



The Billboard

DECEMBER 22, 1951  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE: 25 CENTS

Big Bankrollers Continue To Reshape Radio's Future

CBS Affiliates Want Points in Plan Clarified

General Reaction Is Mixed; West Coast Stations in Favor

NEW YORK, Dec. 15.—Early reaction to the new Columbia Broadcasting System Selective Facilities and Standard Facilities Plans on the part of the radio network's affiliated stations was mixed, according to a spot survey conducted by The Billboard this week. Objections were not nearly as violent as initial objections on the part of National Broadcasting Company affiliates to that network's controversial Economic Study Plan, for the obvious reason that the CBS plans call for no readjustment of rates (with the exception of a change from station-hour to dollar-volume discounts for advertisers), nor for any additional morning network option time (since CBS already

[\(Continued on page 4\)](#)

King Size Cigs To Spend 7 Mil

NEW YORK, Dec. 15.—Heralded as the cigarette type of the future, king-size cigarettes will be spending upwards of \$6,900,000 during 1952 on radio and TV, most of which will be for the latter medium. The reason for their use of video as a primary advertising tool is the well-established impact of the sight-plus-sound medium and for its impressive track record for creating sales, especially for new products.

Latest king-size cigarette to go for broke in TV is R. J. Reynolds Cavalier, which now has "My Friend Irma" and a quarter hour of Garry Moore daytime on the Columbia Broadcasting System's TV web. The same cigarette also has a half-hour drama show on

[\(Continued on page 4\)](#)

1-SHOT AT 10G ON GOODYEAR TV

NEW YORK, Dec. 15.—Goodyear this week set what is believed to be a record for video rights for an original script when it paid Robert Vogeler \$10,000 for the one-shot privilege of dramatizing events of his life, to be titled, "I Was Stalin's Prisoner," on the Goodyear "TV Playhouse." The show will be produced Sunday, December 23, 9-10 p.m., over the National Broadcasting Company's TV web.

Davidson Taylor, NBC-TV veepee in charge of public affairs, is believed to have engineered the deal. David Swift will script. Vogeler also will act as technical advisor.

BEGINNING ON PAGE 43 . . .



The Billboard First Annual AUDITORIUM-ARENA Review

with feature Articles by:

BOB HOPE • SONJA HENIE • NAT "KING" COLE
C. W. VAN LOPIZ • JOHN J. HICKEY • H. W. J. BARNETT
JOHNNY SIPPEL • JUSTUS EDWARDS • JUNE BUNDY
DAPHNE (DEE) POLI • ARTHUR MICHAUD • GEORGE BUSH
CHARLES A. McELRAVY • EDDIE QUIGLEY • EDWARD A. FURNI
WILLIAM MAAS • AXEL H. REED • NATHAN PODILOFF
MERTON E. THAYER

and Highlighting:

STATISTICAL DATA ON AUDITORIUMS AND ARENAS

Ship Cruise Business Boom Sets Talent Jobs for 1,000

By BILL SMITH

NEW YORK, Dec. 15.—A more than seasonal demand for standard acts is developing in what is probably the biggest ship cruise activity since before Pearl Harbor. More than 65 cruises will use acts, totaling more than 1,000 performers. Before the war 60 cruises was the high mark.

In addition to cruises, acts will get a chance to double ashore in such ports as Nassau and Rio de Janeiro for anywhere from one to three-week stands, thereby picking up some extra loot. Dates for the doubling jobs will be set up before sailing. In Nassau these will be at the British Colonial and other local hotels and cafes. In Rio the dates will be at the Copa and Urca. In some cases acts will be flown to various areas out of Trinidad, where they'll arrive on the Mauretania. Ships arriving later will pick acts up and they'll work their way back.

This doubling, a comparatively new feature in cruise showbiz, will bring some acts an additional \$1,000 to \$1,500 plus most expenses, including fares.

The acts wanted are singers of both sexes, dancers, dance teams

(who make an additional buck aboard ship teaching dancing), novelties, comedians, emsees and musicians. The novelties can be ventriloquists, musical and flash acts. Jugglers and acrobats are not wanted because the rolling of a ship would prevent them from working.

Auditions are held for unknowns (must be pros) each week at WOR for Nat Abramson. Standard acts don't audition. Cruises prefer not to use big name acts because they demand suites. Lines would give the suites if they could advertise their being on the cruise before the date of

Henrich May Do A DiMag on TV Baseball Sked

NEW YORK, Dec. 15.—A substantial portion of the class which made the New York Yankees the world's champs will be dressing up the local TV scene next season. Tommy Henrich this week was on the verge of joining Joe DiMaggio as a video sportscaster, DiMag to take over at least some of Dizzy Dean's former chores at Yankee home games for WABD and WPIX, and "Old Reliable" to join Russ Hodges in his nightly sports stint via WJZ-TV.

DiMaggio is set to do at least the pre-and-post-game shows, for which he will get an estimated \$30,000. Should he reach an affirmative decision on sharing play-by-play work with Mel Allen, his stipend would go up an

[\(Continued on page 4\)](#)

sailing, but in most cases such advance publicity is forbidden.

Of the 66 cruises that will sail 1951-'52, Lou Lang, in conjunction with Henry Hermann, will have two. Lang and Hermann book the Moore-McCormack Lines on a year-around basis. The William Morris office is dickering with the French Line, but so far nothing is set.

Ties Up

The biggest cruise talent buyer is Nat Abramson, head of Entertainment Managers' Association and WOR talent topper, who'll have 63 cruises going for him. Among them will be the Cunard, French, Holland-American, Canadian Pacific and other lines. The biggest run will be the French Line's Liberte, which will use 25

[\(Continued on page 14\)](#)

'52 Politicos Add TV Films to Plans

CHICAGO, Dec. 15.—In addition to use of live television in the coming presidential campaigns, heavy use will be made of films for local placement on TV. Two types of movies will be used by the Democrats, and the Republicans are likely to have similar plans.

In January the Democrats will begin arrangements to have a major film producer make films built around national issues, such as the farm program or reclamation projects. The films could be spotted in any station but would be particularly valuable in States where the issue is hottest. They will be timed so they can fit into a TV segment, open end to allow a local politician or a senator to give live comment. They also will be used for rallies and meetings. The second kind of film will deal with the presidential candidate and his family.

Colgate Agency 'Inspired' CBS Selective Plan

Attempts to Unload Radio Time in TV Markets Key Factor

NEW YORK, Dec. 15.—The recently announced Columbia Broadcasting System Selective Facilities Plan and Standard Facilities Plan (The Billboard, December 15 issue) was inspired by a major national advertiser and agency (even as was the network rate cut of last summer) and, to a large extent, by the National Broadcasting Company's controversial Economic Study Plan. This was one fact revealed as a result of a spot survey conducted by The Billboard this week as to affiliate and advertiser-agency reaction to the CBS Plans.

Thus it becomes increasingly clear that radio's destiny on the network level—and inevitably on

[\(Continued on page 4\)](#)

TV Facilities At \$10,000,000

WASHINGTON, Dec. 15.—Uncle Sam today gave a green light to a multi-million dollar amusement construction program for the first three months of 1952, including \$10,000,000 worth of building for eight TV facilities, the largest of which is a \$5,330,000 TV studio planned by the Vine Street Realty Corporation in Los Angeles. Other TV projects receiving an O.K. under the government's controlled materials program were a \$2,740,000 radio and TV station to be built by WCAU, Inc., in Lower Meridian Township, Pa., and an Allen B. Du Mont plan for a \$1,750,000 TV station in New York.

In all, the National Production Authority consented to the construction of 27 amusement projects, including 11 drive-in theaters; four regular theaters, and two swimming pools. Shortage of defense materials, especially structural steel, forced the denial

[\(Continued on page 9\)](#)

NEW SOUND, NO FLACK MAESTRO

NEW YORK, Dec. 15.—Despite tremendous publicity breaks being racked up by the Les Paul-Mary Ford disk team, there isn't any independent press agent or record promoter who can take a bow for the hoopla. The husband-wife team doesn't employ a flackery. Almost every publicity break obtained by the duo can be credited either to the momentum behind their disk success or to the work being done by Capitol Records.

Billboard Backstage

By JOE CSIDA

It's less than a week since Puerto Rico, and already it seems like an event of an eon ago. A guy can beef about many features of this business, but never about a lack of action. You turn your back, it seems, and mail piles up, the list of phone callers grows to alarming proportions, and you fall months behind on lunch dates, dinner dates and just plain keeping up - with - what's happening dates.

In the mail, a note from Walter Damm, head man at The Milwaukee Journal's WTMJ and WTMJ-TV, slapping my wrist for a sloppy piece of reporting. I said in a Boca Raton item that National Broadcasting Company President Joe McConnell had said that WTMJ-TV would net \$850,000 after taxes in 1951. Walter straightens me out somewhat severely with: "... Fortune Magazine will say in its January issue that profits for 1951 will be \$1,150,000 before taxes. After taxes, \$365,090. That's approximately 17% of total revenue. I don't know where you get your dope, but it's wrong as hell, as I'm sure Joe would tell you."

It wasn't McConnell's fault. I wrote the story about 4 o'clock Saturday morning, after the Martin and Lewis banquet, and can only plead near-unconsciousness. Sorry, Walter. Honest, I'm usually not that careless with my "befores" and "afters."

Also reprimanding me severely

was a letter from Nora McDermott, one of Frank Sinatra's staunch supporters. My piece on Frank's wedding fooled Miss McDermott completely, she says. She didn't realize I was being satirical. "However," she writes, "it seems I fooled you, too, on at least one count. I am not a kid, but a full-grown woman of 28." She goes on to relate a number of nice things Frank has done, to Miss McDermott's own knowledge. "... Several years ago," she says, "Frank arranged to have dinner here (Philadelphia) with the members and presidents of his fan clubs. ... By the way, among our group is one little girl who is quite crippled. Never can I forget how kind Frank has always been to her, and, on one occasion, without making it obvious, or embarrassing her in any way, he sang a very beautiful song just to her..."

CBS-TV last Saturday night, and says: "Congratulations on your very easy performance. ..." (I always did like Marcia.) She's really deserted radio and television, however. Got herself married, lives in a place called "The Wilderness," Scarborough, N. Y., and writes: "... We spent most of the summer warding off numerous deer and raccoons from our garden, and most of the fall making gallons and gallons of grape wine. And rescuing a very active 2-year-old son from sundry predicaments..."

I hesitate to get into a prolonged correspondence with Sinatra's fan clubs, even the 28-year-old members thereof. I'm sure I, too, could learn to love Sinatra if I really tried. And I promise Backstage's customers that this is the last piece I'll do on the singer for a long time.

But also a nice note in the mail from a girl we haven't seen in a long time, Marcia Lawrence. She used to be the late Charlie Hammond's secretary at NBC. She caught me, making like an expert, on the "Songs for Sale" show on

A fellow-panelist on that "Songs for Sale" show, by the way, was Gene Krupa. Gene told me he's taking lessons on tympany techniques with Saul Goodman, drummerman with the New York Philharmonic for many years. It's this burning drive to come ever closer to total perfection that makes great performers, into which category Krupa on the drums certainly falls.

Before the week was out I had pleasant and informative visits and chats with RCA President Frank Folsom, ABC's Don Kearny, Eddy Arnold, Tom Parker, British music publisher Reg Connelly and British record man Norm Newell, researcher C. E. Hooper, and almost enough others to get caught up. And they all had a lot more interesting tales than my Backstage space allotment permits me to tell in any one week.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Dec. 15.—Now that there are more TV broadcast applications from Texas than from any other state, a Federal Communications Commission staffer figures it's appropriate to tell this true story. It's about a Texan who wrote to the Commission for advice on whether he should buy a TV set. The Commission wrote back saying that there wasn't a TV station within his listening range and, therefore, he ought not to buy a set unless he could induce some interested party to build a TV tower nearby. It wasn't long before the FCC got another letter from the irrepressible Texan. He told the agency that he bought a TV set against the Commission's advice and, since he couldn't tune in anything, would the FCC please rush a crew down to help him build a tower.

Juke Ops to Fight; The ABC-Par Front . . .

Look for a big array of witnesses when the House Judiciary Subcommittee on Copyrights resumes its hearing, February 4 on the Bryson-Kavanaugh bill to end juke box exemption from royalties. Indications are that the hearing will run beyond Febru-

ary 4, even though the bill got a full day's airing before the subcommittee in October. Foes of the bill will have their inning at the upcoming session, with proponents slated for a chance to file rebuttals.

Contrary to gossip, the FCC is still figuring on an initial decision by July in the American Broadcasting Company - Paramount Theaters proposal for a merger. Minor extensions of deadlines on briefs are upcoming. But the three-man battery of Commission legalists working full time on the case is making rapid headway. Dissent among Commission brass over procedural steps isn't figured serious enough—for the present, at least—to delay the case.

Looks More Like TV Thaw by April . . .

Latest FCC word is that there's no change in the tentative timetable for the thawing of the TV freeze in early April. Allocation briefs have been parceled out among Commission engineers to expedite preparations. If oral arguments can be avoided, the commission hopes to make allocations in early February, and then declare a 60-day moratorium

on applications prior to an April freeze lift. Threat of oral testimony remains the big question mark. A break-thru by petitioners for oral argument could scuttle the timetable. Altho several requests for oral argument have been rejected by the FCC, others, including the Du Mont petition, still have to be hurdled. Commissioners contemplate lengthy proceedings sooner or later—before or after the freeze lift—and some scrappy fights for the last remaining VHF channels.

Porter Helps Di Salle; WMAL & Pubservice . . .

Thanks to former FCC Chairman Paul A. Porter, Price Stabilizer Michael V. Di Salle can now argue before the Supreme Court. Porter, once a wartime price controls boss, presented Di Salle this week for admission to practice. . . . A daring and effective example of public service programing was chalked up by WMAL and WMAL-FM here this week, in airing the House Ways and Means Subcommittee's hearings on tax scandals. Tape-recorded broadcasts of proceedings were broadcast two hours every night. Stations got an enthusiastic listener response.

Picture Business

By LEE ZHITO

HOLLYWOOD, Dec. 15. — The studios are breaking out into a rash of showbiz biogs. Basis of the latest trend is difficult to determine. Of course, Columbia's "The Jolson Story" and its sequel, "Jolson Sings Again," were top money makers, as was Warner's George Gershwin filmed salute, "Rhapsody in Blue," but those were made a few years back, and as a rule movie makers are quicker than that to fall in line for a production trend.

Warners, for example, has just completed "I'll See You in My Dreams" (reviewed in The Billboard's December 15 issue), based on the life of songwriter Gus Kahn. Metro-Goldwyn-Mayer has assigned Arthur Freed to produce "The Romberg Story" during 1952, using the life story of Sigmund Romberg as its basis. Twentieth Century-Fox is producing "The Jane Froman Story," a biopic devoted to the famed songstress. Paramount Pictures also moves into the showbiz biog cycle by acquiring the film rights to the life story of the Duncan Sisters. Film will be titled "Topsy," starring Betty Hutton as Rosetta Duncan. And Warner Bros. is set

to roll on "The Eddie Cantor Story."

Metro will film the life story of Marjorie Lawrence, the noted opera star who was stricken by polio, and will call it "Interrupted Melody," with Deborah Kerr in the lead. Even current radio personalities aren't safe from the motion picture camera when it goes on a life storytelling binge. "The Lonesome Gal," whose fudge-like drippings have caught lonely male ears, will now draw such high-voltage Metro talent as either Lana Turner or Ava Gardner for the film portrayal.

Possibly pic producers have realized that there's no story like the showbiz story when you want a yarn that throbs with tears and laughter. Then again, b.o.-wise movie makers may realize that pictures based on the lives of well-known personalities will play to pre-sold audiences, for the fans of those personalities are sure to flock to the theaters for a sugarcoted look-see at the stars they have followed for so long.

One thing is certain, the general nostalgia kick that present-day showbiz has been on is sure to get another healthy hypo which most certainly will reflect itself in a continued revival of old song fa-

vorites and renewed acceptability of yesteryear routines.

New Radio Show Features Fill Music . . .

For years background music on the motion picture soundtrack has been little noticed by-product of a film's over-all entertainment offering. Occasionally, recorded albums of film soundtracks have reached the market, but for the most part the creative work of the world's greatest concentration of serious music talent has been generally overlooked. In the realm of serious music, Hollywood holds the cornerstone on the contemporary masters, but their work is lost in the action of the screen's drama.

Paul Weston's Friday night show via the Columbia Broadcasting System takes a step in the right direction by spotlighting heretofore ignored film music scores. To date, Weston has provided radio listeners with a re-hearing—this time unfettered by screen clutches and duels—to music from MGM's "Across the Wide Missouri," WB's "Streetcar Named Desire," Columbia's "Barefoot Mailman," "Metro's "Quo Vadis" and that studio's "Gone With the Wind."

Agree on Tax Exemption Law

Reciprocal tax exemptions have been widened for artists, musicians and professional athletes from each country temporarily performing across the border. This has been acceded to by Canada under pressure from the U. S.

Under the new agreement, professional entertainers, including athletes, from one country can work up to 183 days in the other without being subject to income tax in that country. At present they cannot stay longer than 90 days or earn more than \$1,500 without being subject to foreign tax.

If a person exceeds the limits set out in the agreement, he will be taxed by the country he is visiting, but on return home he will be given credit for taxation purposes up to the amount of foreign tax paid.

'My L. A.' Close Held Possibly Due to Plot

HOLLYWOOD, Dec. 15.—"My L. A.," which came to a halt after a three-day run Monday (10), did so when producer William Trenk refused to pay \$7,100 to the stagehands' union. Fact that bad reviews, poor box office and lack of finances closed the musical were counterbalanced by proof of some good critical comment, close to \$11,000 gross in three days and disclosure that talent was covered by bonds.

Actual reason for the shuttering was that Imagineering Associates, Inc., would not complete the sets due to government contracts and left them at the theater, with \$20,000 still needed to finish construction. Two days prior to the opening, men worked day and night to complete the sets. Inasmuch as Imagineering did not finish the work, Trenk felt he did not have to pay the \$7,100 which he claims to have had from the b.o. take.

On Sunday (9), day before closing, a party connected with the production told one of Trenk's aids that he had a friend who would put up money to keep the show open. This, since it came before Imagineering's bill was actually presented to Trenk, gives credence to the theory that Trenk is the victim of a plot to bury him in public resentment and make it possible for someone to take over the show's control with a minimum investment.

U. S. Reports Some Earning Increases

WASHINGTON, Dec. 15.—Wages have taken a gradual rise in the radio, TV, and phonograph set industry, it was revealed this week by the Department of Labor.

Average weekly earnings in the set industry during September were \$59.80, a climb of more than \$2 from the average of \$57.38 in August and \$57.35 in July. Average hourly earnings in September were \$1.46, compared to \$1.43 in August and \$1.46 in July, according to Labor.

Index

Auditoriums-Arenas	43
Burlesque	41
Carnival	77
Circus	74
Classified Ads	80
Coin Machines	85
Fairs and Expos.	76
Final Curtain	67
General Outdoor	28
Honor Roll of Hits	20
Legitimate	42
Letter List	84
Magic	41
Merchandise	80
Music	15
Music Charts	20
Music Machines	90
Night Clubs	12
Parks and Pools	73
Pipes for Pitchmen	83
Rinks-Arenas	66
Roadshow-Rep	67
Routes	72
Salesboards	84
TV-Radio	4
Vaudeville	12
Vending Machines	86

London Dispatch

By LEIGH VANCE

LONDON, Dec. 15.—When MGM announced two years ago it was going to run cine variety at its London showplace, the Empire, Leicester Square, showmen here gathered round to be put on record with prophecies which would read well at the funeral.

But Metro was on to a good thing—and knew it. Veep Joe Vogel came over on a scouting expedition, decided the operation would need an experienced stage producer with enough organizing talent. Backstage, the massive Empire shrivels to sugar loaf size. It would need an Eisenhower to shuffle his team on and off it in the limited rehearsal time allowed between screenings.

Top of Vogel's short list was late Radio City Music Hall producer Nat Karson. But he seemed to have vanished—until Vogel found him in the next suite of their London hotel, taking a look round on his way home after producing "Hamlet" at Elsinore.

Vogel promptly signed him up, and in November 1949 Karson moved in to do battle. There was plenty of enemy opposition. A newcomer who had to feel his way along the tricky trenches of artist booking and agent co-operation, he found the residents none too keen to be listed as collaborators.

Rehearsal Problems And Bookings . . .

Then there was the acute problem that his line of 24 Empire girls, whose precision and team work has been a constant highlight of the Empire shows, could only rehearse 12 at a time in the limited space available for run-thrus, met for the first time as a line on the morning of their new show.

Another was the flexibility of his opening dates. Scheduled to run with the flick it was partner-

(Continued on page 66)

Paris Peek

By ANNE MICHAELS

PARIS, Dec. 15.—From April 28 to the end of May Paris plays host to one of the most ambitious cultural festivals of the century, it was announced this week. Sponsored by the "Congress for Cultural Freedom," an organization of intellectuals which in 1950 came dramatically into being 100 miles inside the Soviet zone of Berlin, the festival will be the center of music, opera, ballet, drama, art, literature and philosophy, utilizing some of the biggest names in the above fields.

The exposition, which will run under the name of "Masterpieces of the Twentieth Century," explained Mr. Nicolas Nabokov, secretary general of the Congress, "will present a broad view of our civilization as it is expressed in the works of the free creative artists of the 20th century." "We believe," he continued, "that this exposition will serve also as an inspiration to the young artists of our day, who will for the first time be able to assess the sum total of the artistic achievements in the past 50 years."

Commenting on art in the totalitarian regimes of our times, Mr. Nabokov said, "they have sought and, to some extent, succeeded in planting in our minds doubts of the validity of our Western civilization, and it is to still these doubts that the exposition has been organized, and, too, to attract intellectuals who have been wavering on the brink of the Communist line."

The exposition will bring to Paris, some of the world's finest music, including the Vienna State Opera, which will give performances of Alban Berg's "Wozzeck," never before presented in France, and a performance of Virgil Thompson's opera based on a Gertrude Stein book, "Four Saints in Three Acts," done by an all-Negro American cast.

The Vienna Philharmonic, the chorus and orchestra of the Academy of St. Cecilia in Rome, The RIAS ork from Berlin, the orchestra of the Swiss Romande, Paris's Conservatoire group and

(Continued on page 67)

THAT NEW TAX LAW --- II

New Provisions Affect Filing of Joint Returns

By LEWIS C. LEBISH
New York Attorney, Certified Public Accountant and Tax Consultant
(Second of a series of three articles)

There has been no radical change in requirements for filing declarations of estimated tax. Due to the increase in tax rates effective as of November 1, 1951, most people may find that they have underestimated their tax.

The reader's attention is called to the fact that you can avoid penalty for understating your tax on the 1951 declaration by filing your final return and paying your 1951 calendar year tax on or before January 15.

Joint Returns

Certain relief provisions which will aid many taxpayers have been provided for in the new Act. The new law extends the privilege of the married people's joint return, allowing people who are married even on the last day of the year to be considered married for the entire year for tax purposes.

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

Married persons who filed a separate return for a taxable year beginning after 1950, for which he could have filed a joint return, may now elect to substitute a joint return with his spouse even though the time for filing such a return for the taxable year has expired.

The Billboard

The Amusement Industry's Leading Newsweekly
Founded 1894 by W H Donaldson
Publishers: Roger S. Littleford Jr, William D. Littleford
E. W. Evans, Pres & Treas. Lawrence W. Gatto, Secy
Editors: Joseph G. Csida, Editor in Chief, New York; C. R. Schreiber, Coin Machine Editor, Chicago; Herb Doffen, Outdoor Editor, Chicago; Wm. J. Sachs, Exec. News Editor, Cincinnati; Ben Atlas, Chief Washington Bureau
Managers and Divisions: E. W. Evans, Gen. Mgr., Cincinnati; Main Office & Printing Division, 2160 Patterson St., Cincinnati 22, Ohio; Phone: DU 6450

has brought suit for recovery for any part of the tax for such taxable year. In case either spouse dies, the election to change from a separate return to a joint return for the decedent can only be made by the executor or administrator.

Another important factor with respect to this new provision is that even though you are legally separated or divorced, if you were married at the time you filed separate returns, both you and your spouse may now or thereafter elect to file a joint return within the prescribed period.

Head of Household

A new provision has been added effective for taxable years beginning after October 31, 1951, which gives some of the tax benefits accorded to married couples by income splitting to an unmarried individual who "qualifies as the head of a household."

The government has defined the type of unmarried individual who can claim credit for being "head of a household." This person must maintain a household which is his principal place of abode, and has as a member of such household one or more of the following persons:

- 1. Any son or daughter or any of their descendants or a stepchild or legally adopted child. The amount of gross income of any of the aforementioned is immaterial. However, if any of the above are married at the close of the taxpayer's tax year, they must qualify as a dependent of the taxpayer for the taxable year; i.e., they must have less than \$600 gross income for the calendar year and must receive more than one-half of his or her support from the taxpayer and must not file a joint return with a spouse.
2. Any dependent of the taxpayer who is a direct blood descendant and who does not file a joint return with a spouse.

It should be noted that to qualify as head of a household, the individual must supply more than one-half of the cost of maintaining the home for the taxable year. You do not lose your benefits if a member of the household died during the year, providing the taxpayer's household constituted the descendant's principal place of abode up to the date of his death.

Standard Deductions

Under the prior tax law, if you elected to take a standard deduction, you lost your rights to claim specific deductions and vice versa. This election was irrevocable. Under the new law, your election is revocable for taxable years beginning after 1949. Individuals who used the standard deduction when filing their returns can now revoke such election and claim itemized deductions and vice versa.

Personal Exemptions

Each personal exemption entitles you to a \$600-offset (formerly \$500) against your income. If you are over 65 years of age on the last day of the year, you may claim two exemptions. The same applies if you are blind as of that

(Continued on page 41)

Review Index

Table with 2 columns: Review Type and Page Number. Includes Record Reviews (27), Classical Reviews (24), Legit Reviews (42), Night Club Reviews (12), Radio Reviews (8), Television Reviews (8), Vaudeville Reviews (12).

Highlight Reviews

RADIO

"Hollywood Sound Stage" Clicks, Thanks to Bette Davis, Kronman

By SAM CHASE

As the second half of the CBS duo of transcribed radio series aired for the Motion Picture Relief Fund, "Hollywood Sound Stage" got off on the right foot. With Bette Davis playing the Olivia DeHavilland roles as both twin sisters in an adaptation of the film play, "The Dark Mirror," the preem stanza had excellent pace, tight and punchy scripting and substantial acting.

This would seem to be a par-

ticularly tough show for radio, with no visual element and Miss Davis assaying two parts, with frequent scenes only between Miss Davis and herself. Yet it worked out quite satisfactorily, since the good sister was played on a slightly lower beat. There was very few moments of confusion as to just which role Miss Davis was portraying at any given moment, even at the climax when one pretended to be the other.

All this redounds especially to the credit of Harry Kronman, who played a dual role of his own as adapter and director. He did a first rate job of both.

Just to make sure of the distinction between the sisters, the baddie frequently called the other characters "Dah-ling." If Tallulah, with all her other problems, had time to hear this show, Miss Davis must have gotten a rise out of her with that one.

RADIO - Reviewed Thursday (13), 10 to 10:30 p.m. EST. Sustaining via CBS. Adapter-director, Harry Kronman. Assistant director, Bill Nelson. Music conductor, Alexander Courage. Announcer, Hugh Douglas. Cast this week: Bette Davis, Gary Merrill, Ken Christie, Peter Leeds, Norman Fields.

LEGITIMATE

Osborn, Fonda Et Al. Give Status, Hit Quality to Marquand "Point"

By BOB FRANCIS

"Point of No Return" was a leisurely book, embracing a wealth of detail, and from it Paul Osborn has fashioned a leisurely play. It takes him a whole first act to establish the motivations of his central character, but from there on he has managed to compress the meat of the novel into an engrossing play.

As is usual in a Marquand novel, "Point of No Return" views with a jaundiced eye and chides with a caustic tongue New England class consciousness. This time, the locale includes New York City and Connecticut as a background for the emancipation of an ambitious executive from the frantic continuous drive to get ahead both financially and socially. Osborn has caught the yarn's satiric undertones exactly and, while the play is essentially a conversation piece, it abounds in fine character drawing in sharply wrought detail.

As the apple-polishing, ambitious banker who has to go back to his home town after 20 years in order to free himself from his

success neuroses, Henry Fonda builds a relaxed and sensitive performance. He has a clear understanding of the forces which make Marquand's Charlie Gray what he is, and whether in the flashbacks to the blasted, youthful love affair which started him off or in present-day sequences of worried business rivalry, Fonda keeps his character completely valid.

The star gets splendid help from several supporting quarters. Leora Dana climbs another rung on the success ladder with a warm and ingratiating portrait of the wife who worries both with and about him. Miss Dana looks lovely and acts the same. Patricia Smith as the love of his youth makes a potent stem debut, and there are splendid contributions from John Cromwell as his polished but unregenerate father, and from Colin Keith-Johnston as one of Marquand's typical, school-tie, Harvard alumni. Frank Conroy's slightly ponderous bank president could have been lifted right out of the book, and Robert Ross and Phil Arthur add effectively in lesser roles.

Leland Hayward has stunted on nothing productionwise. "Return" has been given the best of everything, including beautiful and

expensive costuming by Main Bocher. With a cast of 23, plus a few walk-ons, the overall looks like a costly operation, but the Alvin is a big house and "Return" has all the ingredients to predicate a hit.

POINT OF NO RETURN

(Opened Thursday, December 13)

Alvin Theater

A comedy by Paul Osborn, adapted from J. P. Marquand's novel. Staged by H. C. Potter. Settings by Jo Mielziner. Costumes by Mais Bocher. General manager, Herman Bernstein. Stage manager, Robert Linden. Press representatives, Leo Friedman and Abner Klipstein. Presented by Leland Hayward.
Evelyn Gray Susan Harris
Nancy Gray Leora Dana
Bill Gray Keith Russell
Charles Gray Henry Fonda
Joe James Jolley
First Teller Gene O'Donnell
First Clerk Stanley Tackney
Second Clerk Heywood Hale Brown
Second Teller Davis Roberts
Miss Marble Madeleine King
Miss Dingle Katherine Hynes
Roger Blakesley Bartlett Robinson
Anthony Burton Frank Conroy
Malcolm Bryant Robert Ross
Conductor James MacDonald
Jackie Mason Phil Arthur
Jessica Lovell Patricia Smith
Laurence Lovell Colin Keith-Johnston
John Gray John Cromwell
Esther Gray Frances Bavier
Tailor Pitt Herbert
Mrs. Burton Madeleine Clive
Maid Harriet Selby
Clerks, Tellers, Secretaries and Customers

RADIO

Theories, Facts on USSR Brought To Clear Air in Tough ABC Show

By GENE PLOTNICK

The Soviet Union is not by design a nationalistic, imperialistic power using the Communist ideology only as a foil. The Soviet is a Communist organism whose every move is part of a "long-range design which began with Marx, was developed by Lenin and is being carried out by Stalin."

This is the thesis of Mrs. Ada Siegel, whose father was a non-Bolshevik member of Lenin's first coalition cabinet, serving as Minister of Justice for six months and fleeing Russia in 1921. ABC has given Mrs. Siegel four half-hour segments to expound and document her theory. The first session was devoted to the subject of the several Soviet republics and what is happening to them.

Mrs. Siegel told how in 1917 the Bolsheviks, in apparent contradiction to Marxist theory, federated the many Russian states.

But this, she claimed, was merely an expedient to foster industrialization and nurture the proletariat. Beginning in 1937, when a new generation of workers and Commies had grown to maturity, one state after another was liquidated, their populations practically disappearing.

Regardless of race and language differences, Mrs. Siegel pointed out, all the Russian nationalities are required to toe the same Communist line. Siegel interviewed two Russian refugees, one an actor, the other a librarian who occasionally broke into their native tongues, to confirm this point.

Mrs. Siegel averred repeatedly that the Soviet practices in their details may frequently seem to sway drastically away from Marxist philosophy, in the overall view they are actually adhering to the Communist master plan.

As radio fare goes, this was a tough morsel, and Mrs. Siegel admitted it. But there can be no doubt that she and ABC are here performing a vital public service for these times, casting a good, clear light on the nature of a potential enemy to the U. S. It is something that must be done again and again.

Mrs. Siegel gave her message a clear and precise reading. Quotes from Communist doctrine were trenchantly read by Jackson Beck. Mrs. Siegel was introduced by Philip Mosley of Columbia University's Russian Institute.

RADIO - Reviewed Thursday (13), 10:30-11 p.m. EST. Sustaining via American Broadcasting Company. Produced by ABC Public Affairs Department. Director, Joe Graham. Announcer, Don Gardner. Cast: Ada Siegel, Jackson Beck.

SELECTIVE FACILITIES A COLGATE AGENCY IDEA

Flexibility Feature Attractive;
To Pass Up TV, Retain Discounts

• Continued from page 1

the local level—is gradually being decided by advertiser pressures and the competitive situation between the networks. Such bankroller pressures, of course, stem from advertiser desires to do a maximum marketing job in the powerful television medium and yet continue to utilize to a substantial extent the fullest benefits of the proven radio and other longer established media—all at a minimum possible cost.

It also becomes increasingly clear that such advertising pressures are all the more effective because of the circumstance which finds the two major video networks (CBS and NBC) also custodians of the welfare of the top two radio webs. This is exemplified by the events leading up to, and largely dictating, the latest CBS move. These events are as follows:

Some time ago Colgate-Palmolive-Peet decided that the nut on its "Mr. & Mrs. North" stanza via the CBS radio network was too heavy. Colgate asked its agency, Sherman & Marquette, to find an "out" on the radio show in at least 10 television markets in which the stanza was being carried. Sherman & Marquette finally came up with, and proposes to CBS, a plan whereby Colgate

would be permitted to drop the show in as many as 16 TV markets and yet retain its 187-station discount. This plan called for the show to be made available for sale to non-competitive local or regional sponsors in any markets dropped by Colgate. Colgate, however, agreed to reassume sponsorship in any such markets where a local or regional sponsor canceled out. It was on this basis that the advertiser would

continue to be eligible for his full discount. CBS agreed to this plan.

Ironically enough the CBS-Colgate-Sherman & Marquette deal never materialized, because it reached finalization in the middle of the show's cycle and CBS had no opportunity to go out and market it on a regional or local basis. It is understood, however, that, at the beginning of the next cycle, Colgate still has the option of picking up on the plan outlined above, or going along with one of the two new CBS plans, stemming from its own original thinking with CBS.

Advertisers and agencies generally felt that the new CBS Selective Facilities Plan was not quite as attractive as it seemed at first blush. As in the case of affiliated stations, many advertisers and agencies felt they hadn't yet had sufficient opportunity to put the slide rule to the plan on their own shows.

General feeling, however, was that the new flexibility feature of the plan, providing that the advertiser need buy only a network "acceptable to CBS," was fine; that such flexibility would enable them to pass up a number of TV markets with their radio shows and still earn substantial discounts.

However, the gimmick, as some time buyers saw it, was in the plan's proviso that discounts would be paid on a dollar-volume basis rather than as formerly on a station-hour basis. Most felt that, in order to earn substantial discounts, they would still have to take on most TV market stations.

Notwithstanding this, virtually all advertisers and agencies queried in The Billboard survey indicated that they felt the trend toward flexibility, which is a feature of the CBS plan and is also a feature of the NBC plan (ABC and Mutual, of course, have long had virtually full flexibility), was a strong step in the direction of making network radio an ever more attractive buy for advertisers.

Henrich May Do A DiMag on TV Baseball Sked

• Continued from page 1

additional \$20,000 or so, again making him the highest salaried person on the Yankee pay roll, with the possible exception of Phil Rizzuto. Yankee sportscasters are employed directly by the club.

Henrich early next week is expected to finalize his WJZ-TV pact. This calls for Hodges to break him in on his 11:10 p.m. show between now and spring training, when Hodges leaves for Arizona to cover the Giants. The two will alternate between the emcee job and the interviewer post. However, WJZ-TV is in a peculiar position in seeking a sponsor among beer firms for Henrich. Latter is in partnership with Snuffy Stirnweiss in a New Brunswick, N. J. suds distributorship for Miller Beer and Carling's Ale, and his deal with those firms forbids his plugging any rival brew. Miller's however, is understood to be interested in the Henrich show.

Traders now are quipping that "old Yankees never die; they just gab away." On TV, that is.

NBC Study Plan Wins Approval

NEW YORK, Dec. 15.—National Broadcasting Company executives reported continued progress in affiliated-stations discussions and acceptance of the network's Economic Study Plan for radio. Slightly over 100 stations have now been contacted, said a top NBC spokesman, and while some problems have arisen in several of the negotiations, all-out acceptances continue to be achieved.

In the meantime virtually every NBC executive, in almost every department, was being pressed into service to get out into the field and develop negotiations with affiliates on the new plan. Such meetings are being carried on right into the Christmas holidays. NBC continues to insist that the detailed new rates will be announced January 1, to go into effect July 1.

Jordan Warns Colleges on TV Grid Policy

WASHINGTON, Dec. 15.—Continuation of the National Collegiate Athletic Association's policy for restrictive TV is almost sure to result in loss of academic freedom, bad public relations and probably court action, according to C. L. Jordan, vice-president of the N. W. Ayer & Son agency, in analysis released this week by the Radio-Television Manufacturers' Association.

Jordan pointed out that colleges have everything to gain from TV, and he cited Department of Commerce figures showing that total college football gate receipts last year were 13 per cent above 1947, despite unrestricted TV. The Jordan report mentioned the University of Pennsylvania as an example of how the NCAA's restrictive TV policy is hurting colleges. The study showed that Pennsylvania's average attendance per game in 1950 after 10 years of uncontrolled TV was 45,967, as compared with average attendance of 37,802 at Penn last season under the NCAA's restricted TV plan.

Jordan stated that last season's attendance was the worst since the war, more than 15 per cent under a five-year average and about 5 per cent under 1950.

Expect to Unveil Crosby's Magnetic Tape by Mid-'52

HOLLYWOOD, Dec. 15.—Bing Crosby's electronics engineers expect to unveil their sight-sound magnetic tape recording device by mid-1952, by which time they intend to have their system perfected. Frank Healy, head of Crosby's electronics division, expects to have all kinks to be ironed out and the system ready for manufacturing next year at this time.

As exclusively reported earlier by The Billboard, Crosby will be the first artist to make commercial use of the device on TV, and if

the recording system is perfected according to plans, the Groaner will time his entry into TV with the introduction of the new recording device to video. According to Healy, both picture and sound quality will be immeasurably improved over film. In addition, the magnetic recording system is intended to save TV program producers countless sums by eliminating processing and printing costs as well as the high cost of film.

KING-SIZE BUDGET FOR CIGGIES

Manufacturers of Long Smokes To Spend \$7 Mil on Radio-TV

• Continued from page 1

the National Broadcasting Company's video network which it will replace with "Pantomime Quiz." It is conservatively estimated that Cavalier will spend \$2,500,000 in TV for time and talent next year, by far the biggest bank roll of a long cigarette client.

Liggett & Myers, for Fatima, has renewed "Stork Club" for 52 weeks on CBS-TV, which is expected to cost a minimum of \$500,000. Program originally was not figured to have the staying and sales power it has shown.

Among the newer of the long cigarettes is Embassy, a P. Lorillard product, which will pay about \$1,300,000 for its sponsorship of the "The Web" on CBS-TV. An-

other of the king-sized cigarettes, Regent, has switched from "Leave It to the Girls" to "Cameo Theater" on NBC-TV. Regent, it is maintained, will spend about \$900,000 next year for the program.

The oldest and most successful of the king-size cigarettes is Pall Mall, the sponsor of "Big Story" on both radio and TV. The American Tobacco Company probably spends an approximate \$1,700,000 to bank roll "Big Story." Pall Mall is the long smoke which moved from 12th position among all cigarettes to fifth in recent years. Claim is that in some markets—Miami and Los Angeles—Pall Mall leads all brands.

The success of this brand has

THE AFFILIATE VIEW

Some Say It's Vague; West Coast Okays Idea

• Continued from page 1

has more morning time than NBC).

Main objection of the affiliates to the CBS plan was directed at what many stations considered its "vague" and "ambiguous" aspects. They wondered how many stations CBS would find constitute an "acceptable network."

There was also considerable speculation as to whether the network would sell network shows to regional or local advertisers in markets where the original network advertiser failed to include a station and permitted resale of his show to non-competitive bankrollers, or whether local stations would be permitted to sell same. Many questions were raised, too, as to what the rate of payment to such stations would be (1) in the event the show was re-sold by the web, and (2) in the event it was re-sold by the local station.

Some confusion seemed to exist, too, as to how much would be paid for talent and production by "secondary" advertisers, and who (CBS? The packager? The original network advertiser?, etc.) would get the money collected for such talent and production costs beyond casts paid by the original network advertiser.

CBS radio network President Howard Meighan and his chief vice presidents were in attendance at a meeting in Kansas City during the week, and due to heavy traffic on long distance phone lines, could not be reached for clarification at press time.

"Vagueness" Hit
The network was criticized for the "vagueness" of the plan by some affiliates, who declined to be quoted, on the grounds that the plan did nothing to "stabilize" radio, nor to eliminate the under-the-table deals which have plagued the industry for some time.

"If CBS will not reveal what it considers an 'acceptable' network, what's to keep every advertiser from going in and trying to make the best deal he can for an absolute minimum number of stations, and a lesser minimum than his competitor?" queried one affiliate.

On the other hand, another affiliate who declined to be quoted, maintained that the whole question of minimum stations was a technical and meaningless one, since advertisers would still buy a substantial enough number of stations to earn maximum discounts and cover key markets.

In Syracuse, S. Woodworth, general manager of WFBL said: "There are quite a few questions to be asked about the plan, and we're going to ask them." Woodworth told The Billboard that a meeting of CBS affiliates in the area (including stations from Watertown, Rochester, Utica and Binghamton, among others) would be held Monday (17), and the plans would be discussed there.

Patt's Stand

John Patt, president of the Goodwill stations, WJR, Detroit and WGAR, Cleveland said:

"Unquestionably it is an attempt to provide advertisers with some freedom of choice, and at the same time give stations continuation of national programs, to which they are entitled as exclusive affiliates of the CBS network.

"Proof of the pudding will finally be determined by whether stations receive enough income from this association to warrant their optioning to the network of the majority of their best hours.

"Each affiliate can judge this best for himself, and will therefore measure carefully both program offerings and revenues from network advertising. It is important for networks, which option choice hours of time from affiliates, to provide a continuous source of timely programs of national and international events, and also an equitable return on the cream hours sold by or optioned to them."

Midwestern reaction shaped up as follows:

Bill Quarton

Bill Quarton, general manager, WMT, Cedar Rapids (member of NARTB Board, ex-member CBS Affiliates Board):

"There is nothing much we can do. We are not very enthusiastic about the plans, and don't believe they do very much. I presume this is an effort on the part of CBS to offset ABC's plan, and the plan contemplated by NBC.

"I hope to be proven wrong, but I believe it is another network step in the wrong direction. I see no short cuts to the problem. We simply have a hard selling job to do, in which new types of research will play an important role. I am very confident it will be done, and thus assure the future of radio."

Esau and Hudgins

John Esau, v.-p., KTUL, Tulsa, and KFPW, Fort Smith, Ark.:

"Personally I am optimistic about the future of radio. We are going thru a terrific period of adjustment. Television is glamorous to a lot of people, and this is only one of the factors involved. The answer to the continued growth of radio is more flexibility—and radio is now the most flexible of all media.

"CBS is trying to find the most flexible plan to help all radio stations. I am confident that, if an answer can be found, CBS will find it. I personally think the plan will work, and we will go along with it."

Esau had just returned from
(Continued on page 6)



A Special Section on

**AUDITORIUMS
and ARENAS**

beginning on page 43

Fineshriber Is Executive VP

NEW YORK, Dec. 15.—William H. Fineshriber Jr., veepee in charge of programs for the Mutual Broadcasting System, has been upped to executive vice-president status. Appointment was approved by the Mutual board of directors at its quarterly meeting.

Prior to joining Mutual in 1949 exec was general manager of the Columbia Broadcasting System program department and at one time served as manager of Carnegie Hall here.

Nasser Vs. UA Case May Bring Indie Films to TV

HOLLYWOOD, Dec. 15.—A test case whose outcome may open the flood gates of indie produced pic product for TV's benefit took shape here this week when George and James Nasser petitioned U. S. Referee in Bankruptcy B. M. Brink to make United Artists show cause why four Nasser produced films distributed by UA are not made available for TV release. Nassers contend films in question have virtually exhausted their theatrical b.o. potential and are blocked from reaping tele benefits by UA's unwillingness to release them for tele availability.

Pictures in question are the Shirley Temple-David Niven co-starrer "Kiss for Corliss," Fred MacMurray-Madeleine Carroll in "Don't Trust Your Husband," Bar-

bara Britton-William Bendix in "Cover Up," and "Without Honor," co-starring Laraine Day and Dane Clark.

January 10 was set as hearing date, with UA expected to fight the action. If Nassers prove point, other indie producers can be expected to follow suit in an effort to cash in from TV.

Kaufman Sets Distrib Deal With O'Farrill

HOLLYWOOD, Dec. 15.—Reub Kaufman, Snader Telescription sales chief, has set a distribution deal with Romulo O'Farrill Jr. and Sr. owners of Mexico City's XHTV (and Matamoros' XELD-TV), whereby the Snader sales firm will handle filmed versions of musical programs staged by the south-of-the-border outlets. In addition, Kaufman closed a separate deal with the O'Farrills granting Mexican purchase rights to the Snader Telescription Libraries I and II.

Owners of two of Mexico's existing three tele stations have been licensed to construct an additional 16 tele stations south of the border.

Mexican-produced product isn't expected for sale in this country until fall of 1952, Kaufman said. Most of the product will be hour-long operas, he said, in which language differences won't prove a barrier to their acceptability in this country.

Move into the Mexican market, concurrent with a Canadian distribution deal, marks the Snader firm's initial move into the foreign market. Canadian deal was closed with S. W. Caldwell, Toronto, who was named distributor for all Snader product in that country. Caldwell's firm, All-Canada Radio Facilities, Ltd., has long agented radio transcriptions, and with this deal takes its first step into the TV market.

