMPANIED CELLO, OP. 8

55
The current Kodaly recital has served among other worthy functions, to draw attention on the unaccompanied cello sonata. Still, this particular form of music continues along with some same old and classical styles, in "Lump to Lump" for the average disk buyer, and can aspire to very limited sales at best. With the above noted, it may not be said that James Starkey, a composer of the Hungarian born Kodaly's style, a consummate mastery of the cello with a rich, pleasing tone and great facility for double stops, rapid passages and easy movement between octaves of registers. As with his previous recordings, Starkey's Kodaly here makes use of Hungarian folk songs and dances, applying modern composing technique. A treat for cello fans.

THE VIVALDI CONCERTO—RECENTLY DISCOVERED WORKS OF ANTONIO VIVALDI IN THE CONCERTO STYLE

66
The Litchauer Chamber Or. of Vienna, Ms. A. Litchauer, Cond., The Pro Musica Chamber Or. of Paris, A. Coates, Conductor, Cond.; Carroll Glen, Solo Viola (C-127).
Five extremely interesting (and recently unearthed) works by Vivaldi are admirably played here, two by the Vienna and three by the French chamber ork. It is obvious. Each in concertos form, some are distinctly on the "solo" side, some clearly lean toward the "solo." Nevertheless, each has elements of both, that is the foundation of this collection. Exemplifying as it does an intermediary stage in the evolution of the concerto form. The music is purely enjoyable as music, typical of the deep creative powers of the great Vivaldi. A fine treat for amateurs of the baroque.

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Philharmonic Piano Quartet (C-107)
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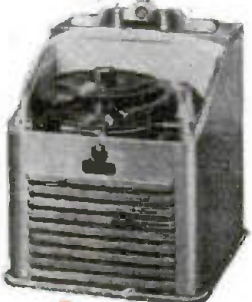
RISTAUCRAT, Inc.
1216 E. Wisconsin Ave. Appleton, Wis.



SMALL TAVERNS



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Plays 12 45 rpm Records... Restacks Automatically... Fuel-Proof Operation.

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1,000 NEW 5" DYNAMIC SPEAKERS 50 Ohm P.I.M.C. 500 Ohm to Voice Coil TUNE BEST OF TUNE FOR ALL ORBAT. MILLS SALES CO., LTD. 1646 16th Street Oakland, California

USED SLOT MACHINES

(LIKE NEW) DEVICES WILD—BLUE BELLS JEWEL BELLS—GOLDEN FALLS BLACK CHERRIES—Q. T.'S

ALL NEW MILLS SLOTS AND PARTS IN STOCK. WRITE FOR PRICES.

S-1015 WURLITZERS. EXTRA CLEAN \$275.00

STERLING NOVELTY CO., INC. 669 So. Broadway Lexington, Ky. 1/2 Deposit Ph. 2-6886

TIPS FOR PROFITS

New Op Says Venders Have Big \$ Potential

DENVER, Dec. 16.—While the general attitude of vending machine operators the country over is that postage stamp vending machines, scales, etc., are "too much trouble" to operate in comparison with net returns. N. J. Baughman, operator here, feels that they are making a serious mistake. Baughman, who recently bought

an interest in Ideal Scale Company of Los Angeles, has incorporated over 210 locations in the Colorado capital and surrounding territory. It is a comparative newcomer to coin machine vending who has "succeeded the hard way."

"There is plenty of profit possible with every type of vending device, providing the operator will pick the correct locations, exercise a certain amount of selling skill, and is willing to devote long, arduous hours to service and route expansion," he grinned. "I don't want to sound like Horatio Alger, but the old theory of working hard and capitalizing on small opportunities, as they come along, is the only practical means of insuring a worth-while net from any type of vending equipment."

Started in 1945 Baughman got his start 5 years ago, when he set up a small route of 30 postage stamp machines in Denver hotels. His capital was only \$1,000 at the time and provided the down-payments on the first new machines with which he began expanding the route. Unlike many venders, who leave it up to druggstore proprietors, hotel keepers, tourist camp managers, etc., to telephone in and request that a stamp machine be set up on their locations, Baughman from the first day on got out and "sold" good locations strenuously. He found far more good locations available than he had ever considered possible—primarily in druggstores which, in the past, have considered it good "customer relations" to carry a supply of stamps in their cash register drawers.

"We found that by presenting the idea to the druggist that it actually cost the store money to sell stamps in this way, we were able to win over a lot of new locations," Baughman said. "A lot of druggstore owners had never looked at it in this way. When we pointed out that it requires a certain amount of time per day, from high-paid sales people, merely to hand over stamps to a customer, and that the usual \$20 worth of stamps kept in the cash register drawer invariably wind up with mix-ups in the petty cash, and uncredited odd change in the register, we always strike a responsive chord. Pointing out to the druggstore owner that while his return from a postage stamp vender is admittedly very low, it will actually save him dollars per week in time effort and misplaced cash, will clinch the issue in 95 per cent of cases."

Typical Example A typical example of how the Colorado operator "sold himself" on this basis to a druggstore operator, came in connection with Cooper Drug Company, at 17th and Curtis Street, in downtown Denver. The Cooper store had a large shelf to the right of its soda fountain, 5 feet long by 2 feet, which was kept there primarily as a place for "standee" customers to set their coffee and sandwiches, when the restaurant car was crowded. This is, it seems to Baughman, an ideal location for postage stamp venders, inasmuch as the store is crowded at all hours of the day.

When he suggested this to the store owner, the latter was willing to experiment, and 3 machines were set up. All three immediately surpassed all records for sales per day on postage stamps and have become a permanent fixture in the druggstore ever since. Thru methods closely following those, the Denver vending machine operator now has built up more than 100 active, profitable machines in the Denver downtown district, and has increased his inventory to more than 18 times its original worth.

Baughman divides his time between his postage stamp route and the ideal scales route, both of which mean many miles of traveling daily. Helping him out on the routes is his son, who has learned the details of servicing both scales and stamp vending machines. All repair work, repainting and other mechanical work is carried out in a basement apartment of the Baughman home.

"We will stick to venders of this nature," the operator smiled. "I tried applying ski-ball machines at a few locations in Denver, but have found that few location owners are willing to sacrifice that much space under current conditions. We have simply proven to ourselves that stamp machines and scales are steadily profitable."

Coinmen You Know

Pittsburgh:

Mrs. R. J. MacNeil, Refreshment Service, Inc., reports her service man used his Emergency Service issued by Pittsburgh Mayor David L. Lawrence permitting commercial pleasure cars to enter strategic city areas when National Guard troops were on duty during Pittsburgh's record (official 31.3) snowfall. Everywhere, parking was a problem, and everywhere the machines were completely sold out!

"Variety is the keynote of our business today," reports Benfon & Gehring. "Our customers like to see something new every two weeks. We change our machines that often."

Joseph McGlenn, as business on his cookie and cake route improves, invests these profits in more cookie machines and greets friends with the remark: "Never felt better and had less."

S. LaScala, of Decca Records here, says many dealers are wondering how good the record business will be in the future. James Winston, managing Columbia's record department, finds this are a big item in popular music, but sales rise and fall with the hits, and right now are a day-to-day proposition.

L. Mullen, of Mullen Bros., reports people are buying above their means and prices are rising, forcing some people to normally pay in 10 days to remain debtors for 60-90 days.

"During the war," says M. J. Ballinger, Acme Vending Machine Company "I figured top locations operating on a low percentage policy might suffer from lack of volume; but over the long pull operators have enjoyed such business that dissatisfactions are practically nil."

Howard C. White, manager, Automatic Merchandising Company, reports his territory covers Allegheny County and part of Beaver County. Pittsburgh Coin Machine Exchange's owner, Meyer Popkins' hobby is his rusty-brown Irish Setter King O'Hara, six months old and weighing 80 pounds. Popkins raised his pet from a 7-week-old pup. The dog's mother is an International show dog. M. J. Abelson, of American Distributors from the West Coast November 29, left again for visits in Florida and Georgia, to return December 11.

Harry Rosen's Milk Vending Service Company serviced milk and cigarette customers despite the snowfall by putting three men (usually only one) on a truck and equipping each with chains and snow shovels. With parking prohibited by Mayor Lawrence's order, Rosen's service trucks called at each location. One man serviced the call, the second man (shop man since the shop was closed) kept the truck open, the third man until another vehicle came along and forced driving around the block or to an intersection. With two (both shop men) on the truck they shoveled out parking spaces, made their way thru drifts or hitched a tow-line to pleasure cars blocking traffic. Back doors on both trucks were raved in by rear-end collisions, and the transmission on one truck went bad. Procedure made service expense terrific, but it kept every man busy, and accounts supplied.

Berlo Vending reported one of its accounts, the Rialto theater, managed to stay open during the record snow here. Monper Dairy Company on Babcock Boulevard housing stranded motorists during the storm doubled its business, including vending profits.

In from Indianapolis to plane to New York for his Saturday network TV show, Xavier Cugat, dining, 5:50 at West View Park's Dancehall, shared Pittsburgh honors with Vaughn Mon.

Canada Dry Profit Up

NEW YORK, Dec. 18.—Canada Dry Ginger Ale, Inc., and subsidiaries reported a substantial increase in net income for the fiscal year ended September 30, 1950, compared with the previous year. The 1950 earnings were \$3,178,510 (with net sales \$54,403,983), while 1949 returned a net earning of \$2,183,887 (when net sales were \$51,477,000.)

rose in town that same night packing 3,000 into Soldiers and Sailors Memorial Hall for Pittsburgh's first live TV show outside a station studio. Chevrolet handed out 50,000 free tickets. Across the street from Monroe, the Pittsburgh Symphony played Syria Mosque.

Huron, S. D.:

This area was jam-packed with operators over the week-end as a record turnout showed up for the annual South Dakota Phonograph Association meet. With Ted Salverson Sr. hosting, the ops convened at the Marvin Huett Hotel. Mike Imig, Yankton, was again elected president, while Burrall Brown becomes vice-president, and Harold Scott again assumes the post of secretary. Norman Gelske, Sioux Falls and former association exec, was on hand, as were Ike Pierson, Tony Trucano and Al Reese, among others. One of the guests at the meet was Irv Linderholm, LaBeau Novelty, St. Paul.

Hartford, Conn.:

Mr. and Mrs. Ralph Colucci, of Senbord Distributors here, have abandoned plans for a winter vacation trip by air to Mexico and have turned their attention to California. We'll probably leave Hartford for Los Angeles about the middle of January for a few weeks, says Ralph. Ann Hamm, chief bookkeeper for The Record Shops, downtown Hartford retail record stores owned by the Coluccis, has been seriously ill at St. Francis Hospital. Ralph Colucci was absent from his office for four days because of a bad cold.