Idaho B'cast Group Adopts Policy Plans

BOISE, Idaho, Dec. 15.—Plans to combat high school athletic policies and government legislation deemed damaging to broadcasters were set here last Saturday (8) at a meeting of the newly formed Idaho Broadcasters' Association. Group went on record as opposing the payment of fees or broadcast rights to high school athletic events, and appointed a committee to meet with the State Athletic Association.

A legislative committee was charged with working for a State statute relieving broadcasters of responsibilities for libel actions as a result of political broadcasts over which operators have no censorship control. New State group is headed by Earl Glade, KDSH manager, Boise.

Koste Quits Post With Liberty Net

NEW YORK, Dec. 15.—Jack Koste has resigned as vice-president of national sales for the Liberty Broadcasting System, effective December 31.

After a short vacation, the exec will return to Indie Sales, Inc., a radio station representative firm, here, which he initially established, as president. The web has not as yet named a successor to Koste's post.

Kaufman Hired as Special MBS Flack

NEW YORK, Dec. 15.—In a move to hype promotion plans on its Metro-Goldwyn-Mayer radio shows, Mutual Broadcasting System has hired Ben Kaufman to handle all exploitation on the movie studio properties.

Kaufman, an ex-trade reporter, did a similar job for the web last spring when he took over promotion on "Queen for a Day" during its cross-country tour.

REALLY, IVOR, SUCH UTTERLY WARM TEMPER!

HARTFORD, Conn., Dec. 15.—Music Director Ivor Hugh, of WCCC, here who was born in England, recently had his British temper tweaked when a show titled "Music From London" gave up part of its time to a new stanza called "Vistas of Israel." Hugh forthwith sent an inter-office memo to his boss, Paul Martin, indignantly denouncing this blight on Anglo-American relations.

"Not only is 'Music From London' greatly reduced in time," he complained, "but it is sandwiched between three quarters of an hour of Palestinian folk dances and Polish polkas. Now that the conservatives are back in power, I feel that the United Kingdom is in a position worth more than 10 minutes." After urging axing of the show completely as "eliminating the humiliating connotations," Hugh wound up his memo with sternly British reprimand: "Really!"

Western Union Bans Turf Wire For Gamblers

WASHINGTON, Dec. 15.—The Western Union Telegraph Company this week moved to ban use of its racing news service for illegal gambling purposes. The company filed notice with the Federal Communications Commission that, as of February 1, its news service will be limited to press associations, licensed radio and TV stations, and publications admitted to second-class mailing privileges by the U. S. Post Office.

Declaring that "Western Union is deeply concerned about the possibility of illegal use of information transmitted over its wires," the company nevertheless poked fun at the suggestion it could prevent such use by watching each user constantly. Such a plan, Western Union said, would be comparable to forcing retail sellers of radio or TV sets to "supply a detective to insure that during the life of the set, verbal accounts and pictures of horse races, baseball and football games, prize fights and wrestling are not somewhere, sometime, used for gambling purposes."

Western Union added that it was forced to slap the limit on its news services in order to end the "harassment" of its employees by local court action, and in order to avoid wire tapping, which it declared would be an "outright violation of every American principle."

Jon and Sandra Steele Seg Set

HOLLYWOOD, Dec. 15.—KNBH Program Director Bud Cole is currently shaping a Jon and Sandra Steele seg skedded to kick off after January 1 in the 11:15-11:45 p.m. time slot across the board. Duo's seg will be varied in nature, spotlighting the pair's comedy and musical talents.

Steele half hour will be sandwiched between a 15-minute news seg (11-11:15) and a quarter hour of Gene Norman emceed Snader Telescriptions (11:45-12). This will mark the Steeles' local tele debut on a regular program basis.

Spanish Language Billings Up 700%

NEW YORK, Dec. 15.—National advertisers have really become aware of the profit potential of radio's Spanish-language market since 1950, according to National Time Sales, radio station representative here.

Firm points to the fact that national billings have jumped over 700 per cent in the last two years for XEO, Matamoros-Brownsville, Tex., and XEOR, Reynosa-McCallen, Tex. Increased profits made 1952 the five-year-old-jointly-owned outlets' most successful year saleswise.

NBC O.&O. to Drum Trade by Radio, TV

NEW YORK, Dec. 15.—In a showmanly move to hype regional spot business for its owned and operated radio and TV stations, the National Broadcasting Company has authorized a plan whereby each outlet will have a chance to present its own sales story via film or tape to agency execs in other cities.

Idea, brainchild of NBC's o.&o. veepee Jim Gaines, will in effect be a "station" audition, for ad-

vertisers with each NBC outlet readying a half-hour radio or TV presentation, designed to tell its market story and showcase outstanding local talent. Altho primarily aimed at soliciting agency business, airers will be produced as consumer entertainment and carried in prime A time-periods by all of NBC's six radio and five TV stations.

Gaines gave o.&o.'s the go-ahead on "Operation-Roadshow" during the Boca Raton meet, setting a late spring deadline, so programs will catch time buyers in a media-buying season. All broadcasts and kines screenings will be backed up by heavy promotional pitches to agencies in each city. Local station talent on shows will be introduced by network toppers in some cases, for added sales savvy, with Milton Berle slated to do honors for WNBT here, and "Kukla, Fran and Ollie" a good bet for Chicago.

KTLA Inks Spade Cooley to Two-Year Pact

HOLLYWOOD, Dec. 15.—Spade Cooley was signed to a new two-year TV pact by KTLA's Klaus Landsberg. Hour-long show, which has been carried sustaining for the past few months, has been sold to four participating sponsors. As reported earlier by The Billboard, Landsberg feels indie stations must either drop high-cost programs (Cooley show is budgeted at \$3,500 per week) or else have more than one bank-roller shoulder the tab.

Effective January 5, Cooley will be picked up by Chesterfield Cigarettes, George Washington Coffee, Duff's Cake Mix and Minute Maid products. All four sales were made by Landsberg from Cedars of Lebanon Hospital, where he has been bedded for the past six weeks by a back operation. He was released this week. According to a station source, multiple sponsorship will give the Cooley show a \$6,000 weekly take, upping its former single bank-roller revenue from \$5,000.

Cooley has been on KTLA for the past four years, during which time the Saturday night "Western Varieties" program moved to the top-rating brackets and has consistently been the station's top-rating nabber.

Barber Named To New Post

NEW YORK, Dec. 15.—Walter (Red) Barber, who had been director of sports for the Columbia Broadcasting System since 1946, becomes its sports counselor in the radio division with a similar assignment in the TV division imminent. In his new spot Barber will be free for more work on CBS radio and TV programs.

His successor as director of sports for CBS radio is John Derr, associate director of sports for the web for the past two years. He will assume the burden of administrative work formerly carried by Barber. No director of sports for CBS-TV has been selected, as yet.

WNBT Late News All Sold

NEW YORK, Dec. 15.—Beginning January 1, WNBT's new late-night, 15-minute news seg will be sold out across-the-board.

Alka-Seltzer and a Chicago furniture company are picking up the tab for the first 10-minute news reports from 11 to 11:10 p.m., with the former buying two nights and the latter the remaining three. Best Foods will sponsor Cliff Norton's five-minute film review of current events (11:10-11:15 p.m.) across-the-board for Nucoa Margarine.

'TV Workshop' Starts in Jan.

NEW YORK, Dec. 15.—The Columbia Broadcasting System's TV Workshop tees off on January 13 in the Sunday evening 5:30-6 slot. Initial vehicle in the experimental show will be "Don Quixote," which features Boris Karloff and Jimmy Savo.

UNIQUE

Fight Card Is Produced For TV Only

DETROIT, Dec. 15.—Reversing the usual claim that television is hurting sports, video is bringing Detroit its first regular scheduled weekly local fights in several years, starting January 5 on WXYZ-TV. Show is "Motor City Fights," to be aired for an hour at 8:30 p.m. on Saturdays, with Pfeiffer Brewing Company sponsoring through Maxon, Inc.

Further unique angle will be that the fights will be produced strictly for video, with only a token audience in the new Motor City gym where they will originate—the first time that a major sport in any classification has been produced specifically for video, in this area at least.

Caldwell, 60, Dies in D. C.

WASHINGTON, Dec. 15.—Louis G. Caldwell, widely known radio and TV lawyer and former general counsel of the Federal Communications Commission, died here Tuesday (11) of a heart ailment at the age of 60. A partner in the law firm of Kirkland, Fleming, Green, Martin & Ellis, he was chief counsel for the Washington Times-Herald, and was attorney for the executors of the will of the late Mrs. Eleanor M. Patterson, former owner of the Times-Herald, when her will was contested in 1948-'49. At the time of his death, Mr. Caldwell was also defense attorney for the Times-Herald in the \$5,100,000 damage suit brought by columnist Drew Pearson against the newspaper, and against Sen. Joseph R. McCarthy, commentator Fulton Lewis Jr. and others.

The FCC Thursday (13), adopted a resolution declaring that Caldwell, as the first general counsel of the FCC, "made vital and significant contributions to the development of the commission's procedures."

ABC Denies Hudnut Fold

NEW YORK, Dec. 15.—Reports that Warner-Hudnut, Inc., had dropped its three 15-minute periods of the Don Ameche-Frances Langford TV show were denied this week by the American Broadcasting Company. The web said Hudnut has a season-long contract and gave no notification of cancellation at the usual option time.

Ex-Lax Has Eye on Quiz Kids Program

NEW YORK, Dec. 15.—Ex-Lax has a strong yen to buy "Quiz Kids" and indications are that it will wind up with both the radio and TV versions of the program on the Columbia Broadcasting System, which owns the properties. Warwick & Legler is the agency.

Transit Radio On Calendar of Supreme Court

WASHINGTON, Dec. 15.—The Supreme Court has tentatively scheduled arguments next March in the Capital Transit Company case determining the fate of transit radio. The spring timetable was indicated after the high court this week rejected petitions from three Midwestern radio stations seeking to bulwark the Capital Transit Company which is appealing from a Court of Appeals ruling that radio commercials on street cars and buses are unconstitutional.

Refused permission to enter the case were WKRC-FM, Cincinnati, KXOK-FM, St. Louis, and KCMO, Kansas City. The stations had voiced "a strong concern in the outcome" of the case since they also furnish transit radio programs.

Educators Bid FCC Speed UHF Licenses

WASHINGTON, Dec. 15.—Charging that the Federal Communications Bar Association proposals for processing TV applications may well postpone development of a nation-wide ultra high frequency TV system for three years after lifting the freeze, and would thereby stunt the growth of educational television, the Joint Committee on Educational Television yesterday (14) urged the FCC to get as many UHF stations on the air as quickly as possible.

The committee aimed its attack at the Bar Association's suggestion that all TV applications should be considered together regardless of whether they sought UHF or very high frequencies. In a letter to FCC, Seymour Krieger and James M. Landis, speaking for the Joint Committee, said that unless many UHF assignments are made separately from VHF, and soon, educators will be discouraged from developing UHF, since UHF will be considered merely experimental. Early UHF development, however, will give makers of UHF converters and all-brand TV sets the "necessary incentive" to maintain an output large enough to make educational TV a success JCET said.

WMTR SAFETY PLEAS VIA KIDS

MORRISTOWN, N. J., Dec. 15.—Bob Vesel, program director of WMTR, here, has devised an effective way of dramatizing the station's "Traffic Safety" spots. The exec has kids make the pitch via transcribed appeals. (e.g. "My name is Jimmy Smith, I live in Morristown. Please drive carefully; we love our parents.") Spots are used two or three times daily, and Vesel has rounded up a cross-section of children from every town in Morris County. Local traffic cops reports that the idea is best yet.

FCC Further Narrows TV Hearing Procedures

WASHINGTON, Dec. 15.—In a decision narrowing the issues on which oral testimony can be made in the TV allocations hearings, Federal Communications Commission Wednesday (12) denied four requests for oral appearances, and thereby reached another milestone in its efforts to hasten the lifting of the TV freeze by keeping the hearings limited to written testimony. This week's decision declared that the "sole remaining question" is whether oral presentation is required for the "satisfactory" disposition of sworn statements. Next major step will be a decision by FCC on Du Mont's bid for oral hearings on its nationwide TV plan.

This week's opinion maintained that the question of geographical assignment of channels is not "quasi-judicial," as the applicants for oral testimony claimed, but a rule-making proceeding, and as such is not required by law to afford oral presentation. The applicants for oral presentation were Daily News Television Company and Pennsylvania Broadcast-

ing Company, both of Philadelphia; KROW, Inc., in Oakland, Calif., and Wisconsin Broadcasting System, Inc., of Milwaukee.

Truman Pledges AM-TV Freedom In Emergency

WASHINGTON, Dec. 15.—In the event of a national emergency, radio and TV broadcasters are guaranteed freedom from government censorship of programming, and freedom from any possibility of Federal Communications Commission taking over stations, it was proclaimed this week (10) in an executive order issued by President Truman.

The long-expected order provides the last formality for a program under which stations will operate in the event of an enemy air raid so as to prevent aiding the navigation of hostile aircraft, guided missiles, and other devices.

The President's order delegated his authority to the FCC, subject to the restriction that FCC may not "exercise any authority with respect to content of station programs," and may not "take over," use, or remove any station facilities.

"CAPT. VIDEO"

Col. Ties in TV Bally on Film Serial

NEW YORK, Dec. 15.—Columbia Pictures will go all out on a movie-TV exploitation tie-up this month to push initial release of its new kid serial "Captain Video," based on the Du Mont Network TV show. Tie-up promotion links movie version with "Captains" TV sponsor, General Foods, and 18 manufacturers of "Captain Video" merchandise, ranging from dishes to bedspreads.

In return for "pre-selling" of the movie serial on TV show in 24 video markets, Columbia is working out plan to facilitate entry of "Captain Video" products in hundreds of non-video markets. Heretofore merchandising of goods has been limited to 24-market area. General Foods is co-operating on a similar trade basis via its district managers in each city.

Plan Two More TV Channels NY-Wash.

WASHINGTON, Dec. 15.—Approval was sought this week for a \$2,480,000 project to build two additional southbound TV channels between New York City and this city via Baltimore. American Telephone and Telegraph Company filed with Federal Communications Commission application to construct nine intermediate radio relay stations on the direct New York-to-Washington route.

Seymour to Stay With 'We, People'

NEW YORK, Dec. 15.—Dan Seymour, producer-emcee of Gulf Oil's "We, the People" video show this week reconsidered his decision to resign from the program. Seymour evidently felt that the burden of his other work was too heavy to continue the assignment, but the client made new arrangements which evidently satisfied him.

WWJ AIRS TIPS ON XMAS RUSH

DETROIT, Dec. 15.—Detroiters are getting free advice on where to find pickpockets in a series of public service spots by WWJ for the two weeks before Christmas. Styled "Traffic Tips," the programs are two-minute round-ups of the latest known whereabouts of pickpocket activity, traffic jams, current store hours, available parking sites, traveling conditions on the bus lines and weather conditions.

The Retail Merchants Association and various city departments are tied in on the project, furnishing last-minute information to make life bearable for late Christmas shoppers. The show is carried at 9:05 a.m. and 1 p.m. Mondays thru Fridays, and 7:28 p.m. and 12 noon on Saturdays.

MBS Changes Cigs at 8:55

NEW YORK, Dec. 15.—The Mutual Broadcasting System this week lost one cigarette sponsor, Lucky Strikes, but picked up another one, Camels, for the same time slot. Beginning January 7 Camels will sponsor the Ken Carson show, a musical airer, from 8:55 to 9 p.m. across-the-board.

Luckies is currently buying the time period for Les Higbie and the News, but is dropping the strip, December 28. The agency for Camels is William Esty.

CHEERS, DAW-LING!

NBC, Audiences Give Tallu Hefty Support

NEW YORK, Dec. 15.—Asserting that Tallulah Bankhead is not on trial, and that the woman who has accused her of various moral offenses is "the defendant charged with just plain stealing," Charles C. (Bud) Barry this week said that the National Broadcasting Company is "behind Miss Bankhead 100 per cent." Barry, the web's veepee for radio programming, added that NBC is planning to take big ads in the daily papers urging the public to "listen to 'The Big Show' with Tallulah Bankhead."

Barry said that the network has been literally deluged with mail from listeners congratulating the actress for "not letting a blackmailer put her on the spot." He said he had forwarded some of this mail to NBC President Joseph McConnell with the following note: "Dear Joe:

"I know you've been concerned, but we have had the most encouraging mail from the public that I have ever known. Everyone hates a blackmailer, and these letters plus Walter Winchell's paragraph in last night's paper gives those of us connected with the show great courage."

Winchell had stated in his column the same ideas expressed by Barry—i.e., that the other lady is on trial, and not Miss Bankhead.

The trial of Mrs. Evelyen Cronin, Miss Bankhead's secretary, wound up its first week without Tallulah's taking the witness chair to respond officially to charges that money Mrs. Cronin allegedly got (she is accused of forgery and grand larceny) was

used to obtain liquor, dope and men for the actress, Barry, as well as Miss Bankhead, blasted the defense for attempting to put Miss Bankhead, as a witness, on the defensive.

TV also came into the trial when defense attorney Fred G. Moritt sought to have a mistrial declared because Miss Bankhead's attorney, Donald Seawell, appeared on a panel show aired via WPIX, New York, and expressed his distaste for the statements made about Miss Bankhead. Despite charges that this was "trying the case out of court," Judge Harold Stevens decided there were no grounds for a mistrial.

NBC Woos New Sponsors For Berle Seg; Price Up

NEW YORK, Dec. 15.—While the Texas Company is still trying to decide whether to continue its sponsorship of Milton Berle next year, the National Broadcasting Company reportedly is peddling the TV star to other advertisers at a considerable increase over show's current price tag.

Texaco's two year pact with Berle is up next June 30, at which

time he becomes an exclusive NBC property.

NBC's new time and talent charges are said to be so great that show may end up on a split-sponsorship basis.

Meanwhile the Du Mont-owned station WDTV in Pittsburgh called Texaco's bluff this week, when fuel firm turned thumbs down on letting station alternate Berle every other week with the first half of the Sinatra show and Du Mont's "Keep Posted." Pittsburgh outlet threatened to drop Berle entirely, so Texaco had to back down to keep the powerful one-station market. New deal makes WDTV only video outlet in country carrying Berle on an alternate basis.

CBS Leases Earl Carroll House for Year

HOLLYWOOD, Dec. 15.—Columbia Broadcasting System's planned boost in Hollywood TV originations caused the web this week to take a year's lease with options on the Earl Carroll Theater. A. E. Joscelyn, CBS operations director, estimated TV modification of the building plus the first year's rental will run the web \$125,000. Lease goes into effect January 1.

First shows to originate from the Carroll site will be "My Friend Irma" and "Our Miss Brooks," with another two and possibly three as yet unannounced shows in the program hopper intended for kick-off during 1952.

Web is exploring utilization of the theater's revolving stages for possible set changes, as well as tele conversion of its costly lighting facilities.

Tele lease deal was closed between CBS's Joscelyn and Frank S. Hofues, theater owner, who purchased the property from the Carroll estate last December for \$1,025,000. Since then, Hofues attempted twice to relight the former site of the famed "Earl Carroll Vanities," but both openings proved ill-fated.

Promotion Set for Push on FM Sales

WASHINGTON, Dec. 15.—New FM set sales promotion campaign will get under way at the first of the new year, with three test campaigns scheduled.

North Carolina will be tested in January, Wisconsin in February, and the District of Columbia in March, according to a Radio-Television Manufacturers Association announcement this week.

Mich. Halts Race Ticker; WKMH Beefs

DETROIT, Dec. 15.—The battle of the State of Michigan against Western Union ticker services on racing information hit radio Wednesday, when the State secured a temporary injunction from a Circuit Court at Lansing against transmission of such information to a series of some 15 outlets. One of the outlets indicated was WKMH, located in suburban Dearborn. Strong exception to local press stories was taken by the station management.

Fred A. Knorr, president and general manager of WKMH, today challenged the petition of Attorney-General Frank G. Millard, who alleged that one of the high speed Western Union telegraph tickers used for gambling purposes was located at WKMH.

Knorr stated that the Western Union ticker at WKMH was used only in disseminating horse racing information on a 6:30 p.m. broadcast, and that the information given out on this broadcast was identical to that carried in the racing section of the Detroit newspapers. He further stated that this program was one which reported the news in the same manner as news was reported covering football, baseball, hockey, or other sports events, and in no way did this program contribute to gambling interests, but actually was performed as a service to the many horse race fans in Michigan.

Cavalier Will Sponsor 'Irma'

NEW YORK, Dec. 15.—Cavalier cigarettes this week practically wrapped up a deal for radio sponsorship of "My Friend Irma" on the Columbia Broadcasting System. Program is currently bankrolled by Ennds on CBS-AM, but Cavalier is to take over at the end of the program's cycle when Ennds bows out.

R. J. Reynolds is already committed to sponsor "My Friend Irma" on TV in the Tuesday night 10:30-11 p.m. slot. One of the bottlenecks before the video deal for the property was consummated was the Ennds copy which specifically mentioned the product as being helpful for bad breath due to cigarette smoking.

Meanwhile, CBS-TV has signed Richard Whorf to direct "My Friend Irma" on video. Whorf has a notable record of successes as an actor in films and on Broadway.

The Affiliate Point of View

• Continued from page 1

New Orleans after attending the CBS affiliates meeting.

Joseph Hudgins, promotion manager, KRNT, Des Moines:

"Perhaps the networks all are selling radio short, and this is the latest reflection of it. The networks are de-emphasizing radio by their own foolishness. Good radio stations are still good or better. Our Hoopers were built on good local programs, and local programs are still our backbone."

On the West Coast, the plans seemed to meet with most favorable reaction. Typical Pacific comments follow:

Clyde Coombs, general manager, KROY, Sacramento:

"From a competitive angle, it's a darn good idea. ABC and Mutual have been selling that way for years, and there are no basic groups or stations in NBC's present plan. It's strictly to combat that. Furthermore, I think the CBS plan is more constructive because at least it tries to keep programs on the full network."

Charles E. Salik, owner-operator, KCBQ, San Diego:

"The plan is very good. It has a lot of merit because it will do what the advertiser cannot now do, and that is provide the program service thruout the country on a consistent basis. One of the biggest drawbacks to network radio has been that you get a client on, and he's on for a short while, and the program is on for a short while. It barely gets established, and they take it off because of budget reasons. If they take partial network, and allow the program to go over the entire network, it looks like it will be a very effective plan to maintain over-all program structure thruout

the year without constantly fluctuating. The West Coast, many times, is left out by sponsors, but now Columbia Pacific Network will be able to handle those shows. I think it's the only thing that could be done right now."

Richard Evans, general manager, KSL, Salt Lake City:

"We don't believe it's going to make any significant difference as far as KSL is concerned. We would be ordered basically anyway. The big difference will come to the stations which have been getting commercial programs by the skin of their teeth. The CBS announcement specifically indicated Salt Lake and Denver as being ordered basically for any Columbia Pacific Network programs."

Profitable TV Audience exclusive with

WGAL-TV

LANCASTER, PENNA.

Only TV station in — only TV station in

one of the largest, richest Pennsylvania markets

Clair R. McCollough

Represented by
ROBERT MEEKER ASSOCIATES
Chicago San Francisco New York Los Angeles

Your Top TV Sales Opportunity

WDEL-TV

Wilmington, Delaware

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

Represented by

ROBERT MEEKER ASSOCIATES

New York San Francisco Chicago Los Angeles

BAB Will Integrate With Web Radio Promotions

NEW YORK, Dec. 15.—In the face of the networks' recently stepped up big-money plans to merchandise radio on both a national and local level (not to mention its own dwindling income), the Broadcast Advertising Bureau, Inc., expects to eliminate competitive or duplicate promotion by integrating its own efforts with the webs' whenever possible. Results, according to a BAB spokesman here, should benefit all concerned.

In line with this, BAB execs, here this week, outlined extended plans for their promotion of radio advertising on the local and national level for 1952. National promotion, as described by Kevin B. Sweeney, BAB veepee in charge of promotion and sales, will concentrate on spot and network advertisers, via series of projects including the BAB "Count Your Customers," a survey revealing effects on sales and volume of equal newspaper and radio expenditures in retail outlets throughout the country, and special presentations on radio's values scaled to the needs of specific industries and markets.

In addition to twice-monthly communication with advertisers and agencies and regular issued

sales aids, BAB will conduct a series of studies to learn the true value of radio coverage, saturation and sales impact. Tests include pilot study to determine size of the extra set market; a test to determine sales impact of radio vis-a-vis other advertising media in packaged goods and heavy appliances field; an interim report on all material now extant on all out-of-home listening.

Local promotion, designed primarily for the 955 BAB-member stations, will consist of regularly released sales aids plus such special projects as a basic presentation on radio, an annual sales opportunities calendar, an outline for establishment of individual city station groups (tagged "Radio United") and a release on returns of a special radio station merchandising study now being tabulated. Latter, of course, dovetails neatly with the networks' new merchandising activities.

Pabst Drops Fight Kines

NEW YORK, Dec. 15.—Pabst beer this week canceled its 11 kine markets for delayed televising of its Wednesday night fights over the Columbia Broadcasting System at the end of its cycle. Pabst had intended to drop about 40 radio markets but felt that because it was more important to be timely with the presentation of the bouts AM was the stronger bet. The sponsor still retains one of the largest live video networks at CBS-TV in the 40 stations it uses.

Cancellation of TV kine markets was made because fights lose much of their audiences when shown several days later. The Pabst radio and TV advertising budget will be much larger in 1952 than in 1951. Warwick & Legler is the agency.

WPTZ, WCAU-TV, IT'S SAME GUY

PHILADELPHIA, Dec. 15.—George Skinner, who emcees the daily "Let George Do It" television show on WPTZ from 11 to 11:45 a.m., is running into odd competition with himself. He recently made a series of film commercials for Colgate which are being used on the "Strike It Rich" show on CBS-TV. The program is carried locally by WCAU-TV from 11:30 to the noon hour—direct competition to the last segment of Skinner's WPTZ show.

College Board OK's Supervised Football Video

NEW YORK, Dec. 15.—The 91-member Eastern College Athletic Conference yesterday (Friday) voted, with but one dissent, to favor "the adoption of a national program of supervised television" for college football. The vote also prohibits ECAC members from making any TV deals until after final action on video next month at the National Collegiate Athletic Association convention in Cincinnati under threat of competitive sanctions.

An earlier proposal by Pennsylvania athletic director Francis Murray that the right to televise be returned to individual colleges was tabled. Murray's proposal also would have asked NCAA to adopt this policy on a national scale.

The voting came after a warning earlier this week from C. L. Jordan, N. W. Ayer veepee, that a continuation of the NCAA TV plan "is almost certain to result in loss of academic freedom, bad public relations and probable court action."

Papers Can't Force Ad Boycotts on Air

WASHINGTON, Dec. 15.—Newspapers are banned from attempts to force advertisers to boycott radio or TV stations, the Supreme Court ruled this week in unanimously upholding a lower court decision restraining the Lorain (O.) Journal from applying alleged boycott restrictions against station WEOL in Lorain.

The high court's ruling, the first case in history in which a newspaper has been charged by the Government with conspiring to injure a radio station, is viewed as having wide implications for the industry.

The decision was a victory for the Federal Communications Commission as well as for the radio-TV industry. The FCC has denied radio licenses to the Lorain Journal and to the Mansfield (O.) News-Journal, which is under the same ownership. The Mansfield paper is facing a government suit similar to the one just culminated in the Lorain case.

The Lorain and Mansfield cases sprang from Department of Justice charges that the newspapers refused to accept advertisements from merchants who advertised or were planning to advertise on the radio. Both newspapers are

in one-newspaper cities. As a result of the Supreme Court's 7-0 ruling in the Lorain case, an injunction against the newspaper will stay in force.

Associate Justice Harold H. Burton, writing the court's opinion, stated that the paper's conduct "was an attempt to monopolize interstate commerce," and that the publisher's "attempt to regain its monopoly" after a radio station came into being was a violation of the law. The court declared that monopoly attempt was involved "by forcing advertisers to boycott" the radio station. The Government's case against the Mansfield paper is pending in Federal Court in Cleveland, and a Justice Department spokesman said this case will now be pushed.

Du Mont Cites Company Gains

NEW YORK, Dec. 15.—Altho the Allen B. Du Mont Laboratories' three TV stations are currently carried on the books at \$1,500,000, Dr. Du Mont told a group of financial execs here last week that outlets will eventually become the company's greatest money-makers. As evidence of his faith, he said he had turned down \$16,000,000 for them. Occasion was a meeting of the Association of Customers' Brokers.

With company's production of electronic equipment presently accounting for 60 per cent of business done (and a military backlog of \$60,000,000), Dr. Du Mont said that the labs will show a net profit this year of around \$500,000 in spite of fact that the company showed a net loss of \$319,547 in the 40 weeks to October 8. Firm's net profit for 1950 was \$6,900,788. Du Mont's estimated volume this year is \$50,000,000, with an expected rise to a maximum of \$125,000,000 next year.

Union Finds Video OK, Buys AM Time

PHILADELPHIA, Dec. 15.—The Teamsters Union here, Local 463, established precedent earlier in the season when it took over the sponsorship of the Philadelphia Eagles professional football games broadcasts on WPEN for purposes of good will. Air sponsorship apparently paid off for the labor union since it is now continuing thru radio advertising.

Union has bought 11 shows on WIP for the holiday season, to wish everybody a Merry Christmas. Programs will be devoted primarily to public service organizations.

Seek to Void WOOK Pact

WASHINGTON, Dec. 15.—Claiming that a Washington local of the International Brotherhood of Electrical Workers asks the Federal Communications Commission to "usurp the functions of the National Labor Relations Board and enter into the domain of labor negotiations," owners of Station WOOK here this week asked for dismissal of the local's petition seeking FCC enforcement "in the public interest" of a labor contract with WOOK's previous owners.

The union maintains the contract is binding on present owners of WOOK.

WOR-tv, new york's youngest tv station is new york's most popular independent tv station!*

... In fact, it pulls more audience than one of new york's network tv stations and is breathing down the neck of the third ranking tv station!

And WOR-tv is New York's Number 1 sports station ... drawing more viewers than Madison Square Garden events on another station.

"Trapped," a live mystery drama on WOR-tv, has more audience in New York than 34 sponsored nighttime network shows.

WOR-tv is getting results for 77 national sponsors ... at low, low cost. A minute commercial on the average sports show can sell 293,700 viewers for only \$1.33 per 1,000.*

*Nov. 1951, Telepulse

WOR-tv
channel **9**

new york's leading
independent
tv station

THE BILLBOARD

Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in Pittsburgh

(340,000 TV Sets; Panel Size 250)

... According to Videodex Reports

WDTV.....Allen B. Du Mont Lab., Inc.....ABC, CBS, DuM, NBC

Videodex reports monthly on each of 20 major television markets, besides publishing a monthly national network report based on all 63 markets.

THIS is the first single-station market covered in this series. The pattern of top viewing is quite unlike the multi-channel markets previously covered.

In a single-channel market the program rating and the percentage of sets in use is the same. And the share of audience is always 100 per cent.

Sign-On to Sign-Off

Table with columns for Day (SUNDAY), Rank, Show Name, Network, Time, and Rating. Shows include COMEDY HOUR, JACK BENNY, ROCKY KING, DETECTIVE, etc.

Table with columns for Day (MONDAY), Rank, Show Name, Network, Time, and Rating. Shows include STUDIO ONE, LUX VIDEO THEATER, CANDID CAMERA, etc.

Table with columns for Day (TUESDAY), Rank, Show Name, Network, Time, and Rating. Shows include TEXACO STAR THEATER, COSMOPOLITAN THEATER, ORIGINAL AMATEUR HOUR, etc.

Table with columns for Day (WEDNESDAY), Rank, Show Name, Network, Time, and Rating. Shows include AMOS 'N' ANDY (film), GODFREY & FRIENDS, GUEST TO GHOST, etc.

Table with columns for Day (THURSDAY), Rank, Show Name, Network, Time, and Rating. Shows include STOP THE MUSIC, ELLERY QUEEN, SPECIAL THEATER, etc.

Table with columns for Day (FRIDAY), Rank, Show Name, Network, Time, and Rating. Shows include CAVALCADE OF STARS, YOU ASKED FOR IT, DOWN YOU GO, etc.

Table with columns for Day (SATURDAY), Rank, Show Name, Network, Time, and Rating. Shows include HIT PARADE, ALL STAR REVUE (Durante), BOSTON BLACKIE, etc.

FOR FULL INFORMATION

about all radio and television shows... ratings, audience composition and the many other factors which determine the success or failure of a program.

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

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

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

Pulse, Nielsen Initiate New Video Ratings

NEW YORK, Dec. 15.—Both The Pulse, Inc., and A. C. Nielsen Company began what they are terming television "popularity" ratings this week.

Because of the lack of competition there, a show will usually get a higher rating in a single-channel market than elsewhere.

The Nielsen popularity rating is expressed in terms of the percentage of TV homes in the nine markets viewing each show during the average minute every quarter of an hour.

Both reports will comprise the services viewing records of New York, Chicago, Washington, Philadelphia, Detroit, Cleveland, Cincinnati and Columbus.

Allen Jay, president of Jay & Graham Research, which publishes the Videodex reports, told The Billboard that he could easily provide this type of rating if his clients wanted it.

Popularity ratings in general tend to be lower than national ratings. On occasion, the relative standing of shows is different than appears in the national ratings.

Nielsen announced that minute-by-minute records from their nine markets, showing "audience movement directly traceable to program factors alone" are also now available.

Top 5 Radio Shows Each Day of the Week in San Francisco

(738,600 Radio Homes)

... According to Pulse Reports

Table with columns for Station, Power, Network, and Rating. Shows include KCBS (5,000 watts, CBS), KFRC (5,000 watts, MBS), KGO (50,000 watts, ABC), KJBS (5,000 watts, Ind.), KNBC (50,000 watts, NBC), KSNAN (250 watts, Ind.), KSFO (5,000 watts, Ind.), KYA (5,000 watts, LBS).

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

WALTER WINCHELL'S top 13.3 rating is a total of 8.8 in his first slot and 4.5 for the rebroadcast at 8:30. Top listening period of the week in San Francisco during September and October was 8:30-9 p.m. Saturday, when 34.75 per cent of the radio homes had sets in use.

There are three television stations in San Francisco.

7 P.M. to Midnight

Table with columns for Day (SUNDAY), Rank, Show Name, Network, Time, and Rating. Shows include WALTER WINCHELL*, THE WHISTLER, STANDARD HOUR, NIGHTBEAT, NEWS.

Table with columns for Day (MONDAY), Rank, Show Name, Network, Time, and Rating. Shows include GODFREY'S TALENT SCOUTS, LET GEORGE DO IT, RAILROAD HOUR, BEULAH, SUSPENSE.

Table with columns for Day (TUESDAY), Rank, Show Name, Network, Time, and Rating. Shows include BIG TOWN, ONE MAN'S FAMILY, NEWS OF THE WORLD, CAVALCADE OF AMERICA, MR. AND MRS. NORTH.

Table with columns for Day (WEDNESDAY), Rank, Show Name, Network, Time, and Rating. Shows include GREAT GILDERSLEEVE, MUSIC ROOM, ONE MAN'S FAMILY, NEWS—LOWELL THOMAS, NEWS OF THE WORLD.

Table with columns for Day (THURSDAY), Rank, Show Name, Network, Time, and Rating. Shows include DRAGNET, ONE MAN'S FAMILY, FATHER KNOWS BEST, NEWS OF THE WORLD, FBI IN PEACE AND WAR.

Table with columns for Day (FRIDAY), Rank, Show Name, Network, Time, and Rating. Shows include THIS IS YOUR FBI, NEWS OF THE WORLD, ONE MAN'S FAMILY, LOWELL THOMAS, JACK SMITH.

Table with columns for Day (SATURDAY), Rank, Show Name, Network, Time, and Rating. Shows include LONE RANGER, GANGBUSTERS, MAGNIFICENT MONTAGUE, AMATEUR HOUR, GENE AUTRY.

6 A.M. to 6 P.M.

Table with columns for Day (MONDAY-FRIDAY), Rank, Show Name, Network, Time, and Rating. Shows include HELEN TRENT, OUR GAL SUNDAY, YOUNG DR. MALONE, ARTHUR GODFREY, BIG SISTER, FRONT PAGE FARRELL, JUST PLAIN BILL.

Table with columns for Day (SATURDAY), Rank, Show Name, Network, Time, and Rating. Shows include THEATER OF TODAY, MUSIC WITH THE GIRLS, B. FOSTER, MEET THE MISSUS, LET'S PRETEND.

Table with columns for Day (SUNDAY), Rank, Show Name, Network, Time, and Rating. Shows include CBS NEWSROOM, THEATER GUILD, THE SHADOW, TRUE DETECTIVE MYSTERIES, STOP THE MUSIC.

NEXT WEEK:

Top 5 Radio Shows Each Day in ST. LOUIS

According to Pulse

NEXT WEEK:

Pulse Study of Radio Vs. Television SHARE OF AUDIENCE in ST. LOUIS

TERP KING'S PANTO CRAZE SO MADDENING

NEW YORK, Dec. 15.—Arthur Murray's decision to feature nothing but record-pantomime acts on his TV show next year has resulted in the creation of what may well be the most monotonous talent audition job in the business. Terp king has assigned one man to do nothing but audition pantomime artists, who are now pouring into his studios from 10 a.m. to 10 p.m. at the rate of more than 100 daily.

Monotony angle is the result of the fact that acts are strong for certain records. In one day, Murray reports, 50 contestants did their stuff to Al Jolson's "Mammy" platter, with second place preference going to the Fred Astaire-Jane Powell recording of "How Could You Believe Me When I Said I Love You When You Know I've Been a Liar All My Life." Spike Jones disks are also big favorites, particularly "Cocktails for Two." Latter number prompted Murray to rule out "realism" when two feds, in a frenzy of creation, poured tumblers of water over his expensive dance floor.

Telecourse on WWJ Rates 1st

DETROIT, Dec. 15.—Estimated viewing audience of 80,000 to 100,000 has shot the University of Michigan telecourse on WWJ-TV up to first position in Pulse reports. Current rating of 8.7 is about 3 points ahead of competitors, which include a sports and an adventure series.

A total of 1,600 actual registrations from 1,141 individuals, indicating a number signing up in two courses, has been received up to the seventh week of this fall's schedule. Last year there were 761 registrations from 520 individuals in the same period.

Here is a breakdown of registrations showing comparative popularity—for serious study purposes—of the selected topics: 768 registered for "Democracy in Action—Parliamentary Procedures" (7 weeks); 585, "Man in His World—Human Behavior" (15 weeks); 307 (signed in advance), "Child Development," starting December 16.

TV Toon Click Spurs Big Sked

NEW YORK, Dec. 15.—As the result of an eight-week test run of Screen Gems' "TV Disk Jockey Toons" film series in 22 cities, Columbia Pictures execs have okayed full scale production in the package. Outfit expects to have 100 Toon-flickers in TV stations by midsummer, with delivery on an initial package of 40 set for February 1, and 10 additional "Toons" scheduled for monthly production and delivery thereafter.

Initial package of 15 visual accompaniments for disks was made in co-operation with RCA Victor, Decca, Columbia, Capitol and Mercury, and included such all-time pop favorites as "Star Dust," "Night and Day" and "Begin the Beguine." Firm's general sales manager, Will Baltin, also reports that Screen Gems signs a contract Monday (17) with Hal Tate Productions, Chicago, giving latter exclusive rights to the "TV Toon" series in Chicago area. Pact covers 100 films.

RING IN THE NEW, ON NBC

NEW YORK, Dec. 15.—The National Broadcasting Company hopes to keep the trade "NBC-Conscious" next year, via the gift of chimes this Christmas to reviewers, columnists, etc.

Chimes sets are tuned to register exact reverberations of the web's three signature notes on station breaks.

N. Y. C. Offers Co-Operation to Films and Video

NEW YORK, Dec. 15.—Representatives of the television and film industries met here yesterday (14) with officials of virtually all city departments headed by Department of Commerce Commissioner Walter Shirley. Shirley assured the video representatives that the city wished to do everything in its power to see that New York would continue as the "television capital of the world." Shirley also assured the film industry that New York wishes to make local film-producing as attractive as possible.

National Broadcasting Company Vice President Bill Hedges requested clarification on authority delegated to various city departments. On occasion, said Hedges, permits for reconstruction work in theaters taken over as television studios were acquired from the City Buildings Department, only to have such work later questioned by the Fire Department. Hedges made the recommendation that the Department of Commerce act as liaison with TV stations whenever such inter-departmental conflicts arose.

Under discussion, too, was the necessity for recognizing that when a television station or network acquired a long-standing theater and reconstructed such a theater into a television studio, it was ridiculous for antiquated fire laws to apply to the modernized theaters. Hedges stressed that the television interests were just as eager as the city to protect the lives of employees and the public, but that advancements in fire-proofing, and non-inflammable equipment since the days when most theaters were constructed must be recognized.

Actually an all-industry committee headed by NBC's Joe D'Agostino, director of safety under Hedges, has been working with the city on this problem for some time. Also represented at the meeting were CBS, WPIX and WOR-TV.

Harrison Takes Over 3-Station News Post

ROCK ISLAND, Ill., Dec. 15.—Charles F. Harrison, production supervisor, WHBF-TV and WHBF news director, has resigned to move to Dayton, O., where he will direct news operations for WING, WIZE, Springfield, O., and WCOL, Columbus, O.

Harrison has been associated with WHBF since 1940, with the exception of the war years when he served in the Army Air Forces.

Dealers Buy Over 4,000,000 TV Sets

WASHINGTON, Dec. 15.—TV sets sold to dealers totaled 4,005,741 during the first 10 months of the year, it was reported this week by Radio-Television Manufacturers Association.

Dealers obtained 634,177 sets during October, compared to 626,793 sets in September.

CAPSULE COMMENT

Goodyear TV Playhouse (TV), NBC-TV, Sunday (9), 9-10 p.m. EST.

Actor Walter Black turned scripter on this stanza, collaborating with William Mendrek in a romantic comedy opus titled "Money to Burn." Black also played a minor role in the show, doing double duty. The script itself was a trivial affair dealing with a retired engraver who had made plates for currency for the U. S. Mint. As a hobby, following his retirement, he turned out bills just about as good as the originals.

The complications were pretty easy to foresee once the setting was established. With a high school principal son, a good-looking granddaughter and a rascally grandson, the action proceeded along expected lines, with the grandson flashing some of the funny money, and a couple of crooks picking up the scent and moving in. Of course, it all turned out happily, with the granddaughter losing a vegetarian-type boy friend and gaining an all-American boy in the process.

Dan Morgan did well by the role of Grandpa Eliot, and Fred Stewart was the embodiment of a high school principal. Other cast members were up to their roles, but it must be said there was precious little genuine excitement or suspense. The show added up to an hour of mildly amusing entertainment built around a situation that has been treated more adeptly by others. Thesp Black may do better with his next script.

Take a Number (Radio) MBS, Monday (10), 4-35.5 p.m. EST.

This stanza provides a fair 25 minutes of entertainment for the housewife. As its assets, "Take a Number" has a personable quizmaster in Red Benson and an interesting assortment of questions. The number the contestant selects helps her play for the jackpot. (See full review this issue.)

Celebrity Parade of Cerebral Palsy (TV), WJZ-TV, Saturday (8), 9 p.m., thru Sunday (9), 12 noon EST.

The 15 hours of allstar video for the cerebral palsy fund-raising campaign ran off as smoothly as is possible for this type of show. Even the camera work was surprisingly good, while the pacing and timing of the various acts and performers was excellent. (See full review this issue.)

Sherwood's Shindig (Radio), WOR, New York, Saturday (8), 2:30-4 p.m. EST.

A lot more music and a lot less talk would make this hour and a half deejay show better fitted for what the station calls "An Afternoon of Music." Ex-band leader Bobby Sherwood is a good spieler, his musical taste is equally fine; but the talk far outweighs the music called for by the station's programming idea. (See full review this issue.)

USSR (Radio), ABC, Thursday (13), 10:30-11 p.m. EST.

As radio fare goes, this was a tough morsel. But whether or not a listener is in accord with Ada Siegel's view of the nature of the Soviet Union, there can be no doubt that she and ABC are performing a vital public service for these times, casting a good, clear light on the nature of a potential enemy. (See full review this issue.)

Hollywood Sound Stage (Radio), CBS, Thursday (13), 10-10:30 p.m. EST.

Bette Davis got this new series off to a strong start with her portrayal of the twin sisters in an adaptation of "The Dark Mirror." Husband Garry Merrill showed well, too. The show's honors, however, really belong to adapter-director Harry Kronman. (See full review this issue.)

Speed Classics, TV Film, Previewed Thursday (13).

A vivid, exciting half-hour TV film produced by dynamic films which should capture the fancy of sports-minded viewers. Highlight was a 10-car crack-up and gasoline fire, exceedingly rare photography of a catastrophe without fatality, which bloodthirsty fans come miles to see. The rest of the film was of high caliber. (See full review this issue.)

Masland Eyes ABC Video Seg

NEW YORK, Dec. 15.—Masland Carpets this week was reported buying the alternate weeks on "Tales of Tomorrow," video science fiction series airing on the American Broadcasting Company. Kreiser watch bands currently bankrolls the show on an alternate week basis in the 9:30-10 slot Fridays.

Bonafide Mills, which has a very limited line-up of stations now for its "Versatile Varieties" show on the weeks Masland would take over, will likely get a new spot. Masland has not yet decided whether to continue its "At Home" show on ABC-TV, Thursdays 10:30-10:45 p.m. Anderson & Cairns is the Masland agency.

"Pace of Chi" New Field P.M. TV Seg, 5-10G

CHICAGO, Dec. 15.—Marshall Field & Company will plunge into nighttime television in Chicago January 10 with a weekly budget that will vary between \$5,000 and \$10,000. It's new show, "The Pace of Chicago," will be the first to come from WBKB's new Garrick Theater studio. Balaban & Katz, owners of WBKB, are spending approximately \$500,000 remodeling the Randolph Street movie house and now are running a couple of days ahead of the work schedule.