Los Angeles:

Tom Wall, of California Games, is back from one of his semi-monthly trips to San Diego, where he conferred with Cal Brown. Brown heads the Automatic Amusement Company in which Wall is interested, and recently entered for the second time into a gold mining venture. This time, however, it is a going mine in the Mojave area. Lou Leonard, of the Royal American Shows, is visiting his son, Jack, head of the parts department at the Badger Sales Company here. Leonard attended the 30th annual Pacific Coast Showmen's Association banquet and ball held Saturday (16) in the Elks Club.

Eugene E. Rhodes has joined the staff of the Badger Sales Company and is dividing his time between the parts department and the newly created premium merchandising section. John Mallette, of Pomona, made one of his infrequent trips to Los Angeles recently to look over the equipment being offered.

Ray Powers, head of the phonograph department of Badger Sales, and his wife, Dorothy, and the children off to Sacramento to spend the holidays. Powers hopes to remain in the capital city until after New Year's. However, if business necessitates it, he will practically commute from there, leaving the family to visit. A new operator in the music field is R. V. Rich, of El Monte. Rich recently came in from his ballfield to make a round of coin row jobs. He also has games in his area.

Jack Hartman, of Bakersfield, was welcomed to coin row. Hartman was in the city to pick up equipment. A. L. Miller, of Blythe, Calif., spent a few hours on coin row. He visits, too, are infrequent. Arizona was represented on Pico by Stanley Tracy, who came in from Kingman. Lucille and Paul Laymon, of the Paul Laymon Com-

WANTED!

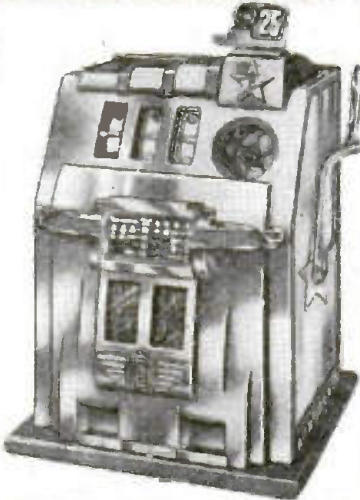
KEENEY PIN BOY OPERATORS

To install the Famous Trouble-Free Fly-Away Pin Conversion on their Pin Boy Games, So They Can Increase Receipts from \$30.00 to \$50.00! A Tried, Tested and Proven Money Getter at Very Low Cost. Write for Circular and Price. The Coin Conversion Also Fits Shuffle Board and Rock Old Shuffle Table.

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To old friends, to new friends and those whose friendship we hope to gain— Season's Greetings and Best Wishes for the New Year

WHILE THEY LAST!



PACE SLOTS

BRAND NEW! Chrome Finish CHOICE OF GUARANTEED JACKPOT OR REGULAR JACKPOT

5¢ PLAY \$169.50 10¢ PLAY 25¢ PLAY 50¢ PLAY } WIRE OR PHONE \$1.00 PLAY

TERMS: 1/2 Deposit. Balance C. O. D., F. D. S.-Chicago.

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ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19 ATLAS MUSIC CO., 221 NORTH ST., DES MOINES 9

Free buyers guide for operators. Reconditioned Pin Games Ready for Location. One Ball Games. Bowling Games. NOW DELIVERING NEW EQUIPMENT. ROY MCGINNIS CORP. 2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

Williams NIFTY



Defrosts the Locations with

- ★ SPECIAL SCORE!
- ★ SUPER SPECIAL SCORE!

NIFTY HAS EVERYTHING! HIGH SCORE—THUMPER BUMPERS—FLIPPERS and Williams' ORIGINAL TILT RESET (Pat. Pend.)

SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!



Merry Christmas and all Best Wishes for the Coming Year

CREATORS OF DEPENDABLE PLAY APPEAL
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Season's Greetings and Best Wishes for a Happy and Peaceful New Year
Oscar Schultz and Irving Ortiz

RECONDITIONED GAMES

United Shuffle Alley, fly-away pins	\$179.50
Williams Twin Bowler	99.50
Kooney Twin Pins	99.50
Kooney King Pin	155.00
Bally Jockey Special, PP	175.00
Bally Solid Cup, PP	149.50
Bally Citation, PP	246.50
Bally Champion, PP	246.50
Trophy, PP	149.50
Landing, PP	249.50
Universal Photo Finish, PP	335.00
Bally Deluxe Crow Ball	191.50
Kooney Twin Bonus Super Ball, 2c-25c	375.00
Chicago Coin Pistol Pop	199.50
Dale Guns, latest triple switch model	189.50

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MILLS BELLS
MILLS VEST POCKETS
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GEMCO FLYING SAUCER
BALLY TURF KING
WILLIAMS NIFTY
COTTLEB JOKER
CHICAGO COIN PUNCHY
UNIVERSAL HIGH SCORE BOWLER

LATEST BELLS, RECONDITIONED BY THE FINEST MECHANICS IN THE BUSINESS!
Mills 5c, 10c or 25c Golden Path Handicap—Mills 1c, 10c or 25c Black Gold Handicap—Mills 50c Black Cherry, 2c—Williams 10c Standard Choke—Williams 25c Gun Choke—Babbitt 10c Jewel Bells, in New Cabinets.

Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stands for Bells.

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4135-43 ARMITAGE AVENUE • CHICAGO 39 ILLINOIS

Join **MARCH OF DIMES**
JANUARY 15-31

pany, are back from an extensive trip to the East.

E. S. Wilkes, of the Paul Laymon Company, has been pretty much preoccupied with the balloting on the water question in the vicinity of his La Crescenta home. This is quite important to the residents of that Los Angeles suburb. . . . Harlan Fairbanks, of Seattle, has sold his popcorn vending machine interest and is now devoting his full time to the bulk popcorn business. . . . Jack Gushall, San Luis Obispo operator, taking time off from his music route to enjoy a hunting expedition into the mountains.

Washington:

Fire caused damage estimated at \$10,000 at the Hirsh-Mason Corporation a fortnight ago, according to president Hersh de La Vies. The blaze was caused by a faulty oil burner. The offices were undergoing a second-remodeling-expansion program since the summer and the fire will necessitate a third revamping.

De La Vies had more cheerful news to impart on the current activities of the Washington Music Guild (WVG), of which he is president. The WVG held its first meeting in two months December 7 and voted several contributions to charitable organizations. Among these were \$100 to the Christmas Seal campaign, and \$500 to the Metropolitan Police Club drive which starts in January. De La Vies also stated that members make many individual contributions to this drive and he expected the total to reach the neighborhood of \$2,000. The Guild also donated a juke box to the Catholic Youth Center of Alexandria, Va.

Most important of the WVG's activities rounding out the year will be the Christmas show to be put on for Korean campaign veterans in the Naval Hospital at Bethesda, Md. A gala array of talent—probably consisting of all the artists in the Washington area that week—is expected to participate.

Louis Jordan is definitely slated to appear, and de La Vies has contacted *ab Sandifer*, concert tour director for the navy band, to get one of these orchestras. A big television show originating at the hospital is also one of the possibilities for the party, he said.

Alexandria, Va., is repealing its 2-cents-a-pack cigarette tax, effective January 1, according to W. Guy Ansell, city manager. Vending prices will be lowered as a result.

Indianapolis:

The Indianapolis city board of works has ordered 535 additional parking meters. The 524 meters now in use were installed about a year ago. Contracts were negotiated with the Dunham Parking Meter Corporation of Chicago.

Many of the cigarette vending machines around town bear a confusing sign: "Silver Quarters Only." Patrons are asking whether there are any lead quarters. . . . The Shaffer Music Company, distributor of the Seeburg Phonograph, is replacing many of the obsolete models of other makes on locations. . . . Gene Ford, of the Shaffer Music Company, sales organization, was saddened by the death of his 15-month old boy. . . . Business visitors at Shaffer Music Company were J. L. McClelland, Seeburg sales rep, and Edward Shaffer, president of the company, Columbus, O.

The Midland Music Company has closed its Wurlitzer branch here. It was learned that Irving Schwartz, operator of the branch, has returned to Louisiana, from where he came. What stock was on hand was stored for the time being. Rumors have it that a new company will take over. . . . George Talbert, La Fayette, Ind.; A. E. Scriber, Huntington, Ind.; Howard Dailey, Richmond; Titus Roney, and Floyd Busch, Greensburg, Ind., all operators, were on coin row buying new equipment and parts.

The Janes Music Company is having an excellent demand for juke boxes for holiday parties and entertainment. The firm is replacing many of its old model juke boxes with new equipment. . . . James Barley, president of the Music Operators' Association of Indiana, is planning to resign as president of the group. No longer an operator, he is not qualified for the office.

(Continued on page 74)

AT THIS TIME

we say

Merry Xmas

to all our friends,
and continued
PROSPERITY
WITH EXHIBIT'S DALE

'SIX SHOOTER'

Throughout the
NEW YEAR

EXHIBIT SUPPLY COMPANY
(Established 1901)

4218-30 W. Lake St. Chicago 24, Ill.

IT'S THE NEW ARCADE SENSATION!

OWNERS REPORT TREMENDOUS EARNINGS WITH BOWL-O

Business boomed at Bowl-O arcade installations in Conny Island, Rockaway, Astor Park, Atlantic City and many others during 1950. Earnings were terrific. Astor Park writes: "We consider Bowl-O one of the finest pieces of arcade equipment ever put on the market."

ORDER BOWL-O NOW FOR FULL SEASON'S PROFITS!

Get set early to take advantage of a full season's profits in 51. Get all the facts. Write today for literature literature, seasonal records of actual earnings, and prices 1 to . . .

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EARNING CAPACITY
\$4.00
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A TERRIFIC MONEY-MAKER!

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The Only Real Bowling Game

WANTED—CLOSEOUTS & DISTRESS MERCHANDISE

Wanted: Hi-Chrome Packard Wall Beers, with serials over 140,000.
Wanted: Used Wurlitzer Phonographs, models 2708, 2756, 21015, etc.
Wanted: Used United Bowling Games, all models.
Wanted: Hiways, late models; 21017 Wurlitzers, also Seeburg.
Also late model Seeburg Games.
KINDLY STATE QUANTITY, PRICE AND CONDITION.
Write Box D-170, c/o The Billboard, Cincinnati 22, O.

Merry Christmas



to all
our friends
WALLY FINKLE
JOE KLINE
and the
STAFF at
FIRST
DISTRIBUTORS



WALLY

JOE

HOLIDAY SPECIALS

NEW PREMIUMS
New 10¢ coins now being received. Carefully selected for flash and appeal. Priced right. Send for 1951 catalog!

CLOSE OUT HIGH POWER
Brand new, to play power with five balls, 20" long. Originally \$165. Limited quantity available - \$115. Original color.

ARCADE
New **SHOOTER** with **CHUCK COIN BASKET**. **BALL CHASER** - \$120. **TELEQUIZ** 1944 Model 119.

First-Class Reconditioned SHUFFLE GAMES

Chk. Coin TROPHY BOWL	\$225	United TWIN SHUFFLE ALLEY	\$125
Keeney DOUBLE BOWLER	190	Universal TWIN BOWLER	110
Bally SPEED BOWLING ALLEY	175	Chicago Coin SHUFFLE ALLEY	110
Universal SUPER TWIN BOWLER	185	Keeney PIN BOY SHUFFLE	65
Bally FLYWAY BOWLER	175	Keeney PIN BOY SHUFFLE	65

New FIVE BALLS
Keeney DOUBLE BOWLER
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MUSIC
Frank CONSTELLATION, 20" 50"
RHYTHM AT "11"
R.P.M.
Chk. Coin BAND BOX
With 50 records today.

Guaranteed and Reconditioned FIVE BALL GAMES

TRIPLETS	\$150	510 TOP	\$40
SHANTY TOWN	125	BUCCAMBER	50
SOUTH PACIFIC	125	PHOENIX	50
LUCY HUNTING	125	CHICAGO	50
3 MUKETTERS	110	CHICKEN	50
SUPER HOCKEY	75	CHICKEN	50

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\$64 QUESTION

How much do you make on your investment? Do you have long-life equipment that will be making money for you many years after it has been paid for? Well, Brother, you can have it... Operate the exclusive HOLLYCRANE... coin-operated, miniature model industrial crane that has everything an operator wants.

Write for Descriptive Circular and Free Profit Chart

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PLAYERS ARE STANDING IN LINE TO PLAY

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YES! In many locations throughout the country, the operators I must have another PLAY-WRITE on the job—some locations ask for 3 and even 4 PLAY-WRITES to take care of their players so that they do not have to wait their turn to play.

Orders are rolling in here at the factory from operators, telling us the above story when they send in their reorders for more PLAY-WRITES.

Many operators buy large quantities of PLAY-WRITES on their first order so that they can be FIRST to cover all of the best locations in their territory, as they readily realize the TREMENDOUS POWER and APPEAL of the PLAY-WRITE as it has that Popular Slot- reel Action with NUMBERS-INTEREST and that combination CANT BE BEAT ANYWHERE-ANYTIME for FAST-ACTION.

Some operators buy a few PLAY WRITES on their first order and place them in some of their locations and then they prove to themselves their FAST-ACTION—then they buy enough PLAY-WRITES to cover all of their territory.

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Be FIRST in your Territory—write us for complete information.
"The PLAY-WRITE is patented in United States and Canada."

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Coinmen You Know

Continued from page 13

Detroit:

John Moss, manager of the Detroit branch of Monarch Shuffleboards, is on an extended vacation tour in Arizona and California, with the Detroit office in charge of his assistant, H. E. Rose. The latter reports the short time boards in heaviest demand in this area, rather than the long boards.

J. G. Carmichael, manager of Bracey Corporation, which has the Kwik-Kafe coffee vander franchise for Wayne County, reports his servicemen ready to "do battle" for the privilege of serving their more interesting locations—such as receiving hospital. While the firm has most of its locations in industrial plants, there are a few in unusual sites, such as the prosecuting attorney's office.

Earl C. Schill, of the World Coin Company, is making plans to test the foreign coin market among machine operators. Mrs. A. K. Andrews, of Andrews & Company, of Clawson, reports the prospects for their diversified vander line good, hampered only by the scarcity of steel.

Frank Healey's Atlantic Products Company, originally a jobbing as well as operating firm, has been discontinued, and Lewis Kutack, who was manager, is now running an amusement route under his own name. W. G. Stewart, representative of Mission Dry Corporation, is back to normal operation after trying to cover the Cleveland-Cincinnati-Columbus territory during the big snowstorm.

Michael Bellantuoni, of the Bell Coin Machine Company, is back on the job after his recent illness disposing of some of his stock of Hit-a-Homers, prior to entering the hospital for several months for a spinal operation.

Philadelphia:

Jack Beresin, head of Berlo Vending Company, named chairman of the finance committee of Motion Picture Associates, local organization of film salesmen and bookers. Felton S. Jenkins and David J. Petrak set up a firm to promote the coin-operated automatic baseball pitching game designed primarily for parks and resorts. New firm is called Major Automatic Baseball Pitcher Services with offices at 7326 Claridge Street.

New York:

Murray Kaye, sales manager of Atlantic New York, was on the receiving end of plenty of ribbing last week, all because of a black eye. Ops listened to Murray's story, but reluctantly believed his explanation that he received the shiner during an attack of sneezing while watching television. Mr. and Mrs. Paul Quackenbush, of Royal Amusement, Oneonta, N. Y., were in town last week on a shopping trip.