Field's is dropping its thrice-weekly "Uncle Mistletoe" kid puppet show this week. The nighttime venture is signed for 52 weeks, with an eight-week summer hiatus, as part of the store's 100th anniversary celebration. A full-time staff of six has been working on the show for several weeks in offices in the Garrick Building. Edward A. Franck, of the Calkins & Holden Agency, will produce, and John Alexander of WBKB will be director. A 10-piece orchestra with Richard Paige directing has been engaged. Five or 10 actors will be used each week in dramatic segs. Doug Johnson, author of "Hawkins Falls," heads the writing staff.

Chi News-ABC Set On "Page 1" Show

CHICAGO, Dec. 15.—The Chicago Daily News and American Broadcasting Company are co-operating in a new half-hour weekly show to begin on WENR-TV at 9 p.m. (CST) Thursday, January 10. Called "Page One," the show will use news reporters and columnists in interviews and discussions. The major news stories and features of the week will be the peg.

Austin Kiplinger, ABC news commentator, will be emcee. Dan Schuffman will direct. ABC will bear the cost of the show, paying newsmen who appear. It will be offered for outside sponsorship.

"Gee, it's great to be in Chicago appearing with Danny Thomas!"

GINNY SCOTT

TV's Singing Vision

Opening Dec. 28th

CHEZ PAREE, Chicago

Personal Manager: PAUL MARR 203 N. Wabash Ave. Chicago, Ill.



"JOHNNY AND JUNE BELMONT ARE THE BEST NEWCOMERS TO COME ALONG IN YEARS"

The blond girl with stunning coiffure and gown teams with her brunette partner in dancing that combines . . . superb footwork . . . with lifts.—Robert Dana, World Telegram & Sun.

"THE MOST ACCOMPLISHED BALLROOM COUPLE IT HAS BEEN OUR PLEASURE TO WATCH IN QUITE A SPELL.

Their lifts, throws and gyrations appear to be effortless, the AUDIENCE, instead of the dancers, wind up BREATHELESS.—Hy Gardner, The Herald Tribune.

ONE OF THE BEST DANCE ACTS IN THE CONVENTIONAL BALLROOM PATTERN CAUGHT IN A LONG TIME.

The girl is a slim, unusually graceful redhead, with a tremulous smile. The boy is a well built dark haired lad. Their choreography, intricate series of figure eight, precise lifts and split-second stops, were SO SENSATIONAL THAT THEY WON TOP HANDS MIDWAY OF THEIR ROUTINES TIME AND AGAIN. They showed SUPERB SKILL in slow numbers, fast ones and novelties. The girl was particularly outstanding. She sold sex via an extremely graceful pair of hands, contrived body poses and overall appearance to such a degree that the AUDIENCE SAT SPELLBOUND.—Bill Smith, The Billboard.

REFRESHINGLY AWAY FROM THE TOO STUDIED STYLIZING OF SOME TERP TEAMS. . . . the personable John and June Belmont, ballroomologists with an acro-flavor but come with ease and less muscle-flexing than the usual. She's a dimpled cutie and his terp stance is in the better tradition. She evidences her American Ballet training. THEY DO THEIR STUFF WITH A NICE GALETY.—Abel Green, Variety.

ONE OF THE BEST OF THE NEWCOMERS IN THEIR HIGHLY COMPETITIVE FIELD. John and June Belmont score impressively with some intricate and humorous dance routines.—Ben Schneider, Women's Wear Daily.



Just Concluded **FOUR WEEKS** PERSIAN ROOM, HOTEL PLAZA, N.Y.C.

Thanks to Merriell Abbott

DIRECTION: LARRY GENGO, Mercury Artists Corp. Gowns



Boulevard Room, Hotel Jefferson, St. Louis
(Friday, November 30)

Capacity, 475. Manager, Joe A. Harper. Price policy, \$1-\$1.50. Shows, 8:30 and 11:30. Booking, Merriell Abbott. Publicity, Gene Risen. Maitre d', John Lodato. Estimated budget this show, \$2,000.

This beautiful new room is now in its second show of the season, coming up with a winner all the way, a fast-paced variety revue loaded with young talent.

The Merriell Abbott line (8) opens and closes the show. Girls are real lookers. Wind-up number, a novelty, "The Tomcat and the Canary," scored a big hit. Costumes were particularly striking, and routine showed plenty of imagination.

Opening act, Jacques Gordon, juggler, did some amazing juggling while balanced on a unicycle. Won nice reception. Ballroom dance team of Harbers and Dale on next. Couple makes a nice appearance. Did their best work on "Anniversary Waltz," climaxing their act with a cakewalk. Number, featuring some spectacular lifts and spins, scored solidly.

Jerry Austen and Betty Jane Watson are youthful, exuberant, and possessed of unusually fine singing voices. An ideal act for this type of room. Do "Most Unusual Day," "Smoke Gets in Your Eyes," "I Got Plenty of Nothin'," "Summertime," "Bushel and a Peck," "Yodelin' Blues," and finish with a medley from "Oklahoma!" Austen's handsome appearance drew raves from the gals in the house, but it is Miss Watson's vivacious personality that really clicks. Couple might do well to build gal as a comedienne a la Betty Hutton.

Dick Barlow ork cuts show and plays for dancing. Maestro emceeds show in unassuming fashion.

Night Club-Vaude Reviews

Theater, ABC Paris

(Sunday, December 2)

Capacity, 1,100. Price range \$1-\$2.50. Shows, one nightly, matinees Saturday and three on Sundays. Bookers, Mitty Goldin and Leon Ledoux. House ork, Rene Mercier.

Here is one of the best shows in Paris. Every act does a solid job, and the entire show builds for a sock over-all impression.

Edith Piaf is as touching and simple as ever. She dresses and looks better than when she began, but she is still the Piaf who, with each song she sings, seems to give every bit of emotion she possesses. Piaf introduces several new songs, the best among them are "Padam," a song-talk number called "The Telegram," "The Accordionist" and "Lovers of Paris." The audience sits spellbound thruout. Piaf works without props or costume change and is accompanied by a special ork and the Robert Chauvigny chorus.

Fuld Top-Notch

Ranking in the same bracket as the Piaf and getting the same audience reception is Leo Fuld. Fuld is just short of being a phenomenon in Paris. After his first date at the Alhambra he has achieved co-star billing in the finest variety theaters of France. The singer has had the good sense to transpose much of his act into French, without losing his accent

Barlow offers some outstanding keyboard work on his own, marking him definitely a lad to watch. Could become another Carmen Cavallaro. Abie L. Morris.

that sets him aside as a foreign act, and the French are delighted.

He began the 20-minute turn with "Yass" (French and English) and "The Windmills Turning" (French and Dutch). Next followed a ski* of three artists—American jazz man, Italian tenor and Roumanian Gypsy—auditioning for the ABC, "Pigalle" (French) and "Muzzel" (French and English). Needless to say, Fuld brought the house down, and he had the good sense to leave when ahead. Fuld, too, has perfected a showmanship which brings him into an intimate relationship with his audience, and from the moment he began to address them in a broken French, they were his. Fuld is one American star whom France is quite willing to make its own.

Other Acts

The program opens with The Raisner Trio, a good harmonica act, and is followed by The Dormonde Brothers, an American unicycle comedy act which is smooth, funny and perfectly timed.

Verlor and Davril, a couple who sing and play their own songs and have voices sounding something like guitars; Bergmann and Boros, ping-pong champs; Felix Paquet, French singer and first rate comedian; Sid Plummer, English xylophonist who performs astonishing tricks and The Ramesses, an excellent Egyptian acrobatic team with three men and a woman—the fem does the majority of the physical work—complete this very fine program.

The show is emceed by model Praline, who appears in a successive amount of beautiful dresses as she introduces each act. Anne Michaels.

Club Alabam, Los Angeles

(Tuesday, December 4)

Capacity, 1,200. Price policy, \$1.25 admission. Owners-operators, Joe Morris, Clarence Moore. Booking, non-exclusive. Press, Gertrude Gibson. Estimated budget this show, \$2,000.

Showbiz returns to Central Avenue (Harlem) via the reopening of the street's most famous club. Long shuttered due to high costs and inactivity on the Avenue, the Alabam is now owned and managed by Joe Morris and Clarence Moore, who put close to \$25,000 into the room. If show caught is any barometer of upcoming bills, then the Alabam could bring this sector back to life as an entertainment hub.

Feature billing goes to the Skylarks, who doubled from Lou Holtz's "Merry-Go-Round" revue. In five offerings, the quintet (two gals, three boys) displayed a well-staged and costumed act, scoring with evenly blended chirping and solid showmanship. They began with two standards and hit pay dirt with a sock "Jump for Joy" and "Danny Boy." They begged off after a brilliant production of "St. Louis Blues."

Crip Heard, one-legged, one-armed hooper, showed almost miraculous balance and a fine pair of pipes. The Hi-Hatters were okay in several precision numbers. "Me and My Shadow" routine pulled well. Newcomer Decosta, in two standard tunes, showed promise. Gal should do some classical voicings as she is too fine a singer for the pop range. Leonard Reed emceed in okay fashion. Calvin Boze ork (8) cut a good show and with Singer Pat Paterson presided during intermission. Latter has a clean-cut delivery and sells well. A line (4) is used to good advantage in several turns. Joe Bleeden.

Paramount, New York

(Wednesday, December 12)

Capacity, 3,654. Price range, 55 cents-\$1.60. Five shows daily. Chain booker, Harry Levine. Show played by Bernie Mann's ork.

Pearl Bailey gave what amounted to an intimate performance in a big house. Not many acts can do that. Miss Bailey has remarkable range in almost every direction, with her lackadaisical, chummy manner and a full voice which can project to every corner of any house. She had the audience in the palm of her hand—and loving it—from her opening with a couple of her novelties, thru her lazy chatter, changes of pace, some asides and a couple of ballads. Her "Birth of the Blues" was excellent.

Miss Bailey was preceded by Henny Youngman, who gave his standard staccato story routine, starting with examples of how nuts everyone is these days, on to a few psychiatrist gags and finishing with the story of his life.

Cotillion Room, Hotel Pierre, New York

(Tuesday, December 11)

Capacity, 265. Price policy, \$2 cover week-ends; week nights, \$3 minimum. Owners, Pierre Hotel. Booking, non-exclusive; Stanley Melba, room manager, buying. Publicity, Kurt Hofmann. Estimated talent budget current show, \$3,500.

This was one night when the management could have used rubber walls. The floor was squeezed with extra tables (plus the platform Hildegard worked from) and, according to the management, more than 200 reservations had to be turned down.

Hildegard, the only act on the show, worked the same gimmicks, used the same bits plus a couple of new songs to her special audience which went mad about her. Her rose giveaway gimmick was the usual big thing. It permitted her to introduce reps of the upper crust, some show biz people, at least one industrialist and all her dressmakers and doctors. "This is for Dr., my physician. This is for Dr., my eye specialist. This is for Dr., my dermatologist."

Puppy Dog

Basically her performance, a classroom Texas Guinan act, was almost a testimonial. The Mack Truck exec gave her a huge plastic box covered with ribbons. When it was brought out, placed on the piano and opened, there was a beautiful but scared bulldog puppy named "Mack" as the symbol of Mack trucks. With the dog came a pair of rubber pants. The puppy promptly demonstrated that the pants came too late.

Hildegard's routine consisted of songs, talk, bits of business, piano and coo-ing hello to all her friends. There's no doubt that gal draws; at least she does on opening nights. This reviewer caught her last summer in Las Vegas, Nev., where she really did a solid job. Unfortunately, the room, then, was less than half full.

Backing Hildegard were Salvatore Gio on piano and Robert Norris, conductor, fronting Stanley Melba's always excellent band. They all did outstanding jobs. Anna Sosenko, Hildegard's manager, was working the spots. Miss Sosenko was obviously very nervous, judging from what happened to the lights.

Bill Smith.

He kept the yocks coming and increasing thru to the end.

Juggler Lee Marx opened the show with his standard ball, Indian club and teeterboard routine. It was a well paced demonstration and was well appreciated.

Vaude Debut

Bobby Wayne, in his New York vaude debut, followed. He opened with a spirited "Wonderful," then into a moody "Take Me In Your Arms," followed by a novelty, and finished with a stirring "Glory Road." Wayne may not have the best voice around but he can sell with the top. His manner was relaxed and engaging, and with excellent backing from Bernie Mann's ork (15 pieces), each tune registered well with the packed house.

Pic, "The Racket."

Gene Plotnik.

Season's Greetings from The Will Mastin Trio

Featuring Sammy Davis Jr.

Currently
CHICAGO THEATER
Chicago

Opening
LOOKOUT HOUSE
December 25
Covington, Ky.

January 15
FRANK SINATRA
TV SHOW, CBS



Management:

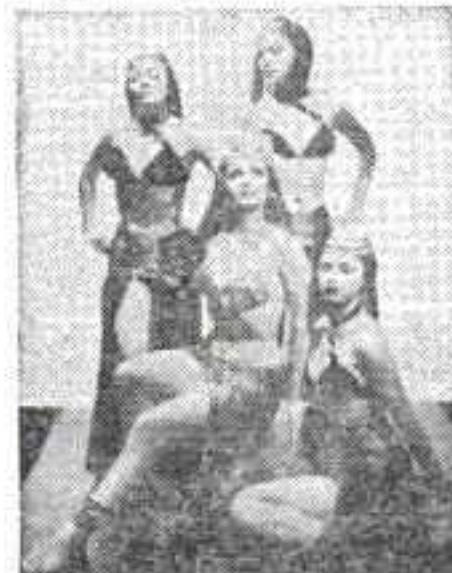
ARTHUR SILBER

CROSS ROADS OF THE WORLD
HOLLYWOOD, CALIFORNIA
PHONE: HILLSIDE 9106

THE HERODS

and their
Manhattan Cocktail Revue

featuring their original
"The Lady Fingers"



currently

CLOVER CLUB

Portland, Oregon

Management: **GOLDIE COHAN**
32 W. Randolph Chicago 1, Illinois

Roxy, New York

(Friday, December 7)

Capacity, 6,000. Price range, 80 cents to \$2.20. Four shows daily; five, week-ends. House booker, Sam Rauch. Producer, Arthur Knorr. Show played by the Paul Ash house band.

The show was pleasant to see, and, due to the novel piano technique of Jose Melis, occasionally delightful to hear. It seemed ultra leisurely, however. Perhaps with a fuller house and more audible response, the pace would have been more snappy.

Proceedings started with blowing of whistles and the Gae Foster gals entering from the rear as postmen with red mail bags and tiny white wings, singing "It's Beginning to Look a Lot Like Christmas." On closing, one of the gals announced the Three Rockets, a Negro dance team. The Rockets gave a vigorous performance, a good deal of it in close formation, getting solid hands. Next was Jay Lawrence, a young, nice looking comic with a crisp manner. Here's where the show began to suffer for lack of audience. Lawrence tried to be snide about it, but the effect was flat. It seems he needs more material anyhow. His fight-broadcast routine was good, but slightly over-extended. One round would be enough. He closed with singing impressions of King Cole and Frankie Laine.

Melis Highlight

Melis got an impressive entrance assist. In dim-out, a troupe of gals came in from stage left, and when they parted, Melis was on stage at his piano. He went right into "Mambo Jambo" and had them as soon as he touched the right side of the keyboard. After a bow he went into "Smoke Gets in Your Eyes" and finished with a sparkling arrangement of melodies from the "Second Hungarian Rhapsody." Thruout his performance the gals, in long dresses, sat dispersed around the stage. Melis was easily the highlight of the show.

Andre, Andree and Bonnie, a standard clever dance act, were next on. Their mannequin dance act was well received.

Carol Bruce then entered swiftly, accompanied by eight fellows in full dress. Together they did "Down Yonder" and "Domino." Miss Bruce's singing was hoarse and not too resonant. But she was a refreshing sight, well-tanned and in a white gown. She soloed an Irving Berlin medley. And the show finished with her in a sleigh, snow falling and the whole company on stage wishing season's greetings to all vaude devotees.

Pic. "I'll Never Forget You." Gene Plotnik.

TOM McDERMOTT DUO



TOMMY AND CARLOS WISH YOU A MERRY CHRISTMAS AND A HAPPY NEW YEAR

Currently Appearing

BLARNEY ROOM

27TH and SPRUCE
KANSAS CITY, MO.

STEVE GIBSON and RED CAPS

Get Their Latest RCA-Victor Records. Opening December 22—Indefinitely.

COPA CITY CLUB,
MIAMI BEACH, FLA.

Write Wire Phone

JOLLY JOYCE

2005 Paramount Theater Bldg.
New York City L.Ackawanna 4-9469

Earle Theatre Bldg., Philadelphia, Pa.
WA 2-4677 and 2-3172



BEN YOST

THE VIKINGS

ROYAL YORK
HOTEL

TORONTO,
December 31

1650 B'way, New York N.Y.

Bar of Music, Miami Beach

(Tuesday, December 4)

Capacity, 200. Continuous entertainment starting at 9:30. Price policy, \$3.50 minimum. Owner-operator, Bill Jordan. Booking, non-exclusive. Publicity, Les Simmonds. Estimated budget this show \$1,200.

Unique here is the Bar of Music which starts its 15th consecutive year under the same ownership. Bill Jordan, who built this intimate spot and the Bar of Music in Hollywood has run the club all this time—and performing in it, too—without any partners being listed on the books.

As unique as the business operation, is the show policy which has stressed serious music on twin pianos. Jordan, himself, mans one of the baby grands, with concert pianist David Elliott his current keyboard-mate. In their initial evening's stint, they work thru a pair of numbers they've recorded for King Records—"Scheherzade Suite" and "Ritual Fire Dance"—a novelty tune, and a new arrangement of "Danse Macabre."

The novelty tune is basically "Three Blind Mice," played straight and played as Jordan imagined a half-dozen composers would handle it. They give it the Bach, Mozart, Chopin, Strauss, Rachmaninoff and the Gershwin treatment for a tremendous audience hand.

Added Acts

Three additional acts back up the Jordan-Elliott combo. Tenor Harvey Bell opens, and ex-Sammy Kaye vocalist Betty Barclay follows, with comic Sammy Morris closing each segment of continuous entertainment.

Bell, former vaudevillian and Miami night club op, is a strong opener, with the crowd keeping him for a total of seven tunes. Miss Barclay looks good on stage, and scores with semi-humorous ditties, topped off, naturally, with her familiar, "I'm a Big Girl Now."

Morris does okay, too, quickly getting the people on his side with a flock of timely gags and impressions of show stars. Jordan and Elliott take turns in accompanying the song selections.

Herb Rau.

Chez Paree, Chicago

(Tuesday, December 11)

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

With Joey Bishop, the sad-faced comedian, breaking in a new-type act; Fran Warren proving she can carry the top spot on a major bill, and Manor and Mignon providing excellent terp routines, the Chez's annual "Winter Revue" is proving a real sleeper.

Last seen in this spot some three years ago when she was a supporting act on a Danny Thomas starrer, Miss Warren proves that she can hold her own with any of the top fem chirps. Acquiring a pleasing stage presence has added the final touch to her education, and while she came in cold, her ability to project her personality to the crowd, plus some strong pipes and good selection of tunes, brought a tremendous mitt from the packed room. Included in her routine were "Love Walks Out," "I Love You Much Too Much," "Come-and-Get-It Day," "Over the Rainbow," "What's My Name?" and "Look to the Rainbow."

Bishop New Act

Joey Bishop, a familiar sight here, has a new act this time, forsaking his "sad-faced" stuff for some rapid-fire, smoothly running gags which are, in the main, new. Regulars seemed confused when Bishop started, but he warmed them up fast, then kept them yocking thru most of the turn. Bishop has built much of his act around topical gags and stories, and does a bit based on the old days in showbiz, which includes a few songs, a soft-shoe number and some mimicry, all excellent.

Bishop switch is especially startling to those who have seen him work here in the past, but at the conclusion, after he handled a heckler with unusual restraint, he drew one of the best receptions he has ever earned in the location.

Manor and Mignon, in the opening slot, did four numbers and kept a noisy pre-show crowd hushed during their terp turns. Duo has some good numbers well suited to this spot. They were

Le Reuban Bleu

(Wednesday, December 12)

Capacity, 130. Price policy, \$3.50-\$4.50 minimum. Shows start at 10 and grind till 2:30. Operators, Al and Tony Mele. Booking, non-exclusive. Publicity, Moore, Dreyfus & Delynn. Estimated budget, \$2,200.

New show here, which uses one holdover act, is a bit long on female singers and a bit short on comedy. The result is a bill with only a few solid moments.

Working a late show in a half empty room, the March Hares (three boys and a girl) were a disappointment. The unit's strong point, comedy in combination with vocals, seemed to be plagued by material only fitfully funny. Their satire was neither pointed nor original enough to win attention. The basic talents seemed to be there but the material shielded it. Best was a panto of gaslight era melodrama.

Veteran Bibi Osterwald, breaking in new material, was one of the hits of the room. The lusty singer belted out one tune after another, beginning with "Shine on Your Shoes" and winding up with an old Osterwald favorite, "Casey Jones." Her "One Stinkin' Magnolia" fractured them.

Tall brunet Bea Arthur has plenty of potentialities as a singer, but needs a freer, more relaxed type of delivery instead of the stage manner she uses. The huskey-voiced gal has a distinctive sound which seems well suited to blues. Among her tunes were "I Must Have That Man," "Daddy, Squeeze Me," and "You Took Advantage of Me."

The Three Riffs, one of the top acts on the East Side circuit and a long time holdover, continued with their clever, satiric and humorous song stylings. Their vocalizing continues to be a delight.

Leon Morse.

brought back twice for encores at the show caught. Their closer, a new number, is backed by the Chez rumba ensemble as well as the house band.

The Arden-Fletcher productions were seen in previous shows, with the costuming a standout. Cee Davidson's orchestra played the show.

Norman Weiser.

Chase Club, Chase Hotel, St. Louis

(Friday, December 7)

Capacity, 650. Price policy, \$1.50-\$2.50. Shows at 8:30, 11:30. Manager, Harold Koplar. Booking, non-exclusive. Publicity, Jeanne Dunaway. Estimated budget this show, \$3,500.

The present show has too much singing to be a well-rounded bill, but it moves fast and winds up quite nicely.

The opener was a medley from "American In Paris," featuring Frankie Masters' ork. The fronter did a vocal on "Our Love Is Here to Stay," while canary Phillis Myles (Mrs. Masters) did "Nice Work If You Can Get It" and Tommy Port did a neat bary job on "Embraceable You." A duet with Masters and Miss Myles on "She's a Lady" followed. The pair showed plenty of personality.

Tommy Port just joined the Masters band here this week after working radio shows in and around Chicago for some time. The lad sang with plenty of feeling and showed promise. His "It's A Most Unusual Day" was clicko.

Acro-comedy

Honey Brothers (3) did a big job with their acro-comedy. Fresh from the Jack Carson TV show, the boys seemed to have plenty of fans in the house. They did spectacular flips, leaps and tumbles, all interspersed with comedy antics and finished to a real hit.

On last was Muriel King. Despite an inattentive dinner crowd, the gal proved her ability with "Jealousy," "They Didn't Believe Me," "How Did He Look" and "Whistle a Happy Tune." Miss King has a wonderful combination of looks and an exquisite voice.

Masters' band cut a nice show and also played for dancing.

New comic Larry Allen bowed in at the Zodiac cocktail lounge of the Chase. He has plenty on the ball, and may be one of the top names of the future. He's worth keeping an eye on.

Abie L. Morris.



Jimmy Nelson

Danny O'Day

The Mahogany Kid

"Imitated But Never Equalled"

All material copyrighted.

The songs of . . .

Betty Norman

Gowns by Ceil Chapman

And also from my personal manager

LOUIS W. COHAN 203 N. Wabash Ave., Chicago, Illinois

A Most Merry Christmas and a Prolonged Happy New Year



Currently **RIVERSIDE CASINO** RENO, NEVADA

Dunn Countermands "Pull-Acts" Dictum

N. Y. Insurance Commission, Adler Huddle; Several Suits Vs. AGVA Hang Fire

NEW YORK, Dec. 15.—Cafes all over the country, threatened with having their shows pulled by the American Guild of Variety Artists for failure to sign the union's insurance program, were preparing legal action to fight the order. But a respite came last week when the order was suddenly revoked.

The first order issued the latter part of November directed all AGVA reps to give the clubs in their areas a December 22 deadline. If they didn't go along with the program by then, all shows were to be pulled.

On December 10 Henry Dunn issued another order nullifying the first one and requesting all branch reps "not to use the premise of the insurance for any economic sanctions against the operators."

Dunn, in his letter to the reps, made a series of statements which puzzled some informants. "Mr. Adler (Matthew M. Adler, insurance broker involved in the AGVA insurance program) has

voluntarily requested a hearing with the New York State Insurance Commission to clear up the entire matter."

Informants state that Adler was requested to appear for preliminary questioning before the Insurance Bureau and went there accompanied by his attorneys. They say that the hearings are still going on.

Settlement?

In his letter Dunn also wrote: "My information now is that the whole subject matter (insurance) will be favorably disposed of within the next 15-20 days..." Some insiders say the matter will probably be probed for weeks and will lead to a formal hearing before it is settled. In any case, it is expected that at least three months will pass before any decisions will be made.

Finishing his letter, Dunn wrote: "I've been informed thru various sources that a series of nuisance suits are being devised by cafe owners and associations to harass AGVA on account of the insurance policy, therefore making AGVA subject to unnecessary legal expenses..."

One board member said, "I don't understand why Henry (Dunn) is mysterious about his 'various sources.' We have a suit pending against us in Philadelphia started by a cafe association and another one started against us in Baltimore by a night club owner. Henry knows this, because our lawyers have told us."

Glenn Returns To Act Policy

NEWPORT, Ky., Dec. 15. — Glenn Rendezvous, formerly one of the top niteries in the Cincinnati area, but operated recently only as a restaurant-cafe sans entertainment, returned to the orchestra-and-acts policy last night. Policy is slated to run thru the holidays, and if it clicks is carded to stick indefinitely.

On tap are Emil Dobos and orchestra, with Emil and Bob Gary; Gene Griffin, former WLW vocalist just returned from Las Vegas, Nev., niteries, and Marylinn Dayne, singer and dancer. Artie Dehnert, who also has Club Alexandria here, is the operator.

Ice Star Sues Nicollet Hotel

MINNEAPOLIS, Dec. 15. — A \$100,000 lawsuit against the Nicollet Hotel here is growing out of an accident in connection with its floorshow was filed in federal district court this week.

The suit was brought by Mitzie Dexter, line captain the last 10 years for the Dorothy Lewis ice show which plays the Nicollet Hotel each summer.

The accident occurred last Sept. 11 when Miss Dexter fell during the show and broke a leg. She charges the hotel management with improper care of the ice. The hotel reportedly is covered by insurance.

Reopen Texas Nitery

SAN ANTONIO, Dec. 15.—The Tropics Night Club has been reopened by Bob Williams with F. X. Noguera as manager. The night club has been completely remodeled and redecorated and has instituted a floor show policy. Dick Worth and his orchestra are current with Eileen Scott, featured singer.

Shep Fields and his band will come in Christmas Eve.

THE GOOD OLE GANGSTER DAYS!

NEW YORK, Dec. 15.—Horace McMann and Harry Clark were signed for a TV show in which McMann was to play a cop and Clark to be Frank Costello.

"Wadda ya think of that for type casting?" asked Clark.

"I think it stinks," replied McMann. "I'll never make the dough as a cop that I made as a gangster."

8 YEARS, BUT HE MAKES IT!

PHILADELPHIA, Dec. 15.—Back in 1943, Tony Resi, as an employe of the Home Optical Company here, was given a farewell dinner at Palumbo's Theater-Restaurant before going into the Army. Proud of their home talent, the employees asked the star of the floor show if Resi could go on and give with a song or two. "No amateurs. Professionals only," said the headliner that night.

Opening last week at Palumbo's were Pepper Davis and Tony Reese (ne Resi)—the same guy who wasn't allowed to sing there in 1943.

Philly's Fox Theater Drops Flesh Plans

Breaks Off Talks With Musicians; To Show Pix Only

PHILADELPHIA, Dec. 15.—Possibilities of stage shows ever returning to the de luxe Fox Theater, when the management dropped negotiations with the local musicians' union. Both sides were miles apart with no chance of getting any closer together on questions involving pit musicians during dark weeks, among other working issues. Fox will continue as a first-run film house.

Fox considered the return of stage shows when grosses started to dip sharply and Warners' Mastbaum made a deal with the musicians union which brought in Patti Page and Guy Mitchell with a package show for an October week. But Mastbaum experiment was only so-so, and theater dropped any major plans on the use of flesh.

Sam Stiefel's Carman Theater, which was the only house away from the main stem with stage shows, also dropped out. House closed suddenly earlier in the month without any advance notice to either acts or musicians. Dark these past weeks, Stiefel will reopen the Carman Christmas on a straight picture diet. As a result, Warners' Earle, featuring Negro band shows, remains the only film-flesher in the entire Philadelphia area. Earle, in the downtown district, books shows on a spot basis.

VENT'S BIG SHOWBIZ CLIMB

Jimmy Nelson Replaces Sid Stone as Berle's Spieler

CHICAGO, Dec. 15. — Jimmy Nelson climaxes a rapid 18-month climb in show business, when he replaces Sid Stone, the pitchman, as commercial spieler for the "Milton Berle Show," NBC-TV stand-out, January 1.

The 23-year-old local ventriloquist has an unusual contract with Texaco, the Berle bankroller, in that the pact forbids the sponsor from using any character or piece of material after it's been done by Nelson, except if Nelson chooses to repeat the bit. The pact further gives Nelson the right to use any character or piece of material, which was used on the show, in any engagement not conflicting with the sponsor, meaning that he can use it on nitery and club-date bookings.

Plans are for Nelson and his two dummies, Danny O'Day and Humphrey Higsby, to not only work out commercials, but the trio

JOBS FOR 1,000 ON SHIP CRUISES

Acts Will Double in Rio, Nassau In New Plan Using More Talent

Continued from page 1

people, including a chorus line. The Liberte will sail to South America on a 38-day cruise. In the case of the Canadian Pacific's Empress of Scotland, which will sail from England to the West Indies, Abramson will hire British acts in England but will augment them with some American performers who'll be sent abroad.

In most cases the shipboard jobs are easy. There are about two shows on the average 11-day cruise; one show going out and one coming back. Accommodations and dining room facilities are the same offered to passengers. Abramson takes care of all

expenses except bar and laundry bills. Tips are taken care of.

For the first time in ship cruise history Mediterranean cruises will use acts. This was decided at a meeting of shipping officials held here last week. These won't start until next summer, but Abramson is already on the lookout for acts.

Combos Still In Lull; Music Hall Holds Up

NEW YORK, Dec. 15.—Lack of hefty marquee names plus the normal pre-holiday lull continued to keep grosses at a disappointing level. The Music Hall, with its annual Christmas show, was a major exception.

Radio City Music Hall (6,200 seats; average \$125,000) with "I'll See You in My Dreams" plus its yearly Nativity spectacle pulled in \$138,000 for the initial week.

Roxy (6,000 seats; average \$59,000) did a poor \$55,000 for its first week with "I'll Never Forget You" plus Carol Bruce and Jose Melis Trio.

Paramount (3,654 seats; average \$59,000) exited with a good \$50,000 for the third and final week with "Two Tickets to Broadway" plus Patti Page, Jack E. Leonard and the Buddy Morrow band. New bill (12) has "The Racket," Pearl Bailey, Henry Youngman and Bernie Mann band.

Palace (1,700 seats; average \$42,000) did \$40,000 for a 10-show week with the Judy Garland bill. Previous frame saw a take of \$41,000.

N. Y. Showcase For MCA Unit

NEW YORK, Dec. 15.—The Music Corporation of America will bring its package, "What's New?," into the Boulevard for a week's showing date, starting December 18, so potential buyers and MCA sales staff can take a look at it.

Package was originally formed for the Statler hotel chain. It started off at the Cleveland Statler, where it has been for four weeks. After its local date it will play Syracuse on a two-weeker, and will then go to the Mount Royal, Montreal, for another two weeks.

Unit consists of seven young people with original music and lyrics by Wilson Stone, and choreography by Gene Bayliss. Both Wilson and Bayliss travel with the show. Package carries costumes and some props, and is budgeted to sell for around \$3,000.

Det. H'wood Tries Vaude

DETROIT, Dec. 15.—A four-week experiment with stage shows to combat the usual Christmas slump is being tried by the 3,500-seat Hollywood Theater here, which drew national attention three weeks ago when it slashed admission prices. The stage show is being restricted to Saturday nights, and booked for four weeks as a direct broadcast over WKMH.

The show is a "Hillbilly Jam-boree," featuring Slim Hagerman and Earl and Joyce Songer (Rocking Road Ramblers). A guest star will be added for the third week.

Box-office draw for the opening show was only fair, despite considerable advance promotion. The Hollywood, major neighborhood house, at one time played Keith vaudeville units.



A Special Section on

AUDITORIUMS and ARENAS

beginning on page 43

Thomas to Play Chicago Paree

CHICAGO, Dec. 15. — Danny Thomas will play his first cafe date at the Chez Paree since he became a smash hit in the flicker "I'll See You in My Dreams." Thomas is skedded to open December 28.

Tho his stay is still undetermined, he's been committed for at least a four-day period. It is possible he'll stay two weeks if TV commitments allow. If Thomas can't stay, the plan is to bring in Phil Foster and Luba Malina to replace him.

Night Club-Vaude Reviews appear on pages 12

and 13. More Night Club-Vaude News, as well as Hocus-

Pocus and Burlesque Notes, appears on page 41.

Radio-Television Reviews on page 10.

First Board Meet Held by Disk Org

Conkling & Barkmeier Added as Directors; Plan January Organizational Session

NEW YORK, Dec. 15.—The Board of Directors of the new Record Industry Association of America held its first formal meeting Wednesday (12). It was decided that the first general organizational meeting will be held sometime before mid-January. At this point the membership totals in the vicinity of 35 diskers, of a total of about 50, who are active in the association.

Primarily the meeting dealt with the design, structure and purpose of the RIAA. A permanent slate of directors was selected with Columbia prexy Jim Conkling and RCA Victor general manager Paul Barkmeier appointed directors as replacements for temporary directors Leonard Schneider, Decca executive vice-president, and Morris Sherr, MGM Records.

Other directors are Decca prexy Milton Rackmil, Capitol prexy Glenn Wallichs, MGM topper Frank Walker, Capitol attorney Mort Edelstein, and Decca attorney Henry Cohen. Rackmil remains temporary president of the association and Walker is treasurer. Cohen has been acting as secretary for the group and has been handling all correspondence and organizational details. He had been serving as counsel for RIAA, but it was decided to

hire an attorney not affiliated with a diskery for the job.

The board selected a sub-committee, headed by Schneider, to screen applicants for the job of executive secretary of RIAA. The exec secretary will be the only full-time official of the association and he, in fact, will be running the organization when it finally is set up.

The meeting wound up with informal discussions of several current disk industry problems of the type which will be dealt with by the association when it gets into full swing. Questions were raised regarding current tax problems. A brief discussion was held on the subject of bootleg disks and it decided that this matter would best be handled by individual action. A third matter, the lingering hassle of the diskers with music publishers over the payment of royalties on songs with a pre-1909 copyright, was raised and is discussed in a separate story on this page.



A Special Section on

AUDITORIUMS and ARENAS

beginning on page 43

MPCE Voting Returns Nearly All Incumbents

NEW YORK, Dec. 15.—Following a heated pre-election period, the Music Publishers' Contact Employees this week re-elected virtually all the incumbent office holders and members of the executive board. The slate of officers for 1952 has Bob Miller in again as president; Joe Santly, vice-president, and Charlie Lang, treasurer. The new executive board consists of Mickey Garlock, Harry Santly, Sammy Smith, Irving Tanz, Bernie Pollack and Jack Spatz. Leo Diston, who ran against Miller for the presidency, has not filed any protest over the election procedure. He previously stated that he would protest only if he defeated Miller.

Facing Miller and the executive board are three important matters: a new contract with publishers, the proposed pension plan and a rewriting of the MPCE constitution and bylaws. The current song pluggers' contract with the publishers expires at the end of 1952. MPCE brass is expected to begin working on new demands early next spring and to start negotiations with the publishers during the summer. Miller is currently meeting with top publishers on the pension program. A publisher subcommittee recently reported favorably on the plan to the publishers' group.

NEW LIGHT ON MAY'S PROBLEM

HOLLYWOOD, Dec. 15.—Billy May, who hasn't played his trumpet since he was with the John Scott Trotter "Kraft Music Hall" ork in 1945, will do some fancy tootling next spring when his band takes to the road on a one-nighter junket. When asked by intimates why the concern over playing again, May revealed that several years ago he made a lamp out of his horn, and dismantling it presents a problem.

In an effort to cash in on the merits of currently popular "Charmaine," Capitol is rushing a platter of the tune by May, backed by "When I Take My Sugar to Tea." Sides will hit the end of the month.

CARLOS VILLA'S HAPPY ODYSSEY

PHILADELPHIA, Dec. 15.—Carlos Villa was born in Cartagena, Colombia, and developed a talent for fiddle playing at an early age. While in that South American city on business, Lewis McNaughton, a Dallas businessman, heard him play. Impressed by Carlos' talent, he brought him to Helen Hall, a Texas musician, who in turn turned him over to Efrem Zimbalist at the Curtis Institute of Music here.

Thru his Curtis teacher, Veda Reynolds, who is also a member of the Philadelphia Orchestra, Carlos auditioned at the Academy of Music. The associate conductor of the symphony, Alexander Hillsberg, gave a listen. As a result, last Saturday night, with a small Texas delegation on hand, Carlos was a guest soloist with the Philadelphia Orchestra.

The age of this much-traveled musician is 11.

Karzas, Moore Look to West In Terp Deals

Wichita Moose Eye New Moon; Aragon Boss-James Huddle

CHICAGO, Dec. 15.—The Bill Karzas and Ken Moore ballroom holdings thru the Midwest may sell one site and may extend further West, after a visit to the Coast by Karzas this week and a deal almost completed by Moore. In the works at press time was a purchase by the Royal Order of Moose, of Wichita, Kan., of the New Moon Ballroom from Moore. Moore purchased the Wichita terperly about two years ago from Johnny Dotson Sr. Moore said that the contemplated deal would call for the lodge to take over the terpalace January 1. Lodge plans to convert the ballroom into clubrooms, but will take all existing band pacts over until they run out. Lodge does not intend to continue the ballroom policy.

Karzas made a primary move, which may jump his present Aragon and Trianon ballrooms (Continued on page 40)

Orkster Geraldo Due for NY Visit

LONDON, Dec. 15.—Geraldo, top name orkster here, left yesterday for a short stay in New York to be followed by a West Indies cruise. The batoner is taking off on a vacation trip following a heavy schedule of radio and recording work.

The orkster sailed on the Queen Mary. After a two-day visit to New York he will embark on the Caronia for the Caribbean trip.

8G DECCA FIRE

Disk Skeds Kept in Spite Of Damage

BRIDGEPORT, Dec. 15.—At the peak of the Christmas rush, the shipping department of the Decca-owned Brunswick Radio Corporation here, which produces Decca disks, was badly damaged by fire. Other facilities of the factory were immediately turned into shipping rooms by Edward Grich, plant manager, in order to fill the heavy holiday season orders for Decca pressings. The plant does the bulk of Decca's LP production.

The fire, unofficially estimated at about \$8,000, was apparently started by a discarded cigarette. Thru the quick work of Grich, all orders are going out on schedule.

LONGHAIR DISK POLL

Bach, Haydn, Mozart Most Prolific But Many Factors Make Others Hot

NEW YORK, Dec. 15.—Altho Johann S. Bach, Franz J. (Papa) Haydn and Wolfgang A. Mozart are among the most prolific and most recorded composers, they have not been able to hit the best selling classical lists with the same consistency as Beethoven, Chopin, Tchaikowsky, Brahms, Schubert and Johann Strauss. This was established this week in a Billboard survey of the leading longhair diskeries. The survey was drawn from sales figures on the best selling serious music masters.

This indicates that the popularity of classical composers does not depend on the number of works they have on wax; if it did,

then Mozart would top all lists of works which are inexpensive to record, since they employ but four or five musicians.

The popularity of a classical composer may depend on sales of all his works, as in the case of Beethoven, or may rest upon just a few as illustrated by Tchaikowsky or Johann Strauss. The large diskeries, such as Victor, Columbia and London, depend upon the "war horses" by the popular masters for the major part of their classical trade.

Motivations

The reason for the large number of Bach and Haydn recordings can be traced to the LP's of the Bach Guild and the Haydn Society, and to the large number of Bach disks issued last year for the 200 anniversary of his death. The great amount of Mozart recordings is attributed to the fact that he composed a tremendous number

Disk Execs Ponder Copyright Problem; Major Issue Seen

Legal Status of Pre-1909 Tunes Debated by Trade at RIAA Meet

NEW YORK, Dec. 15.—The problem of whether or not diskers should pay royalties on songs which fall into a category loosely categorized as pre-1909 copyrights appears to be developing into a major issue with the waxing legions. This became more apparent than ever this week at the first board of directors' meeting of the Record Industry Association of America when the pre-1909 copyright problem developed as the major side issue of discussion at the organizational conclave.

The diskers generally are of a mind at the moment to bring the pre-1909 copyright issue to a head at the first possible instance. It was mutually agreed that one of the initial actions to be taken when RIAA begins should be the formation of a positive position on the matter of payment or non-payment of royalties on pre-1909 songs.

The pre-1909 copyright mechanical royalties problem boils down to two basic arguments:

On the one hand, diskers feel that music publishers are not due mechanical royalties on such songs because until the 1909 Copyright Act was made law, no legal provision for payment of royalties existed.

On the other, publishers maintain that they are entitled to the royalties on the ground that the pre-1909 songs became subject to the provisions of the 1909 Copyright Act at the point where these songs

passed into their renewal copyright period.

At this point a suit on the matter of pre-1909 copyright is on the court calendar involving publisher E. B. Marks and Capitol Records. The song in question is "In the Good Old Summertime" and the suit was filed when the diskery refused to pay royalties on its Les Paul-Mary Ford recording of the tune on the ground the song was a pre-1909 copyright. Tho this case could well become the peg for a final legal precedent in the matter, it is the opinion of tradesters that the case is "negotiable" and that it may never come to a decision.

A current plug song, "I Wish I Had a Girl," also has been cited by several diskers as one of the questionable pre-1909 songs. Tune, featured prominently in the "I'll See You in My Dreams" flicker, is slated for full disk coverage, and some of the firms currently are considering whether or not to pay royalties to Robbins Music, tune's publisher.

AFM Board Will Draft Blueprint For Film Pact

NEW YORK, Dec. 15.—The annual winter meeting of the International Executive Board of the American Federation of Musicians, scheduled to be held in mid-January, will act on a draft blueprint for the forthcoming negotiations for new contracts with the motion picture companies. The current movie-musicians arrangement terminates about February 1. The board is expected to make an alignment of new demands and will probably establish a manner of negotiation.

Prominently tied in with the motion picture studio contract negotiations will be the problem of how to handle the matter of television with the studios. At this point, the AFM must be consulted for permission for secondary showings of films made at the studios.

Cuggie Signs 5-Year Paper With Mercury

HOLLYWOOD, Dec. 15.—Xavier Cugat, after setting a recording deal with Capitol Records, had an 11th-hour change of heart and finally inked a five-year disk pact with Mercury Records. Cugat was signed last week-end (8) in New York and will immediately cut his first 10-inch LP for Mercury. Pact calls for a minimum of 16 sides per year. Cugat will wax sides with some of the label's top artists similar to the Frank Sinatra waxings he made while at Columbia. Cugat pact was negotiated directly between Mercury topper Art Talmadge and the batoner.

In addition to cashing in on Cuggie's domestic appeal, Mercury plans to reap further benefits from its acquisition of the Latin batoner by releasing his diskings to the international market. Mercury Treasurer Irwin Steinberg has 15 reciprocal trade agreements thru-out the world with foreign labels, and Cuggie's impressive foreign sales with both Victor and Columbia figured heavily in his being nabbed by Mercury.

In Chicago, Mercury's Talmadge (Continued on page 40)

HOT SPOT

Europe Is Source of Pop Tunes

NEW YORK, Dec. 15.—As far as Lou Levy is concerned, the best source of song material these days is Europe. At least that's what it looks like from the number one plugs lined up for his Leeds, Pickwick and Duchess firms. Tunes are from England, Italy and France. Recently the Levy pubberies worked on the French "Domino," the Belgian "Petite Waltz" and the Swedish "Swedish Rhapsody."

Pickwick's new plug is "If You Go," a tune which is in the top 10 in England currently. Leeds is now setting records on "Until," number one tune in Italy last summer under its Italian title, "Anema E Cuore." The Duchess firm is also getting disks lined up on a new Charles Trenet item "L'ame des Poetes," which will be titled "At Last, At Last."

SPA Audit Battle With Pubbers Flares Into New Activity

Action Springs Out of Refusal By Leeds to Return Copyrights

NEW YORK, Dec. 15.—The battle between the Songwriters' Protective Association and several music publishers over the audit of pubber books flared up again this week following demands by a group of "key" writers for the return of their copyrights and a subsequent refusal by Leeds Music to accede. The trade expects widespread fireworks in the next few weeks, tho the contestants will probably be Leeds, rather than E. H. Morris, and SPA.

The writers' action was based on Clauses 12 and 13 of the 1947 revised Uniform Popular Song-

writers' Contract which permit the individual writers to terminate contracts with all rights re-vesting in and becoming the property of the writer if the publisher fails or refuses to permit inspection of his books within 60 days after receiving a written demand.

Leeds is known to have received written demands for the return of the copyrights from some key writers. The pubbery replied with a lengthy letter rejecting the demands and suggesting that the action was in restraint of trade and a violation of federal statutes. According to the SPA contract, the pubbery has 10 days, after receiving the written request for return of copyrights, in which time the pubber may demand an arbitration. Tho the latter action is possible, it is considered very improbable that Leeds will change its mind and settle the question amicably after having rejected the demand.