A hot argument between Jack Mitnick, AMI rep, and Harry Strickland, of Master Automatic, ended in a draw Tuesday (12) when neither would concede to the other a greater knowledge of tune popularity on jukes. Harry's contention was that as many as 20 or more tunes are sold money earners at present, while Jack maintained only half as many could be tabbed hits. It points up the difference in program thinking among ops when two old-timers in the biz line up on opposite sides of the fence.

Sam Getlin, of the Westchester County Jukemen's union, is being treated for an arm infection. Frank Monocco, formerly with Union Automatic, has left the phonograph business to take a job with the post office. Joseph Schecter, of American Music & Service, has opened a gas station in the Bronx. Lloyd Gunn, who operates under his own name, is entertaining his parents here on a visit from their home in Canada.

Dick Friedman has enlarged his music interests by buying the Manhattan segment of Al Layne's juke route. Layne still operates in Brooklyn and Long Island. Sal Trella, Elkay chief, has settled down in his Sarasota, Fla., home for the winter. The route is being managed by his brother, Joe.

Local game ops were getting set to attend the first annual affair of the Associated Amusement Machine Operators of New York (A.A.M.O.) tomorrow (17) at the Latin Quarter. Word scooped thru that Lou Rosenberg, A.A.M.O. president, would be awarded a gold watch from the membership to mark his efforts in behalf of the industry here.

Harry Berger, of West Side Distributing, reports a heavy demand for the conversion he has developed for the Chicago Coin Bowling Alley. The change-over features a flying pin assembly.

Mae Polley, of United Phonograph and Casino Music, is expanding his juke route.

Charlie Brinkman, Rowe exec, returned from a trip to Dallas last week. Bern Bernard, also of Rowe management, is vacationing in Florida. In town last week for a confab was Al Shanonow, who heads up the company's operating division in the Boston area. Bernard Richauer, of General Dispensing, has placed a coin-operated Sodashoppe in the Waldorf-Astoria.

Chicago:

United Manufacturing's plant was going full steam last week as a special run on the four-player Shuffle Alley was turned out. Billy DeSelm, sales manager; Ray Riatta, and Herb Oettinger, comptroller, were all busy getting the shipments out, meanwhile reporting that the holiday season was finding fewer out-of-towners dropping in for a look-see. Firm's hockey game is also moving well, execs reported.

First Distributors' execs Wally Finkle and Joe Kline report a definite pick-up in the used game business last week. The firm's new coffee room is attracting a lot of ops to the spot. Meanwhile, Kline, scheduled for a series of road trips, was forced to cancel his plans when his wife was hospitalized and his daughter was bedded by illness. Both are now on the road to recovery. Mal Finkle reports the premium phase of the org going strong.

At World Wide the main problem seems to be to get enough Rock-Ola Rocket 81's to keep visiting operators happy. Floor model has been in virtually continuous play. Len Micon, reports and tone as well as over-all performance has been flawless. Al Stern and Monty West were busy all week greeting

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Equipment with so-called "Close-Out" or "As Is" Equipment. Every machine we sell is in Beautiful Shape, Ready for Location

SHUFFLE GAMES

United Shuffle Alley with org. floor pin cover, incl. new pins	\$99.00
United Shuffle Alley with 100-00 pins	89.00
United Super Shuffle Alley	89.00
United Express	79.00
Williams Twin Shuffle with 100-00 pins	99.00
Williams Single Bowler with 100-00 pins	99.00
Williams Deluxe Bowler with org. pin (incl. 2 cases)	139.00
Chk. Coin Bowling Alley with 100-00 pins	79.00
Chk. Coin Bowling Alley with org. pin	79.00
Uncovered Twin Bowler with org. pin	119.00
Uncovered Twin Bowler with org. pin	99.00
Keeney Pin Boy	99.00
Keeney Pin Boy with 100-00 pins, 6 or 8" w/c	99.00
Keeney Pin Boy with 100-00 pins	99.00
Keeney Pin Boy with 100-00 pins	99.00

Orig. Bally Fly-Up Pin Cover for BALLY SHUFFLE BOWLER Special \$69.50

Williams Star Series with new balling assembly... \$179.00
Williams Star Series with new balling assembly... \$179.00

WURLITZER 1015... \$259.50

KEENEY BONUS SUPER BELLS, 5c... \$135.00
BALLY DRAW BELLS, 5c... 89.50
KEENEY GOLD HUGGET, 5c and 25c... 129.50

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Fully repaired. Perfect condition. Ready for location.
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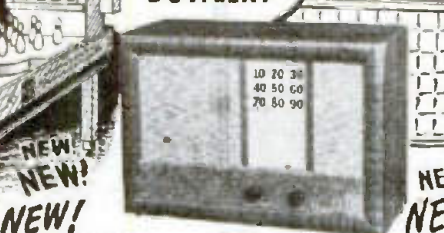
Reconditioned SHUFFLE GAMES United TWIN SHUFFLE ALLEY 5115 ALLEY AROUND 5245 Keeneey DOUBLE BOWLER 225 United SUPER TWIN BOWLER 183 Bally SPEED BOWLER 175 United SHUFFLE ALLEY EXPRESS 185 Universal TWIN BOWLER 156 With Playway Pins 150	SHUFFLE GAMES Chi Coin BOWLING ALLEY 5115 Williams DELUXE BOWLER 115 Chi Coin BOWLING ALLEY 99 Williams TWIN SHUFFLE 99 Williams SINGLE BOWLER 99 United SHUFFLE ALLEY 78 Cameo BOWLING LEAGUE 48 Rock-Ola SHUFFLE LANE 38 Cameo GLIDES 38
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JANUARY 15-31

customers and catching up on back orders for games and music. Micon says that while World Wide's stock of late model shuffle and five ball games is currently in good supply, it is beginning to be a problem to find such equipment. . . . Frank Menconi, Exhibit Supply Company sales manager, made another quick trip last week in the interest of the Dale Six Shooter. He was scheduled to return to the office Monday (18).