Morris, the firm which originally put up the biggest argument against the SPA audit plan, is said to be ready to work out the entire problem to the satisfaction of both the writers and the pubbery. It was reported, however, that Morris had received demands for return of copyrights from such writers as Carl Sigman, Al Urbano, Al Goodheart, Harold Spina, Bud Green, Sammy Cahn and Kay Twomey. None of these writers have received an official reply from Morris, altho it was said this week that writing as

(Continued on page 40)

GRANT PREPS YANKEE GAGS

HOLLYWOOD, Dec. 15.—If KMPC's disk jockey Johnny Grant doesn't ring the laugh bell when he treks to Korea this month with a Hollywood Co-Ordinating Committee show, it won't be his fault. Over the week-end, Grant drove to Palm Springs, where he, Bob Hope, Phil Harris and Bob Crosby huddled on material for the G. I.'s. Grant returned laden with gags. The HCC entourage is due back in the States January 5.

GAC Sets Coast Tours for Four Name Orksters

HOLLYWOOD, Dec. 15.—Coast tours are in the works for Woody Herman, Ralph Flanagan, Buddy Morrow and Cab Calloway at General Artists Corporation. Herman is being routed thru the Southwest and hits here for a two-weeker at the Oasis, beginning January 29. Orkster treks northward February 12. Flanagan follows virtually the same itinerary, opening at the Palladium, February 19 thru March 17. He then goes north and on to Salt Lake City and Denver, then heads for New Jersey for an April 14 location at the Meadowbrook.

Morrow's one-nighters also follow the Herman-Flanagan route, batoner going into the Palladium after Flanagan. Only Calloway booking to date is two weeks at Reno's Golden Hotel April 30. GAC's Henry Miller is lining up Coast dates for Jan Garber, starting the end of February; Red Ingle and the Mills Brothers.

VOX POPS

Count 'Em to Win Contest Tied to Tune

NEW YORK, Dec. 15.—If you know what a popcorn "pop" sounds like, you too can win a prize in latest contest dreamed up to promote record sales. The record is the "Howdy Doody-Fontaine Sisters' "The Popcorn Song," and the contest, now on 50 disk jockey shows, requires a count of the popcorn "pops" on the disk, plus a letter explaining what "Christmas, 1951, means to me."

The contest is tied in with the National Popcorn Manufacturers, who are printing details of the contest on popcorn bags, presumably on the theory that only popcorn fanciers know enough about popcorn "pops" to enter the contest. Promotion is being handled by Nat Shapiro.

Phono Portables, Attachments Boom

NEW YORK, Dec. 15.—Sales of portable phonographs and phono attachments have been particularly heavy during the past several weeks, according to a spot check of syndicate and department stores, distributors and manufacturers. Hottest items are the lower priced units with several chain store buying offices reporting heavy re-orders on the cheaper phonos. Some manufacturers and buying offices report difficulty in getting re-orders out to retail outlets in time for Christmas.

In some trade quarters, there are expectations that the strong phono sales picture will continue during the early months of 1952. Manufacturers claim that many dealers are now willing to accept January delivery on re-orders. Most traders also see a strong record selling period coming up as a result of the phono sales.

The buyer for a group of department stores, heavy users of private label merchandise, reported that sales were strong enough during the past five weeks to top last year's figures. Strongest items in the line, he said, were a three-speed portable for \$19.95 and a three-speed portable for \$22.95. Three-speed automatic

phonos were slow, because of the consumer's search for the cheapest units.

Typical comment from a phono manufacturer was that of George Fass, who heads Dean Electronics: "This comes close to being one of the craziest buying seasons ever, because of the late business. There is apparently little phonograph inventory on dealer shelves. We've tripled our production, and expect that we may have to turn out still more."

Dealers who've used newspaper space to promote phonograph sales generally agree that the advertising has been more successful this season than in many previous years.

DJ POWWOW

Block Gets A&R Men for WNEW Air

NEW YORK, Dec. 15.—Disk jockey Martin Block persuaded seven top artist and repertoire chiefs to appear on his record show over local indie WNEW, Saturday (16), from 5:30 to 7:30 p.m.

Platter execs scheduled to discuss all angles of the record business, via a roundtable powwow, were Dave Kapp, Victor; Morty Palitz, Decca; Dave Cavanaugh, Capitol; Mitch Miller, Columbia; Harry Meyerson, MGM; Joe Carlton, Mercury, and Eli Oberstein, King. Altho they will be plugging their own labels, the ironic angle of the conference is that, at one time or another, most of them have handled a&r. chores for one of the other companies—Kapp at Decca; Palitz with Columbia; Meyerson, Decca and Victor; Miller, Mercury; Carlton, Varsity, and Oberstein Victor and Varsity.

U. S. Ruling on Brass Argued Before NPA

WASHINGTON, Dec. 15.—Musical instrument manufacturers this week told National Production Authority officials that recent reductions in scarce material allotments would create serious difficulties in their industry. The Band Instrument Advisory Committee to NPA said production would have to be reduced 25 per cent by March, while the makers of string and fretted instruments, such as guitars, banjos, violins, etc., said employment in their plants during the first three months of 1952 would be cut back 30 per cent from the level at the first of this year.

Manufacturers of guitars, banjos, violins, etc., which together with harmonica and accordion makers compose the Musical Instrument Advisory Committee, told NPA that their break-even point is estimated at 80 to 90 per cent of normal output. Defense needs forced NPA to limit first-quarter 1952 brass allotments to musical and band instrument manufacturers at 35 per cent of that used in a base period.

Maxwell Harp Becomes Ork

NEW YORK, Dec. 15.—Mercury Records this week held an unusual disking date with harpist Bobby Maxwell. Pulling a "Les Paul" on the harp, Maxwell employed 18 different recording processes and dub-ins to give the effect of an orchestra of harps. The job took six hours for a coupling which is being processed and will be issued as a special rush release. The diskery intends to hand the Maxwell efforts the full ballyhoo treatment, with the heavy promotion due on an etching of "Chinatown, My Chinatown."

Maxwell formerly was billed as "Robert Maxwell" and is known for his society nitery work. Several years ago he made an album of harp solos for Columbia Records.


Merc. Ink 3-Yr. Howard Paper

HOLLYWOOD, Dec. 15.—Mercury Records this week completed a three-year renewal contract with Eddy Howard, whose disking of "It's No Sin" currently is resting on top of the best selling lists. Howard is scheduled to cut an album of spirituals. In addition, Mercury is readying for release the first of five new LP's featuring Howard, with the others due out within the coming year.

Howard still has not planned to return to show business and currently is resting at his North Shore home in Chicago.

On The Way!

THIRTY-TWO FEET and EIGHT LITTLE TAILS



MILLER MUSIC CORPORATION

"I MADE A MISTAKE AND I'M SORRY"

By RAY PRICE

Columbia 20883

TANNEN MUSIC, INC.

146 West 54 St., New York 19

The HIT You've Been Wanting . . .

"I've Got Those

ALL ALONE BLUES"

STATE CAPITOL RECORDS No. 1058

and

MOVIELAND

featuring

VIRGINIA WALD

Vocal

LeBAM MUSIC PUBLICATIONS & ENTERPRISES

BMI

849 Fourth Ave. Sacramento 18, Calif.

Watch for . . .

"SMOKEY THE BEAR"

HILL and RANGE

SONGS, INC.

BEVERLY HILLS, CALIF.

Fowler Preps For Cap Exec Product Tour

HOLLYWOOD, Dec. 15.—Bill Fowler, Capitol veepee and administrative head of its Eastern operations, will return to his New York headquarters January 6, following his participation in the all-exec Cap tour of the diskery's divisional offices. Fowler spent recent weeks at the label's Hollywood home offices, and intends to return here for a short period after a six-to-eight week stay in New York.

Along with Cap Prexy Glenn E. Wallichs, Fowler will accompany Artists-Repertoire Veepee Alan Livingston, merchandising Veepee Lloyd Dunn and Sales Promotional Director Hal Cook on the exec product preview tour of offices during which new product and sales plans will be unveiled and discussed with the firm's sales reps. Meetings open in Hollywood December 28, move to New Orleans January 3, Chicago January 4, and close in New York January 6.

NEW TWISTS AID KIDISK SALES

Book Pubbers Employ Unorthodox But Highly Successful Techniques

NEW YORK, Dec. 15.—Some of the more unorthodox selling, distributing and merchandising methods currently used in the disk industry are being fostered by the independent kidisk labels owned by book publishing firms. The success of such outfits as Simon and Schuster and Children's Record Guild is credited with having stirred other diskeries and book companies to adopt the new sales and promotion patterns to a large extent. The Mercury-Childcraft and Columbia-Bonnie Books deals are the most recent examples of major label tie-ins with the book industry. Random House, which publishes a Landmark series of historical books for children, is reported to be eyeing the disk business with thoughts of issuing Landmark kidisks of the same material.

The Simon and Schuster Little

Golden line of 25-cent disks this year racked up a healthy sales increase, largely attributed to widened distribution and new merchandising gimmicks. The firm tested a \$1 10-inch line with results good enough for the diskery brass to decide to stay in that field too. S. & S. distribution covers record shops, syndicate stores, chains, drugstores, super-markets, toy stores, book outlets and newstands. All S. & S. disks are fully returnable. Part of the label's basic theory is that its unorthodox selling methods will create additional business for the rest of the disk industry by exposing additional potential consumers to phonograph records. They point out that the tremendous sale of pocket books created a new reading public. S. & S., of course, is the same firm which publishes Pocket Books and Little Golden books.

Typical of the merchandising gimmicks developed by S. & S. is a "topper" wire rack which fits above the firm's Little Golden Book racks and gives the dealer a chance to increase dollar volume without using additional floor space. S. & S. selling staff includes disk distributors, book wholesalers, its own field staff of over 100 men and toy jobbers.

CRG's Techniques

CRG sells to the disk trade and also directly to the consumer via its subscription club, yet the firm has proven that direct to consumer sales have increased both traffic and sales in disk shops. In two areas, Chicago and the West Coast, CRG tested its selling methods by advertising its subscription club in large newspaper ads. A check then was made of the retail sales pattern in each

(Continued on page 40)

Hill Does Phenomenal 249 One-Nighters in 270 Days

CHICAGO, Dec. 15.—Probably the most phenomenal record of continuous one-nighter activity in the postwar period in the Midwest has been set during the past nine months by orkster Tiny Hill. In the 270 days that have intervened since Hill took out his band April 6, until the band closes its route book December 31, Paul Bannister, one-nighter booker, and Freddy Williamson, location booker, both of Associated Booking Corporation, have kept Hill working 249 days. The ork worked 41 days on location. Six of the 21 days which Hill and his band had off were consumed in cutting disks for Mercury. The location and one-night skedding, plus the six disking days, gives Hill a total of 255 out of 270 possible working dates, or 94 per cent. This total is especially notable when it's recognized that the rotund ex-Cairo, Ill., drummer worked in only nine

States during the entire period. In two of the nine, he did only three engagements each.

The Midwest range of the Hill sidemen was bounded on the south by Missouri, on the north by North Dakota, on the west by Colorado and on the east by Indiana. Other orks, which have come close to maintaining a consistent date sked such as Hill's, have jumped out of the Midwest, both east and west, to keep the ork working. Only type of band which comes near equaling Hill's record would be a Midwest territory band, but these orks work for a top of \$250.

Hill had to break a name and semi-name precedent to establish this mark, in that he did a large number of close repeats for ballroom ops. His record number of appearances for the important Archer chain shows that he worked either Archer's Val-Air summer ballroom or the winter Tromar, both in Des Moines, 7 times during this period; Armar, Marion, Ia., 6; Tomba, Sioux City, 6; Frog Hop St. Joe, Mo., 6, and Arkota, Sioux Falls, 5. He worked 4 times for Roy Oldenburg, the Galena, Ill., promoter; Cooney Esler, Kaukana, Wis., 4; Walter Lawrence, Storm Lake, Ia., 3; Darlowe Oleson, Riddota, Ia., 4; Waterloo, Ia., 6. Bob Bender of Electric Park, Waterloo, Ia., has told Bannister that he wants Hill eight times during 1952.

Hill, currently riding on his rustic version of "Slow Poke" for Mercury, intends to vacation on his Fort Lupton, Colo., farm until April when he'll return for another nine-month swing.

'Tell Me Why' Gets License, Selling Agents

NEW YORK, Dec. 15.—"Tell Me Why," the song which has shown signs of breaking into a sizable item via a Four Aces recording on Decca, this week was assigned for licensing to Broadcast Music, Inc., and was turned over to a selling agency by the writer and publisher. Writers are Al Alberts, lead singer with the group, and Marty Gold, the group's arranger. The publisher is Signet Music, a firm co-owned by the group's manager, Herb Kessler, and Alberts.

Appointed selling agency for the song was Regent Music. The ditty, in addition to the Aces' disking, already boasts a major coverage waxing in the Eddie Fisher etching for RCA Victor.

Kenton Preps Terperary Crew

HOLLYWOOD, Dec. 15.—Stan Kenton, who last week (8) wound up a successful one-nighter tour with his concert ork, will reorganize his dance band from within, preparatory to playing Coast dates. Orkster is also seeking a fem chirp to replace June Christy.

Kenton is certain he has the making of a solid dance outfit and will spend the next few weeks tightening, switching and making necessary changes in both personnel and material.

While the concert junket was good, according to a Kenton spokesman, no gross figures are being released. Kenton feels that a comparison with his tour and itineraries by other batoners would be unfair, inasmuch as there are few points of similarity in audience, type of music, promotion, etc.

Folkways Has Weavers Folio

NEW YORK, Dec. 15.—Folkways Music, the Howie Richmond pubbery, this week issued the first "The Weavers Sing" folio. It contains 32 folk songs, and sells for \$1.25. Included in the collection are such Weavers record hit tunes as "Goodnight, Irene," "On Top of Old Smoky," "The Roving Kind" and "So Long (It's Been Good to Know You)."

SHOULD DAY BE INSULTED?

SANTA BARBARA, Calif., Dec. 15.—As a topper to the comment by an Eastern disk jockey that Caruso was "the Lanza of yesteryear." (The Billboard, December 15), Al Sanders, disk jockey on KTMS, here, adds the following incident:

He had just played Dennis Day's recording of "Never" on the "Saturday Variety Show" (8), when he received a phone call. The woman asked him to clear up a family argument. Seems that the husband claimed the record was not by Dennis Day, and the wife wanted Sanders to announce it was absolutely Dennis Day, and not Mario Lanza!

Chess, Biharis Skirmish; This Time Over Wolf

CHICAGO, Dec. 15.—The running skirmish between the Chess Brothers, of Chess-Aristocrat here and the Bihari clan, of Modern-RPM waxeries, broke out anew this week when Phil and Leonard Chess staked claim on Howlin' Wolf, who has cut sides for both the Biharis and Chess, with the latter fraters claiming him exclusively this week.

The Wolf, who is really Chester Burnett, a farmer from West Memphis, Ark., was duked into Local 208, the Negro chapter of the American Federation of Musicians here, and inked a musician's recording pact with Chess. Currently, Howlin' Wolf has "How Many More Years," on Chess listed among the top 10 in r.&b. polls.

Jackie (Rocket 88) Brenston cut four sides for Chess this week, featuring Edna McRaney, Chicago blues singer. Brenston opens next week at the Glass Bar, St. Louis. Howlin' Wolf and Brenston are booked by Universal Attractions, New York.

Capitol Disks In 14 Countries

NEW YORK, Dec. 15.—With the release in Japan this week of the first Capitol records pressed in that nation, the diskery now has its masters being pressed in 14 countries. Capitol records are now being manufactured in Canada, Mexico, France, Philippine Islands, Australia, Japan, England, Denmark, Belgium, Sweden, Germany, Switzerland, South Africa and the United States. In addition, the line is being distributed in many other nations from plants in the latter 14 countries.

First Capitol platters released in Japan featured Les Paul and Mary Ford, Nat Cole, Stan Kenton, Woody Herman, Ray Anthony, Peggy Lee, Tennessee Ernie, Kay Starr, Jan Garber, Johnny Mercer, Margaret Whiting and Jo Stafford. The Capitol label is used in each country. The diskery is the only major label which has been able to use its own label all thru the world.

Fly Bostic to N. Y. Hospital

NEW YORK, Dec. 15.—Band-leader Earl Bostic, who was injured in an automobile accident last week in Georgia, is in good condition here at the Hospital for Joint Diseases, after surgery this week. The orkster, flown to New York via air-ambulance Saturday (8), suffered a fractured pelvis, back, shoulder and hip in the collision.

According to Dr. Leo Mayer, who operated on Bostic, the leader will have to remain hospitalized for six months. Meanwhile, the band will carry on under the leadership of Burnie Peacock, alto sax man, and will fulfill all dates scheduled for the Bostic band while the orkster is recovering.

OBOA Flexes Muscles In Protective Campaign

CINCINNATI, Dec. 15.—In its first formal convention Tuesday (11) at the Hotel Netherland Plaza here since organization nearly two years ago, the Ohio Ballroom Operators' Association voted to incorporate as a non-profit organization, a forerunner of a program that is expected to be aggressive in protecting members from any legislation that is deemed unfair or harmful to the membership. The action was necessary, said Milt Magel, operator of Castle Farm here and re-elected president of the organization, to make the association liable in any legal action in which it might be involved and not the individual member.

Also re-elected by the group were Tony Cavalier, New Elms, Youngstown, vice-president; Bob Winegard, Rainbow Gardens, Freeport, secretary-treasurer, and these board members: Jimmy Ryan, Crystal Beach Park, Vermilion; A. M. Brown, Buckeye Lake Park, Columbus; Robert Burge, Centennial Terrace, Sylvania, and Dave Conrad, Cabanas Club, Springfield.

Annual dues were set at \$10 to defray current association expenses, said Magel. Any association work needing additional funds will be financed by members on a pro rata basis. The association voted to hold annual summer and winter meetings, dates and locations to be decided by the board.

Indicative of the OBOA's determination to be an active force in protecting the ballroom owner's interests was its endorsement of the national body's successful action in having the courts declare the band leader an employer, thus relieving the operator of responsibility for Social Security tax, and the national's campaign to have ballrooms excepted from the 20 per cent cabaret tax, an action which recently became an accomplished fact. The Ohio group also voted to work in harmony with the NBOA in the latter's continuing efforts to reach an amicable agreement with the American Society of Composers, Authors and Publishers and Broadcast Music, Inc., on a standard licensing fee for music.

The meeting opened with a welcoming address by Robert Sidell, president of Local 1, American Federation of Musicians. This was followed by reports by Otto Weber, national secretary, and Tom Roberts, national counsel. The former reported on the national convention and Roberts briefed members on the cabaret tax refund.

Edward L. Schott, president and general manager of Coney Island, Cincinnati, reported on the recent parkmen's convention in Chicago, and Alice McMahon, Indiana Roof, Indianapolis, told members of the current status of negotiations with BMI. Frank Kester, promotion manager of Coney Island, spoke on the park's successful promotion of visiting bands via co-operation with disk jockeys, recording companies and TV. He also outlined the park's method of schooling employees in proper actions so as to minimize the management's liability in case of injury to a patron on the premises.

In a panel session by bookers and operators Chuck Campbell and Frank Henshaw, General Artists' Corporation; Barney Rapp, Barney Rapp Agency; Ruth Best, Ruth Best Agency, and Chris Christensen, band leader and co-operator of the Christensen-Pfeiffer Agency, were lined up against operators in a discussion of mutual problems of booking. No definite conclusions were reached in the discussion, but it did serve a purpose in making both sides better understand the other's problems.

GAC was host at a reception and cocktail party in the hotel following the meeting. Later the membership went to Beverly Hills Country Club, Newport, Ky., for dinner and entertainment.

78'S SELL

Shop Pushes Shellac to Unique List

NEW YORK, Dec. 15.—The Record Hunter, retail outlet here, has managed to build a sizable business in 78 r.p.m. classical albums and records over the past year despite the fact that many dealers have written off the classical shellac trade in the face of LP's and 45's. The store has accomplished this thru an astute merchandising program which stresses customer service and includes advertising and low-price policy.

The Record Hunter caters to the connoisseur of classical music, the customer who wants a certain performance by an artist, the musician who needs a particular recording and those who prefer their classical music on shellac rather than vinylite. By maintaining a large stock of 78's, and obtaining any record desired, the store is able to satisfy this select group.

The Record Hunter advertises its shellac disks in The Sunday New York Times to reach this trade.

Fiedler Gets RCA Gold Disk

NEW YORK, Dec. 15.—Arthur Fiedler, conductor of the Boston Pops Orchestra, will receive a gold pressing of the Pop's "Jalousie," in honor of the disk's sales passing the million mark. This is the first time that RCA Victor has presented a golden pressing to a semi-classical group such as the Boston Pops.

The award will be made Tuesday (18) on the Bob Poole disk jockey show, over the Mutual network. George Marek, RCA Victor a.&r. chief, is making the presentation.

Dave Sutton To Join MCA

NEW YORK, Dec. 15.—Dave Sutton, former director of TV sales at the Columbia Broadcasting System, this week set a deal to join the Music Corporation of America. Sutton will join MCA as a TV exec, and reports have him heading up the outfit's burgeoning film syndication set-up. The appointment will take effect after the first of the year.

JENKINS FRONTS BURKE'S BAND

HOLLYWOOD, Dec. 15.—While Decca's Coast topper, Sonny Burke, was in New York as a witness in a suit in which a diskery pubbery is a part, maestro Gordon Jenkins fronted the Burke dance band for a date at Pasadena Civic Auditorium Saturday (8).

Band works occasional local one-nighters and is set to play the Zenda Ballroom Saturday (22).

TURN BACK THE HANDS OF TIME
EDDIE FISHER—Victor
JERRY GRAY—Decca

CHOICE MUSIC INC.
1576 B-45 N. Y. • 9109 Sunset Blvd. Hollywood
CO 5-7887 CP 1-5254

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

Another BMI Pin-Up Hit!
ANY TIME
Published by Hill & Range
Recorded by
Eddie Fisher (Victor)
Dick Haymes (Decca)
Helen O'Connell (Capitol)
Eddy Arnold (Victor)
Licensed Exclusively by
BROADCAST MUSIC, INC.

A Christmas Natural!
"A ROOT'N TOOT'N SANTA CLAUS"
Recorded By
TENNESSEE ERNIE CAPITOL
TEX BENEKE MGM
J. J. ROBBINS & SONS, INC.
1619 B'WAY N. Y. 19, N. Y.

LATEST BOB MERRILL NOVELTY
THERE'S ALWAYS ROOM AT OUR HOUSE
SANTLY-JOY, INC.
1619 Broadway, New York 19, N. Y.

**Edminster's Western Ork
Going on Tape for AFRS . . .**

Corky Edminster's Western ork (9) last week was set for two half-hour monthly Armed Forces Radio Service shows. Deal was worked thru Beep Roberts & Associates, public relations outfit which handles Edminster. Orkster will also be featured twice a month on AFRS' "Hillbilly Hit Parade." With Edminster, who has a daily show on KANS, Wichita, are Cousin Clarence Brown, Doris Buss, Bud Victory and Oby Victory. The AFRS programs will be taped in Wichita and processed at the local AFRS office.

**Local 1 Re-Elects Sidell;
Group Renames Other Execs . . .**

Robert L. Sidell was re-elected president of Local 1, American Federation of Musicians, Cincinnati, at that organization's Tuesday (11) election. Also returned to office were Joseph M. Lugar, vice-president, and Alvin Weiman, secretary-treasurer. Named trustees were Roland Fanscher, Robert P. Moore, Wilbur Myers, Arthur C. Bowen and George G. Smith.

**Joe King and Eddy on
Rainbow Label . . .**

Rainbow Records Prexy Eddie Heller last week signed a two-way deal with Joe King and Eddy, honky-tonk vaudeville team, which puts the act on the Rainbow label and makes Heller personal manager of the duo. First waxing will be released in two weeks.

**Diskery Ties In
With Dickens Broadcast . . .**

MGM Records' distributors will tie-in with the Lionel Barrymore broadcast of Dickens' "Christmas Carol" over the Mutual Network on December 23. Tie-in program includes working with the sponsor of the show on local publicity, and radio advertising plugs for the MGM Dickens' album.

**Peter Pan Records
Announces Prize Winners . . .**

Music Suppliers of New England, Boston distributor, took first prize for the largest increase in sales from July to September in the Peter Pan Record Company contest among their wholesalers. Other prizes were won by Seaboard Distributors of Hartford, Conn., Allstate of Newark and William B. Allen of New Orleans. Sam Clark and Harry Carter, owners of Music Suppliers, will receive a two-week vacation in Florida.

**"Salome," "Gianni Schicchi"
For Mel's Milk Fund . . .**

The operas "Salome" and "Gianni Schicchi" will be presented by the Free Milk Fund for Babies, Inc., January 10, as its annual evening of opera at the Metropolitan here. "Salome" will feature Ljuba Welitch, Elisabeth Hoengen and Set Svanholm; "Gi-

Music as Written

anni Schicchi" will include Salvatore Baccaloni, Roberta Peters and Thomas Hayward.

New York

Richard Rodgers, the composer-producer, spoke at Queens College here yesterday (14) in a program sponsored by the Music Department. . . . Jack J. Katz, attorney for Perry Como, General Artists Corporation and others in show business, has moved his offices to Fifth Avenue. . . . Red Barber, the "old red-head" of sports fame, narrates "Ferdinand The Bull" this afternoon (15), with the New York Philharmonic Symphony Orchestra, in a Young People's Concert. . . . Howie Richmond is profiled in the current issue of Pageant Magazine. . . . Sarah Vaughan opens at the Paramount Theater on January 16. . . . Barbara Whiting, younger sister of Margaret Whiting, has been signed for a role in Columbia's musical "Rainbow 'Round My Shoulder." . . . Dick Stone, formerly assistant sales promotion manager for Horam-Walker, Inc., is the new sales representative for the Audio-Video Company. . . . Decca Records is releasing the Al Jolson record of Gus Kahn's "I Wish I Had a Girl" concurrently with the distribution of Warner Brothers' musical film, "I'll See You In My Dreams." . . . The new tune "Lygia" was written by Paul Francis Webster and Miklos Rosza, not by Mack Davis and Jerry Livingston, as noted here last week. The music is based on a portion of Rosza's sound track for the film "Quo Vadis."

MGM flickery starlet Barbara Ruick flew back to Hollywood Thursday (13) after making the deejay rounds with manager Milton Ebbins to build the ground work for her first MGM recordings, which will be made on the Coast next week. . . . Alex Alstone signed his disk deal with MGM Records, not Decca as reported. . . . Sanford-Electric takes over New York distribution for MGM Records effective January 1. In order to facilitate speed, the distrib firm has set up an arrangement to function temporarily out of the Zenith-New York headquarters, which till now served as local jobber for the disk line. The same crew that worked for Zenith will function in the Sanford disk department.

Chicago

Jimmy Palmer's band into the Lake Club, Springfield, Ill., January 8 for two months. . . . Al Stewart, director of the Hall of Music, Purdue University, Bloomington, Ind., has cut a four 10-inch disk album with his internationally known university glee club, of which he is also conductor. The private label album will be sold thru leading music stores across the country. . . . Allen-Franke Associates, management and publicity consultants, has been set up by Dorothy Allen, who repped Wayne King and others, in the 203 North Wabash building. Jeanette Fields is handling part of the slackery side for the office. . . . Vic Schroeder, the former ballroom op-band booker, reports that he is doing well with his advertising

specialties business in Omaha.

Ray Pearl closes out the Aragon January 6, opening two days later at the Casino, Quincy, Ill., for a week, then starts a four-week stand at the Muelbach, Kansas City, January 16. Pearl has also been set for two weeks at Shepard Air Force Base, Wichita Falls, Tex., starting February 19. . . . Leo Pieper, who has been playing the Trianon, goes into the Shepard AF Base for one week starting January 3. . . . Eddie Brandt and his novelty group set at the Royal Steak House, Jackson, Miss., for two weeks starting December 19.

Philadelphia

Meyer Davis dissolved his local music business corporation which operated under the trade name of Meyer Davis Music, Inc. . . . Jack Ziehler latest of the local tune-smiths admitted to membership in ASCAP. . . . Sax virtuoso Teddy Mack is back with Columbus Cortez at the Embassy Club. . . . Pat O'Brien on the managerial end of the La Casa Llana, new local ballroom being readied for early opening. . . . Pianist Ben Greenblatt placed his "Broadway Boogie Woogie" tome with Grimes Music Publishers here. . . . Philadelphia Orchestra staging two "Pops" concerts over the holiday season with Andre Kostelanetz guest conductor on December 26 for an Academy of Music program highlighted by Gershwin's "An American in Paris," and with Benny Goodman sharing the guest spotlight with William Warfield for a January 2 concert that will find Alexander Hilsberg commanding the baton.

Hollywood

Lawrence Welk's ork entertains Wednesday (19) at the "Los Angeles Times" Carrier Boy Christmas Party in Biltmore Bowl. Previously set for the affair were Jimmy Durante, Danny Kaye, Firehouse Five Plus Two, Ben Bari, Paul and Paulette and the Mitchell Boy Choir. . . . Imperial Records prexy, Lou Chudd, back from Shreveport, La., and Dallas, cut sides with Paul Brunt Slim Whitman, Jimmy Stone and Jack Carney. Label's T-Bone Walker also will record for the diskery when he returns next week to the Coast. . . . Leslie Caron cut "St. Louis Blues" for MGM's "Glory Alley," with Louis Armstrong and Jack Teagarden in the solo spots. . . . Mrs. Grace Kahn is plugging the tunes in her late husband's biopic, "I'll See You in My Dreams." . . . Johnny Grant and Hank Penny handled the emcee chores at Bill Leuenhagen's pre-Christmas party. . . . Studios are seeking the services of Pembroke Davenport, musical director of "My L. A.," which shuttered Monday (10) after a three-day run. . . . Jeff Alexander will do the vocal arrangements for Leslie Caron in "Glory Alley." . . . Metro's "The One-Piece Bathing Suit" goes before the cameras next month. . . . Nicholas Brodzsky will score "Small Town Girl" at Metro. . . . Bob Russell and Lester Lee clefted "I've Been Kissed Before," for Columbia's untitled Rita Hay-

For Information Concerning the New Income Tax Laws See Page 3.

worth pic. . . . Billy Daniels last week cut "She's Funny That Way" and "Bye, Bye, Blackbird" for Columbia's "Rainbow 'Round My Shoulder." . . . Seventeen tunes have been inked for "Because You're Mine," at MGM. . . . Capitol Records is readying a second session for Singer Bob Savage. His first sides are skedded to hit the stores in January. . . . Broadcast Music, Inc.'s Carl Haverlin and Glenn Dolberg arrive here Monday (17) for Coast huddles. . . . Construction began last week in Huntington Beach, Calif., for an outdoor bowl stage to house musicals and other stage fare. . . . Grand finale broadcast of the Original Young Opportunity Program was held Sunday (16) at the Shrine Auditorium. Appearance of the Horace Heidt unit is sponsored by the Los Angeles Downtown Lions Club for the benefit of the Lark Ellen Home for Boys.

Most recent attraction to entertain bed-patients at the Veterans' Hospital, West Los Angeles, is Alvino Rey, who with the Fun Timers Thursday (13) played to several hundred persons. Shows have been brought to the hospital for the past two and one-half years by Eddie DeSure, former owner-op of the Oasis and Palli-Palli niteries. Group entertains every other Thursday. DeSure recently secured such personalities as Stan Kenton, Louis Armstrong, Toni Arden, Ella Fitzgerald and Dinah Washington. Welfare Department at Camp Pendleton, Oceanside, Calif., asked DeSure to produce similar shows for the Marine Base. However, it is doubtful DeSure's heavy sked can take on the additional load.

MAKIN' A BUCK
Lawrence Ork Plays Anywhere
NEW YORK, Dec. 15.—Making a buck in the band business these days calls for lots of hard work, ingenuity, promotion—and a willingness to take all kinds of bookings. The itinerary of the Elliot Lawrence ork during the last 11 days of this month shows the band working a debutant's coming out party, a state prison, three sorority dances, a business men's club and three routine one-nighters. . . . On December 21, the Lawrence crew will work the deb affair at Grosse Point Farms, Mich. Four days later, the band will play three shows at the Michigan State Prison in Jackson. That same night Lawrence and his band will drive to Flint for a sorority dance. Dates were booked by Joe Glaser's Associated Booking Corporation. . . . The prison date will be played with vaude acts and calls for three shows in a single afternoon. The warden decided on three shows in an attempt to keep too many prisoners from congregating at one time in a single area.

MAKIN' A BUCK

Lawrence Ork Plays Anywhere

NEW YORK, Dec. 15.—Making a buck in the band business these days calls for lots of hard work, ingenuity, promotion—and a willingness to take all kinds of bookings. The itinerary of the Elliot Lawrence ork during the last 11 days of this month shows the band working a debutant's coming out party, a state prison, three sorority dances, a business men's club and three routine one-nighters. . . . On December 21, the Lawrence crew will work the deb affair at Grosse Point Farms, Mich. Four days later, the band will play three shows at the Michigan State Prison in Jackson. That same night Lawrence and his band will drive to Flint for a sorority dance. Dates were booked by Joe Glaser's Associated Booking Corporation. . . . The prison date will be played with vaude acts and calls for three shows in a single afternoon. The warden decided on three shows in an attempt to keep too many prisoners from congregating at one time in a single area.

Horne Album Plans Jelled

HOLLYWOOD, Dec. 15.—Long mulled plans for a Lena Horne album were definitely formulated this week by MGM Records when the label's Coast chief, Jesse Kaye, was notified of immediate action by the diskery's Gotham officials. Album is skedded for release early next month. . . . Package will be made up of both unreleased and already issued Horne etchings from Metro soundtracks. In turn, some of the wax will be processed here and other in New York. Title or contents of the album are not set, but working album tag is "Songs by Lena Horne."

Prom, New Waxery, Sells at 49 Cents

NEW YORK, Dec. 15.—Latest entry into the low-priced pop record field is Prom Records, which will release disks retailing at 49 cents each. Enoch Light, orchestra leader, is the a. and r. director and sales manager for the firm. . . . Policy of the diskery will be to issue records with coverage of current hits back to back. Artists signed up by the firm include Billy Evans and Loren Becker. Lights deal with Remington's three-for-\$1 pop line is automatically severed with the formation of Prom Records.

A great new JERRY GRAY



Announcement
NEXT WEEK!

**A GREAT NEW RELEASE
OF A
GREAT OLD STANDARD...**

**"THE SHRINE
OF
ST. CECILIA"**

Sung by
PHIL BRITO
MGM #11127

Sheet Music and Orchestration Available . . .
BRAUN MUSIC CO.
609 SO. PAULINA STREET CHICAGO 12, ILLINOIS

The integrity and experience of

A SOLID NAME

plus
THE WORLD'S TOP ENGINEERS
are

BEHIND YOUR LABEL!

**RCA
VICTOR**
custom
record
sales

RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION

NEW YORK
Dept. 24-A
630 5th Ave.
JUden 2-5033

CHICAGO
Dept. 25-A
445 N. Lake
Shers Dr.
WHitehall 4-2886

HOLLYWOOD
Dept. 26-A
1816 N.
Sycamore Ave.
HOLlywood 5373

Your idea . . .
Your market . . .
Your Product—

RCA's facilities . . .
experience . . .
dependability . . .

A complete service
in the manufacture
of every type
(and speed) of record

... RECORDING
... PROCESSING
... PRESSING
... SHIPPING & HANDLING

FORECAST

"For New Year's"
AULD LANG SYNE
by BING CROSBY
24273*
by GUY LOMBARDO
24260*

DECCA DATA

YOUR WEEKLY GUIDE

TO AMERICA'S FASTEST SELLING RECORDS

★★★★★
FLASH!

JUDY AT THE PALACE
(Album)
JUDY GARLAND
Singing Songs
She Made Famous
A-899 9-287 DL 6020

TO BUILD SALES

Published in the Interests of Decca Dealers and Music Operators Everywhere

TO BUILD PROFITS

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST	COUNTRY	SALES
26	PEACE IN THE VALLEY Where Could I Go But To The Lord Red Foley	14573*
4	I'M STEPPIN' OUT OF THE PICTURE DRIFTWOOD ON THE RIVER Ernest Tubb	46377*
33	JUST A CLOSER WALK WITH THEE STEAL AWAY Red Foley	14505*
1	** NIGHT TRAIN TO MEMPHIS IF I HAD-A KNOWN, YOU COULD-A GOED Red Foley and Roberta Lee	27763*
1	** TOO OLD TO CUT THE MUSTARD I'M IN LOVE WITH MOLLY Ernest Tubb and Red Foley	46387*
3	WONDERING NEW SILVER BELLS Webb Pierce	46364*
1	** I CAN'T HELP IT GRIEVIN' MY HEART OUT FOR YOU Don Cherry	27836*
7	IT IS NO SECRET He Bought My Soul At Calvary Andrews Sisters and Red Foley	14566*
20	HEY LA LA PRECIOUS LITTLE BABY Ernest Tubb	46338*
13	THE WEAPON OF PRAYER Jesus And The Atheist Red Foley	46357*

SEPIA

2	BLUE VELVET The Morningside Of The Mountain Arthur Prysock	27722*
5	CRY I AIN'T IN THE MOOD Little Donna Hightower	48254*
4	SIN AND SO TO SLEEP AGAIN Coleman Hawkins	27853*
11	TRUST IN ME COCK-A-DOODLE DOO Louis Jordan	27784*

DECCA "BEST BETS"

Your guide to the hits of tomorrow based on actual sales

POSITION LAST WEEK	POSITION THIS WEEK	POPULAR	SALES
—	1.	SNOWFLAKES Green Sleeves Guy Lombardo and Evelyn Knight	27892*
12.	2.	CRAZY HEART WHISPERING SHADOWS Guy Lombardo	27888*
3.	3.	THE THREE BELLS THE WINDMILL SONG Andrews Sisters and Gordon Jenkins	27858*
13.	4.	RAGTIME MELODY Tuck Me To Sleep In My Old Tucky Home Rex Allen	27876*
5.	5.	BLUE TANGO Belle Of The Ball Leroy Anderson	27875*
7.	6.	YOU BETTER GO NOW Baby Did You Hear? Jari Southern with Music by Camarata	27840*
4.	7.	ONCE MY FIRST AND MY LAST LOVE Bill Kenny of the Ink Spots	27844*
8.	8.	LITTLE BOY A HOUSE IS A HOME Evelyn Knight	27842*
6.	9.	YOU SAY THE NICEST THINGS IF YOU CATCH A LITTLE COLD Ethel Merman—Jimmy Durante	27865*
10.	10.	THE OBJECT OF MY AFFECTION Love Makes The World Go 'Round Russ Morgan	27823*
9.	11.	SENSATIONAL WYOMING Eileen Wilson with Music by Camarata	27881*
—	12.	BE MY LIFE'S COMPANION LOVE LIES Mills Brothers with Sy Oliver	27889*
—	13.	THE LITTLE WHITE CLOUD THAT CRIED Bermuda Roberta Lee	27893*
—	14.	IT'S ALL IN THE GAME WHEN IT'S-SLEEPY TIME DOWN SOUTH Louis Armstrong and Gordon Jenkins	27899*
—	15.	LAY-SOMETHIN' ON THE BAR No Sale Louis Jordan	27898*

COUNTRY

—	1.	MISSING IN ACTION A HEARTSICK SOLDIER ON HEARTBREAK RIDGE Ernest Tubb	46389*
2.	2.	BAYOU PON PON FIFTEEN MILES FROM DALLAS Jimmie Davis	46381*
4.	3.	THE FIRST WHIPPOORWILL Christmas Time's A-Coming Bill Monroe	46386*
5.	4.	MANSION OVER THE HILLTOP Down By The River Side Jimmie Davis with Anita Kerr Singers	14590*
6.	5.	YOU KNOW-I'M STILL IN LOVE WITH YOU I'M GONNA SEE MY BABY Webb Pierce	46385*
3.	6.	TRAVELIN' BLUES BRAKE MAN'S BLUES Bill Monroe	46380*

SEPIA

2.	1.	A MAN AIN'T SUPPOSED TO CRY I DIDN'T SLEEP A WINK LAST NIGHT Arthur Prysock	27871*
3.	2.	IT'S A SIN TO TELL A LIE BABY PLEASE DON'T GO Billy Valentine Trio	48261*
1.	3.	CHARMAINE HANDS ACROSS THE TABLE The Ray-O-Vacs	48260*
—	4.	SHADY LANE MIXED UP JIVE Good Lewis	48252*

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

WEEKS ON LIST	POPULAR	SALES
2	TELL ME WHY A GARDEN IN THE RAIN Four Aces	27860*
14	A KISS TO BUILD A DREAM ON I GET IDEAS Louis Armstrong	27720*
8	SLOW POKE I Wanna Play House With You Roberta Lee	27792*
5	SHRIMP BOATS More! More! More! Dolores Gray with Music by Camarata	27832*
3	CHARMAINE When A Man Is Free Gordon Jenkins	27859*
3	UNDECIDED THE LIE-DE-LIE SONG Guy Lombardo	27835*
8	ALABAMA JUBILEE DIXIE Red Foley	27810*
10	I RAN ALL THE WAY HOME GOT HER OFF MY HANDS Mills Brothers	27762*
6	COLD, COLD HEART BECAUSE OF YOU Louis Armstrong	27816*
15	SMOOTH SAILING Love You Madly Ella Fitzgerald	27693*
6	DOMINO When The World Was Young Bing Crosby	27830*
4	I LIKE IT YES YOU ARE Jane Turzy	27851*
18	PEACE IN THE VALLEY SAY A LITTLE PRAYER Red Foley	27856*
15	SIN Jealous Eyes Al Morgan	27794*
1	** BEER BARREL POLKA STARDUST Grady Martin	27838*

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

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

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

NEW RELEASES

Charmaine
Featured in 20th Century-Fox Picture
"What Price Glory"
When I Grow Too Old To Dream
From MGM Picture "The Night Is Young"
Gordon Jenkins
27886*

SINGLES
Uncle Pockets
There's A Hole In The Bottom Of The Sea
Danny Kaye
27895*

Charmaine
Featured in 20th Century-Fox Picture
"What Price Glory"
Domino
27896*
*Also available in 45 RPM (add prefix '9.' to record number)

PATTY ANDREWS

LOVE IS HERE TO STAY (From MGM Picture "An American In Paris")
and
IT'S ALL OVER BUT THE MEMORIES
(A Beautiful New Ballad)

Decca 27845 (78 RPM) and 9-27845 (45 RPM)



"TAKE ME BACK"

A GREAT NEW SONG BY

SKIP FARRELL

ON



OTHER GREAT RECORDINGS BY

BILLY ECKSTINE . . . MGM

DON CHERRY . . . DECCA

BUDDY GRECO . . . CORAL

. . . AND MORE COMING

THE BILLBOARD Music Popularity Charts

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

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart. Based on reports received December 12, 13 and 14.

- | Last Week | This Week |
|-----------|--|
| 1. | 1. (It's No) Sin
By George Hoven and Chester Shull—Published by Algonquin (BMI)
RECORDS AVAILABLE: S. Churchill, V 20-4230; B. Colt, Decatur 1001; W. Davis, Prestige 911; Four Aces, Victoria 101; Four Buddies, Savoy 817; Four Knights, Cap 1806; C. Hawkins, Dec 27853; E. Howard, Mercury 5711; S. Kaye, Col 39567; A. Morgan, Dec 27794; B. Peacock, King 4505; A. Prysock, Dec 27769; T. Smith, United 107; B. Williams Quartet, MGM 11066.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth; Glenn Osser Ork, Associated |
| 5. | 2. Slow Poke
By Pee Wee King, Redd Stewart and Shelton Price—Published by Ridgeway (BMI)
RECORDS AVAILABLE: R. Flanagan, V 20-4373; A. Godfrey-Chordettes, Columbia 39362; J. Gordy Sextette-J. Shook, Bullet 1099; H. Hawkins, King, 998; Tiny Hill, Mercury 5740; Pee Wee King, V 21-0489; R. Lee, Dec 27792; A. Mooney, MGM 11115; H. O'Connell, Cap 1837; J. Watson, Rich-R'-Tone 1025.
ELECTRICAL TRANSCRIPTION LIBRARIES: Spade Cooley, Standard; Pee Wee King, Standard |
| 3. | 3. Cold, Cold Heart
By Hank Williams—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: L. Armstrong, Dec 27816; T. Bennett-P. Faith Ork, Col 39449; Fontane Sisters, V 20-4274; T. Fontane, Mercury 6593; H. Henderson, Dec 48255; E. Johnson, Chess 1488; D. Washington, Mercury 5728; H. Williams, MGM 10904; E. Wilson, Dec 27761.
ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth |
| 2. | 4. Because of You
By Arthur Hammerstein and Dudley Wilkinson—Published by Broadcast Music (BMI)
RECORDS AVAILABLE: L. Armstrong, Dec 27816; R. Barber, Mercury 5643; L. Baxter, Cap 1493; E. Becker-E. Light Ork, Remington R-25005; T. Bennett-P. Faith Ork, Col 39362; E. Butterfield, Coral 60561; Cowboy Copas, King 3244; Bob Crosby, Coral 60440; G. DeHaven-G. Lombardo, Dec 27666; J. Desmond, MGM 10947; J. Pearce, V 10-3426; T. Smith, United 104
ELECTRICAL TRANSCRIPTION LIBRARIES: Mindy Carson, Associated; Coconut Grove Ork, Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus; Billy Mills, Standard |
| 4. | 5. Down Yonder
By L. Wolf Gilbert—Published by LaSalle (ASCAP)
RECORDS AVAILABLE: C. Butler, Col 39533; H. Carmack, Dec 46362; J. (Fingers) Carr, Cap 1777; L. (Piano Roll) Cook, Abbey 15053; S. Cooley, Dec 46355; Honky Tonks, V 20-4284; T. Jackson, Mercury 6365; F. Martin, V 20-4267; F. Petty Trio, MGM 11057; E. Smith, King 986; C. Stone, Cap 7-40161; C. Watts and A. Trace, Mercury 5695; G. Willis, V 21-0420; H. Wolf, Rich-R'-Tone 1022; D. Wood, Tennessee 775.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth; The Satisfiers, Associated |
| 6. | 6. Undecided
By Sid Robin and Charlie Shavers—Published by Leeds (ASCAP)
RECORDS AVAILABLE: M. Abernathy, King 4490; Ames Brothers-L. Brown, Coral 60566; G. Ammons, Prestige 916; R. Anthony, Cap 1824; D. Brubeck Trio, Fantasy 506; E. Fitzgerald-C. Webb, Decca 25434; E. Garner, Regent 1004; G. Lombardo-K. Gardner, Dec 27835; J. Preston Sextette, Modern 1011; M. Small, King 15128.
ELECTRICAL TRANSCRIPTION LIBRARIES: All Star Sextette, Standard; George Barnes Octet, Standard; Henry Jerome Ork, Lang-Worth; Art Van Damme Quintet, Thesaurus |
| 10. | 7. Shrimp Boats
By Paul Mason Howard and Paul Weston—Published by Walt Disney (ASCAP)
RECORDS AVAILABLE: D. Beavers-L. Baxter, Cap 1873; D. Brown, King 15151; B. Farrell, MGM 11113; D. Gray, Dec 27832; D. Scholl, V 20-4405; J. Stafford-P. Weston Ork, Col 39581; Tex Williams, V 20-4409. |
| - | 8. Cry
By Churchill Kohlman—Published by Mellow (BMI)
RECORDS AVAILABLE: E. Barton, Coral 60592; R. Casey, Cadillac 103; P. Chapman, Dec 27857; B. Farrell, MGM 11113; Four Knights, Cap 1875; G. Gibb, Mercury 5749; (Little) D. Hightower, Dec 48254; A. Holmes, King 15145; B. McLaurin, Derby 785; J. Ray, Okeh 6840; C. Taylor, Mercury 8262; J. Valli & H. Winterhalter, V 20-4388. |
| 8. | 9. Jalousie (Jealousy)
By Vera Bloom and Jacob Gade—Published by Harms (ASCAP)
RECORDS AVAILABLE: L. Arcaraz Ork, V 20-4407; D. Beavers-L. Baxter, Cap 1873; Boston Pops Ork, Arthur Fiedler, cond., V 12-0977; C. Dennis, Cap 1644; B. Eckstine, MGM 11111; F. Laine, Col 39585; B. Morrow, Mercury 5753; B. Peacock, King 4505; S. Torch, Coral 60395; F. Zabach, Decca 27509.
ELECTRICAL TRANSCRIPTION LIBRARIES: The Bachelors, Standard; Ernie Felice Quartet, MacGregor; Allen Roth, Thesaurus; Al Sach Ork, Standard; Salon Concert Players, Thesaurus; Rene Savard Ork, Standard; Dell Slaton Trio, Standard. |
| 9. | 10. Charmaine
By Erno Rapee and Lou Pollack—Published by Lion (ASCAP)
RECORDS AVAILABLE: G. Ammons, Prestige 916; D. Baker, Col 36636; F. Carle, Col 36690; M. Davis, Aladdin 3114; R. Flanagan, V 20-4373; Four Knights, Cap 1875; Harmoncats, Mercury 5747; B. Hayes, MGM 11112; M. Hefti, Coral 60599; G. Jenkins, Dec 27859; H. Koch, Acme 980; J. Lee, Cap 1896; G. Lombardo, Dec 23763; J. Lunceford, Dec 25423; A. Lyman, Col 37508; Mantovani, London 1020; V. Monroe, V 20-4375; B. Peacock, King 4506; Ray-O-Vacs, Dec 48260; F. Scott, Cap 15733; E. Smith, Dec 27896; J. Thomas, Swing Time 240; P. Weston, Col 29616; X-Rays, Coral 65069. |

WARNING — The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.

"A Magnificent Performance"

RICHARD HAYES



"RIVER, STAY 'WAY FROM MY DOOR"

COUPLED WITH

"THE LADY DRINKS CHAMPAGNE"

MERCURY 5763 • 5763X45

'TELL ME WHY'



**RALPH MARGERIE
AND HIS ORCHESTRA**

Featuring Bill Snary • Jack Halloran, Singers

COUPLED WITH
"PERDIDO"

MERCURY 5767 • 5767X45

'DANCE ME LOOSE'



AL TRACE

ORCHESTRA AND

LOLA AMECHE VOCAL

COUPLED WITH

"S•M•I•L•E"

MERCURY 5770 • 5770X45

BREAKING BIG!

'I WANNA SAY HELLO'



SOPHIE TUCKER

COUPLED WITH

"AFTER YOU'VE GONE"

MERCURY 5762 • 5762X45

ROLLING FAST!

'WAGON WHEELS'

BY THE

RAVENS

COUPLED WITH

**"THERE'S NO USE
PRETENDING"**

MERCURY 5764 •
5764X45



'BE MY LIFE'S COMPANION'



GEORGIA GIBBS

COUPLED WITH

"THE OKLAHOMA POLKA"

MERCURY 5758 • 5758X45

'FIND 'EM, FOOL 'EM

AND FORGET 'EM"



TINY HILL

AND HIS ORCHESTRA

COUPLED WITH

"CRYIN'"

MERCURY 5765 • 5765X45

CURRENT BEST SELLERS

PATTI PAGE

"DOWN IN THE VALLEY"

"COWBOY'S SWEETHEART"

MERCURY 5751 • 5751X45

VIC DAMONE

"I REMEMBER YOU, LOVE"

"DON'T BLAME ME"

MERCURY 5744 • 5744X45

GEORGIA GIBBS

"CRY"

"MY OLD FLAME"

MERCURY 5749 • 5749X45

BOBBY WAYNE

"YES, YOU ARE"

"GONE, GONE, GONE"

MERCURY 5745 • 5745X45

TONY FONTANE

"ALL OVER AGAIN"

"LOVE"

MERCURY 5754 • 5754X45

EDDY HOWARD

"CHRISTMAS TREE IN HEAVEN"

"AULD LANG SYNE"

MERCURY 5752 • 5752X45

DINAH WASHINGTON

"COLD, COLD, HEART"

"MIXED EMOTIONS"

MERCURY 5728 • 5728X45

TINY HILL

"SLOW POKE"

"TAX ON LOVE"

MERCURY 5740 • 5740X45

CARLISLE BROTHERS

**"TOO OLD TO CUT
THE MUSTARD"**

**"HAPPINESS BELONGS
TO SOMEONE ELSE"**

MERCURY 6348



MERCURY RECORDS, CHICAGO, ILLINOIS



MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

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

Records Most Played by Disk Jockeys

... Based on reports received December 12, 13 and 14

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

POSITION	Weeks Last This to date Week/Week	Record	Artist	Label	
13	1	1.	SIN	E. Howard	Mercury(78)5711; (45)5711X45—BMI
6	6	2.	SHRIMP BOATS	J. Stafford-P. Weston	Col(78)39581; (45)4-39581—ASCAP
5	8	3.	CRY	J. Ray	Okeh(78)6840; (45)4-6840—BMI
4	7	4.	LITTLE WHITE CLOUD THAT CRIED	J. Ray	Okeh(78)6840; (45)4-6840—BMI
12	2	5.	UNDECIDED	Ames Brothers-L. Brown	Coral(78)60566; (45)9-60566—ASCAP
6	3	6.	JALOUSIE (Jealousy)	F. Laine	Col(78)39585; (45)4-39585—ASCAP
23	4	7.	BECAUSE OF YOU	T. Bennett-P. Faith	Col(78)39362; (45)4-39362—BMI
20	5	8.	COLD, COLD HEART	T. Bennett-P. Faith	Col(78)39449; (45)4-39449—BMI
3	17	9.	SLOW POKE	H. O'Connell	Cap(78)1837; (45)F-1837—BMI
5	12	10.	CHARMAINE	Mantovani	London(78)1020; (45)45-1020—ASCAP
11	13	11.	SIN	S. Churchill	V(78)20-4280; (45)47-4280—BMI
14	11	12.	SIN	Four Aces-A. Alberts	Victoria 101—BMI
3	15	13.	SLOW POKE	R. Flanagan	V(78)20-4373; (45)47-4373—BMI
7	9	14.	DOMINO	T. Martin	V(78)20-4343; (45)47-4343—ASCAP
4	13	15.	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489—ASCAP
2	—	16.	CRY	E. Barton	Coral(78)60592; (45)9-60592—BMI
8	26	17.	SIN	Four Knights	Cap(78)1806; (45)F-1806—BMI
3	27	18.	SHRIMP BOATS	D. Gray	Dec(78)27832; (45)9-27832—ASCAP
9	10	19.	JUST ONE MORE CHANCE	L. Paul & M. Ford	Cap(78)1825; (45)F-1825—ASCAP
7	24	20.	UNDECIDED	R. Anthony	Cap(78)1824; (45)F-1824—ASCAP
2	24	21.	TELL ME WHY	Four Aces-A. Alberts	Dec(78)27860; (45)9-27860—BMI
2	29	21.	JINGLE BELLS	L. Paul	Cap(78)1881; (45)F-1881—ASCAP
1	—	23.	KISS TO BUILD A DREAM ON	L. Armstrong	Dec(78)27720; (45)9-27720—ASCAP
1	—	24.	CRY	G. Gibbs	Mercury(78)5749; (45)5749X45—BMI
2	16	25.	ANY TIME	E. Fisher-H. Winterhalter	V(78)20-4359; (45)47-4359—BMI
19	17	26.	BECAUSE OF YOU	L. Baxter	Cap(78)1493; (45)F-1493—BMI
4	21	27.	CHARMAINE	G. Jenkins	Dec(78)27859; (45)9-27859—ASCAP
8	28	27.	UNFORGETTABLE	Nat (King) Cole	Cap(78)1808; (45)F-1808—ASCAP
1	—	27.	DANCE ME LOOSE	A. Godfrey	Col(78)29632; (45)4-29632—ASCAP
17	19	30.	DOWN YONDER	Del Wood	Tennessee(78)775; (45)45-775—ASCAP
1	—	30.	IT'S BEGINNING TO LOOK LIKE CHRISTMAS	P. Como	V(78)20-4314; (45)47-4314—ASCAP

VOX JOX

By JUNE BUNDY

Gab Bag

Record flack, Elaine Bergman, New York, writes, "Get well cards from the boys in the music business will be appreciated by little Dottie Checchi of WMEX, Boston, who is in St. Elizabeth's Hospital, Brighton, Mass. . . . "At the writing we here at WPEO intend to hold off Christmas tunes until December 10. Only a lot of listener pressure will make us change our minds. Hats off to Doug Rains, who said he wouldn't start until December 5." Bob Lee, WPEO, Peoria, Ill. . . . "Where is Jack Burton's Honor Roll of Popular Songwriters?—Red Jones, KVET, Austin, Tex. (Ed. note: Series is finished, Red, and will shortly appear in book form.) . . . "In a recent interview with Ray Anthony, I noted that the young maestro is much, much more serious about the band business than a year and a half ago. I've been wondering if this will be an asset or a detriment, considering the fact that the popularity of the band was not only built on good danceable music, but on the apparent ease and informal manner they used on the stand. Good music there—fun missing." Bob Cavanaugh, KRIB, Mason City, Ia. . . . Laverne Watson, WRCS, Akoskie, N. C. (still beating his deejay

For Information Concerning the New Income Tax Laws See Page 3.

drum for platter press agent Jim McCarthy), writes, "I'd like to put in a plug for Bobby Wayne's 'Yes You Are' disk on Mercury, Vic Damone's 'I Remember You, Love' and Eileen Barton's Coral disk of 'Cry.'" Norridge B. Mayhams, prexy of Sorority Fraternity Records and Coed Records, is visiting deejays thruout the New England States to push his new Coed platters, 'I Could Call You Mine' and 'Sip Mint Julip, Blooming Like a Tulip.'" Jack Gale, WBRO, Cumberland, Md., and his engineer, Johnny Lamont, played baby sitters last month for one of Gale's listeners. The dialer was the winner of a contest which the deejay recently ran asking listeners to tell why they wanted the pair to baby-sit for them. Gale celebrates his 200th broadcast December 19. . . . Dick Sullivan, WDHN, New Brunswick, N. J., has a few words to say about a very worthy cause—"A G.I. in Korea informed by mail that the Armed Forces Radio Service in Japan has a disk jockey program, 'Hometown Mail,' on which they play requests sent in by civilians here in the States dedicated to servicemen in the Far East. It's aired nightly at 10 p.m. He also informed me that the majority of requests came in from the West Coast with very little response from the eastern part of the country. I've started to push the idea at WDHN and the response here has been quite gratifying. We give listeners the address to send requests to, or, if they wish, we take requests and send them along to Hometown Mail, AFRS, Kyushu, A.P.O. 3, care of Postmaster, San Francisco. Purpose of this letter is to enlist the aid of other deejays, because if anyone can push this idea, the deejays are the ones. So why not pitch one and all. I think the idea merits nothing less than that. What do you think?"

Preems
Rex Dale, WCKY, Cincinnati, launched his new platter program this month, giving him a total of five hours of airtime daily on the station. The new series, tagged the Rex Dale Show, is slotted in the 1:05-2 p.m. time seg. while his "Make Believe Ballroom" platter talk is still featured daily from 10 a.m. to noon and from 3:05 to 5 p.m. in the afternoon. . . . Ken Cline, WJBK, Detroit, is filling in as video announcer on

Best Selling Sheet Music

... Based on reports received December 12, 13 and 14

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

POSITION	Weeks Last This to date Week/Week	Tune	Label	
13	1	1.	(IT'S NO) SIN (R)	Algonquin
6	8	2.	SLOW POKE (R)	Ridgeway
13	3	3.	DOWN YONDER (R)	La Salle
25	7	4.	BECAUSE OF YOU (F) (R)	Broadcast Music
6	2	5.	RUDOLPH, THE RED NOSED REINDEER (R)	St. Nicholas
6	4	6.	WHITE CHRISTMAS (R)	Berlin
17	5	7.	COLD, COLD HEART (R)	Acuff-Rose
6	6	8.	FROSTY, THE SNOW MAN (R)	Hill & Range
8	12	9.	UNDECIDED (R)	Leeds
2	11	9.	SHRIMP BOATS (R)	Walt Disney
12	9	11.	AND SO TO SLEEP AGA'N (R)	Paxton
5	10	12.	WINTER WONDERLAND (R)	Bregman-Vocco-Conn
2	15	13.	SILVER BELLS (R)	Paramount
1	—	14.	CRY (R)	Mellow
6	—	15.	DOMINO (R)	Pickwick

Songs With Greatest Radio Audiences (ACI)

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

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

The feature is copyrighted 1947 by the Office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcast utilizing this information may be aired. Infringement will be prosecuted.

A Kiss to Build a Dream On (F) (M)	Miller—ASCAP
And So to Sleep Again (R)	Paxton—ASCAP
Because of You (F) (R)	Broadcast Music—BMI
Bela Bimba (R)	Goday—BMI
Charmaine (R)	Lion—ASCAP
Christmas in Killarney (R)	Remick—ASCAP
Cold, Cold Heart (R)	Acuff-Rose—BMI
Domino (R)	Pickwick—ASCAP
Down Yonder (R)	LaSalle—ASCAP
Frosty, the Snow Man (R)	Hill & Range—BMI
I Get Ideas (R)	Hill & Range—BMI
I Talk to the Trees (R)	Chaocell—ASCAP
I Wish I Wuz (R)	United—ASCAP
If You Catch a Little Cold (R)	Bregman-Vocco-Conn—ASCAP
It's All in the Game (R)	Witmark—ASCAP
It's All Over But the Memories (R)	Shapiro-Bernstein—ASCAP
It's Beginning to Look Like Christmas (R)	Plymouth—ASCAP
Just One More Chance (R)	Famous—ASCAP
Love Is Here to Stay (R)	DeSylva-Brown & Henderson—ASCAP
Never (F) (R)	Robbins—ASCAP
Once (R)	Walt Disney—ASCAP
Rudolph, the Red-Nosed Reindeer (R)	St. Nicholas—ASCAP
Santa Claus Is Comin' to Town (R)	Feist—ASCAP
Shrimp Boats (R)	Walt Disney—ASCAP
Silver Bells (R)	Paramount—ASCAP
(It's No) Sin (R)	Algonquin—ASCAP
Sleigh Ride (R)	Mills—ASCAP
Slowpoke (R)	Ridgeway—BMI
Thirty-Two Feet—Eight Little Tails (R)	Miller—ASCAP
Uncle Mistletoe (R)	Broadway—ASCAP
Undecided (R)	Leeds—ASCAP
White Christmas (R)	Berlin—ASCAP

NOTE: "It's All in the Game," published by Witmark, was inadvertently omitted in the Songs With Greatest Radio Audiences last week.

England's Top Twenty

POSITION	Weeks Last This to date Week/Week	English	American		
9	1	1.	LONGING FOR YOU	Sterling	Ludow
12	3	2.	BECAUSE OF YOU	Dash	Broadcast Music
9	2	3.	I LOVE THE SUNSHINE OF YOUR SMILE	New World	Johnstone-Montel
26	5	4.	LOVELIEST NIGHT OF THE YEAR	Francis Day	Robbins
6	7	5.	ROSALINE	Michael Reine	*
17	6	6.	TOO YOUNG	Sun	Jefferson
3	10	7.	ALLEN TOWN JAIL	Bourne Music, Ltd.	Bourne
17	4	8.	TULIPS AND HEATHER	John Fields	Shapiro-Bernstein
9	8	9.	BELLE, BELLE, MY LIBERTY BELLE	Dash	Oxford
5	11	10.	IF YOU GO	Maurice	Leeds
19	9	11.	A BEGGAR IN LOVE	Cinephonic	Santly-Joy
2	14	12.	LOVE'S ROUNDABOUT	Cinephonic	*
3	13	13.	I WISH I WUZ	Maurice	United
40	17	14.	BE MY LOVE	Francis Day	Robbins
16	12	15.	SWEET VIOLETS	E.H. Morris Ltd.	E. H. Morris
22	14	16.	MY TRULY, TRULY FAIR	Dash	Santly-Joy
2	18	17.	SOME ENCHANTED EVENING	Williamson	Williamson
13	16	18.	KENTUCKY WALTZ	Southern	Peer, International
1	—	19.	BLACK AND WHITE RAG	Francis Day	Francis Day
12	20	20.	SHANGHAI	Dash	Santly-Joy

*Publisher not available as The Billboard goes to press.

WJBK-TV during the convalescence of Guy Bowman, who underwent a cataract operation last week. . . . Dick Joy, ex-KNX, Hollywood, has joined KFAC, Hollywood as news director and will handle all morning newscasts and some early afternoon shows. Hollywood deejays Gene Norman, Joe Adams and Robin Bruit co-seed Los Angeles' Lincoln Theater's Christmas show Saturday (15). . . . Ralph Carey, ex-KOIL, Omaha, has joined KMTV, same city. . . . Norman Geordan, ex-staffer at WFMD, Frederick, Md., has moved to WTHI, Terre Haute, Ind., as pilot of "Chime Time," early-morning across-the-border. . . . Bill Bennett has left WPTB, Albany, N. Y., after seven months on the "Northeast Night Owl Show," to take over a stint on WROW, with nightly ainer originating from O'Connor's Albany Room. . . . George Jay, formerly with KGFJ and KGIL, Hollywood, was inked to announce the West Coast-originated "All-Star Revue" on National Broadcasting Company television. . . . Johnny Grant, KMPC, Hollywood, is set to go on the Hollywood Co-Ordinating Committee's overseas Christmas junket. . . . Al Jarvis, KLAC, Hollywood, is featuring a grandmother-of-the-day on his afternoon tele show. . . . Chaz Harris, WJHP, Jacksonville, Fla., has started a new Satur-

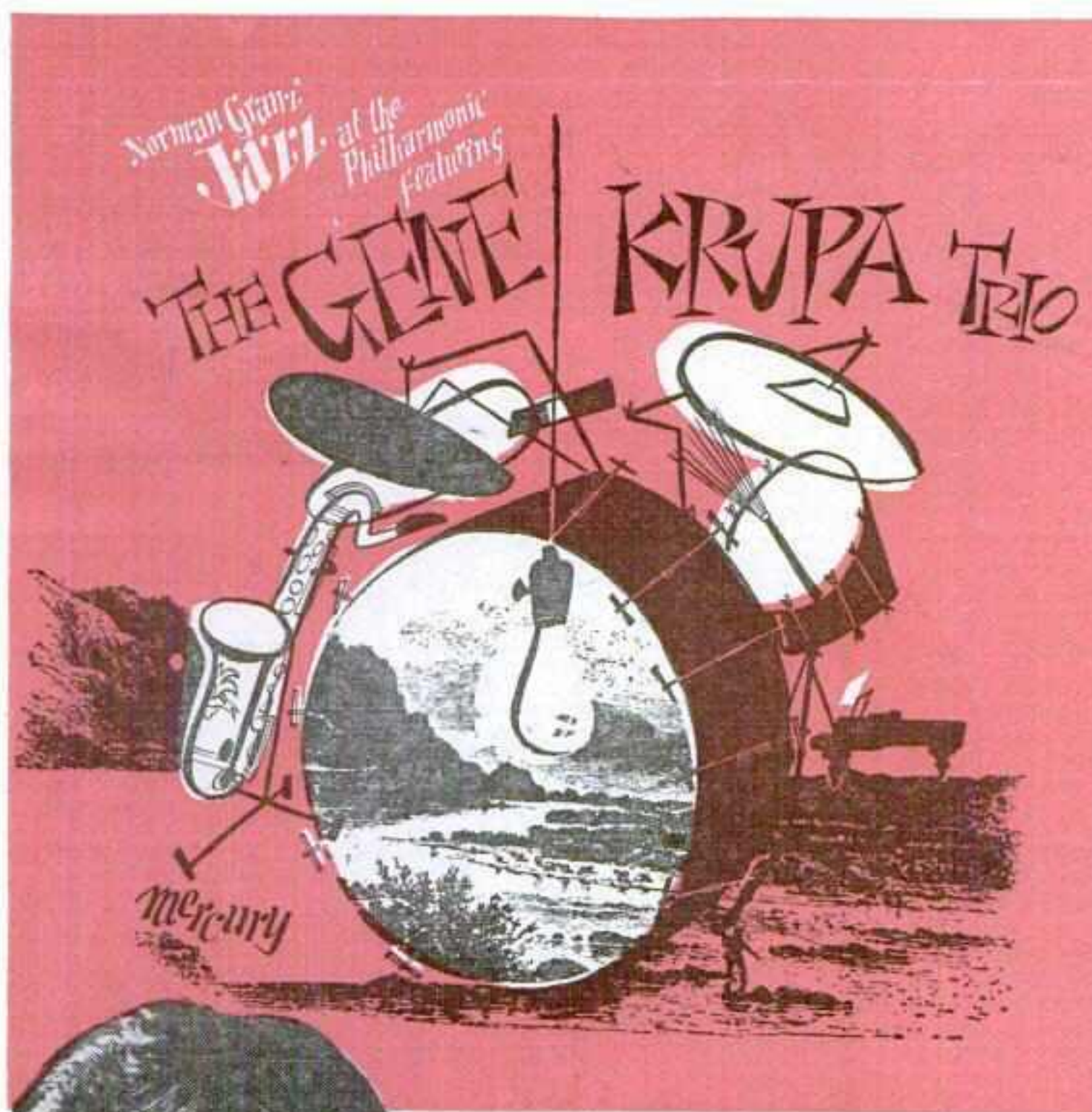
day hour for a local appliance dealer. The show features a "strong nostalgic pitch with numbers from the late 1930's and early 1940's. . . . Dough Stringfellow was upped to program director, and Len Allen was made chief announcer at KLO, Ogden, Utah. Warren Desmond, same station, has a new three-hour afternoon show. . . . Now that the football season is over, Warren Ihlenfeld, WSIR, Butler, Pa., expands his "Take It Easy Time" to six days a week, with Saturday afternoon segs devoted to teen-ager requests. . . . Sid Dickler, WMCK, McKeesport, Pa., is mulling opening an office for promotion of records and artists. . . . Bill Harvey, ex-KTFI, Twin Falls, Idaho, is now spinning 'em at KIDO, Boise, Idaho. . . . Wayne Harris, WCBT, Roanoke Rapids, N. C., snags more time for his nightly show this month, with the ainer now scheduled to run from 9:20 p.m. until midnight. . . . Jim Stewart, ex-WGAD, Gadsden, Ala., has joined WRBL, Columbus, Ga. . . . Arch Harrison, WANN, Annapolis, Md., preemed a new half hour of morning spirituals last month. . . . Fred Hall, KDB, Santa Barbara, Calif., has landed his first job on TV, doing commercials for Dorman's Manufacturing Company over KECA-TV, Hollywood. The hour show originates from Auction Park at the Culver City Stadium.

norman granz'

Jazz at the Philharmonic

PRESENTS

3 New Albums



The GENE KRUPA Trio
 FEATURING
GENE KRUPA, Drums
CHARLIE VENTURA, Tenor Sax
TEDDY NAPOLEAN, Piano

Stompin' At The Savoy
 The Man I Love
 Body And Soul
 Dark Eyes
 Idaho

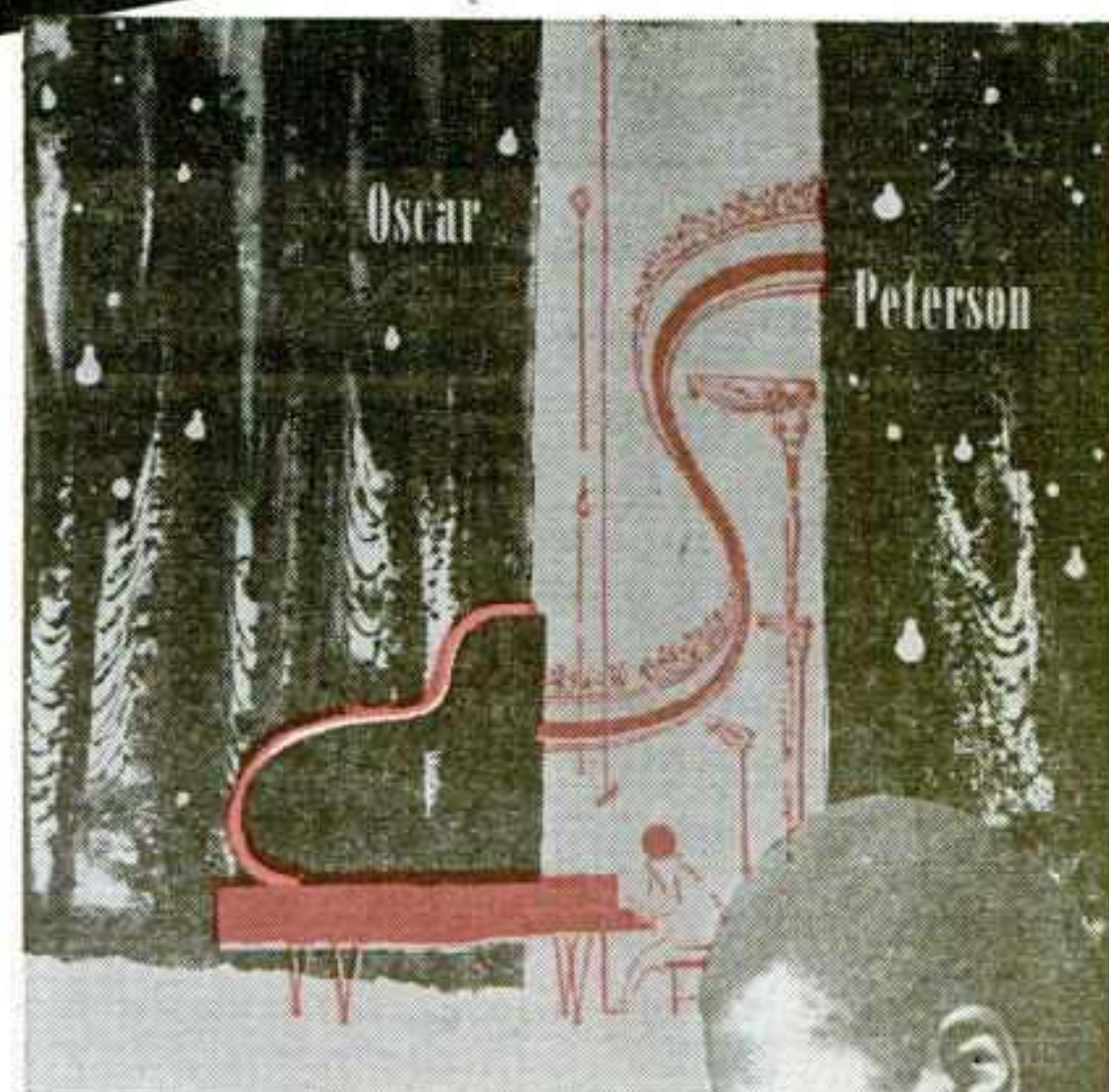
12 Inch LP MG C-500



MERCURY RECORDS, CHICAGO, ILLINOIS



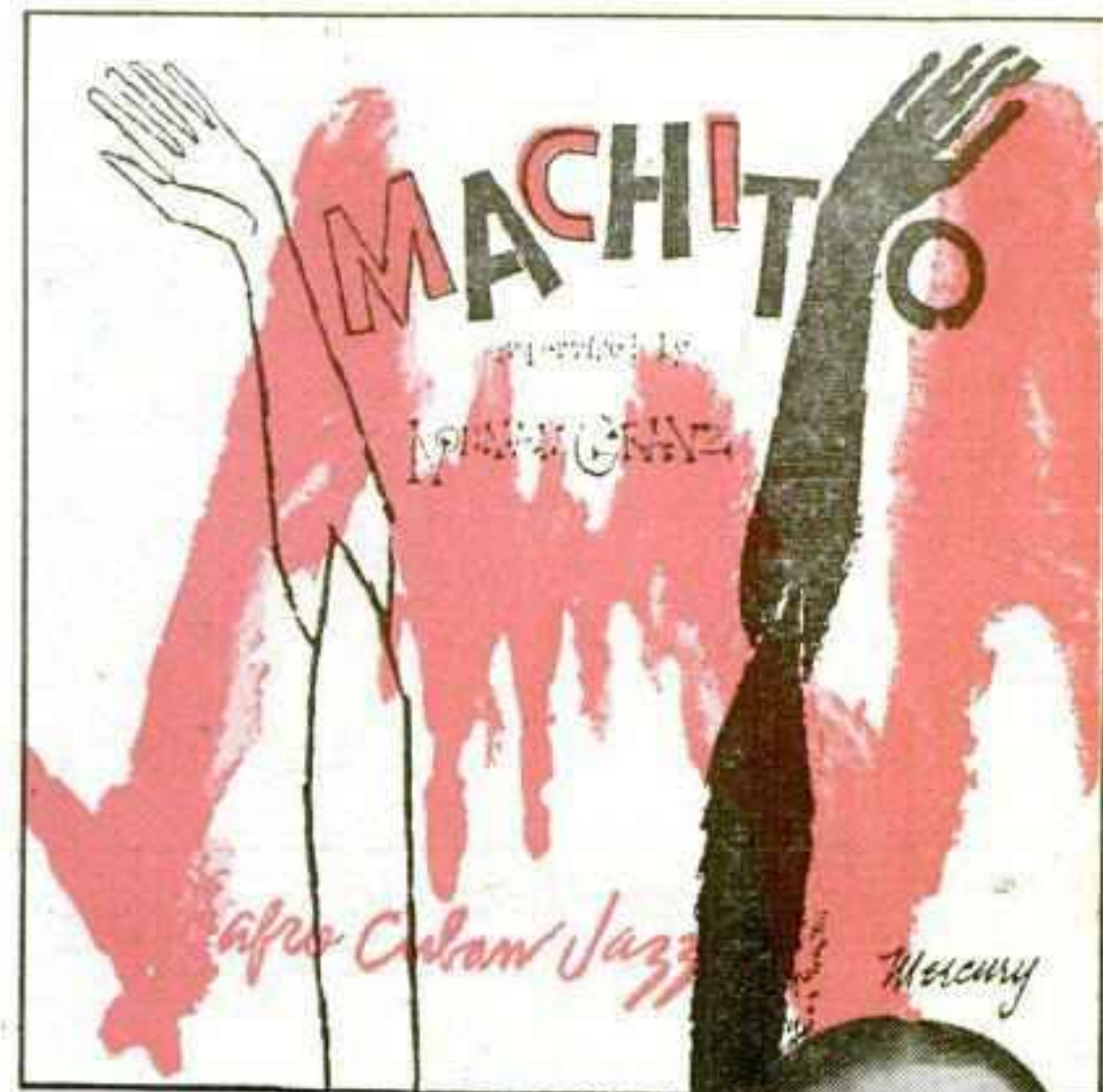
MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA



OSCAR PETERSON
 AT CARNEGIE HALL

FEATURING
 Ray Brown, Bass; Oscar Peterson, Piano

10 Inch LP MG C-107



AFRO-CUBAN JAZZ SUITE

FEATURING
 Machito And His Orchestra;
 Charlie Parker, Flip Phillips, Buddy Rich

Cacion; Mambo; 6/8; Jazz, Rhumba Abierta
 10 Inch LP MG C-505 • 45 RPM C-505X45



THE BILLBOARD Music Popularity Charts

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

Best Selling Pop Singles

Based on reports received December 12, 13 and 14

Table of Best Selling Pop Singles with columns for Position, Weeks, and Song/Artist/Label.

DEALER DOINGS

Kid Catalog

Alma Kaye, of Haynes-Griffin, New York, has issued a children's record catalog which lists kidisks according to story category...

Trade Talk

The Salem Record Shop, in Salem, Ore., writes, "We have observed lately that the 45's made by Columbia and Mercury have more surface than those of the other labels..."

For Information Concerning the New Income Tax Laws See Page 3.

one..." Dannenhauer's Record Shop, Merion, Pa., has expanded its children's record trade, by building wall racks that display over 100 seven and 10-inch kidisks...

Chatter

Fickes Radio Shop, Tulsa, Okla., has a gripe. Claims that "radio stations ought to receive samples the same time as the dealer. Customers say they heard it on the radio, and we do not even have the number..."

Best Selling Children's Records

Based on reports received December 12, 13 and 14

Table of Best Selling Children's Records with columns for Position, Weeks, and Record/Label.

Best Selling Pop Albums

Based on reports received December 12, 13 and 14

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

Table of Best Selling 33 1/3 R.P.M. Albums with columns for Last Week, This Week, and Album/Label.

Table of Best Selling 45 R.P.M. Albums with columns for Last Week, This Week, and Album/Label.

Classical Reviews

WAGNER: DIE MEISTERSINGER VON NURNBERG (Complete Opera)—Elisabeth Schwarzkopf-Otto Edelmann-Erich Kunz-Bayreuth Festival Ork-Herbert Von Karajan...

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 40-69 SATISFACTORY 0-39 POOR

Best Selling Classical Titles

Table of Best Selling Classical Titles with columns for Last Week, This Week, and Title/Label.

77 SZYMANOWSKI: VIOLIN CONCERTO NO. 1, OP. 35—Eugenia Uminska-The Philharmonia Ork—Gregor Fielberg, Cond. (1-10")

This is a set which is bound to accumulate sales slowly, but surely, on the strength of word-of-mouth. This work, written by Poland's leading 20th century composer, is a powerfully expressive and pungently romantic piece which projects strong influences of Wagner and Debussy...

85 RACHMANINOFF: CONCERTO NO. 3 IN D MINOR, OP. 30—Vladimir Horowitz-Fritz Reiner, Cond.—RCA Victor Symphony Ork (1-12")

Dazzling is the word for this effort. All of Horowitz's brilliance comes to the fore for his reading of the sweeping romantic and melodic



A Brand New Record Hit!
EDDIE ARNOLD singing

and

"CALL HER YOUR SWEETHEART"

"Bundle of Southern Sunshine"

RCA Victor 20-4413
47-4413

This week's

New Releases
... on **RCA Victor**

Release 51-51

Ships Coast to Coast, Week of December 23

POPULAR

- DINAH SHORE** with HENRI RENE'S ORCHESTRA
Life Is a Beautiful Thing
Why Should I Believe in Love?
20-4421—(47-4421)*
- EDDIE FISHER** with HUGO WINTERHALTER'S ORCH.
Trust in Me
Tell Me Why 20-4444—(47-4444)*
- PERRY COMO** with RUSS CASE AND HIS ORCHESTRA
A Garden in the Rain
Oh, How I Miss You Tonight
20-4445—(47-4445)*
- THE THREE SUNS**
Sleepy Serenade
Sunshower 20-4385—(47-4385)*
- SIX FAT DUTCHMEN**
Harvest Polka
Aunt Ella's Polka
20-4410—(47-4410)*

COUNTRY—WESTERN

- WADE RAY AND HIS OZARK MOUNTAIN BOYS**
Heart of a Clown
Juke Like Taking Candy From a Baby
20-4429—(47-4429)*
- THE BEAVER VALLEY SWEETHEARTS**
Dress of Calico
He Loved Her Like a Sister
20-4430—(47-4430)*

SPIRITUAL

- MARY FRAZIER**
Until We Meet
When the Roll Is Called Up Yonder
I'll Be There
20-4432—(47-4432)*

Going Strong...

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

- Ⓢ Slow Poke
Pee Wee King 21-0489—(48-0489)*
- Ⓢ Any Time/Never Before
Eddie Fisher 20-4359—(47-4359)*
- Ⓢ Loveliest Night of the Year
Mario Lanza 10-3300—(49-3300)*
- Ⓢ It's Beginning To Look Like Christmas
Perry Como 20-4314—(47-4314)*
- Ⓢ Turn Back the Hands of Time
Eddie Fisher with Hugo Winterhalter's Orch. 20-4257—(47-4257)*
- Ⓢ O Holy Night/Virgin's Slumber Song
Mario Lanza 10-1582—(49-1338)*
- Ⓢ These Things Shall Pass
Hank Snow and the Jordanaires 20-4398—(47-4398)*
- Ⓢ I Get Ideas
Tony Martin 20-4141—(47-4141)*
- Ⓢ Domino/It's All Over But the Memories
Tony Martin 20-4343—(47-4343)*
- Ⓢ Vesti La Giubba
Mario Lanza 10-3228—(49-3228)*
- Ⓢ Call Her Your Sweetheart
Eddie Arnold 20-4413—(47-4413)*
- Ⓢ Slow Poke/Charmaine
Ralph Flanagan 20-4373—(47-4373)*
- Ⓢ You Tried To Ruin My Name
Johnnie and Jack 20-4389—(47-4389)*
- Ⓢ (It's No) Sin
Savannah Churchill 20-4280—(47-4280)*
- Ⓢ Be My Love
Mario Lanza 10-1561—(49-1353)*

Coming Up...

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

- ★ TELL ME WHY/TRUST IN ME
Eddie Fisher 20-4444—(47-4444)*
Both Sides, The Billboard Picks, December 15th issue.
- ★ ONCE
Jan Peerce 20-4318—(47-4318)*
The Retailers Pick, Billboard, December 15th issue.
- ★ BLUE DECEMBER
Hugo Winterhalter Orchestra 20-4412—(47-4412)*
The Disk Jockeys Pick, Billboard, December 15th issue.
- ★ IF WISHES WERE KISSES
Perry Como 20-4344—(47-4344)*
The Retailers Pick, Billboard, December 15th issue.

TIPS Perry Como

GARDEN IN THE RAIN
20-4445—(47-4445)*



THIS WEEK'S MAILBAG

HERE WE GO AGAIN

For a while we have been pushing at the top notch on the record charts around the country and we have been doing a pretty good job nudging it but haven't quite broken through—now we've finally got it in the groove and the gears have meshed and we are grinding out the hits.

We have the No. 1 Christmas Album with MARIO LANZA SINGS CHRISTMAS SONGS.

We have the No. 1 Christmas single with Perry Como and the Fontane Sisters, IT'S BEGINNING TO LOOK LIKE CHRISTMAS.

Our boy, Pee Wee King, is nudging the top bracket of SLOW POKE, which is already a half-million seller.

Private 1st Class Eddie Fisher has TURN BACK THE HANDS OF TIME, ANYTIME, and now, TELL ME WHY breaking all over the place.

Perry's new smash, A GARDEN IN THE RAIN, and OH, HOW I MISS YOU TONIGHT, has a tremendous reaction around the country.

Of course, we can't forget Freddy Martin and the Fontane Sisters with a double that figures to be 1 and 2 within a matter of weeks. They are SNOW-FLAKES and RIVER IN THE MOONLIGHT.

Boston, Milwaukee, Cincinnati and Cleveland report the Bell Sisters' record of BERMUDA and JUNE NIGHT — "Fabulous!"

Vaughn Monroe's TENDERLY has all the ingredients, with jockey support behind, to make it the outstanding version of the great standard.

We could go on to mention the Whittmore and Lowe BEGIN THE BEGUINE; the new Buddy Morrow THE WAY I FEEL and THAT OLD BLACK MAGIC; plus many, many others that are destined to be great big hits. Just watch the RCA Victor release sheets and pay close attention—they are all loaded with hit potential. "Here we go again!"

*45 r.p.m. cat. nos.

The stars who make the hits are on

RCA VICTOR Records

RCA VICTOR DIVISION

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



THE BILLBOARD Music Popularity Charts

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

Best Selling Retail Folk (Country & Western) Records

... Based on reports received December 12, 13 and 14

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

POSITION	Weeks Last	This to date	Record	Artist	Label
12	1	1	SLOW POKE Whisper Waltz	Pee Wee King	V(78)21-0489; (45)48-0489-BMI
5	2	2	LET OLD MOTHER NATURE HAVE HER WAY Me and My Broken Heart	Carl Smith	Col(78)20862; (45)4-20862-BMI
20	2	3	ALWAYS LATE Mom and Dad's Waltz	Lefty Frizzell	Col(78)20837; (45)4-20837-BMI
17	4	4	MOM AND DAD'S WALTZ Always Late	Lefty Frizzell	Col(78)20837; (45)4-20837-BMI
38	5	5	COLD, COLD HEART Dear John	Hank Williams	MGM(78)10904; (45)K-10904-BMI
2	7	6	MUSIC MAKIN' MAMA FROM MEMPHIS Highest Bidder	Hank Snow	V(78)20-4346; (45)47-4346-BMI
8	6	7	SOMEBODY'S BEEN BEATING MY TIME Heart Strings	E. Arnold	V(78)20-4273; (45)47-4273-BMI
2	9	8	ALABAMA JUBILEE Dixie	Red Foley	Dec(78)27810; (45)9-27810-ASCAP
20	—	9	HEY, GOOD LOOKIN' My Heart Would Know	Hank Williams	MGM(78)11000; (45)K-11000-BMI
8	8	10	CRAZY HEART Lonesome Whistle	Hank Williams	MGM(78)11054; (45)K-11054-ASCAP
8	—	10	HEART STRINGS Somebody's Been Beating My Time	E. Arnold	V(78)20-4273; (45)47-4273-BMI

Coming Up

1.	SLOW POKE	Tiny Hill	Mercury(78)5740; (45)5740X45
2.	GIVE ME MORE, MORE, MORE	Lefty Frizzell	Col(78)20885; (45)4-20885-BMI
3.	BABY, WE'RE REALLY IN LOVE	Hank Williams	MGM(78)11100; (45)K-11100

FOLK TALENT AND TUNES

By JOHNNY SIPP

Disk Jockey Doings

Dottie Checchi, veteran librarian at WMEX, Boston, is convalescing from an operation at St. Elizabeth's Hospital, Brighton, Mass. . . . Ray Whitley, WMEX, d.j., has worked out a special event night with the Boston pro basketball team, whereby listeners get two-for-one admission price upon writing his show. . . . Uncle Dude, Ypsilanti, Mich., d.j., reports that Earl Songer has signed with Coral Records. . . . Eddie Zach, WHIM, Providence, reports that Jackie Herbert, new 18-year old warbler, has his own Saturday morning show over WPAW, Pawtucket, R. I.

Slim Williams (Coral), KWBC, Fort Worth, reports that Jack Carney, of his band, has cut his first session for Imperial. Paul Blunt, of the Light Crust Doughboys, cut his first session for the same diskery. . . . Smiling Jack and his Blue Mountain Boys have joined WOXP, Oxford, N. C., according to Hart Curl, of the station's d.j. corps. . . . Bob Edwards, d.j., and the Blue Ridge Rangers have left WAKE, Greenville, S. C., with Elmer Snodgrass and the Country Boys taking over their respective spots. . . . Tom Perryman, KSLJ, Gladewater, Tex., is giving preference to requests, with attached Christmas seals. . . . Hillbilly

Mack, KTYL, Mesa, Ariz., reports that Billy Starr has just inked with Columbia and will work in Phoenix and Tucson during the winter. . . . John Anderson, KSWs, Roswell, N. M., reports

For Information Concerning the New Income Tax Laws See Page 3.

he is running a Sunday show with Frank Green, antique record collector, which is drawing good mail.

Artists' Activities

Mrs. Neva Starnes, wife of Jack Starnes, manager of Lefty Frizzell, has inked three artists to Coral Records. Hy Grill cut Blackie Crawford and the Western Cherokees, Danny Brown and Jimmy Rector, of Kilgore, Tex., in sessions held at Fort Worth December 5. . . . Lou Epstein, manager of Jimmie Skinner (Capitol), reports that Skinner is now carrying Ray (Curly) Lunsford, mandolin, Randall Parker, WKBV, Richmond, Ind., and Estell Lee on his personal dates. . . . Harold (Cuz) Goodman now has two weekly shows on KRLD, Dallas, and will start another Saturday show January 5 over the same

C&W Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the country and Western records received this week.

CALL HER YOUR SWEETHEART
Eddy Arnold. . . . RCA Victor 20-4413

station. Goodman just finished booking his fourth tour of Dave Landers (MGM). . . . Al Rogers (MGM) has a tour thru Colorado and Wyoming set for January. He is still doing d.j. and live shows over KGNC, Amarillo, Tex.

Salty Holmes and his frau, Mattie O'Neill, still at WNOX, Knoxville, recently became parents of a daughter, Lana Randelle. . . . Expectant parents include Rex and Bonnie Allen, who are awaiting No. 3 and the Red Blanchards, WLS, Chicago. Mrs. Allen is the former Bonnie Linder, who worked at WLS, Chicago, before marrying the Republic film star. . . . Bob Demers, manager of Lone Pine, reports that Lefty Frizzell and Lone Pine (Victor) did an impromptu show at Frederickton, N. B., recently. Frizzell has Sandy Austin, fiddle; Wayne Raney, harmonica, and Red Garrett, working with him. Lone Pine may do a swing thru the U. S., after his first American Victor sides are released.