With an obvious pickup in trade serving as keynote, all hands at J. H. Keeneey & Company are now whistling a merry tune. Charlie Pieri, sales manager, states. Main targets of comment dropping in at the plant or phoning in orders are the four player shuffle game League Bowler and the electric cigarette vander. . . . Sam Lewis, Chicago Coin Machine Company, reports the firm is pleased over enthusiastic response to its Band Box unit for music machines. He adds that some of the volume orders received are actually surprising.

Coin Machine Service topper, Seymour Golden, says the Christmas run on toy premiums was so heavy he couldn't fill the demand. Jerry Zachery, who was recently named sales manager of the firm, has been busy, along with Golden, lining up new premium lines for the late winter and spring season.

Joe Cohen, head of Ristaurat, Inc., was a Chicago visitor last week. He said that 1951 sales plans were to be outlined over the week-end in Appleton, Wis., where the plant is located. Cohen states that the Ristaurat 45 has made a host of new operator friends in the past few months.

Rudy Kitt, Suburban Music Service, was one of the boosters for the 50-cent coin chute idea presented during the Music Operators of Northern Illinois (MONI) monthly meeting last week. There are still rumblings for dime play going around operator circles, he adds, and thinks it could get over the hill if everyone got behind 10-cent music in a body.

Gordon Heese, head of Arctic Vendor Sales, Appleton, Wis., came to town last week to scurry around making good on previous business commitments. He carried news of a \$30 price hike on his large ice cream machine, Mike Spagnola, Automatic Phonograph Distributing Company, reports that used game business is going along at a high rate, but other sales actively dropped off during the past several weeks. He looks for the buy-stagnation to spread to all types of equipment shortly, however.

Victor Vending Corporation announced availability of a dime chute on its Universal bulk vendor, making it a three-price unit with a choice of either penny, nickel or 10-cent operation.

At Universal Industries Mel Binks and Bill Ryan were preoccupied with the sudden upsurge in business the past two weeks. Ryan states that while the accent has been on the one ball, Winner, there also has been a rush for the shuffle game High Score Bowler. S. I. Neiman, public relations director for the National Coin Machine Distributors' Association (NCMDA), expects a large turnout for the midwinter meeting in Miami Beach in January.

Empire Coin Machine Exchange is once again expanding its premium department in an effort to keep up with operator demand. Jazzy Brenner, who was sidelined earlier in the year with a heart attack is now in fighting shape again and giving his Empire customers top service. Howie Fross is working on new catalogs for the firm's many lines of games, vendors and music equipment. Gil Kitt will dock in a South American port long enough this week to close deals with several coin machine importers which have been pending for some time. Stanley Lewis, set roadman, will service his accounts from the office the next couple of weeks and hit the road early in January.

At Merit Industries, Col. Lou Lewis is about to make a deal for new and larger quarters. It will be on the South Side. Lewis claims that used games are now hard to find and prices naturally are stiffening. Merit's premium division has been enlarged and now includes several lines of hard to find merchandise. Allied Coin Machine Company thru Bill Knapp reports steady action on its sale of conversions for Bally games. He adds that the premium biz is now in high gear.