Country & Western Records Most Played by Folk Disk Jockeys

... Based on reports received December 12, 13 and 14

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

POSITION	Weeks Last	This to date	Record	Artist	Label
9	2	1	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Col(78)20862; (45)4-20862-BMI
15	1	2	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489-BMI
21	4	3	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837-BMI
8	5	4	SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	V(78)20-4273; (45)47-4273-BMI
24	6	5	HEY, GOOD LOOKIN'	Hank Williams	MGM(78)11000; (45)K-11000-BMI
8	7	6	CRAZY HEART	Hank Williams	MGM(78)11054; (45)K-11054-ASCAP
19	3	7	MOM AND DAD'S WALTZ	Lefty Frizzell	Col(78)20837; (45)4-20837-BMI
10	—	8	DOWN YONDER	Del Wood	Tennessee(78)775; (45)45-775-ASCAP
1	—	9	GIVE ME MORE, MORE, MORE	Lefty Frizzell	Col(78)20885; (45)4-20885-BMI
2	—	10	ALABAMA JUBILEE	Red Foley	Dec(78)27810; (45)9-27810-ASCAP

Coming Up

1.	MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow	V(78)20-4346; (45)47-4346-BMI
2.	WONDERIN'	Webb Pierce	Dec(78)46464; (45)9-46464
3.	I LOVE YOU, MY DARLIN'	Cowboy Copas	King 964

Most Played Juke Box Folk (Country & Western) Records

... Based on reports received December 12, 13 and 14

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

POSITION	Weeks Last	This to date	Record	Artist	Label
13	1	1	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489-BMI
7	2	2	LET OLD MOTHER NATURE HAVE HER WAY	Carl Smith	Col(78)20862; (45)4-20862-BMI
9	3	3	SOMEBODY'S BEEN BEATING MY TIME	E. Arnold	V(78)20-4273; (45)47-4273-BMI
5	3	4	ALABAMA JUBILEE	Red Foley	Dec(78)27810; (45)9-27810-ASCAP
10	6	5	CRAZY HEART	Hank Williams	MGM(78)11054; (45)K-11054-ASCAP
20	6	6	ALWAYS LATE	Lefty Frizzell	Col(78)20837; (45)4-20837-BMI
3	5	7	I DON'T WANT TO BE FREE	J. Wakely-M. Whiting	Cap(78)1816; (45)F-1816
2	9	7	DRIFTWOOD ON THE RIVER	E. Tubb	Dec(78)46377; (45)9-46377-ASCAP
28	—	9	COLD, COLD HEART	Hank Williams	MGM(78)10904; (45)K-10904-BMI
17	10	10	MOM AND DAD'S WALTZ	Lefty Frizzell	Col(78)20837; (45)4-20837-BMI
1	—	10	BABY, WE'RE REALLY IN LOVE	Hank Williams	MGM(78)11100; (45)K-11100

Coming Up

1.	GIVE ME MORE, MORE, MORE	Lefty Frizzell	Col(78)20885; (45)4-20885-BMI
2.	I'D STILL WANT YOU	Hank Williams	MGM(78)11100; (45)K-11100
3.	MUSIC MAKIN' MAMA FROM MEMPHIS	Hank Snow	V(78)20-4346; (45)47-4346-BMI

Advance Folk (Country & Western) Record Releases

Alabama Jubilee—Homer & Jethro (Cold) Victor (45) 47-4397	Mark Me Off Your List—Pete Pyle (Little) Intro 6033
Alabama Jubilee—Hank Penny (Tudex) King 1020	Pray—Hank Snow-the Jordanaires (These) Victor (45) 47-4398
Baby Sittin' Boogie—"Rusty" McDonald (Remember) Intro 6035	Ramblin' Heart—Jimmy Murphy (Educated) Victor (45) 47-4394
Blue Million Tears—Carl Butler (River) Cap 1891	Remember to Say Goodbye—"Rusty" McDonald (Baby) Intro 6035
'Cause I'm in Love—Carolina Cotton (You) MGM 11130	River of Love—Carl Butler (Blue) Cap 1891
Cold, Cold Heart No. 2—Homer & Jethro (Alabama) Victor (45) 47-4397	Shrimp Boats—Tex Williams (Urn) Victor (45) 47-4409
Daddy Take Me With You—Little Jimmy Stone (Good-Bye) Veritone V-1001	So Have I—Earl Holland (I'm) Intro 6036
Educated Fool—Jimmy Murphy (Ramblin') Victor (45) 47-4394	These Things Shall Pass—Hank Snow-the Jordanaires (Pray) Victor (45) 47-4398
Good-Bye Maria—Little Jimmy Stone (Daddy) Veritone V-1001	Tuxedo Junction—Hank Penny (Alabama Jubilee) King 1020
I'm Paying With a Broken Heart—Earl Holland (So) Intro 6063	Urn on the Mantel—Tex Williams (Shrimp) Victor (45) 47-4409
Little Blue-Eyed Blonde Goodbye—Pete Pyle (Mark) Intro 6033	You Always Keep Me in Hot Water—Carolina Cotton ('Cause) MGM 11130

THE BILLBOARD Music Popularity Charts

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

Country & Western (Folk) Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	VICTOR	CAPITOL	DECCA	RECORDS
ANN JONES Too Old to Cut the Mustard KING 1017—Jones gal's coverage of the country novelty should get a share of the business because it's the only fem version and because she and the boys go at it with zest	80--82--78--81				
I Carry Your Picture in My Heart Much less effective is the material and the Jones gal's straight ballad chanting.	69--70--68--69				
HANK SNOW-THE JORDANAIRE These Things Shall Pass VICTOR (45) 47-4398—Snow and the group inject the proper religious spirit into this excellent Stuart Hamblen opus. Could move out of the sacred market via this version.	80--81--79--79				
Pray Tempo is much faster on this religious item. Again Snow and the male group hand it a warm interpretation.	80--81--79--79				
JIMMY THOMASON Stingy KING 991—A real-cute lyric idea which includes a trick vocal gimmick could get some action for Thomason and his string group.	78--80--76--78				
That's What I Got for Loving You Thomason's fiddling on a routine throbber is far superior to his chanting.	70--72--68--70				
LEON PAYNE Gentle Hands CAPITOL 1872—A fine religious item written by Payne is done with sincerity	78--78--78--NS				
He Is the Light of the World Payne duets here with Mutt Payne on another first rate religious item.	78--78--78--NS				
HANK PENNY Alabama Jubilee KING 1020—Good vocal by Penny, and good performance by the ork, on this coverage disk. Should get play	78--79--78--78				
Tuxedo Junction Tho the instrumental performance is good, country version of the standard doesn't quite come off	70--68--70--72				
TEX WILLIAMS Urn on the Mantel, The VICTOR (45) 47-4409—Williams' bow on 'he Victor label is via some good novelty material which should get plenty of spins.	77--80--74--78				
Shrimp Boats Good coverage here for the Western buyers.	70--72--68--69				
JIMMY MURPHY Ramblin' Heart VICTOR (45) 47-4394—Murphy comes up with a strong reading of a good country weeper.	76--77--76--75				
Educated Fool A fair vocal by the singer on an un stirring country novelty number.	65--64--65--65				
HOMER & JETHRO Cold, Cold Heart No. 2 VICTOR (45) 47-4397—The boys really break it up with this yockfull take-off on "Cold, Cold Heart." The lines are excellent and the sound-effects add sparkle	74--79--70--74				
Alabama Jubilee Instead of their usual comedy material, the c.&w. team come-up with a straight coverage on the currently active item. A few is ago this might have gotten a big share of the action.	68--72--65--67				
CARL BUTLER River of Love CAPITOL 1891—This is one of the best sides heard from Butler in a long while. He projects with real country feeling, and the material is good enough for some action	74--75--73--74				
Blue Million Tears, A Both the weeper material and Butler are okay on this side, but not strong enough to get too far off the ground.	70--72--68--70				

**NEW HIT • NEW LABEL
NEW ARTIST**

VICTOR L. ROBERTSON

Sings

'BEAUTIFUL WILD SYRINGA'

The primitive area song of the Last Frontier
"The River of No Return"

Coupled with

'RIDING DOWN THE CANYON'

You'll dance and sing to this song

Records available in 78 and 45 RPM

VIC'S RECORD CORP.

Salmon, Idaho

DECCA RECORDS

GREAT COUNTRY HITS...

RED FOLEY and ERNEST TUBB



"TOO OLD TO CUT THE MUSTARD"

and
"I'M IN LOVE WITH MOLLY"

DECCA 46387 (78 rpm)
9-46387 (45 rpm)

JIMMIE DAVIS

singing

"BAYOU PON PON"

and
"15 MILES FROM DALLAS"

DECCA 46381 (78 rpm)
9-46381 (45 rpm)



DECCA RECORDS

America's Fastest Selling Records

THE BILLBOARD Music Popularity Charts

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

Best Selling Retail Rhythm & Blues Records

Based on reports received December 12, 13 and 14

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	Record	Artist	Label	
Weeks	to date	Week	Week		
12	5	1.	FOOL, FOOL, FOOL	The Clovers	Atlantic 944
13	6	1.	I GOT LOADED	Peppermint Harris	Aladdin(78)3097; (45)45-3097—BMI
6	1	3.	BECAUSE OF YOU	Tab Smith	Dee Jay Special United 104—BMI
11	2	4.	I'M IN THE MOOD	J. L. Hooker	How Can You Do It Modern 835—BMI
6	3	4.	FLAMINGO	E. Bostic	I'm Getting Sentimental Over You King(78)4475; (45)45-4475—ASCAP
24	7	6.	CHAINS OF LOVE	J. Turner	After My Laughter Came Tears Atlantic 939—BMI
4	9	7.	COLD, COLD HEART	D. Washington	Mixed Emotions Mercury(78)5728; (45)5728X45—BMI
3	4	8.	WEEPING AND CRYING	Griffen Brothers	Shuffle Bug Dot 1071
30	9	9.	SIXTY MINUTE MAN	Dominoes	I Can't Escape From You Federal(78)12022; (45)45-12022—BMI
1	—	10.	CRY	J. Ray	Little White Cloud That Cried Okeh(78)6840; (45)4-6840—BMI

RHYTHM AND BLUES NOTES

By HAL WEBMAN

Stuff Smith's band opened at the Say When Club in San Francisco Friday (14). . . . Peppermint Harris is off on a string of one-nighters thru West Virginia, starting December 24. . . . Al Hibbler opens at the Circle Theater, December 25. . . . Dizzy Gillespie ork plays Lindsay's Sky Bar in Cleveland for one week, December 27 to January 2. . . . Larry Newton, Derby Records prexy, signed Earl Robbins, singer, to a record pact. . . . Freddy Mitchell's band goes into the Celebrity Club, Providence, Monday (17) for three weeks. . . . The Ravens, Mercury artists, open at Cafe Society Downtown for three weeks, beginning December 20.

Cootie Williams's ork - Dinah Washington package leaves next week on a one-nighter tour thru the South and West, starting in

For Information Concerning the New Income Tax Laws See Page 3.

Shreveport, La., December 24, and finishing February 11 in Oakland, Calif. . . . Ruth Brown and Willis Jackson will play one-nighters in Indiana, Ohio, New Jersey, Pennsylvania, New York and Washington, D. C. from December 22 thru January 1. . . . Tiny Bradshaw ork goes into the Savoy Ballroom, New York, for four weeks, beginning December 21. . . . Sidney Bechet entered a Boston Hospital yesterday (14) due to ulcer trouble. Wilbur de Paris is subbing for him at Storyville, Buckminster Hotel, in Boston.

James Moody ork kicks off its first tour with one-night stands in Detroit (24), Cincinnati (28), Chicago (29), Kansas City (30),

R&B Records to Watch

In the opinion of The Billboard's music staff the following records have the best sales and performance potential among the rhythm and blues records received this week.

WAGON WHEELS
The Ravens. . . . Mercury 8259

St. Louis (31). Ork plays one week in Cleveland starting January 4. . . . Arnee Cobb band opens at the Glass Bar in St. Louis' Midtown Hotel December 21, thru January 1. On his off Sundays, he will play East St. Louis, Ill. (23), and Kansas City (30) where he will play against the Moody band in a battle of music. . . . Tab Smith ork opens December 22 in Omaha, and plays one-nighters until January 15, thru the Midwest and South. On January 25 the band goes into the Apollo Theater, New York.

Little Esther and Johnny Otis are back in California, playing one-nighters on the Coast until January 27. . . . Slim Gaillard ork goes into the Rendezvous, Philadelphia, starting January 2 for two weeks. . . . Griffen Brothers are booked into the Trocadero Club in Columbus, for one week starting January 8.

Most Played Juke Box Rhythm & Blues Records

Based on reports received December 12, 13 and 14

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 require rhythm and blues records.

POSITION	Weeks Last This	Record	Artist	Label	
Weeks	to date	Week	Week		
8	2	1.	FOOL, FOOL, FOOL	Clovers	Atlantic 944
8	1	2.	I'M IN THE MOOD	J. L. Hooker	Modern 836—BMI
2	7	3.	WEEPING AND CRYING	Griffen Brothers	Dot 1071
7	3	4.	COLD, COLD HEART	D. Washington	Mercury(78)5728; (45)5728X45—BMI
13	3	5.	I GOT LOADED	Peppermint Harris	Aladdin(78)3097; (45)45-3097—BMI
3	3	6.	BEST WISHES	R. Milton	Specialty 414—BMI
2	6	7.	CHILL IS ON	J. Turner	Atlantic 949—BMI
6	7	8.	SEVEN LONG DAYS	Charles Brown	Aladdin(78)3092; (45)45-3092—BMI
1	—	9.	HOW MANY MORE YEARS	Howling Wolf	Chess 1479
1	—	9.	FLAMINGO	E. Bostic	King(78)4475; (45)45-4475—ASCAP

Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	REVIEW
THE SWALLOWS It Ain't the Meat KING 4501—The vocals group has a winner in a rhythmic, hand-clapper with an intriguing lyric. This one could follow the "Sixty Minute Man" success story. Could meet with difficulties at radio censors.	85--84--84--86	★★★★
Eternally Group essays a ballad here with tender voice in the lead. Results is an okay side.	77--79--76--76	★★★
BILLY WRIGHT Turn Your Lamps Down Low SAVOY 827—Wright, from who the unusual has come to be expected, provides a provocative slow mood minor blues with an unusual lyric idea. Excellent orking rounds out a slicing which should do well.	84--85--83--83	★★★★
Drinkin' and Thinkin' More on the routine side is this medium blues effort. Wright wails effectively.	74--74--72--75	★★★
JOE HOUSTON ORK Have a Ball MODERN 850—A shout vocal, gang-sing, tenor solo, driving boogie blues beat and general spirit make this a strong entry.	82--83--80--84	★★★★
Houston's Hot House Sparked by a honking tenor, the Houston group socks across a hard-driving instrumental which could stir up action, possibly because of its ancestry "Leap Frog" and "Flying Home."	81--82--80--81	★★★★
WILLIAM COOK Soldier's Prayer, A SAVOY 828—This is an unusual item which may turn out to be big. Deejay Cook recites a G.I.'s talk with the Lord while the Marshall Brothers' lead tenor chants "The Lord's Prayer" backed by organ and strings.	82--85--82--80	★★★★
Just Because Group follows the same idea with Cook reading poetry while string-organ combo and male group supply the background with the familiar "Because."	78--80--76--77	★★★
JIMMY WHITHERSPOON I'm Just Wandering, Parts 1 & 2 MODERN 845—Witherspoon weaves a rich blues mood thru this two-sided effort which relates the whims and feelings of the wanderer. It's an expressive slicing which could score more than moderate returns.	81--82--80--82	★★★★

Rhythm & Blues Record Releases

Charmaine—Julia Lee (Out) Cap 1896	Living My Life My Way—Helen Humes (I Ain't) Modern 851
Dust My Broom—Robert Lockwood Jr. (I'm) Mer 8260	October Twilight—Chris Powell & His Five Blue Flames (That's) Okeh 6850
Green and Lucky Blues—Tampa Red (She's) Victor (45) 47-4399	Out in the Cold Again—Julia Lee (Charmaine) Cap 1896
Have a Ball—Joe Houston Ork (Houston's) Modern 850	Partol Wagon Blues—Smokey Hogg (You've) Modern 844
Hollerin' the Blues—"Big Bill" Brooney (Willie) Mer 8261	She's a Cool Operator—Tampa Red (Green) Victor (45) 47-4399
Houston's Hot House—Joe Houston Ork (Have a) Modern 850	That's Right—Chris Powell & His Five Blue Flames (October) Okeh 6850
I Ain't in the Mood—Helen Humes (Living) Modern 851	There's No Use Pretending—The Ravens (Wagon) Mer 8259
I'm Gonna Dig Myself a Hole—Robert Lockwood Jr. (Dust) Mer 8260	Wagon Wheels—The Ravens (There's) Mer 8259
I'm Just Wandering, Parts 1 & 2—Jimmie Witherspoon—Modern 845	Willie Mae Blues—"Big Bill" Brooney (Hollerin') Mer 8261
Left My Baby—Larry Darnell (Work) Okeh 6848	Work Baby Work—Larry Darnell (Left) Okeh 6848
	You've Been Gone Too Long—Smokey Hogg (Partol) Modern 844

YOUR BEST BETS ARE ON **Okeh**

THE LITTLE WHITE CLOUD THAT CRIED
CRY JOHNIE RAY 6840, 4-6840*

LONESOME FOR MY BABY ALL ALONE AND LONELY
PAUL GAYTEN 6847, 4-6847*

LEFT MY BABY WORK, BABY, WORK
LARRY DARNELL 6848, 4-6848*

A LETTER TO SANTA CHRISTMAS IN HEAVEN
BILL COOK 6849, 4-6849*

DON'T TAKE EVERYBODY TO BE YOUR FRIEND
TITUS TURNER 6844, 4-6844*

SAME OLD FEELIN #45 rpm

Okeh A PRODUCT OF COLUMBIA RECORDS, INC.

[Trade Marks "Columbia," "Masterworks," "Okeh," Reg. U. S. Pat. Off. Marcos Registrations]

CLIMBING FAST!
CRY BABY
by PERCY MAYFIELD #416
Specialty records

ON ALL CHARTS!
Best Wishes
by ROY MILTON #414
Specialty records

SALE!
NEW RECORDS
POPULAR—HILLBILLY—RACE
9c each
1/3 deposit required.
Dept. NR-31
GALGANO DISTRIBUTING CO., INC.
4142 W. Armitage Ave.
Chicago 39, Ill.

Write for LATEST CATALOG
NEW RECORDS
500 Different "Standards" and Hit Tunes. 33 1/3, 45 & 78 rpm.
\$10.00 per 100
(78 RPM)
1/3 with order, balance C.O.D.
L. P.'s UP TO 75% OFF.
45 RPM (Victor, etc.) UP TO 60% OFF.
Over 1,000 Satisfied Customers
VEDEX COMPANY
674 10th Ave., New York 19, N. Y.
PLaza 7-0636
Complete Inventories Bought

SAVOY #828

"JUST BECAUSE"
and
"SOLDIER'S PRAYER"
by BILL COOK with the Marshalls

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

Sweeping the Country!
THIS IS NOT A RACE RECORD—IT'S FOR ALL LOCATIONS!

IT'S SELLING TRUMPET
#147
EVERYBODY'S FISHIN'
DIAMOND RECORDS JACKSON, MISS.

Get On The Santa Claus Blues Train
With **SONNY BOY WILLIAMSON**
"You ain't never heard such a hot one!"
"SONNY BOY'S CHRISTMAS BLUES"
TRUMPET #125
Backed by
"PONTIAC BLUES"
(A real hit)
TRUMPET RECORDS
309 N. Farish Jackson, Miss.

THE BILLBOARD Music Popularity Charts

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

• Best Selling Pops by Territories

... Based on reports from key dealers in each of these cities, secured via Western Union messenger service.

Each week, The Billboard in co-operation with Western Union, secures last minute sales reports from top dealers in the nation's largest record markets. Altho the number of stores queried in each market does not necessarily constitute a scientific survey sample, there are enough reports to avoid any possibility of the over-all local picture being unduly influenced by the report of a single store.

NEW YORK

1. SIN
Four Aces-A. Alberts—Victoria
2. COLD, COLD HEART
T. Bennett—Columbia
3. UNDECIDED
Ames Brothers-L. Brown—Coral
4. DOMINO
T. Martin—Victor
5. CRY
J. Ray—Okeh
6. BECAUSE OF YOU
T. Bennett—Columbia
7. SLOW POKE
Pee Wee King—Victor
8. DOWN YONDER
D. Wood—Tennessee
9. BLUE VELVET
T. Bennett—Columbia
10. CHARMAINE
Mantovani—London

CHICAGO

1. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
2. JALOUSIE (Jealousy)
F. Laine—Columbia
3. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
4. CHARMAINE
Mantovani—London
5. SIN
E. Howard—Mercury
6. DOMINO
T. Martin—Victor
7. DANCE ME LOOSE
A. Godfrey—Columbia
8. BLUE VELVET
T. Bennett—Columbia
9. SOLITAIRE
T. Bennett—Columbia
10. TELL ME WHY
Four Aces-A. Alberts—Decca

LOS ANGELES

1. SIN
E. Howard—Mercury
2. COLD, COLD HEART
T. Bennett—Columbia
3. UNDECIDED
Ames Brothers-L. Brown—Coral
4. JINGLE BELLS
L. Paul—Capitol
5. WHITE CHRISTMAS
Bing Crosby—Decca
6. DOWN YONDER
Champ Butler—Columbia
7. BECAUSE OF YOU
T. Bennett—Columbia
8. I GET IDEAS
T. Martin—Victor
9. BERMUDA
Bell Sisters—Victor

ATLANTA

1. SIN
S. Churchill—Victor
2. BLUE TANGO
L. Anderson—Decca
3. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
4. DOWN YONDER
D. Wood—Tennessee
5. BECAUSE OF YOU
T. Bennett—Columbia
6. COLD, COLD HEART
T. Bennett—Columbia

DETROIT

1. CRY
J. Ray—Okeh
2. COLD, COLD HEART
T. Bennett—Columbia
3. ANY TIME
E. Fisher-H. Winterhalter—Victor
4. SIN
E. Howard—Mercury
5. IT'S BEGINNING TO LOOK LIKE CHRISTMAS
P. Como—Victor
6. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
7. JALOUSIE (Jealousy)
F. Laine—Columbia
8. TELL ME WHY
Four Aces-A. Alberts—Decca
9. DANCE ME LOOSE
A. Godfrey—Columbia

SEATTLE

1. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
2. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
3. GARDEN IN THE RAIN
Four Aces-A. Alberts—Decca
4. SIN
Four Aces-A. Alberts—Victoria
5. SLOW POKE
Pee Wee King—Victor
6. JINGLE BELLS
L. Paul—Capitol

WASHINGTON, D. C.

1. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
2. SIN
E. Howard—Mercury
3. JALOUSIE (Jealousy)
F. Laine—Columbia
4. CHARMAINE
Mantovani—London
5. CRY
J. Ray—Okeh

NEW ORLEANS

1. CRY
J. Ray—Okeh
2. SIN
S. Churchill—Victor
3. IT'S ALL IN THE GAME
T. Edwards—MGM
4. DOMINO
T. Martin—Victor
5. JALOUSIE (Jealousy)
F. Laine—Columbia
6. BECAUSE OF YOU
T. Bennett—Columbia
7. SLOW POKE
Pee Wee King—Victor
8. NEVER
Dennis Day—Victor
9. WHITE CHRISTMAS
Bing Crosby—Decca

DENVER

1. SIN
E. Howard—Mercury
2. COLD, COLD HEART
T. Bennett—Columbia
3. DOWN YONDER
J. (Fingers) Carr—Capitol
4. SLOW POKE
Pee Wee King—Victor
5. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
6. DANCE ME LOOSE
A. Godfrey—Columbia

ST. LOUIS

1. JALOUSIE (Jealousy)
F. Laine—Columbia
2. CHARMAINE
Mantovani—London
3. SLOW POKE
Pee Wee King—Victor
4. UNFORGETTABLE
Nat (King) Cole—Capitol
5. JINGLE BELLS
D. Wood—Tennessee
6. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
7. UNDECIDED
Ames Brothers-L. Brown—Coral
8. ANY TIME
E. Fisher-H. Winterhalter—Victor
9. DOWN YONDER
D. Wood—Tennessee

BOSTON

1. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
2. SIN
Four Aces-A. Alberts—Victoria
3. MOTHER AT YOUR FEET IS KNEELING
B. Wayne—London
4. JALOUSIE (Jealousy)
F. Laine—Columbia
5. KISS TO BUILD A DREAM ON
L. Armstrong—Decca
6. CHARMAINE
Mantovani—London
7. TELL ME WHY
Four Aces-A. Alberts—Decca
8. I TALK TO THE TREES
T. Bavaar—Victor

DALLAS-FORT WORTH

1. SIN
E. Howard—Mercury
2. UNDECIDED
Ames Brothers-L. Brown—Coral
3. COLD, COLD HEART
T. Bennett—Columbia
4. JALOUSIE (Jealousy)
F. Laine—Columbia
5. SLOW POKE
Pee Wee King—Victor
6. DOWN YONDER
D. Wood—Tennessee
7. CRY
J. Ray—Okeh

PITTSBURGH

1. TELL ME WHY
Four Aces-A. Alberts—Decca
2. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
3. SIN
Four Aces-A. Alberts—Victoria
4. UNDECIDED
Ames Brothers-L. Brown—Coral
5. UNFORGETTABLE
Nat (King) Cole—Capitol
6. OUT IN THE COLD AGAIN
R. Hayes—Mercury
7. ANY TIME
E. Fisher-H. Winterhalter—Victor

PHILADELPHIA

1. CRY
J. Ray—Okeh
2. ANY TIME
E. Fisher-H. Winterhalter—Victor
3. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
4. JALOUSIE (Jealousy)
F. Laine—Columbia
5. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
6. SIN
Four Aces-A. Alberts—Victoria
7. WHITE CHRISTMAS
Bing Crosby—Decca
8. COLD, COLD HEART
T. Bennett—Columbia
9. IT'S BEGINNING TO LOOK LIKE CHRISTMAS
P. Como—Victor
10. AND SO TO SLEEP AGAIN
P. Page—Mercury

DECCA RECORDS Music in the Morgan Manner

Russ Morgan
AND HIS ORCHESTRA

"DANCE ME LOOSE"

A GREAT NEW TUNE!

and

"RIVER in the MOONLIGHT"
DECCA 27906 (78 RPM) and 9-27906 (45 RPM)

America's Fastest Selling Records

DECCA RECORDS



The Hymn that's taking the country by storm — sung by America's top quartet!

The AMES BROTHERS

singing

"MOTHER, at YOUR FEET is KNEELING"

coupled with

"LOVELY LADY DRESSED in BLUE"

CORAL 60628 (78 RPM) and 9-60628 (45 RPM)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, Inc.)

IN CANADA: Rogers Majestic Radio Corporation Ltd., Toronto-Montreal

THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Records

... Based on reports received December 12, 13 and 14

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION	Weeks	Last	This	Record	Artist
Weeks	to date	Week	Week		
19	1	1.	1.	COLD, COLD HEART	T. Bennett-P. Faith Col(78)39449; (45)4-39449—BMI
13	2	2.	2.	SIN	E. Howard Mercury(78)5711; (45)5711X45—BMI
26	3	3.	3.	BECAUSE OF YOU	T. Bennett-P. Faith Col(78)39362; (45)4-39362—BMI
7	4	4.	4.	SLOW POKE	Pee Wee King V(78)21-0489; (45)48-0489—BMI
12	5	5.	5.	UNDECIDED	Ames Brothers-L. Brown Coral(78)60566; (45)9-60566—ASCAP
17	6	6.	6.	DOWN YONDER	Del Wood Tennessee(78)775; (45)45-775—ASCAP
6	7	6.	6.	JALOUSIE (Jealousy)	F. Laine Col(78)39585; (45)4-39585—ASCAP
4	11	8.	8.	CRY	J. Ray Okeh(78)6840; (45)4-6840—BMI
14	8	9.	9.	SIN	Four Aces-A. Alberts Victoria 101—BMI
3	14	10.	10.	LITTLE WHITE CLOUD THAT CRIED	J. Ray Okeh(78)6840; (45)4-6840—BMI (Lou Dinning, Capitol 1892; Roberta Lee, Decca 27893)
2	22	10.	10.	SHRIMP BOATS	J. Stafford-P. Weston Col(78)39581; (45)4-39581—ASCAP
10	12	12.	12.	SIN	S. Churchill V(78)20-4280; (45)47-4280—BMI
3	12	13.	13.	ANY TIME	E. Fisher-H Winterhalter V(78)20-4359; (45)47-4359—BMI (D. Haymes, Decca 27885; H. O'Connell, Capitol 1896; Leo and His Trio, Intro 6006; Eddy Arnold, Victor 20-2700)
2	18	14.	14.	SLOW POKE	H. O'Connell Cap(78)1837; (45)F-1837—BMI
9	10	15.	15.	JUST ONE MORE CHANCE	L. Paul-M. Ford Cap(78)1825; (45)F-1825—ASCAP (Dinah Washington, Mercury 5736; R. Gilbert, Decca 27877; R. Flanagan, Victor 20-4402)
1	—	15.	15.	TELL ME WHY	Four Aces-A. Alberts Dec(78)27860; (45)9-27860—BMI (R. Morgan, Decca 27764)
8	9	17.	17.	OUT IN THE COLD AGAIN	R. Hayes Mercury(78)5724; (45)5724X45—ASCAP (B. Eckstine, MGM 11073; Mindy Carson, V 20-4259; Bonnie Davis, Coral 65043; The Ravens, D. Washington, Mercury 8257)
13	15	17.	17.	AND SO TO SLEEP AGAIN	P. Page Mercury(78)5706; (45)5706X45—ASCAP (B. Mann, King 15134; D. Belmont, Texadisc 1008; D. Haymes, Decca 27731; C. Hawkins, Decca 27853; M. Whiting, Capitol 1784; P. Weston, Columbia 39569; A. Stevens, Victor 20-4283)
8	19	19.	19.	DOMINO	T. Marlin V(78)20-4343; (45)47-4343—ASCAP (Bing Crosby, Decca 27830; S. Torch, Coral 60611; Harmonicals, Mercury 5747; Mary Mayo, Capitol 1849; Mary Small, King 15129; Doris Day, Columbia 39596; Ethel Smith, Decca 27896)
3	19	20.	20.	SLOW POKE	R. Lee Dec(78)27792; (45)9-27792—BMI
6	22	21.	21.	SIN	Four Knights Cap(78)1806; (45)F-1806—BMI
12	—	21.	21.	I GET IDEAS	L. Armstrong Dec(78)27720; (45)9-27720—BMI (E. Light, Remington R-25003; T. Martin, Victor 20-4141; Peggy Lee, Capitol 1573)
7	17	23.	23.	DOWN YONDER	J. (Fingers) Carr Cap(78)1777; (45)F-1777—ASCAP
12	19	24.	24.	DOWN YONDER	C. Butler Col(78)39533; (45)4-39533—ASCAP
1	—	24.	24.	DOWN YONDER	F. Marlin V(78)20-4267; (45)47-4267—ASCAP
25	16	26.	26.	I GET IDEAS	T. Marlin V(78)20-4141; (45)47-4141—BMI
2	28	26.	26.	CHARMAINE	Mantovani London(78)1020; (45)45-1020—ASCAP
1	—	28.	28.	KISS TO BUILD A DREAM ON	L. Armstrong Dec(78)27720; (45)9-27720—ASCAP (J. Dorsey, Columbia 39526; B. Eberly, Capitol 1769; J. Haskell, Coral 60574; Kay Brown, Mercury 5710; M. Lewis, MGM 11061)
1	—	28.	28.	UNDECIDED	G. Lombardo Dec(78)27835; (45)9-27835—ASCAP
4	25	30.	30.	DOMINO	Bing Crosby Dec(78)27830; (45)9-27830—ASCAP
2	25	30.	30.	CRY	Four Knights Cap(78)1875; (45)F-1875—BMI
1	—	30.	30.	CHARMAINE	G. Jenkins Dec(78)27859; (45)9-27859—ASCAP



COLUMBIA'S

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

(Based on actual sales figures for week ending December 14)

✓ POPULAR

- ✓ SHRIMP BOATS
LOVE, MYSTERY AND ADVENTURE
JO STAFFORD
39581—4-39581
- ✓ JEALOUSY
FLAMENCO
FRANKIE LAINE
39585—4-39585
- ✓ COLD, COLD HEART
WHILE WE'RE YOUNG
TONY BENNETT
39449—4-39449
- ✓ BECAUSE OF YOU
I WON'T CRY ANYMORE
TONY BENNETT
39362—4-39362
- ✓ SOLITAIRE
BLUE VELVET
TONY BENNETT
39555—4-39555
- ✓ DOWN YONDER
WAY UP IN NORTH CAROLINA
CHAMP BUTLER
39533—4-39533
- ✓ GAMBELLA
HEY, GOOD LOOKIN'
JO STAFFORD
FRANKIE LAINE
39570—4-39570
- ✓ ONCE
NEVER
TONI ARDEN
39577—4-39577
- ✓ CHARMINE
AT DAWNING
PAUL WESTON
39616—4-39616
- ✓ RUDOLPH, THE RED-NOSED REINDEER
IF IT DOESN'T SNOW ON CHRISTMAS
GENE AUTRY
38610—MJV-56
MJV 4-56—3-38610
- ✓ FROSTY THE SNOWMAN
WHEN SANTA CLAUS GETS YOUR LETTER
GENE AUTRY
38907—Set MJV-75
3-38907—Set MJV 4-75
- ✓ SUZY SNOWFLAKE
LITTLE RED RIDING HOOD'S
CHRISTMAS TREE
ROSEMARY CLOONEY
39612—Set MJV-123
Set MJV 4-123
- ✓ THE THREE LITTLE DWARFS
THIRTY-TWO FEET—EIGHT LITTLE TAILS
GENE AUTRY
39543—Set MJV 4-121
- ✓ SIN
JEALOUS EYES
SAMMY KAYE
39567—4-39567
- ✓ GREEN SLEEVES
LOVE MAKES THE WORLD GO ROUND
MITCH MILLER
39617—4-39617
- ✓ ELEANOR
SHAKE HANDS WITH SANTA CLAUS
LOUIS PRIMA
39614—4-39614
- ✓ IF I LOVED YOU
DIZZY FINGERS
PERCY FAITH
39613—4-39613
- ✓ SLEIGH RIDE
CHRISTMAS IN KILLARNEY
PERCY FAITH
39559—4-39559
- ✓ TO BE WORTHY OF YOU
WHEN IT'S SLEEPY TIME DOWN SOUTH
FRANKIE LAINE
39600—4-39600
- ✓ POPPY, THE PUPPY
COMING DOWN THE CHIMNEY
GENE AUTRY
39542—Set MJV-122
Set MJV 4-122

✓ FOLK

- ✓ HOW LONG WILL IT TAKE
GIVE ME MORE, MORE, MORE
LEFTY FRIZZELL
20885—4-20885
- ✓ ALWAYS LATE
MOM AND DAD'S WALTZ
LEFTY FRIZZELL
20837—4-20837
- ✓ ME AND MY BROKEN HEART
LET OLD MOTHER NATURE HAVE HER
WAY
CARL SMITH
20862—4-20862
- ✓ IF TEARDROPS WERE PENNIES
MR. MOON
CARL SMITH
20825—4-20825
- ✓ MY BABY'S JUST LIKE MONEY
I WANT TO BE WITH YOU ALWAYS
LEFTY FRIZZELL
20799—4-20799
- ✓ MY ROUGH AND ROWDY WAYS
LULLABY YODEL
LEFTY FRIZZELL
20843—4-20843
- ✓ WEARY BLUES
I MADE A MISTAKE AND I'M SORRY
RAY PRICE
20883—4-20883
- ✓ BRAKEMAN'S BLUES
MY OLD PAL
LEFTY FRIZZELL
20841—4-20841
- ✓ BLUE YODEL NO. 6
TRAVELLIN' BLUES
LEFTY FRIZZELL
20842—4-20842
- ✓ POOR LITTLE DARLIN'
I'VE JUST GOT TO SEE YOU ONCE
MORE
"LITTLE" JIMMY DICKENS
20866—4-20866

✓ GOING STRONG

- ✓ DOMINO
THAT DOESN'T DO IT
DORIS DAY
39596—4-39596
- ✓ THERE'S ALWAYS ROOM AT OUR HOUSE
I CAN'T HELP IT
GUY MITCHELL
39595—4-39595
- ✓ MANHATTAN
JIMINY CHRISTMAS
JIMMY DORSEY
39578—4-39578
- ✓ WHY DON'T YOU LOVE ME
BE MY LIFE'S COMPANION
ROSEMARY CLOONEY
39631—4-39631
- ✓ OKEH BEST SELLER
CRY
THE LITTLE WHITE CLOUD THAT CRIED
JOHNNIE RAY
6840—4-6840



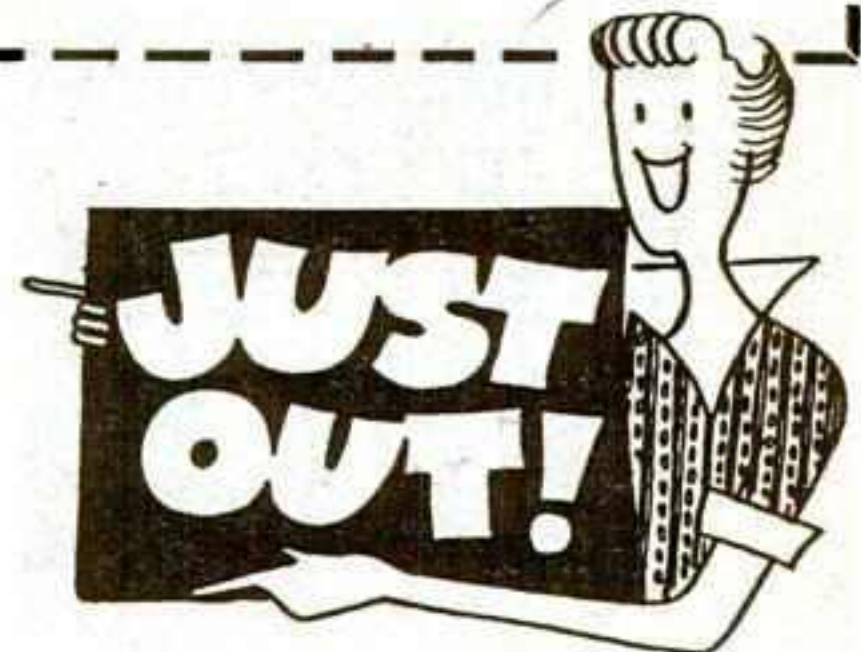
It sells so easy, so get on board!

ARTHUR GODFREY DANCE ME LOOSE

with The Chordettes

and SLOW POKE

78 rpm 39632—45 rpm 4-39632



Orchestra under the
direction of
Archie Bleyer



COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

THE BILLBOARD Music Popularity Charts

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

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
BILLY ECKSTINE (Nelson Riddle Ork) Weaver of Dreams, A MGM 11125—Eckstine is at peak form in his warm, expressive warble of a fine new Victor Young-Ned Washington ballad. Riddle's concerto-type backing is ideal. Sounds like a big winner for Mr. B.		88--88--88--88
Take Me Back Billy really warbles as he warbles a big new ballad in a muscular fashion to a matching Riddle accompaniment. Billy's fans will take to this side.		84--84--84--84
AMOS 'N' ANDY (Jeff Alexander Choir-Barbara Jean Wong) Lord's Prayer, The COLUMBIA 53-G—An extremely effective dinking is this warm, human explanation of "The Lord's Prayer" by Amos to a youngster. Intended for the Christmas season, this tender effort figures to get lots of play and to score heavily in the kid and grown-up markets. It stacks up as a tasty, sensible education in faith.		87--87--87--NS
Little Bitty Baby (Jeff Alexander Choir) A sort of Christmas spiritual, this item stirred some noise via a Young People's recording last year. Soloist Bill Lee and the Alexander Choir do a handsome job with it.		80--80--80--NS
THE BELL SISTERS-HENRI RENE ORK Bermuda VICTOR 20-4422—A pair of kids, aged 10 and 16 respectively, make an especially provocative debut on wax with an exciting and striking performance of an unusual "Jezebel"-ish piece of material, authored by the 16-year-old, Cynthia. Rene adds to the general stir with a scintillating orking. With a heavy promotion skeddled for it, this could crop up a major sleeper entry.		86--86--86--86
June Night The new team puts on display a fresh Andrew-ish sound as they deliver a thoroughly tasty and appealing revival of a neglected oldie, Rene provides a skilled backing.		82--85--81--81
VAUGHN MONROE ORK Tenderly VICTOR 20-4403—A wonderful ballad, which has developed into a standard while begging to bust for a hit, is handed a robust warble by Vaughn. The reading is straightforward and sells the song. This could be the waxing to kick over the Walter Gross ballad.		86--86--86--86
I Like It, I Like It Shaye Cogan joins forces with Vaughn and his entourage for a feathery rundown of a light novelty item, the third recent song variation of the Martin-Lewis expression. A pleasant novelty effort and change of pace for Vaughn.		81--82--80--82

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
JOHNNY GILBERT ORK Let's All Sing Like the Birdies Sing MERCURY 5755—The oldie may be due for a revival if this hoked up version gets going. Rendition includes a gang-sing, whistling, French horn, and sound effects. It adds up to a wild and funny disk. Has sleeper potential.		83--85--80--83
Try to Find a Little Kindness Another gang-sing item with hand-clapping, honky piano, muted trumpet and a good beat should get nickels from the tavern trade.		76--78--73--79
SOPHIE TUCKER I Wanna Say Hello MERCURY 5762—The singer does a sock job with this new tune, on a gimmick record that has an audience shouting for another chorus, which chanter sings. Could get many plays. Fast coverage on the "Kem" "sleeper".		82--85--80--82
After You've Gone The last of the red-hot mamas sings "her" song, not quite as powerfully as she used to, but with a lot of feeling. Record is spiced by ragtime piano backing.		75--77--73--75
FREDDY MARTIN ORK (Merv Griffin) Heaven Dropped Her Curtain Down VICTOR 20-4401—Merv Griffin comes up with a warm, outstanding reading of this pretty ballad. The Martin ork backs the singer with some nice sounding strings and piano.		81--83--80--79
I Would If I Could A novelty polka with clever lyrics gets a lively performance from the chorus and ork. This disk may catch some coin.		78--77--75--80
BETTY CLOONEY (Elliot Lawrence Ork) All Over Again KING 15150—Excellent pop coverage here on a strong rhythm and blues item. Clooney gal injects much feeling into her interpretation, while the Lawrence choral group and rhythm section background adds a neat blend.		80--81--78--81
It's All in the Game More coverage on this side. Again, the thrush sells with her warmth. Competition, tho, is stronger.		76--77--74--76
RALPH FLANAGAN ORK (Harry Prime) Dixie Jump VICTOR 20-4402—The Flanagan band turns in a good instrumental waxing. Band swings a bit in the old time groove, with good trombone solo, and the piece builds to a nice climax. Jocks could go for this one.		80--81--77--78
Just One More Chance A strong effort by Harry Prime on the old Bing Crosby favorite. The Flanagan band gives solid backing on a good dance disk.		78--80--77--76
LOUIS JORDAN ORK Lay Something on the Bar DECCA 27898—Fine mating of material and performance. Good for ops whose locations would take this in preference to earlier versions.		79--79--78--81
No Sale Typical novelty blues etching. The throaty Jordan style adds value to lyrics otherwise undistinguished.		75--76--74--76
HELEN FORREST (Earle Hagen Ork) Snowman MGM 11128—Chanter gets lots of feeling into this seasonal ditty, backed with a tasteful arrangement. It could get spins.		79--80--77--79
Swingin' Down the Lane A good vocal by the thrush, and a smooth backing by the ork on this swiny oldie.		75--75--75--75

(Continued on page 34)

Advance Record Releases

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

After You're Gone—Sophie Tucker (I Wanna) Mer 5762
Annie's Rag—Eddie Smith (Red) King 1019
Be My Life's Companion—Georgia Gibbs-Glenn Osser Ork (Oklahoma) Mer 5758
Bermuda—Bell Sisters-Henri Ork (June) Victor 20-4422
Bermuda—Roberta Lee (Little) Decca 27893
Blond Sailor—Frankie Yankovic-Carl Paradiso-Mary Ann Taylor (Only) Col 39630
Blues (From an American in Paris)—Jerry Murad's Harmonicats (Flapperette) Mer 5756
Boom-Zing Song—Honky-Tonks (Piana) Victor 20-4408
Charmaine—Ethe Smith (Domino) Decca 27896
Cotton Walk—Lenny Dee (Have) Decca 27891
Cryin' Shame—Bob Crosby (Savoy) Cap 1894
Danny Boy—Johnny Creach Trio (It's) Dootone 301
Do-Do-Do—Ray Heartherton-Tony Colucci (Plain) Mondri VM-108
Domino—Ethe Smith (Charmaine) Decca 27896
Don't Be That Way—Luis Arcazar Ork (Jalousie) Victor 20-4407
Don't Let Julia Fool You—Benny Strong Ork (I've) Cap 1898
Don't Take Your Love From Me—Tommy Dorsey Ork-Jack Leonard (Marcheta) Decca 27890
Down in the Valley—Andrews Sisters-Vic Schoen Ork (Red) Decca 27894
Eleanor—Nicola Paone (Got) Victor (45) 47-4396
Flapperette—Jerry Murad's Harmonicats (Blues) Mer 5756
F.L.O.R.I.D.A.—Frankie Schenk Ork-Helen Draper-Sonny Morgan (You) Rockette RR-3
Forever Begins Today—Curt Massey-Heartbeats-George Cates Ork (Sit) Coral 60615
Golden Slipper Rag—Eddie Hawks (Red) Mer 368
Gone Five Minutes—Frankie Carle Ork (Please) Victor (45) 47-4411
Got No Money—Nicola Paone (Eleanor) Victor (45) 47-4396
Have You Ever Been Lonely—Lenny Dee (Cotton) Decca 27891
I Like It, I Like It—Vaughn Monroe Ork (Tenderly) Victor 20-4403
I Wanna Say Hello—Sophie Tucker (After) Mer 5762
If I Ever Get You in My Arms—Glenn Davis (Lovely) Organ Rhythms Or-386
I'll See You in My Dreams—Leroy Holmes Ork (In a) MGM 11126
In a Little Spanish Town—Jose Melis (Tamanco) Mer 5757
In a Persian Market—Leroy Holmes Ork (I'll) MGM 11126

(Continued on page 34)



waltzing to Bigger and BIGGER sales!