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AD ON PAGE 68

Central Ohio Coin Quality Buys

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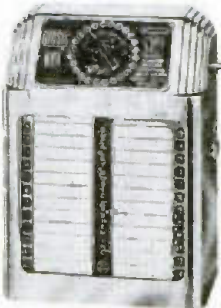
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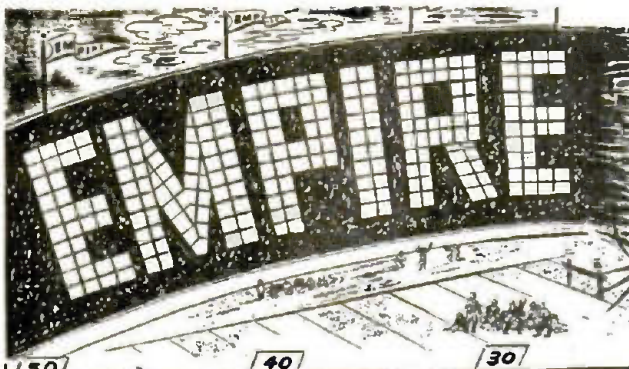
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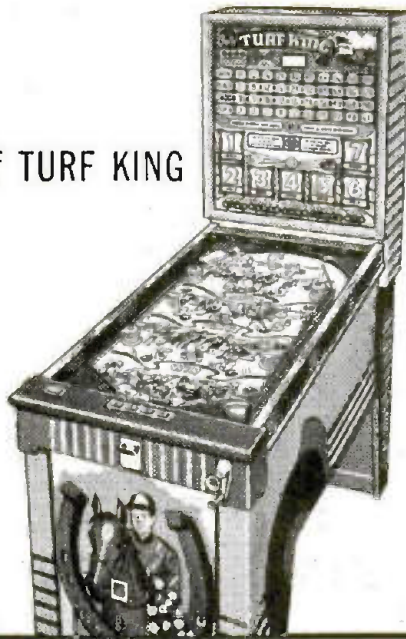
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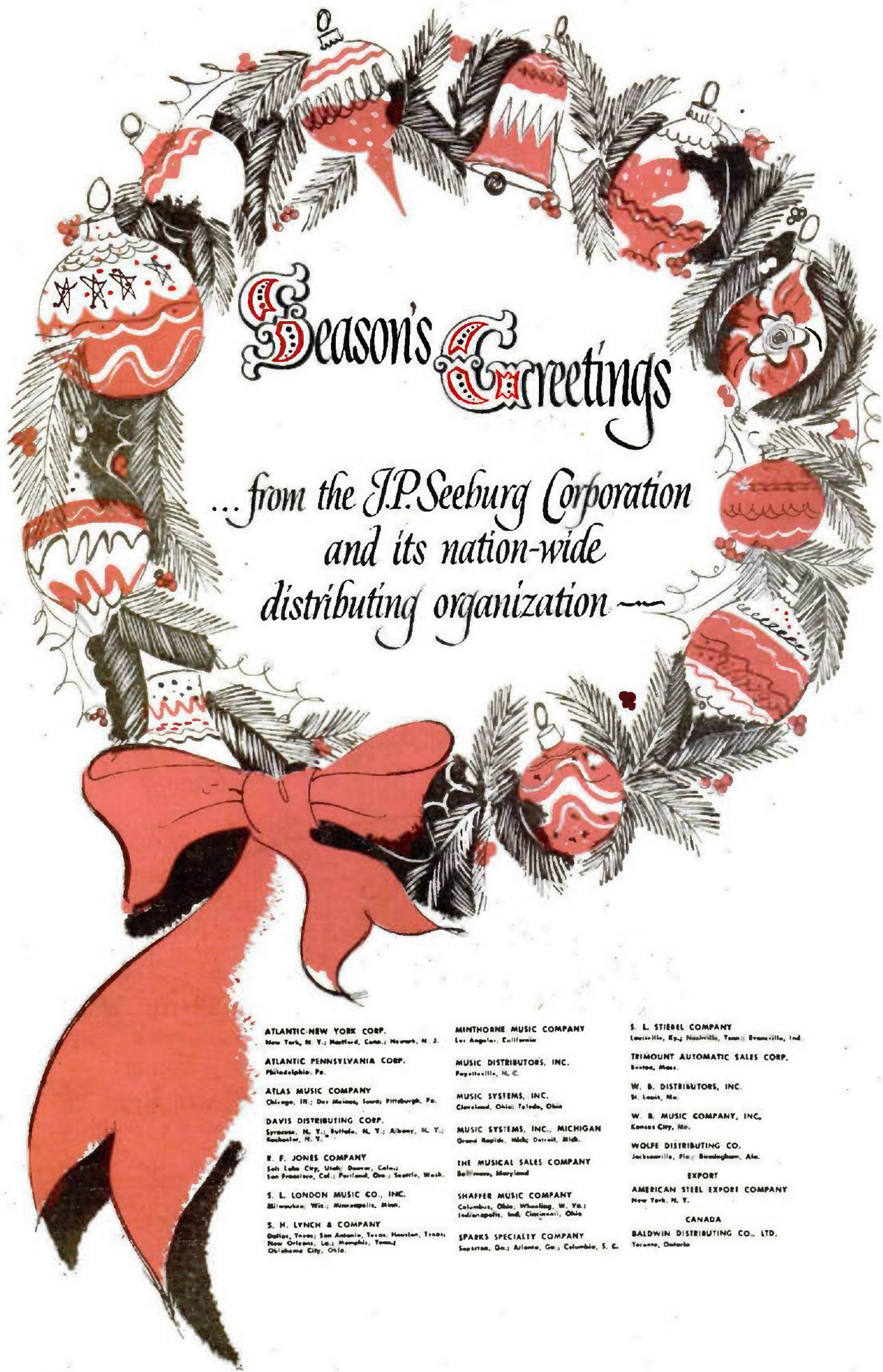
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and a
Happy
New Year

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THE MUSICAL SALES COMPANY
Baltimore, Maryland

SHAFFER MUSIC COMPANY
Columbus, Ohio; Wheeling, W. Va.; Indianapolis, Ind.; Cincinnati, Ohio

SPARKS SPECIALTY COMPANY
Spartan, Ga.; Atlanta, Ga.; Columbia, S. C.

S. L. STIBEL COMPANY
Louisville, Ky.; Nashville, Tenn.; Evansville, Ind.

TRIMOUNT AUTOMATIC SALES CORP.
Boston, Mass.

W. B. DISTRIBUTORS, INC.
St. Louis, Mo.

W. B. MUSIC COMPANY, INC.
Kansas City, Mo.

WOLFE DISTRIBUTING CO.
Jacksonville, Fla.; Birmingham, Ala.

EXPORT

AMERICAN STEEL EXPORT COMPANY
New York, N. Y.

CANADA

BALDWIN DISTRIBUTING CO., LTD.
Toronto, Ontario