It listens so good . . .

ARTHUR GODFREY

"DANCE ME LOOSE"

with the Chordettes

coupled with "SLOW POKE"



Orchestra Under the Direction of Archie Bleyer 78 rpm 39632 and 45 rpm 4-39632



COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

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

there's **CHRISTMAS in the Air!**




CAPITOL BUYER'S GUIDE

HOT SELLERS BASED ON ACTUAL SALES REPORTS

**Week Ending
DECEMBER 22, 1951**

COMING UP FAST!

	78	45
"ANY TIME," "CRAZY HEART" Helen O'Connell	1895	F1895
"NEVER BEFORE," "SAILOR'S POLKA" Dean Martin	1901	F1901
"HEARTBREAK HILL," "NO! NO! NO! NOT THAT!" The Dinning Sisters and Jan Garber	1858	F1858
"SNOW DEER RAG," "RAGTIME MELODY" Joe "Fingers" Carr	1876	F1876
"BLUES IN BURLESQUE, PARTS I & II" Stan Kenton	1874	F1874
"TEARDROPS AND TEA LEAVES," "I'LL BE YOUR SWEETHEART" Hank Thompson	1870	F1870

HOT SELLERS!

POPULAR

"JINGLE BELLS," "SILENT NIGHT" Les Paul and Mary Ford	1881	F1881
"JUST ONE MORE CHANCE," "JAZZ ME BLUES" Les Paul and Mary Ford	1825	F1825
"DOWN YONDER," "IVORY RAG" Joe "Fingers" Carr	1777	F1777
"THE WORLD IS WAITING FOR THE SUNRISE," "WHISPERING" Les Paul and Mary Ford	1748	F1748
"I WAS SANTA CLAUS AT THE SCHOOL HOUSE (FOR THE P.T.A.)," "THE CHRISTMAS PARTY" Yogi Yorgesson	1831	F1831
"SLOW POKE," "I WANNA PLAY HOUSE WITH YOU" Helen O'Connell	1837	F1837
"UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Nat "King" Cole	1808	F1808
"CRY," "CHARMAINE" The Four Knights	1875	F1875
"I'M HURTHIN'," "WALKIN'" Nat "King" Cole	1863	F1863
"I YUST GO NUTS AT CHRISTMAS," "YINGLE BELLS" Yogi Yorgesson	781	F781
"I TANT WAIT TILL QUITMUTH," "CHRISTMAS CHOPSTICKS" Mel Blanc	1853	F1853
"WHITE CHRISTMAS," "WINTER WONDERLAND" The Voices of Walter Schumann	1841	F1841

WESTERN & FOLK

"TEARDROPS AND TEA LEAVES," "I'LL BE YOUR SWEETHEART" Hank Thompson	1870	F1870
"LET'S LIVE A LITTLE," "I DON'T WANT TO BE FREE" Margaret Whiting and Jimmy Wakely	1816	F1816
"WON'T YOU RIDE IN MY LITTLE RED WAGON," "KEEP A LIGHT IN YOUR WINDOW TONIGHT" Jimmy Wakely	1880	F1880
"TIS SWEET TO BE REMEMBERED," "SEND ME A PENNY POSTCARD" Jimmie Skinner	1889	F1889
"I FEEL LIKE A WRECK," "DRUNKARD'S BLUES" Rod Morris	1882	F1882
"A BRAND NEW BROOM," "WHAT HAPPENED TO OUR SUMMER LOVE!" Joe Allison	1899	F1899
"THE SNAKE DANCE BOOGIE," "I'M GONNA GET ALONG WITHOUT YOU" Roy Hogsed	1854	F1854
"SATISFIED," "HIDE ME, ROCK OF AGES" Martha Carson	1900	F1900
"STRANDED," "GRININ' LIKE A 'POSSUM" Boots Faye and Idaho Call	1871	F1871
"YOU TRIED TO RUIN MY NAME," "ASLEEP AT THE SWITCH" Boots Faye and Idaho Call	1772	F1772



NATIONAL SALES HEADQUARTERS, CAPITOL RECORDS
DISTRIBUTING CORP., 250 W. 57TH ST., NEW YORK

THE BIG ONE TO WATCH!

Moving up—FAST!

ELLA MAE MORSE

with Orchestra Conducted by NELSON RIDDLE

**"TENNESSEE
SATURDAY NIGHT"
AND
"SENSATIONAL"**

NO. 1903



WESTERN & FOLK



A Touch of Greatness—Sung from the Heart

WESLEY TUTTLE

"(HEARTSICK SOLDIER ON) HEARTBREAK RIDGE"

AND "TENNESSEE ROSE" NO. 1916

NEW RELEASES ON Capitol

	POPULAR	78 rpm	45 rpm
KAY STARR with Dave Cavanaugh's Music	HOLD ME, HOLD ME, HOLD ME SO HELP ME (If I Don't Love You)	1902	F1902
ELLA MAE MORSE with Orchestra Conducted by Nelson Riddle	TENNESSEE SATURDAY NIGHT SENSATIONAL	1903	F1903
NORMAN KAYE with Orchestra Conducted by Dave Cavanaugh	WOULD YOU A HEART FULL OF LOVE (For A Handful Of Kisses)	1904	F1904
JAN GARBER "Miss of the Airwaves" and Her Orchestra	THE TAVERN SONG SWINGIN' DOWN THE LANE	1905	F1905
ZEKE MANNERS	THE PIANO PLAYERS GOOD HUMORESQUE BOOGIE	1906	F1906
GISELE MacKENZIE with Orchestra Conducted by Buddy Cole	LE FIACRE TUH POCKET TUH POCKET (Mississippi River Boat)	1907	F1907
MIKE NOVAK and His Orchestra	WARSAW MAZURKA COCKTAIL POLKA	1908	F1908
CARL BUTLER	A BLUE MILLION TEARS RIVER OF LOVE	1891	F1891
"BIG BILL" LISTER	A NICKEL FOR A DOZEN ROSES ONE MORE BEER (Then I'm Goin' Home)	1909	F1909
LEON PAYNE	I WANT YOU TO LOVE ME HOW CAN I HELP IT	1910	F1910

THE BILLBOARD Music Popularity Charts

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

Record Reviews

90-100 TOPS
80-89 EXCELLENT
70-79 GOOD
40-69 SATISFACTORY
0-39 POOR

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY	RECORDING	RELEASING	CHARTING
----------------------	---------------	------------	-----------	-----------	----------

Continued from page 32

ANDREWS SISTERS (Vic Schoen Ork) Down in the Valley DECCA 27894—Sophisticated treatment may help sell this re-issue, marketed because of the Patti Page etching.	78--78--78--78
Red River Valley Altho it drags somewhat, the gals do right well by the Lou Knex arrangement. Choral backing with string support is lush.	74--74--74--74
GISELE MAC KENZIE (Buddy Cole Ork) Le Fiacre CAPITOL 1907—This is Miss McKenzie's finest wax effort to date. She injects a happy feeling into the French folk song. The Cole ork supplies a slick backing. But how big a market can there be for French ditties sung in French?	78--83--77--73
Mississippi River Boat A happy, gang-sing ditty gets a bright reading from the thrush and a male group.	74--77--72--74
LENNY DEE Cotton Walk, The DECCA 27891—An electric guitar and rhythm back up this jump waxing with solid beat. Catchy item should stir many a toe.	78--78--76--80
Have You Ever Been Lonely? A smooth treatment of the oldie. The theater organ fits fine in this between-pic type number. Good rinky item.	71--70--72--70
TOMMY DORSEY ORK (Jack Leonard) Marcheta DECCA 27890—Leonard, Tommy's onetime warbler from the "Marie" days, still gets much of his distinctive style and sound as he does the "Marie"-style solo vocal against ensemble singing interjections. T. D. made this tune before. This new version should catch deejay spins, at least.	77--80--75--77
Don't Take Your Love From Me Straight dance instrumental reading if this very lovely standard spots the maestro's slick trombone work. Terpers couldn't ask for a better record. Dorsey fans too will like.	76--78--75--75
JOHNNY LONG ORK (Rod Kinder) Shut the Door KING 15117—The Long Ork, with Rod Kinder and the Glee Club, turns out a lively, bouncy etching of this old novelty.	77--78--75--79
I Idolize My Baby's Eyes Jimmie Sedar does a good job with the rather inane lyrics of this novelty tune. The ork performance is okay.	75--75--73--77
BENNY STRONG ORK Don't Let Julia Fool You CAPITOL 1898—Strong does a pleasant job vocally on this pleasant oldie. Ork backing is good.	77--78--75--79
I've Tried a Million Times Orkster, backed by vocal group, turns in a effective reading of the ballad.	74--74--74--74

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY	RECORDING	RELEASING	CHARTING
BOB CROSBY ORK Savoy Blues CAPITOL 1894—A kid Ory blues opus is handed a fine two-beat reading from an all-star group which includes such names as Butterfield Stacy, Matlock, Miller, Lamare, Smith, Haggart and Bauduc. Haggart's whistling bits should take this one out of the collectors' category and get some pop action for it.	75--79--72--75				
Cryin' Shame Crosby teams with Jeanne Gayle on a cute duetting of a lightweight, albeit good, ditty. Gayle gal sounds a bit like Kay Starr. Crosby sounds like Crosby—Bob, that is.	73--77--70--73				
BUDDY GRECO Ooh! Look-A There, Ain't She Pretty? MGM 11131—Reissue of a Musicraft slicing which reached the proportions of a moderate hit a few years ago. Still an awfully infectious reading of a catchy oldie and still fine juke fare.	74--75--73--75				
Keep Me In Mind Buddy, on another former Musicraft etching, reads down a pleasing ballad in an attractively jazz-infected singing style.	68--68--68--68				
LEROY HOLMES ORK I'll See You In My Dreams MGM 11126—Title song revival of the Gus Kahn flicker is treated to a beat arrangement with vocal group harmonizing in the dance tradition of the T. Dorsey band of the early '40s. A thoroly pleasant slicing.	74--77--72--73				
In a Persian Market Snappy swings-style instrumental reading of the familiar set of Oriental themes should draw favor with the deejay set.	73--80--70--70				
EDDIE SMITH Ragtime Melody KING 1018—Smith does a good job with this coverage record of the current hit. His piano work is clever, and rhythm background is fine. Could attract attention.	74--75--72--75				
Rag, Rag, Raggedy Moon Another honky-tonk piano job, with good backing. A pleasant record.	70--70--70--70				
DANNY KAYE Uncle Pockets DECCA 27895—The kids will like this one. But excellent rendition does little to point up an indifferent novelty for their elders.	72--73--72--70				
There's a Hole in the Bottom of the Sea Danny's athletic tongue races thru this old camp song without a slip. Not much as a novelty, but the moppet trade might show interest.	71--72--74--68				
LUIS ARCARAZ ORK Jalousie VICTOR 20-4407—The popular tango, now being revived via a Frankie Laine etching, is done instrumentally by the crack Mexican ork with its fabulous lead trumpeter showing the way.	72--75--70--70				
Don't Be That Way Rather routine dance reading of the famous jazz standard.	66--68--65--65				
JERRY MURAD'S HARMONICATS Flapperette MERCURY 5756—Typical mouth organ rendition of a familiar standard item. Group's fans will go for this one.	70--72--68--70				
Blues (From "An American in Paris") Group, with guitar and vibes, does up the Gershwin item in a highly listenable manner.	70--72--70--68				

Continued on page 36

Advance Record Releases

Continued from page 32

It's All in the Game —Louis Armstrong-Gordon Jenkins Ork (When) Decca 27899
It's You in My Heart —Johnny Creach Trio (Danny) Dootone 301
I've Tried a Million Times —Benny Strong Ork (Don't) Cap 1898
Jalousie —Luis Arcaraz Ork (Don't) Victor 20-4407
Jalousie —Buddy Morrow Ork (Lullaby) Mer 5753
Jingle Bells —Eddie Hawks (Santa) Mer 6367
June Night —Bell Sisters-Henri Rene Ork (Bermuda) Victor 20-4422
Keep Me in Mind —Buddy Greco (Ooh!) MGM 11131
Knock on Wood —Frankie Schenk-Helen Draper-Sonny Morgan (No) Rockette RR-4
Lay Somethin' on the Bar —Louis Jordan (No Sale) Decca 27898
Le Fiacre —Gisele Mac Kenzie-Buddy Cole Ork (Miss. River Boat) (Tuh Pocket Tuh Pocket) Cap 1907
Let's All Sing Like the Birdies Sing —Johnny Gilbert Ork (Try) Mer 5755
Little Bitty Baby —Amos 'N' Andy-Jeff Alexander Choir-Barbara Jean Wong (Lord's) Col 53-G
Little White Cloud That Cried —Roberta Lee (Bermuda) Decca 27893
Lord's Prayer —Amos 'N' Andy-Jeff Alexander Choir-Barbara Jean Wong (Little) Col 53-G
Lovely to Love —Glenn Davis (If I) Organ Rhythms OR-386
Lovely to Love —Four Spades (Puttin') Vod-Vil 424
Lullaby —Buddy Morrow Ork (Jalousie) Mer 5753
Marcheta —Tommy Dorsey Ork-Jack Leonard (Don't) Decca 27890
Mississippi River Boat (Tuh Pocket Tuh Pocket)—Gisele MacKenzie-Buddy Cole Ork (Le Fiacre) Cap 1907
No Letter Darling —Frankie Schenk-Helen Draper-Sonny Morgan (Knock) Rockette RR-4
No Sale —Louis Jordan (Lay) Decca 27898
Oklahoma Polka —Georgia Gibbs-Glen Osser Ork (Be) Mer 5758
Only You —Frankie Yankovic-Carl Paradise-Mary Ann Taylor (Blond) Col 39630
Ooh! Look-a-There, Ain't She Pretty —Buddy Greco (Keep) MGM 11131
Piana Anna —The Honky-Tonks (Boom) Victor 20-4408
Plain Spoken —Ray Heatherton-Tony Colucci (Do-Do-Do) Mondl VM-108
Please —Frankie Carle Ork (Gone) Victor (45) 47-4411
Puttin' on the Dog —Four Spades (Lovely) Vod-Vil 424
Rag Rag Raggedy Moon —Eddie Smith (Ragtime) King 1018
Ragtime Melody —Eddie Smith (Rag) King 1018
Red River Valley —Andrews Sisters-Vic Schoen Ork (Down) Decca 27894
Red Wing —Eddie Hawks (Golden) Mer 6368
Red Wing —Eddie Smith (Annie's) King 1019

Continued on page 36

Walkin'

Rockin' the Jukes! Ringin' the Registers!

NAT 'KING' COLE'S Latest Smash!

with **BILLY MAY'S**
INCOMPARABLE BACKING!

flip for **'I'M HURTIN'**

Record No. 1863 • F1863





one of ERNEST TUBB'S greatest

"MISSING in ACTION"
and

"A HEARTSICK SOLDIER"

ON HEARTBREAK RIDGE"



DECCA 46389 (78 RPM) and 9-46389 (45 RPM)



America's Fastest Selling Records

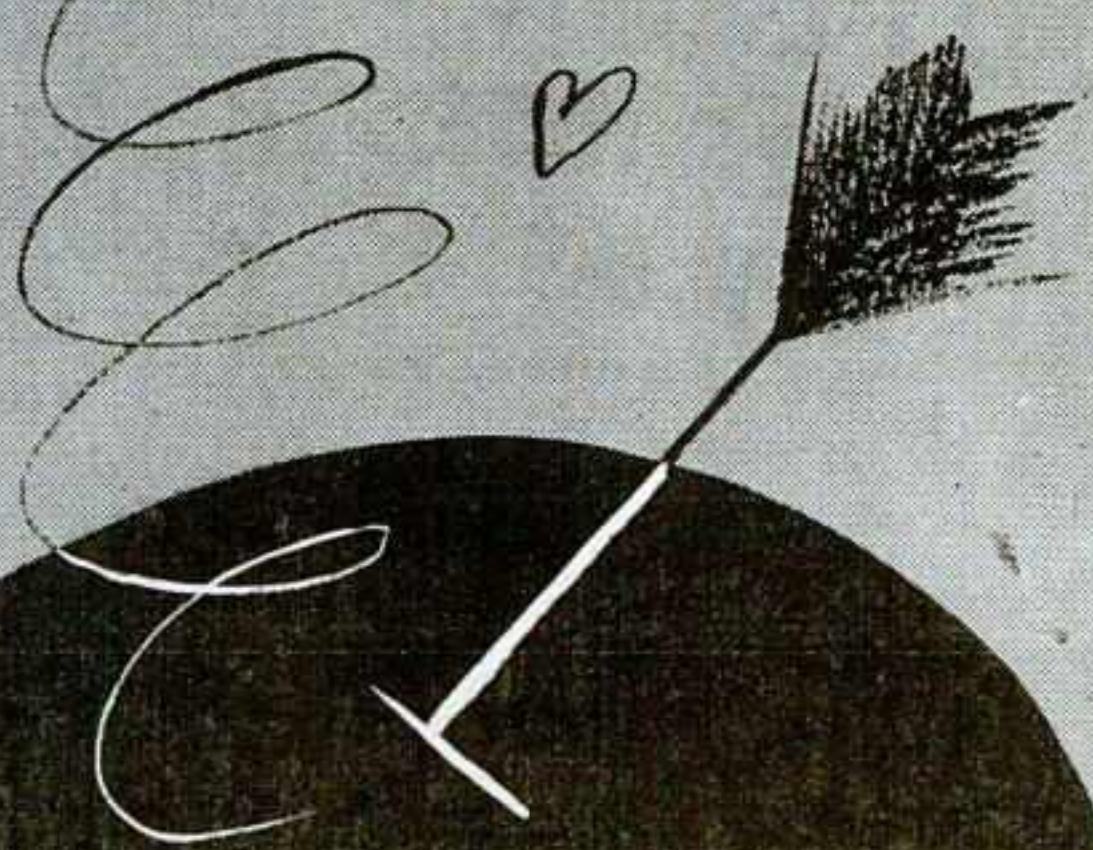
At long last - a truly great rendition

of the WALTER GROSS and JACK LAWRENCE Favorite

VAUGHN MONROE



Singing



TENDERLY

backed by:

I Like it, I Like it

A lively novelty with Shaye Cogan, the pert Miss from Vaughn's show, doing a tricky duet with different lyrics.

The Big **NEW** Hits are on...

RCA Victor 20-4403 (78RPM)
RCA Victor 47-4403 (45RPM)

RCA VICTOR RECORDS



BILLY ECKSTINE

A NEW THRILL!
A WEAVER OF DREAMS
TAKE ME BACK

78 RPM—MGM 11125
45 RPM—MGM K11125

M-G-M's Money Making Combo!

**BILLY ECKSTINE
GEORGE SHEARING**

TAKING A CHANCE ON LOVE
YOU'RE DRIVING ME CRAZY

78 RPM—MGM 11101
45 RPM—MGM K11101

TOMMY EDWARDS

MY CONCERTO • SOLITAIRE

78 RPM—MGM 11077 • 45 RPM—MGM K11077

IT'S ALL IN THE GAME • ALL OVER AGAIN

78 RPM—MGM 11035 • 45 RPM—MGM K11035

BILL FARRELL

SHRIMP BOATS • CRY

78 RPM—MGM 11113 • 45 RPM—MGM K11113

ROBERT Q. LEWIS

I'D LIKE TO BABY YOU • GRAND CENTRAL STATION

78 RPM—MGM 11116 • 45 RPM—MGM K11116

ART MOONEY

and his Orchestra

SLOW POKE • KEEP ON THE SUNNYSIDE

78 RPM—MGM 11115 • 45 RPM—MGM K11115

BILL HAYES

CHARMAINE • FOR ALL WE KNOW

78 RPM—MGM 11112 • 45 RPM—MGM K11112

HANK WILLIAMS

BABY, WE'RE REALLY IN LOVE • I'D STILL WANT YOU

78 RPM—MGM 11100 • 45 RPM—MGM K11100

ARTHUR (Guitar Boogie) SMITH

LISTEN TO THE MOCKING BIRD • BLUE MOON WALTZ

78 RPM—MGM 11096 • 45 RPM—MGM K11096

Merry Christmas from

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE., NEW YORK 19, N. Y.

THE BILLBOARD Music Popularity Charts

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

The Billboard Picks

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

BERMUDA Bell Sisters-Henri Renee Ork....
..... RCA Victor 20-4422

The West Coast youngsters make an impressive wax bow with an unusual piece of material penned by the elder sister. Their clipped phrasing and drive could stir up lots of action. Flip side, the oldie, "June Night," is done with a bounce.

A WEAVER OF DREAMS Nat (King) Cole
..... Capitol

Another warm and effective warble from Cole which should add to his string of disk clicks. The ballad is one of the better new items. The Billy Eckstine (MGM version) was picked last week.

RIVER STAY 'WAY FROM MY DOOR Richard Hayes
..... Mercury 5763

A fine old standard, "River," is handed a strong reading from Hayes and a vocal group. The chanter's projection and beat are standout. "The Lady Drinks Champagne," the flip side, has Hayes at his ballading best.

The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hits will be:

1. ALL OVER AGAIN..... Tony Fontaine..... Mercury 5754
2. YES YOU ARE..... Bobby Wayne..... Mercury 5745
3. BE MY LIFE'S COMPANION..... Mills Brothers..... Decca 27889
4. WHY DON'T YOU LOVE ME..... Rosemary Clooney..... Columbia 39631
5. BLUE TANGO..... Leroy Anderson Ork..... Decca 27875

The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. DANCE ME LOOSE..... Arthur Godfrey..... Columbia 39632
2. SNOWFLAKES Evelyn Knight-Guy Lombardo Ork. Decca 27892
3. WHY DON'T YOU LOVE ME..... Rosemary Clooney..... Columbia 39631
4. GARDEN IN THE RAIN..... Four Aces..... Decca 27860
5. CRY Georgia Gibbs..... Mercury 5749

The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. DANCE ME LOOSE..... Arthur Godfrey..... Columbia 39632
2. WHISPERING SHADOWS..... Guy Lombardo Ork..... Decca 27888
3. SNOWFLAKES Evelyn Knight-Guy Lombardo Ork. Decca 27892
4. JINGLE BELLS..... Les Paul-Mary Ford..... Capitol 1881
5. DON'T LEAVE MY POOR HEART BREAKING..... Cowboy Copas-Elliot Lawrence Ork-Rosa-
lind Patton..... King 15137

The Country and Western Disk Jockeys Pick

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

1. WEARY BLUES..... Ray Price..... Columbia 20883
2. BABY, WE'RE REALLY IN LOVE..... Hank Williams..... MGM 11100
3. SHRIMP BOATS..... Tex Williams..... Victor 20-4409
4. MY OLD PAL..... Lefty Frizzell..... Columbia 20841
5. 'TIS SWEET TO BE REMEMBERED..... Cowboy Copas..... King 1000

BY POPULAR DEMAND!

PERRY COMO

singing

“GARDEN IN THE RAIN”

and

“OH, HOW I MISS YOU TONIGHT”

20-4445 (78 rpm)—47-4445 (45 rpm)

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



RCA VICTOR RECORDS

54 Ballroom Maps Bigger Sked, Names

HOLLYWOOD, Dec. 15.—South Los Angeles' 54 Ballroom, currently operating on a Friday-Saturday-Sunday policy, will concentrate on name orks next year and possibly go to a six-nights-a-week sked. Working on week-ends now is Monroe Tucker's Shades of Rhythm Band (8). Shorty Rogers' Windjammers goes into the terperly Christmas night.

Ballroom is owned by Jim Nelson and managed by Billy Berg, who also fronts the 1841 Club and formerly owned his own bistro on Vine Street, Billy Berg's Supper Club. Berg said that he is negotiating with Joe Glaser's Associated Booking Corporation for such groups as Duke Ellington and Louis Armstrong, when they are available.

One of the features of the dancery is a KGFJ remote by disk jockey Robin Bruin. Ballroom has 4,000 square feet of dance floor and charges \$1 admission. New Year's Eve tariff will be upped to \$1.25.

Hyped activity of the 54 Ballroom offers competition to the Trianon Ballroom, Zenda Ballroom and the Elk Hall on Central Avenue (Harlem), which operates only once a week. The Avodon Ballroom, several miles north of the 54, shuttered almost a year ago.

San Antonio Forms Civic Music Org

SAN ANTONIO, Dec. 15.—The San Antonio Civic Music Association was formed here at a recent meeting attended by 21 representatives of civic groups. The group will present an annual series of concerts starting with the 1952-'53 season and will feature internationally known attractions. The organization will conduct its membership drive next spring.

MELODY WRITER WANTED
TO COLLABORATE WITH WRITER OF WESTERN LYRICS ON 50/50 BASIS. GIVE MUSICAL BACKGROUND, SONGS PUBLISHED, RECORDINGS MADE. NAME OF PUBLISHING AND RECORDING COMPANIES, IF ANY. PREFER PERSON IN VICINITY GREATER NEW YORK. REPLY BOX #697, THE BILLBOARD, NEW YORK 19, N. Y.

STARDUST and PIANO POLKA
JOHN MADDOX
AT THE PIANO
DOT #15006
DOT RECORDS, INC.
Gallatin, Tennessee
Phones: 880-881

LONDON RECORDS
ffrr
"The finest sound on record"

RECORD PRESSING
NOW AVAILABLE IN THE MIDDLE WEST
Modern Plant
Quality Workmanship
Shellac or Non-Breakable
GALGANO RECORD MFG. CO. Dept. BMF-51
Plant: 2154 S. Western Ave.
Office: 4142 Armitage Ave.
Chicago 39, Ill.

New Twists Aid Kidisk Sales

Continued from page 16

area. Results show a 400 per cent increase in the Chicago area during the last half of this year as against the figures for the entire year of 1950. West Coast business rose 700 per cent.

The diskery claims that its combined subscription club-retail approach to disk selling is similar to the sampling gimmicks used in the packaged food and soap fields. CRG this year turned over to its dealers 50,000 names of its club subscribers with the suggestion that the retailers go after these people as likely customers for kidisks. Total ad expenditures for the firm this year will reach \$360,000.

Columbia is working with Bonnie Books on getting the diskery 25-cent Playtime kidisk line distributed thru super-markets, while the Mercury-Childcraft set may

Longhair Poll

Continued from page 15

standard classical items, usually waxed with strong names like Toscanini, Ormandy and Munch, usually turn to special classical works: Previously unrecorded opuses, works by rarely heard composers, esoteric and unknown compositions and, lately, complete operas. Often the small diskeries stir up enough interest in the type of works they are recording to make the larger firms follow the trend. This happened with the Bartok recordings by Bartok Records and long-length opera LP's by Cetra, both cases having opened new vistas of repertoire for all waxers.

Outside Factors

There are many factors that popularize a classical composer or stir recordings of certain types of classical works. A movie about Chopin ("A Song to Remember") boosts sales of his music, just as the picture "The Great Caruso," has helped Italian operatic music. A season of German opera at the Metropolitan provides a big spur to opera music by Wagner, Strauss, et al. One of the most important means of popularizing a composer is to have him recorded by a "name" classical artist. When Horowitz, for example, records Chopin, the records sell almost as well as "pop" album.

With over 100 small classical LP firms in the record field today, in addition to the very large major companies, the problem of finding new material to record is becoming serious. It will soon be possible to find everything of value by any composer on wax, tho the majority of sales will still probably be works by Beethoven, Chopin, Tchaikowsky, Brahms, Schubert and Johann Strauss, with only slight variation from year to year.

Cuggie Signs

Continued from page 15

denied a Coast-born report that Mercury wooed Cugat from finalizing the Capitol pact he had earlier agreed upon by offering him a \$50,000 advance on royalties. Instead, long standing friendship between Cuggie and Talmadge was believed to have caused the change of heart. In Hollywood, however, Music Corporation of America's Larry Barnett said the Cugat-Mercury deal was one of the best ever signed by MCA, with "Mercury advancing Cugat a lot of money." Actual report was that Mercury advanced Cugat \$35,000 with promise of turning over an additional \$15,000 in the near future.

As reported by The Billboard (December 8), Cugat had set a five-year disking deal with Capitol sans advances. Pact was a standard American Federation of Musicians contract calling for 5 per cent royalties. Capitol did agree to make Cugat "a small loan" (sum undisclosed, but reported to be less than \$10,000) against a promisory note. In a way, however, this loan could be considered as an advance, for disk royalties could be used to clear up the loan. Cap deal was set between the diskery's artist-repertoire veepee, Alan Livingston, during latter's recent New York trip, with Cugat, MCA's Larry Barnett and Cugat attorney Joe Ross.

Talmadge this week also inked Eddy Howard to a new three-year pact. Howard will immediately cut an album of spirituals and Mercury is readying the release of the first of five new LP's, which will be released next year. Howard still has not planned to return to show business, but is resting at his North Shore home in Chicago. Batoneer is currently red hot with his etching of "Sin."

also lead to similar moves in widening distribution for the Mercury kiddie line.

Tradesters also expect more book publishing outfit to get into the disk business in the next few years. One firm rumored ready to go is Dell Publishing.

Five New Officers Elected to AFM's Local 767 Board

HOLLYWOOD, Dec. 15.—Election of officers Monday (10) at Local 767, American Federation of Musicians, resulted in five new officers taking places on the local's executive board. Of the 612 membership, 246 voted, a large percentage according to a union spokesman.

Incumbents re-elected were Leo McCoy Davis, prexy, his fourth term; Florence C. Cadrez, recording secretary, 15th year; Paul L. Howard, financial secretary, 22d year; Harvey O. Brooks, trustee; Leonard Davidson, sergeant-at-arms, and Howard and Miss Cadrez, delegates to the AFM national convention. Tyros include William V. Douglas, veepee; John Anderson and Russell M. David, directors, and Benny Carter and Marl Young, trustees.

This is Local 767's 32d annual balloting. Branch was founded in 1920.

Talent Goes All Out for Benefit In Polio Battle

NEW YORK, Dec. 15.—Record, radio, stage, screen and television stars will appear tonight (15) at the Jersey City Armory for the Sister Kenny Foundation's Telethon to aid the fight against polio. Some of the record stars who will perform are Georgia Gibbs, Richard Hayes, Ames Brothers, Steve Allen, Arthur Fiedler, Xavier Cugat, and Elliot Lawrence. Disk Jockeys Martin Block and Kal Ross, as well as New Jersey Governor Driscoll, will be present.

Show will auction off \$250,000 worth of merchandise, including autographed records, with all proceeds to go to the Sister Kenny Foundation. It will be televised over WNBT-TV, and carried over radio stations WVNJ, WNJR, and WPAT. Dave Paige, of singing duo David and Dorothy Paige, and a former polio victim, is handling the radio segment of the show featuring the record artists.

King Adds Phillips Ork

NEW YORK, Dec. 15.—King Records added the Teddy Phillips' ork to its artists roster last week. This adds a mickey-style novelty band to the roster being developed for the diskery's revitalized pop department, which is functioning under the guidance of Eli Oberstein.

To date, his talent list includes Murray Arnold, Dick Brown, Mary Small and Phillips. The recording boss currently is in the market for additional talent of a strictly specialized nature.

February Classic

Continued from page 16

and Brailowsky; the Paganini Quartet, Leopold Stokowski, Kirsten Flagstad, Marian Anderson and Arthur Fiedler with the Boston Pops.

The Stephen Foster album has Merrill singing nine of the composer's songs, and Fadiman reading a narrative which ties the music together. Fiedler conducts the Boston Pops in a second group of Strauss polkas and in "Waldteufel Waltzes." With the San Francisco Symphony, Miss Anderson is featured singing the Mahler "Kindertotenlieder" song cycle. Recorded in England, Miss Flagstad sings six songs on the upcoming release, while the Paganini Quartet performs in a set called "Heart of the String Quartet," follow-up disking to Victor's "Heart" series of symphony, ballet and concerto works.

'Music in Air' On Fresh Wax; Show's Closed

NEW YORK, Dec. 15.—Tho the Broadway revival of the Jerome Kern-Oscar Hammerstein II musical, "Music in the Air," closed after 56 performances, RCA Victor is issuing a new recording of the show. Disking features Jane Pickens and the Al Goodman ork, and will be available on three speeds early in January.

An earlier waxing of the musical, an original cast proposition featuring same artists, has been withdrawn from the catalog in favor of the new version.

UCLA Preems Film on Jazz

HOLLYWOOD, Dec. 15.—University of California at Los Angeles' Theater Arts Department will preem an educational film on jazz, tagged "Introduction to Jazz," December 27 at Chicago's Hotel Stevens. Showing is a tie-in with the annual conclave of the American Educational Theater Association.

Film was written and megged by Denis Sanders, under the technical guidance of Nesuhi Ertegun, Jazzman Records topper. According to William Jordan, UCLA extension head, the pic "incites the imagination by visualizing bits and pieces in the historical development of the musical form, aided by excerpts from collectors' albums." Running time is 12 minutes.

Other screen credits go to Frank Wolff, narration; Davis Saxon, director of photography; Jordan, dance photography; Flora Mock, choreography; Terry Sanders, title design; Mel Ellett, script supervisor; Iloona Granjean, assistant megger, and Peter Saldamando, Abduhl Waly, Mark Houlahan, Al Negovitch, crew.

Dot Sets Pop, Kid, Folk Expansions

NEW YORK, Dec. 15.—Dot Records, indie diskery with headquarters in Gallatin, Tenn., is set to expand its recording activities in the pop, kiddie and country and western fields, according to Randy Wood, Dot prexy. The firm will continue to issue its rhythm and blues disks on a regular schedule.

As part of the expansion program, Wood recently named Al Bennett as sales and promotion manager of the diskery; Bennett had been with Decca. Wood also operates Randy's Record Shop in Gallatin. The latter enterprise is one of the largest disk mail order firms in the country.

Karzas, Moore

Continued from page 15

here all the way to the Coast. Karzas told The Billboard that he talked over with Harry James, the orkster, a plan whereby a ballroom would be built in the San Fernando Valley of Los Angeles. At present, the major ballrooms in Los Angeles are all quite some distance from this inland residential area. Karzas said he was impressed with the area and considered construction of a ballroom about half the size of either of his Chicago danceries. Aragon and Trianon have facilities for handling 5,000 to 6,000 dancers.

Karzas also visited Lawrence Welk, currently at the Aragon Ballroom, Santa Monica, and Dick Jurgens, currently in the bay area, regarding their return to his Chicago terperies. Welk still has five to six months to go on his present contract and is undecided about his return to the Midwest. Jurgens has told Karzas he will be available for an Aragon date here in April. Karzas said that he scouted several new bands on the Coast, being most impressed with Bill Clifford, fronting a commercial crew in the Las Vegas area. He made the junket with Jim Breyley, chief of MCA's Midwest band department.

If Moore sells his Wichita holdings he will still have terpalaces in Austin, Clear Lake and St. Paul, Minn.

PAUL WESTON'S SOLID ON CBS

NEW YORK, Dec. 15.—Notwithstanding various rumors and reports, including one published in The Billboard, the Paul Weston show on the Columbia Broadcasting System's radio network is still on the air every Friday night. The Robert Q. Lewis platter show, a recent CBS edition, fills the slot formerly held by Weston while the latter's band show has been moved up to the 9 to 9:30 time period.

With a bow to Weston via Mark Twain, "rumors of the show's demise are greatly exaggerated."

SPA Audit Battle

Continued from page 16

signments handed to some of them were withdrawn by Morris.

That some of the top writers in the business have backed up the SPA audit plan with individual actions was a surprise to publishers. One writer, however, pointed out that "there's no sense belonging to SPA if you're not going to back it up." "If we let the publishers split us into camps," he said, "then we won't have any association left to fight for us."

According to trade legal eagles, if Leeds sticks to its rejection of the writers' demands then the penners will have to file suit against the pubbery individually. What further action will be taken by the Morris firm will wait until Buddy Morris returns from the West Coast.

TEMPPO RECORD CO. OF AMERICA
8540 Sunset Blvd., Hollywood 46, California
Two selections most requested by fans of MEL HENKE
TOCCATA (Khachaturian)
TOCCATA (Paradies)
TR 1234

Season's Greetings FROM GOTHAM RECORDS CORP., ANDREA MUSIC CO. in Philadelphia, Pa. and INTERSTATE PHONO RECORD CORP. Birmingham, Ala.

RECORD MATRIX WORK
For Manufacturers of Phonograph Records
MASTERS...MOTHERS...STAMPERS
Low rates, complete processing, daily air express shipments. We serve many of the leading record companies in the business. You too can have the advantage of our expert craftsmanship...high fidelity reproduction...mirror-like appearance to your plates. Write today for our rate card.
THE CHARLES ECKART COMPANY
4800 Santa Monica Blvd.
Los Angeles 27, Calif. OLYMPIA 2901

RECORD PRESSING
Originators of the NON-SLIP FLEX (Pat. Pending)
Research Craft Co.
1037 NO. SYCAMORE ST.
LOS ANGELES 38, CALIF.

WE BUY USED RECORDS
As they come—45's or 78's.
Our standing order granted year round.
JALEN AMUSEMENT CO.
1200 Bolton St. Baltimore 17, Md.
LAfayette 6360

RECORD PRESSINGS
Shellac—Vinylite—Flex
78 RPM—45-33 1/2 L.P.
Test Pressings Free
Small or Large Quantity,
Labels—Processing—Masters
SONG CRAFT, INC.
1650 Broadway New York 19, N. Y.

Earn Extra Money! RECORD SALESMAN
Wanted to handle another line. Can give exclusive territory.
BOX NO. 481, c/o The Billboard
188 W. Randolph St. Chicago 1, Ill.

Hocus - Pocus

By BILL SACHS

BEARING out a statement made here last week Al Wheatley scribbles from Toronto that he will sail for England in April. Wheatley has dropped his Tung Pin Soo billing and is now working with his comely wife as Chop Chop and Charlene, still doing the Chinese routine. They open this week at the Shoreham Hotel, Washington. "Have had a long and successful tour," Wheatley writes, including stops in Las Vegas, Reno, Lake Tahoe, Seattle, Portland, Spokane, Philadelphia, Montreal, Toronto and Buffalo, and have found business good in general. Magic seems to be on the upgrade around the country. Big name acts seem to be dropping out of the nitery field and club owners are reverting to larger shows with smaller names. Ran into Doc Marcus in Toronto. He was slated to begin on the Statler chain following his engagement there. . . . Sam Zovello is doing a new 15-minute TV show for the Joyvah Candy Company over a New York station each Sunday

afternoon. Billed as the Sultan of Magic, he does the conjuring as well as the producing. . . . Les Spiewak is back in New York after a swing thru the South, where he spent considerable time with Paul LePaul. "Paul is doing table work, using the same stuff as appears in his book," says Les. "No wonder it reads so well. He knows what he's talking about." . . . Recently we made the faux pas of saying that Milbourne Christopher had played his third repeat engagement on the "Garry Moore Show" over CBS-TV. Actually it was his 15th. . . . Lester Lake (Great Marvel), who quit the road some time ago to give more time to developing an invention for a third-dimension photo camera, will spend the holidays at his home in New Trenton, Ind.

WE'VE been hearing rumbles recently about a brand new idea in mystery shows which Bill Neff, of Indiana, Pa., is slated to break out with soon. Now comes Dr. Neff himself to give us a guarded lowdown on his newest brain-child. "We've been quietly developing since last summer a new show and material and have gone all out to protect it, as we can't keep it under wraps and away from the imitators indefinitely. As you may have heard, the idea is hotter than hot, and has already resulted in 10 weeks' booking for next year. While off the road for the holidays, will spend time polishing up the new routines. The several magicians who have seen parts of the idea are sworn to secrecy, but we will unveil the whole thing early in the new year. We resume our road trek December 28 and have a much-improved set-up in our booking and promotion arrangements that already has paid off well." . . . Backing up Dr. Neff's claim is Hal Beech, of Somerset Pa., who says he was one of the first to book Neff many years ago. "You are aware of the fine show Neff has had in the past," typewrites Beech, "but his new idea is beyond anything he's ever done. The idea is terrific, with unlimited exploitation possibilities. It should prove a real box-office hypo." . . . Sam J. Collins, magic enthusiast of Hillsboro, O., now sojourning in Clearwater, Fla., while nursing a crippling ailment, writes: "Recently I had a visit from Dr. Jack Danks, who has an office in Clearwater. He had read in your column about my being here. We have had several visits since, and he is sure he can straighten me out. He claims that a lot of ailments come from the spine and that with a few adjustments I will be okay again. So, it's worth a try, and if it works I owe it all to you. Dr. Danks is a magician himself, and I first met him at one of the magic conventions in Lima, O., more than 20 years ago. So, thanks again."

Burlesque Bits
By UNO

Francis Bunny Weldon, well-known burly producer for a long time for Al Somerby in Boston and Jess Meyers in Newark, along with Carter Wright and Gerald Dolin, is mentioned in a recent edition of the Saturday Herald-Express of Hollywood, as one of the principals who filed a damage suit for \$231,541 against Texas hotelman Frank S. Hofues, charging that he had guaranteed them \$9,000 a week for producing the show at the Earl Carroll Theater-Restaurant in Hollywood, then closed the revue after it had run one week. Hofues bought the place from the Earl Carroll estate last year for \$1,025,000. . . . Troc, Philadelphia, began a new talent weekly contest as a special feature during the midwinter, December 2, in the nature of a strip-tease competition by house chorines, the winner of which will be decided by audience applause and have a break-in date some week soon as a featured danseuse. . . . Stage Bar Club, St. Louis, closed for several months, reopened last week under the new ownership of Hyman Kaye. . . . Vivian Keenan, widow of Mack D. Ferguson, straight and comic, who dropped dead of a heart attack backstage at the Follies Theater, Chicago, November 29, is resting at the home of her brother-in-law, Garth K. Ferguson, in La Center, Ballard County, Ky.

of the Dixie Downs race track shortly. . . . Another sudden death of a comic from a heart attack was that of Smoky Burns, 60, on December 6 in a hotel in Norfolk, Va., where he was playing the Gayety at the time. Survivors are wife Lena Bernstein, daughter Betty Marsh, two sisters and a brother. Burial was in Richmond, Va. The deceased was also related to Moe Levy, well-known New York clothier.

Jack Montgomery, in association with Milt Schuster, has booked Bobbi Bruce for the Casino, Boston, December 10, after a second repeat at the Rialto, Chicago; Sally Lane, 26 Club, Milwaukee, December 3 for two weeks; Woody Erickson, for a return to the Empress, Milwaukee, when house reopens; Bill Landy, for a return to the Alvin, Minneapolis; June March, Red Feather Club, Minneapolis; Amy Fong, Neon Club, Louisville, Ky., with Fayetteville, N. C., to follow; Mary Martin and the Edmonds, Silver Frolic, Chicago, and John Barry, 4811 Club, Chicago, December 30. . . . Jennie Lee bowed at the Embassy Club, Las Vegas, Nev. . . . Marleen Guen, thru the Alice Kirkman Agency, preems her act at the Sarong, Long Beach, Calif., next week. . . . Star, Detroit, a midtown movie house, has changed into burly stock with a personnel consisting of Milton Jacobson, owner and operator; Joe Hammond, producer and stage manager; Yvette, featured strip and talker; Stan Goode, straight; Wanda Casco; Georgia Lane; Vera Campbell; Irma Grant, and Betty Marks. . . . Mike Sacks, recovered from a recent illness, with Alice Kennedy, Benny Moore, Trudy Wayne, Harry Bentley and Vickie Wells head the show at the Hudson, Union City, N. J., the week of December 30. . . . Dorothy Eddy has been added to the line-up at the Red Feather, Los Angeles.

Gayety, Toledo, dropped road shows December 6 and changed to an indefinite run of stock due, according to Manager Ed Rubens, to no b.o. increase. The format is two shows daily, seven days weekly. Bookings will be handled thru Milt Schuster. Starred in the opener are Claudden, Claude Mathis, Maureen Marsh and Abie Gore, all held over for a second week. Other principals include Karen Lee, Rochelle Monroe, Jessie Marr and Rose Lee. The last named doubles as line captain and producer. Red Murphy is straight man and stage manager. Karl Spaulding heads a three-piece ork. Tom Phillips, Burlesque Artists Association prexy, contends the Toledo change does not completely represent a stock policy and has taken up the matter with Dewey Michaels of Buffalo, who has to do with all policies affecting Midwest circuit operations. . . . Elsie Cooper is set at the Coo-Coo Nest in Fresno, Calif. . . .

Peaches, following a week at the Troc, Philadelphia; two weeks at the Casino, Boston, and a week at the Gayety, Baltimore, opens January 18 at the Plaza, Miami Beach, for Harold Minsky. . . . Smiling Billy Mason just finished playing character parts with Boris Karloff in the drama "Mutiny on the Nichelette" and is now appearing in "Big Town," another TV program. . . . Raven Roland closed at the Navajo Hogan, Colorado Springs, Colo., to open in the headline spot at the Algerian Club, Denver. . . . Joy Theater, West Memphis, Ark., managed by Fred Jaynes, is playing a burly-pix policy, with principal attractions brought in weekly to augment the cast now comprising Art Watts, producing comic; Everett Lawson, comic-magician; Erby Wilson, straight; a line of 10 girls, and a four-piece ork. The house has two shows daily; three, plus a midwinter, Saturday, and four, Sunday. Biz is terrific and prospects are moreso with the coming

Cincy's Gayety Reopens Dec. 27

CINCINNATI, Dec. 15.—Closed November 7 because of poor business and high operating costs, the Gayety Theater here, only local burlesque house, reopens December 27 with a new policy of burly shows only. Morris Zaidens will be back as manager, doubling between the theater and his executive post with the Cincinnati Gardens.

Film programs have been dropped. The house had been operating for the past 15 years on a stagemovie policy.

New Texas Vauder

SAN ANTONIO, Dec. 15.—The first of a series of special vaude shows will start as a midnight feature at the Interstate Majestic Theater. It is planned to have one show at least once a month. Johnnie Fielder, local orchestra leader will produce. Shows will also feature his band.

First revue has been titled "Copasetic Capers of 1951." Interstate has announced that all seats will sell for \$1 and if crowds warrant, they will open additional downtown theaters.

ONE WAY TO SOLVE PROBLEM

NEW YORK, Dec. 15. — Jerry Wayne, recently turned author, has also become a singing teacher. Wayne, legit, TV, record and cafe singer and actor, wrote a book, "If You Can Talk, You Can Sing," got so many requests for names of singing coaches, he decided he'd do the coaching himself. Offer, he said, is open only to pros.

FRANK WALKER
YOUR FRIEND
IS NOW MANAGER OF
HOTEL BELVEDERE
48th St., West of B'way
New York
Offering SPECIAL RATES
TO YOUR PROFESSION

**BUY CHRISTMAS SEALS
FIGHT TUBERCULOSIS**



Philadelphia, Pa.
CLINTON HOTEL
10th below Spruce
NEW TILE BATHS
Air conditioned
Cocktail Lounge
and Restaurant.
Special weekly
rates. Housekeeping
Apartments.
All Large Outside Rooms from \$2



HOWARD PHOTO REPRODUCTIONS
No Order too small or too large. Enlargements mounted. 20x30, \$2.00; 30x40, \$3.50. Photo post cards, 2c. 24-hour service. Mail orders coast to coast. Write, Call. Free Sample Kit.
Howard Photo Service, Dept. B
168 W. 46 St., New York 19, N. Y. LU 2-1460

GIRLS WANTED
for chorus work at
GAYETY THEATRE, CINCINNATI, O.
reopening December 27. No experience necessary; highest salaries.
M. ZAIDINS
GAYETY THEATRE
816 Vine Street Cincinnati, O.

ACTS WANTED
Break your jump East or West. Can offer many night club, theater, convention and banquet bookings. Write, wire, come in!
RAY S. KNEELAND
75 1/2 W. Chippewa St., Buffalo 2, N. Y.

SCENERY
Dye Drops, Flat Sets, Cyclorama, Draw Curtains, Operating Equipment.
Schell Scenic Studio
581 S. High Columbus, O.

Extra Added

New York
Sam Levensen's brother, Michael Levensen, is currently having a one-man art show at Kende Galleries. . . . Cliff Edwards is on his way to Sydney, Australia, to do a four-weeker and options at the Celebrity Club. . . . Judy Garland will stay at the Palace at least till after New Year's Eve. Georgie Jessel will emcee the Chanukah Festival for Israel

For Information Concerning the New Income Tax Laws See Page 3.

bonds at Madison Square Garden, January 1. . . . Mike Greben, ex-General Artists Corporation, is now doing TV with Roy Gerber and Norman Weiss. . . . Sid Blum, ex-comic who worked as Sid Howard, has set up a booking and management office in partnership with ex-hooper Willie Joyce. . . . Alan Gale will shutter his Celebrity Club New Year's Day, and operate his Miami Beach Celebrity Club for the first three months of 1952, reopening his local cafe April 3. Buddy Allen has bought a piece of the Miami Beach Coral Reef Hotel.

WE WANT INDOOR AND OUTDOOR ATTRACTIONS

for Macon and other Georgia cities. Need Name Bands, Hill-billy Shows, Quartettes, Gospel Groups (White and Sepia), Ice Shows, Stock Car Races, Fairs, etc.
Contact Dixie's most aggressive promoters for results that count "\$\$".

HEATH & SHARPE PROMOTIONS UNLTD.
243 Third Street
Macon, Georgia
Phones: 5-6565, 5-6566, LD-38.

The Fox Bros.' CUMMERBUND SET
4 pcs. Cumberbund, Narrow String Bow Ties, Kerchief and new Fox Created long slim Tie.
Complete Set \$7.50 Set with either tie \$6.50
IN ALL SOLID SHADES AND ALL TARTAN PLAIDS (No kerchief in Tartans) IDEAL XMAS GIFT. Send for the new long slim tie to match your Cumberbund. Sorry, No C.O.D.'s.—We Pay Postage.
FOX BROS., TAILORS
"We Dress Show Business"
712 W. Roosevelt Rd., Chicago 8, Ill.
We are now equipped to handle mail orders on all made-to-order clothes as worn by Woody Herman, Stan Kenton, Elliot Lawrence, Ernie Simon, Louis Jordan, Dizzy Gillespie and most of America's Smartest Dressed Entertainers. SEND FOR STYLE CHART & PRICE LIST OF FOX DESIGNED CLOTHES. "We Create—Others Imitate"

SELAN'S
World's Largest Creator of Hair Styled Pieces
Write for FREE CATALOG
Our Hair Goods are all expertly made of the finest first quality HUMAN HAIR. Write for our FREE CATALOG and WHOLESALE SALE PRICE LIST on latest style Hair Pieces.
• Waterfalls • Braids • Chignons • Page-boys • Top Curls • Switches • Transformations • Wigs • Toupees.
SELAN'S HAIR GOODS CO.
32 N. State St. Dept. 1 Chicago 2, Ill.



When in BOSTON It's the **HOTEL AVERY**
Avery & Washington Sts.
The Home of Showfolk

HYPNOTISM
Learn to apply this tremendous POWER. Win Love. Develop magnetic personality, control. Increase your income. ANYONE can master this great mystic power in short time. DON'T DELAY! Write for free information NOW—TODAY!
"Proven guaranteed results since 1921!"
INSTITUTE OF APPLIED HYPNOLOGY
120 Central Park So., N. Y. 19, Dept. 43

Jack Montgomery WANTS
Exotic Dancers, Strips, Chorus Girls. Booking Night Clubs. Associated with Milton Schuster Be a Booster for
MILTON SCHUSTER
127 N. Dearborn St. Chicago 2, Ill.

Showtime Material
Who can use good, solid, original Material. I have written for the best. Over 200 different funny song Parodies, Gags, funny Song Titles, Squealers for male and female. Special Material written to order. If interested send for new catalogue. CALL—WRITE—WIRE
MANNY GORDON
319 W. North Ave. Milwaukee 5, Wis.

Be a Booster
Milton Schuster, Frances Abrams and Jack Montgomery wish everybody a Merry Christmas and Happy New Year

New Tax Law

Continued from page 3
date. The additional exemption for blindness or for being over 65 can only be claimed by the taxpayer or by his spouse. You cannot claim any additional exemptions for any dependent.

Servicemen

The new tax law provides a tax exemption on all income of enlisted men, and of the first \$200 per month received by commissioned officers serving in a combat zone or hospitalized by wounds. There is also a new section in the code which forgives all income tax for servicemen dying while in active service in a combat zone, or as a result of wounds or disease acquired while in service. This forgiveness not only applies to year of death and prior years ending on or after the first day of service in a combat zone, but also abates any taxes for prior years which are unpaid at the date of death.
(The third article will appear next week.)

SANTA CLAUS HEADQUARTERS
Circulars—Free
Dance—COSTUMES—Clown
Special costumes made to order
The Costumer
DESIGNERS AND RENTERS
238 State St., Zone 5 Schenectady, N. Y.



Broadway Openings

Sides and Asides

LO AND BEHOLD!

(Opened Wednesday, December 12)

Booth Theater

A comedy by John Patrick. Staged by Burgess Meredith. Set and costumes by Stewart Chaney. Production supervised by Theresa Helburn and Lawrence Langner. Company manager, Edmund Bayles. Press representatives, Nat and Irvin Dorfman. Presented by the Theater Guild.

Milo A'cott Leo G. Carroll
Mr. Wingate George Enslun
Daisy Durdle Lee Grant
Dr. Robert Dorsey Jeffrey Lynn
Minnetonka Smallflower Doro Merande
Kenneth Moore Roy Irving
Honey Wainwright Cloris Leachman
Jack McDougal Paul Crabtree

With "Lo and Behold!" Broadway gets another ghost story, and since Author John Patrick has an acute ear for a laugh line and native inventiveness for a plot twist, it's a pretty good one. At least, it packs a lot more fun than its most recent predecessor in the spectre school, "Gramercy Ghost."

Patrick's story is about an aging intellectual with a bad stomach, who wants to preserve his house as his own private happy hunting ground after death and finds to his dismay that, while his wishes have been carried out, a trio of homeless spooks have moved in on him. The invention prospers when his handsome little cook palms herself off as his illegitimate daughter and moves in too, and in addition sets her cap for the young doctor he has painfully brought up to abjure women, the result is occasionally hilarious. Particularly, when he is hoist on his own philosophic petard.

Mostly Funny

However, while there are chuckles galore in "Behold," when flat-voiced Doro Merande gets into the act as the shade of an Indian maiden, Minnetonka Smallflower; Cloris Leachman flutters him to near-distraction with Deep South titterings, having had to stop haunting her own estate because the Russians have rented it, and when Roy Irving's ghost of a mad musician insists on practicing his concerto on the grand piano, matters are at their best. But it's a tough job to keep this bubble of nonsense in the air for three full acts and "Behold" frequently takes to the ground. It is a comedy that needs a vast deal of talky scene setting to keep it on its way, and despite excellent acting and some sharp staging, there are abrupt transitions which give evidence of considerable pre-bow doctoring. The result has still left some pretty arid stretches.

Carroll, a Delight

Leo G. Carroll is once more a delight as the crusty author who wants nothing but spectral privacy and who will go to any lengths to get it. This reporter has never yet seen Carroll do a bad character study. The above mentioned Misses Merande and Leachman are splendid and, while having less opportunity, Roy Irving makes quite a bit out of his ghostly composer. Lee Grant and Jeffrey Lynn disport themselves admirably as the human love equation, and Paul Crabtree does adequately by the assignment of a small-time gambler.

There's nothing at all the matter with the acting of "Behold," or for that matter with its production by the Theater Guild. Stewart Chaney's set for a haunted library is right off his best designing board and his costumes are equally effective.

In sum, "Behold" has its faults, but its nonsense can please a lot of people. And given a reasonable break in these days of tough competition, it can have a moderately successful run.

Bob Francis.

THE GRAND TOUR

(Opened Monday, December 10)

Martin Beck Theater

A drama by Elmer Rice. Staged by the author. Settings by Howard Bay. Costumes by Motley. General manager, Victor Samrock. Stage manager, Scott Jackson. Press representatives, William Fields, Walter Alford, Peggy Phillips. Presented by the Playwrights' Company.

Mr. Montgomery John Rodney
A Female Traveler Claire Justice
Nell Valentine Beatrice Straight
A Male Traveler Maury Tuckerman
Raymond Brinton Richard Derr
A Deck Steward Sam Bonnell
Professor Coogan William A. See
Harvey Richman Edwin Jerome
Adele Brinton Louisa Horton

It must be, as a playwright at least that Elmer Rice has mellowed on the score of human relationships. In fact, as far as his 27th Broadway opus is concerned, he might be said to have gone completely soggy. He has lost none of his ear for a handsomely turned phrase nor his gift for creating sharp, dramatic tensions, but precisely what he is trying to prove via the stickily unbelievable premise of his latest effort, escapes this reporter. If a less experienced craftsman had dreamed up a paean of selflessness like "The Grand Tour," it would receive a short shrift. Even with the Rice label, its wearing qualities are more than doubtful.

Up to a point, "Tour" is a nice little fable, introducing a spinsterish, New England school-ma'm who is fulfilling a dream with a long-delayed European tour. It is perfectly reasonable that she should be—if she wants to—attracted to a sad young banker on the boat. Particularly when she discovers that his wife is currently divorcing him. She might even like to go to bed with him. Even when it develops that he is running away, because he's knicked the bank's depositors for some 50G, it is understandable that a love-starved lady can want to marry him and give him her father's insurance money to keep him out of jail. Naturally, being a gentleman, he refuses.

But when his ex-spouse turns up, apparently still loving the lad, to have the little school-teacher turn her back on wedding bells, the while handing over her nest egg for the sake of his reputation and the future of his "little ones," "Tour" gets to be a little more than this reporter can take. How generous can a lady get? The only explanation is that the absconding veepee must have a lot more charm than comes across the Martin Beck's footlights. He certainly has a way with women.

Tour-de-Force

However, sweet and sentimental as "Tour" may be, it does provide a fine tour-de-force for Beatrice Straight as the Pollyannaish little pedagogue by which she does exceptionally well. In fact, Miss Straight looks and behaves far too charmingly ever to have been left on the shelf long enough to fall victim to romantic yearnings. Hers is a sensitive, clear-cut—so far as the script permits—believable portrait. Richard Derr gives a competent, restrained performance of the young banker, pointing up the character's inherent weakness. Louisa Horton makes a short but incisive appearance as the ex-wife who still cares, and there are agreeable contributions from Edwin Jerome, William A. Lee and John Rodney.

The Playwrights' Company has given "Tour" one of its usual meticulous productions with an imaginative series of backgrounds by Howard Bay and similarly excellent costumes by Motley. Rice has directed his own play with all his usual flair for vignette staging. Nevertheless, it's quite an over-powering dose of sweetness and light.

Bob Francis.

THE CONSTANT WIFE

(Opened Saturday, December 8)

National Theater

A comedy by Somerset Maugham. Staged by Guthrie McClintic. Set by Donald Oenslager. General manager, Gertrude Macy. Stage manager, Seymour Milbert. Press representatives, Sol Jacobson and Lewis Harmon. Presented by Katharine Cornell.

Mrs. Culver Grace George
Bentley Liam Sullivan
Martha Culver Gertrude Musgrove
Barbara Pawcett Eva Leonard-Boyne
Constance Middleton Katharine Cornell
Marie-Louise Durham Nan Martin
John Middleton, F.R.C.S. Brian Aherne
Bernard Kersal John Emory
Mortimer Durham Claude Horton

A lot of water has gone over the dam since Ethel Barrymore made Somerset Maugham's comedy of manners, "The Constant Wife," a successful vehicle in 1926. It may be sheer nostalgia, but it seems eminently cheerful to go back to a period in the theater when, on the surface at least, all things were right in a world that doesn't exist today. There is nothing deep in what Maugham had to say back there about the double standard in fashionable Mayfair marriages, but he said it with such style and satiric gayety, that despite a background which is mere hearsay to a younger generation, a revival is a happy example of what polished playwrighting used to be—and could be again.

"Wife" probably comes closest in premise to Barrie's "12 Pound Look," except that their respective heroines went after financial independence for different reasons. Maugham's thoughtful lady is a loyal wife, who knows her spouse is sleeping with her best friend even before gossip starts, and chooses to condone it. It does spark an idea, however, for her to make return in kind. So the lady goes to work for a year, pays her husband for her keep and then independently advises the outraged spouse that she is off for a six-week holiday in Italy with a lad who has adored her for 20 years. In spite of his masculine rage and chagrin, he can't do less than agree to take her back when she's ready.

Polished Humor

All of this is projected in terms of the polished brittle humor which has become nearly a lost art in the theater, and its acting matches its writing. It is a pleasure to watch a corps of experts work over a real high-comedy, wherein an inflection or a turn of the head can mean as much as a protracted speech. Actress-manager Katharine Cornell has surrounded herself with knowing players highly schooled in the medium, and the result, under admirable direction from Guthrie McClintic and against Donald Oenslager's opulent drawing-room set, is top-drawer in all departments.

Miss Cornell's admirers will find her charm more potent in this type of comedy than in anything she has done in recent seasons. She plays the wife with all the warmth and humor that Maugham wrote into the character. Grace George, who has no peer in high-comedy playing, is delicious as her model-of-property mother. Brian Aherne's "flagrante delicto" chagrin and subsequent husbandly outrage is delightful, and there are further excellent contributions from Nan Martin, John Emory, Gertrude Musgrove and Eva Leonard-Boyne.

"Wife" is a happy revival. Miss Cornell can likely play it as long as she has a mind to.

Bob Francis

Metopera to Play DC Capitol Theater

WASHINGTON, Dec. 15. — In its first visit to the nation's capital in many years, the Metropolitan Opera Company will present three operas at Loew's Capitol Theater here next April 28 and 29, it was announced this week.

Zinka Milanov will sing the title role in "Aida"; Dorothy Kirsten, in "Madam Butterfly," and Rise Stevens, the title role in "Carmen."

"Mrs. Thing" will not be the only play by Mary Chase to hit the boards this season. Irving Jacobs, whose last Broadway production was "Clutterbuck," plans to put Mrs. Chase's "Bernadine" into rehearsal January 28 under Guthrie McClintic's direction, and open it on the Stem about March 17 after out-of-town try outs. That's about a month

after "Mrs. Thing" opens at the ANTA Playhouse with Helen Hayes. "Bernadine" has a cast of 20, 15 of which are adolescents.

Of Producers, Stars & Directors' Plans . . .

A. B. Shiffryn's "A Burst of Summer" may yet see the light this season. The script, which was earlier held by Anthony Farrell, has been optioned by Paul Vroom, co-producer of "The Number," and William G. Costin, Jr. They expect to launch the play on Broadway scene next spring. . . . "A Month of Sundays," the musical starring Gene Lockhart, will probably open at the Martin Beck, January 31. . . . Thomas Mitchell will stage and star in Clifford Goldsmith's "And Then One Day," which James Russo and Michael Ellis expect to

Out of Town Review

LEGEND OF LOVERS

(Opened Monday, December 10)

Gaiety Theater, Washington

A drama by Jean Anouilh. Translated by Kitty Black. Staged by Peter Ashmore. Settings by Eldon Elder. Presented by the Theater Guild.

The Young Musician Richard Burton
His Father Hugh Griffith
The Young Actress Dorothy McGuire
Her Mother Edith King
The Cashier Ruth Volner
Station Walter Byron Russell
Vincent Alexander Clark
Mathias Eric Sinclair
Another Actress Ludie Claire
Duac Bruce Gordon
Monsieur Henri Jennifer Raine
Company Manager Noel Willman
Hotel Waiter Roy Johnson
The Police Clerk William Smithers
Clem Fowler

Broadway-bound "Legend of Lovers" provides a complex but auspicious vehicle for Dorothy McGuire's first return to the Manhattan stage in 10 years. The Jean Anouilh drama is a modern version of the fable of Orpheus and Eurydice. The complicated by elusive symbolism and intermittent shuttling between illusion and reality, "Legend" contains ingredients of good theater. It is competently acted, skillfully staged and packed with forceful prose.

The familiar legend of Orpheus' attempt to wrest his beloved from hades is given an effective modern setting in a provincial French railway station. The Anouilh version is poignant and daring. Orpheus, a roving young accordionist, and Eurydice, an obscure actress, first encounter each other in the vault-like railway station where they fall immediately and hopelessly in love. Their transport of ecstasy is accompanied by the doom-like station noises—the funeral announcements of train arrivals and departures, the footfalls of swift-gliding figures on the platform stairs, the mournful rumbling of locomotives.

The lovers leave at once for Marseilles, and the next scene is an unexpectedly realistic hotel bedroom. It is a convincing tribute to Miss McGuire in the role of Eurydice and Richard Burton as Orpheus that the second act's unfurling on the scantily-clad lovers in passionate embrace on a big brass hotel bed was a charming innocence and candor. Subtly and ingeniously, a sense of shame is introduced. But the stage dignity is preserved even during sequences reminiscent of low burlesque farce, particularly when a hotel waiter bursts in on the lovers recurrently and shouts, "Oh, I thought you rang for me!"

Eurydice takes flight, only to be killed in a bus crash. Meanwhile, the aggrieved Orpheus learns that the actress had been her impresario's paramour. Orpheus' descent to hades to rescue his beloved is a touching and competent final scene which reaches its greatest moment when the young accordionist tragically turns to look into her eyes in quest of the truth and thereby dooms her back to the shades.

Miss McGuire's playing of Eurydice is tender, eloquent and memorable, conveying the inscrutability of life's combing the wicked with the divine. Burton, making his bow on the U. S. stage, performs competently and understandingly as Orpheus. Every member of the supporting cast deserves mention for a praiseworthy performance.

Peter Ashmore's direction is superb, and Eldon Elder's settings are artistic masterpieces. Whether or not "Legend" has a good box office future—and such at this moment appears to be favorable—it adds up to a highly absorbing play.

Ben Atlas.

For Information Concerning the New Income Tax Laws See Page 3.

open on the Stem in early February. . . . Burgess Meredith's next staging chore will be on S. N. Behrman's "Let Me Hear the Melody," which was dropped during tryouts last season. Meredith will also probably direct Wolcott Gibbs' next opus, which Nancy Stern will present next season. . . . It may turn out that Sol Hurok will be the one to produce Emyln Williams' readings from Dickens. . . . "The Moon Is Blue" is vacationing the week of December 17.

New Plays and Players; Contest Announced . . .

Truman Capote does not expect to finish the dramatization of his novel, "The Grass Harp," until the middle of January, which will delay start of rehearsals until February. Lillian and Dorothy Gish will have the principal roles. . . . Bob Scheerer, male dancing lead in "Top Banana," goes into the armed forces, December 31. He will be replaced by Bill Callahan. . . . The Dramatists' Alliance.

(Continued on page 66)

BROADWAY SHOWLOG

Performances Thru December 15, 1951

DRAMAS

Affairs of State (Music Box)	9-25, '50	515
Don Juan in Hell (Century)	11-29, '51	20
Gigi (Fulton)	11-24, '51	25
Glad Tidings (Lyceum)	10-11, '51	76
I Am a Camera (Empire)	11-28, '51	21
Lo and Behold (Booth)	12-12, '51	6
Nina (Royale)	12-5, '51	13
Point of No Return (Alvin)	12-13, '51	4
Remains to Be Seen (Morosco)	10-3, '51	86
Saint Joan (Cort)	10-4, '51	85
Stalag 17 (48th Street)	5-8, '51	256
The Constant Wife (National)	12-8, '51	9
The Four Poster (Barrymore)	10-24, '51	61
The Grand Tour (Martin Beck)	12-10, '51	61
The Moon Is Blue (Henry Miller's)	3-8, '51	325
The Number (Billmore)	10-30, '51	55

MUSICALS

Bagels and Yox (Holiday)	9-21, '51	132
Call Me Madam (Imperial)	10-12, '50	492
Guys and Dolls (46th Street)	12-24, '50	446
Paint Your Wagon (Shubert)	11-12, '51	40
South Pacific (Majestic)	4-7, '49	1100
The King and I (St. James)	3-19, '51	300
Top Banana (Winter Garden)	11-1, '51	52
Two on the Aisle (Mark Hellinger)	7-18, '51	171

CLOSED

Faithfully Yours (Coronet)	12-15, '51	68
----------------------------	------------	----

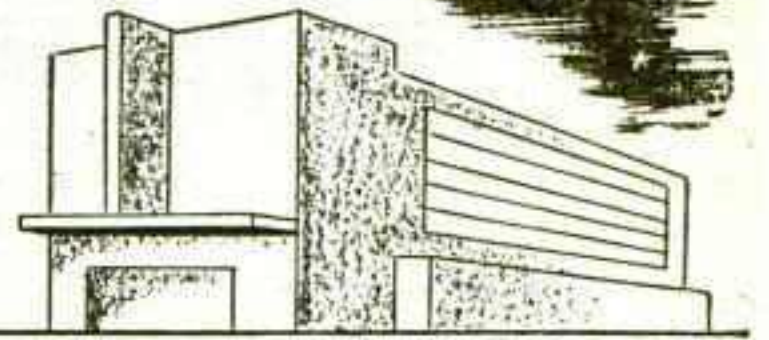
COMING UP

(Week of December 17)		
Caesar and Cleopatra (Ziegfeld)	12-19, '51	
Anthony and Cleopatra (Ziegfeld)	12-20, '51	

Dramatic & Musical Routes

Autumn Garden (Lyceum) Minneapolis.
Bell, Book & Candle (Playhouse) Wilmington, Del., 21-22.
Candida (Curran) San Francisco.
Cocktail Party (Temple) Tacoma, Wash., 19; (Mayfair) Portland, Ore., 20-22.
Darkness at Noon (Erlanger) Chicago.
Death of a Salesman (Arcadia) Wichita, Kan., 19; (Auditorium) Salina 20; (Convention Hall) Tulsa, Okla., 21-22.
Gentlemen Prefer Blondes (Palace) Chicago.
Greco Jose, Spanish Ballet (Forrest) Philadelphia.

FIRST ANNUAL AUDITORIUM-ARENA REVIEW



Spotlighting
THE ROLE OF
Auditoriums
and Arenas
IN
Showbusiness

IN A vastly changing amusement world, auditoriums and arenas are assuming greater proportions than ever before.

Precisely what the future holds for such buildings is anyone's guess. But there is a general agreement that they will cut a far bigger, and truly important, figure in the amusement picture than in the past.

Some predict a happy marriage with television. Contrariwise, some see the buildings shunning TV like a plague. And there are those who see buildings capitalizing on TV attractions as fare for their paying patrons.

Too, there are many who maintain that arenas and auditoriums are building a new avenue for roadshows. This school of thought points to what has happened to the traditional theaters thruout the country, that the great seating capacities of auditoriums and arenas can make the road live vibrantly again for major theatrical attractions.

And this thinking is not confined to the U. S. alone. As a matter of fact, it is even firmer in Canada. There the growing number of arenas, and the transformation of other arenas for year-round uses, are seen as opening new outlets for touring attractions.

Major arenas of the U. S. that have depended in a large measure upon sports events are troubled by what telecasting has done, is doing or will do to similar events in their buildings. And the managements of these buildings are studiously mulling bringing in an increasing number of touring show business attractions to offset TV's past, present and future impact upon their sports programs.

In the brief period between World War II and the Korean outbreak, many war-deferred buildings were started. An even greater number were planned, but those plans were set aside when shooting began in Korea. Most of these will be revised and still others will be drafted once the present world situation is cleaned up.

The interval between World War II and the Korean outbreak saw many new buildings go up in Canada, and even now a considerable number are in the works, a clear indication that the trend toward arenas and auditoriums is a continuous one and will be accelerated sharply once building controls end.

Meanwhile, however, there are hundreds and hundreds of buildings available thruout this country and Canada for touring attractions, and more and more attractions are turning to them.

To the attractions these buildings offer large seating capacity, a good offset to the mounting costs of today's operations and a definite advantage over the traditional theater with their relatively small capacity.

To spotlight what auditoriums and arenas offer to attractions, and to present building management's views on attractions, operations, etc., The Billboard presents this present section.

Playing Arenas, Ball Parks, Grocery Stores Is Showbiz on a Big Scale

By
BOB
HOPE

I WOULDN'T miss this opportunity to say a few words to the arena managers of the U. S. A. because, as a pioneer gypsy of this particular racket and a man who has stolen many a loose dollar playing halls, ball parks, football stadiums, cow pastures, etc., I am indeed grateful to this body of citizens thruout our country.

Early in 1949 we got the desire, with a small nudge from the Internal Revenue Department, to travel to about 55 cities and present our show. I had just finished making the picture, "Paleface," with Jane Russell and I should have gone to the Mayo Clinic and had myself done over. But the government needed the money so we went to the United Airlines people and chartered a DC6 and started on a tour which, I think, made show business history as far as the playing of arenas, ball parks, football stadiums, grocery stores, etc., is concerned.

First of all, we were lucky because we had the No. 1 band of the country, Les Brown and his orchestra, and a gal who probably is today's No. 1 singing box-office attraction, Doris Day, and three or four other very fine acts . . . all of which made up into an attractive show . . . both from performance standpoint and box-office dollars which, after all, is just as important. What am I saying? That's the bread department.

With our own DC6 we could play cities which were some distance apart. In one instance we left Birmingham in the morning, played a matinee in Memphis and got in town and played Jackson, Miss., for a night show, thus covering three States in one day. If that isn't jet show busi-



ness then I haven't been anywhere.

There were a lot of breaks connected with this tour. For instance, in Tampa, with 64,000 people sitting in their seats in an open-air park, all paid and happy customers, it started to rain and it looked for a while like we were going to make 65,000 refunds. We all looked up at the sky and said: "Please stop this show business downpour." And we got some fine assistance from where we needed it most. The sky cleared and the show went on and that was the closest we came to refunding during the entire trip. In Jacksonville, Fla., we played to 10,000 in the Alligator Bowl, an outside theater, and during half the show there was a cloud between the audience and the stage. It probably was the first time in history a show was played on instruments.

55 Dates in 48 Days

All in all we played 55 dates in 48 days. It was a most inspiring trip from many angles; not only for the fine co-operation from the arena managers all over

the country, but just for getting out and mixing with civilians, those lovely peasants with money. And getting to know a cross-section of this U. S. A. at first hand, was a colorful experience. I used to shy away from all those 15,000-seat theaters like the Boston Gardens, Cleveland Public Hall and Kiel Auditorium, St. Louis. But after this trip and seeing what can be done with amplification, no amount of seats could scare me any more, altho I admit that playing the Sugar Bowl in Miami and running into a little mike trouble caused a little more yellow down my back than usual. But the dear public sitting in their seats didn't seem to be bothered by the feed-back. Whether that was because Les Brown and his band had softened them up for the first half hour, I don't know. Anyway, they never came toward us.

My advice to any performers contemplating a tour of ball parks and arenas (and I think a lot of Hollywood stars should do this to get closer to their public) is to check the p.-a. system thoroly and make sure they're going to be heard and seen, because it's pretty hard to be heard with some guy yelling louder on the punch line. I don't like to single out any particular group of arena managers, but I would like to mention Johnny Harris and his group out in Pittsburgh. Of course, they are so experienced in presenting spectacles that their lights and equipment are always in perfect condition. All they have to do is lay boards over the ice and bring people in. It's a funny sensation, working on a stage that's over
(Continued on page 50)

Artistry Turns Ice Sport Into Big Showbiz Venture

By
SONJA
HENIE

LESS than a quarter of a century ago the art of modern figure skating was born on the ice of St. Moritz, Switzerland. Since then, dull exhibitions on iced-over ponds moved out to make way for professional extravaganzas on frozen stages. A new form of mass entertainment grew up, and its phenomenal success, sudden and spectacular, spelled a multi-million dollar business annually.

Rapid as the rise was, the idea of building a theatrical venture around a sport that was not considered among the world's most popular was, I think, a daring experiment in show business. A few others joined me in a strong belief that ice revues, if elaborately produced and colorfully decorated, combining the zest and atmosphere of an outdoor sport with the embellishments of indoor theatrical pageantry, would have tremendous entertainment appeal for people of all ages. We were right.

I have learned a great deal since the first and subsequent revues. Most of all I've discovered that the public is quick to recognize and patronize class, whatever it is—ice carnivals or puppet shows. That is why—in my new "1952 Ice Revue," for example, I have produced it with settings and costumes more radiant than the last and nothing but top skating skill in the cast. For the first time I've personally supervised every detail of the revue: The music arrangements, lightings, choreography and costume and set designs.



Artists were called in to execute ideas of unusual splendor; only the best was to bear the name of a "Sonja Henie Ice Revue." More than \$500,000 was spent on the 1952 show, nearly half of which went for costumes. I bought one of the most expensive portable ice rinks in the country, so now improper facilities is no reason today for by-passing cities heretofore canceled out of schedules.

Color Important

Color is very important in revues. Colorful costumes, as well as sets, are more effective against white ice with brilliant lighting. As far as the ice itself is concerned, we prefer "hockey ice," or hard-ice, the kind that withstands swift stops and starts. The ice machines in our shows are stepped up to prevent slightly moist surfacing, which is known as ice that "sweats."

It takes 13 train cars to transport the new revue, seven of

them baggage cars, with stage effects taking up most of the space. Costumes, costing from thousands of dollars each to one \$5 outfit, are packed in 42 wooden crates while en route from city to city. There are 551 costumes altogether and cared for by a dozen seamstresses who are with the troupe. There are few duplicates in the wardrobe; they can be cleaned between performances when necessary. Scotch tape as well as needle-and-thread, is used for mending tears.

While the costumes are the property of my revue, the skates belong to the individual performers. A skate sharpener and repairman travels with us. Nearly all of the skaters, many of them with international acrobatic or precision blade honors, come from California, where we organized, rehearsed and produced the new revue.

More Than Ballets

Ice shows should not be just ballets on ice, but many beautiful, graceful things on ice. Ice revues should be well-balanced, well-rounded. In addition to interpretative dance skating of—say, the classics—there should be a varied and sparkling presentation of free-style skating. It should be full of perpetual motion—glamorous and glistening.

I am a firm believer in skating to please the ticket buyers. Some professional skating stars prefer to make their public appearances in two or three solo routines in which they excel, instead of perfecting others that people would also enjoy. Figure
(Continued on page 61)

There's Lots to Adjust to, Learn in Playing Arenas

By
NAT (KING)
COLE

I'VE been in show business for a long time and have played in everything from little bars to great big theaters, but my recent experiences in playing the arenas with "The Biggest Show of '51" taught me more things in 10 weeks than I would have picked up in a year of regular routine playing.

Arenas are built for sporting events and not for shows. When you play a night club or theater, everything is set up for you, and it's like Babe Ruth in Yankee Stadium. But in an arena, all the physical things are against you and you've got to overcome these by working much harder to go over. You haven't got the elaborate sets, the perfect lighting, perfect acoustics and the audience handed to you in your lap.

Arena stages are bare and without the proper drops to give an act the background it can get in a night club or theater. You must project in a different manner to get a feeling of intimacy with this audience, for in most cases the audience is usually seated too far away.

The arena lighting system is



another hardship you must overcome. Arenas are primarily lighted for sporting events, and have to be made as bright as possible. Therefore, every provision is made for powerful lights. But there has been no provision made for soft lighting, and so you can't make the arena dark enough, like a theater, so that all eyes will automatically be spotlighted on the stage. Also, there are too many brightly lit exit lights, and these prove a disconcerting feature. To over-

come this, the artist must give more of himself. All this means than an entertainer has to re-stage his act for arenas to overcome the foregoing problems. The acoustics in most arenas are alright, however, which is very lucky, considering how big the audiences usually are.

I had to work harder in arenas than I ever did before in order to go over big, even with my sock numbers. Little facial expressions are lost and little pieces of business are out because you're so far away from the audience. However, by picking the right numbers and adapting himself to the environment, an act can prove to be a sock attraction and a big drawing card in arenas.

In spite of all the difficulties, I've had a very enjoyable experience playing arenas with "The Biggest Show of '51." And I hope arenas will always be available to us, because they are the only places that can afford to play a show with a very big nut. No theater or night club could afford to play "The Biggest Show of '51" or similar shows. Therefore, we were lucky to have all the arena dates we did.

Dixie Successes Spur Rustic Headliners to Seek More Dates

By JOHNNY SIPPEN

THO dates in auditoriums and arenas by Western and h.b. artists have been confined pretty well to South, Southeast and Southwestern locations, all signs point to heavier penetration of the big-capacity houses by rustic names within the next year.

Jim Denny, mastermind of the WSM, Nashville, Talent Service, which controls the routing destinies of 90 per cent of the big names in the oatune world, estimates that the percentage of auditorium and arena dates played by his charges has risen from 25 to 50 per cent or better in the past year.

The general increase in booking of these capacity-crowd engagements has been due primarily to the general hypoed interest in country music on records. Various indicators, such as h.b. and Western tunes becoming pop record hits and the increase of radio stations using h.b. disk jockey segs, portend even more rustic music fans.

40 Possibilities

Denny said that most of the "Grand Ole Opry" talent, which is skedded for auditorium and

arena appearances, is booked by the Talent Service to civic and fraternal groups, which lease the big outlets for one-nighters. Denny pointed out that these orgs normally book the attractions at least 30 days in advance of the date, so that proper promotion and publicity may be set up. With WSM controlling most of the big names in the field, Denny has found that if attractions aren't booked well in advance, the promoters of a rustic date don't have the opportunity to make a selection of the talent they want, for there are only about 40 names in the business, who warrant bookings in these huge-capacity spots.

Working with local and territorial disk jockeys is still the best way of free flackery for h.b. attractions. In a recent survey by The Billboard, it was disclosed that there are more than 1,300 full-time rustic music d.j.'s in the country, averaging 11 hours of radio time per week. Checks with local record stores, juke box

operators and even h.b. music fans will show what d.j.'s carry the biggest listenership.

Denny advised that h.b. promoters go heavy on radio spot commercials, inserting their paid spots in between live h.b. segs or within a recorded rustic show. Copy for these radio spots may be written from press books received either from the booker or from the record company on whose label the attraction waxes.

Week-End Dates Best

Denny said that records of the Talent Service indicate that there is no really best day for promotions, but that most promoters seem to seek Sundays and the remainder of the week-end for their biggest bookings. In order to assist the local promoter, WSM and other big h.b. stations, such as KWKH, Shreveport; WWVA, Wheeling, W. Va.; WLS, Chicago, and WNOX, Knoxville, all of which maintain talent agencies to book their rustic artists, start plugging the dates once per day free via their own radio outlets.

That h.b. and Western names can fill big-capacity sites is best

Continued from page 55

Traditional Circus Happily Wed To Indoor Dates Thruout Nation

By JUSTUS EDWARDS
Publicity Director, Polack Bros.
Circus

OCCUPANCY of buildings has had a marked effect on the circus picture in America.

Just how great a part it has played in the decrease in the number of railroad circuses during the past quarter century may be open to question. But there seems to be little doubt that it has been a factor.

Aside from the appearance of Ringling Bros. and Barnum & Bailey in Madison Square Garden and the Boston Garden each spring, and the Chicago Stadium's annual circus endeavors, indoor circuses for most part are sponsored by fraternal organizations, notably the Shrine. The Shrine, it would seem, has an affinity for circus sponsorship. Certainly, no other group has been able to approach its success.

The production of indoor circuses under auspices has become a specialized branch of circus business which, during recent years, has grown materially in scope and importance.

Originally, circus programs

were assembled for independent dates, and that practice still prevails to some extent. But today there are also organized shows whose talent remains intact thruout an entire season. The seasons of such shows often span all but a few weeks of the calendar year, providing a tour considerably longer in duration than the average tented circus season. In such cases, a limited number of outdoor dates in fairgrounds and athletic stadia during the summer months supplement the main part of the season played indoors. But the use of buildings has caused the circus to cease being a warm-weather activity. Some of the most lucrative indoor circus business comes in the dead of winter. For the average sponsored circus, the winter months are the most important, a

paradox which buildings have brought about.

Auditoriums which house circuses fall into two general classes—arena type and theater type. Operators of circuses playing extended routes have become skilled at framing programs which will fit easily and effectively into either kind of building, regardless of size. This has resulted in shows that are simpler but have a stronger accent on quality. The public has demonstrated at the box office its acceptance of the Continental style of presentation, wherein one act appears at a time. This format calls for outstanding features and does not condone mediocre fill-in stuff. The trend is toward fewer and better performers. Perhaps without being altogether aware of it, Americans are abandoning their loyalty to the three-ring tradition.

Low Prices Appeal

Indoor circuses, with rare exceptions, forego menageries and side shows, and few of them nowadays have after-shows. The

need for one ticket, at a price scale often lower than that of a tented circus, has been a factor in the popularity of the indoor circus with the cash customer. So have the comforts he knows will be present in a building's established seating and rest rooms. Indoor attendance records would indicate that the public does not miss too greatly the traditional color and atmosphere inherent to a tented circus. It is surprising how much authentic circus flavor has been moved inside. Even with the advent of the electric organ, the music remains pretty true to form. Omnipresent seat butch-

ers keep tradition alive with all the usual items that are salable, including cotton candy and monkeys on a stick. And alas! the candy pitch quite generally persists.

Installing a circus in a building has become simpler with the passing of the years. Prop bosses and riggers, specializing in the indoor field, have developed many tricks and short cuts. Floors of most buildings are hard surfaced, thus eliminating stakes for guying out. It's a right building manager who will permit the use of floor plates. Otherwise, platforms weighted

Continued on page 58

Radio Stanzas Provide Important Air Plugs

By JUNE BUNDEY

at the Medinah Temple, Chicago; St. Paul Auditorium, St. Paul; Convention Hall, Philadelphia; Taft Auditorium, Cincinnati, and Madison Square Garden, New York.

Capacity Important

Rehearsal and show time inclusive is two to three hours, and rentals range all the way from \$500 up to \$3,000 (for Madison Square Garden), with payment made by the organization requesting the broadcast in most cases. Rentals are also sometimes promoted free in exchange for plugs. Mynatt always looks for the "biggest place in town," and when the show plays State fairs they either put up a tent or perform to open air bleachers, seldom of less than 1,000 seating capacity.

"Queen" provides a check sheet for arena managers, including information on transportation (if it is to be furnished by the organization); overnight accommodations (if they are to be furnished by house management); technical equipment, stage equipment, technical procedure, prop transportation, ex-

Continued on page 54

Gimmicks Keep Gates Swinging Year 'Round

By DAPHNE (DEE) POLI

TO A TOURING press agent, auditoriums and arenas play an important part in their daily routine and lend a strong helping hand in the promotion-publicity field.

A special interest in aud-arena operations awakened me to their importance thruout the nation. Aud-arena managers deserve national publicity and recognition for the splendid work they achieve individually for their community.

Their associations, the International Association of Auditorium Managers and the Arena Managers' Association, bring special working arrangements closer among themselves, but they have not to my way of thinking, been getting the public or "outsider" recognition they deserve.

The column, Arenas and Auditoria, was born a year ago in The Billboard. Its purpose was not only to give the auds-arenas and their managers publicity and recognition but to offer their news, their managerial operations and their problems, also, to bring the managers themselves closer to one another. The fellow out in Richmond, Calif., never met the fellow in Topeka, Kan., but due to reading the column in The Billboard they are now corresponding.

When asked to do this article, there were many ideas I dwelled upon. However, I have chosen from a press agent's views some of the outstanding publicity-promotion twists used by auds-arenas in this country and Canada as managers are determined to keep their buildings busy and in the black.

The Oklahoma City muni-aud,

has one of the most unique setups of any municipally-owned aud. When Jim Burge, former manager (Dee Fuller, present manager) took over the aud some eight years ago, he established within the building, a money-maker. This is the Zebra Room. Used as a night club open to the public or rented for exhibits it makes more profits for the aud than any other promotion.

Tie-ins with aud-arena managers and newspapers is always one of the better promotion angles, either thru a newspaper's Milk and Ice Fund or the Christmas Party idea. A good example of this is in the Ellis Auditorium, Memphis, where some 5,000 underprivileged children are fed and entertained annually at a Christmas Party under newspaper-aud sponsorship. Food, toys, Christmas tree, Santa Claus and entertainment are donated thru publicity and promotion by newspaper and aud. Community interest is great and the aud grows closer to the public locally.

Novel Plugs

Jerry Donovan, manager of the Dade County Auditorium, Miami, arranges novel plugs on radio and TV for his aud, tying in with local Chamber of Commerce programs. Recently on the Fay Emerson-Miami Chamber of Commerce TV show, the Miami area and the aud were plugged and show had a lot of lovely dollies parading around in bathing suits. Donovan says bathing beauty lovelies don't

hurt his promotions any.

And don't forget the advantages of the out-of-town publications, dailies and weeklies. The muni aud in Sioux City handles this kind of promotion by having tear sheet sent in to the aud which entitles a certain number of tickets for the event to be given free to various publications. Out-of-town publicity-promotion can mean profit to any aud where the outlying area produces business.

Permanent mailing lists are almost a necessity to good biz in any aud. These lists, kept active yearly, can average between 5,000 to 10,000 names. The

KRNT Theater, Des Moines, managed by Duane Peterson, boasts one of the finest, active profit-making mailing lists in the country. Peterson has established patrons who buy season tickets by mail for every event playing his building.

Touring Press Agents

A touring press agent is always relieved when working with an aud that has its own promotion-publicity department in the aud. These departments give a strong helping hand to press agents, as they are in daily contact locally for promotions.

One of the most efficient publishers
(Continued on page 54)

**Concession Business
An Important Factor**

By **GEORGE BUSH**
Of Bush-Laube Concessions,
Kansas City, Mo.

IT'S downright good business for auditoriums and arenas to lease out their concessions to independent operators.

Naturally, that observation, coming from me, is to be expected, for I'm in the concession business.

But perhaps all of the reasons a building should not handle its own concessions are not as obvious.

First, let's consider the independent concession—the man or firm—who makes a business of operating concessions.

He is, of course, motivated by the desire to make a profit, as big a profit as is consistent with sound business.

That means that he must satisfy not only the building's patrons but the building's management.

Thus, he must hold high the quality of his merchandise. He also must maintain reasonable prices, and he must have his operations efficiently managed, his equipment in top shape, and, moreover, must place great emphasis upon cleanliness.

If he doesn't, down goes his volume—and with it sales—and in turn the building contract itself.

A building on the other hand won't lose the concession if it fails to satisfy its patrons concessionwise. But its concession

profit will slide. And, just as important, so will the good will which it has with its patrons.

Cash, Good Will Balance

For this reason, I hold that the independent concessionaire maintains the better balance between keeping one eye cocked at the cash register, the other on the good will of the patrons.

From a pure dollar and cents standpoint, the independent operator has a decided edge over building-managed concessions. The independent operator has the widest possible latitude in making purchases, whether of drinks, food, novelties, or what have you. The same cannot be said of all buildings, for sometimes politics rears its head and dictates sources of supply.

Given the widest latitude in making purchases, the independent operator constantly is shopping for better prices. Thus, more often than not, he is in a stronger position to buy more advantageously than building-managed concessions.

Selling prices in recent years have taken more rises and dips than a Roller Coaster. As a result, continuous shopping for better prices is an absolute must for the independent concession.

Chain concession operators, operators who have concessions at several buildings, are in a far better position to secure lower prices than a single building. As a bottler, printer and novelty outlet, a chain operator will command top treatment, not only pricewise but servicewise, and the servicing by such
(Continued on page 56)

**26-Year Span Points
Up Many Major Gains**

By **CHARLES A. McELRAVY**
Secretary-Treasurer,
International Association of
Auditorium Managers

ADVANCEMENT in the auditorium and arena business has been tremendous in the 26 years I have been connected with the Ellis Auditorium in Memphis, and it is my opinion that they will continue to grow in importance and service to the public.

And a large part of the credit for this colossal growth must fall to the International Association of Auditorium Managers, of which I have been secretary-treasurer for the past 12 years.

It all began this way. Shortly after I became manager of the Memphis Auditorium in 1924, I made a visit to some Northern cities—St. Louis, St. Paul, Milwaukee, Chicago — and talked with other auditorium managers.

It was decided there was a definite need for such an association. We held the first meeting in December of that year in Cleveland with eight managers present. Since that time the IAAM has grown to embrace 88 cities with 90 members.

The exchange of ideas and booking lists thru our monthly magazine, Auditorium News, has

made the association a benefit, in fact, a must to all its members.

Wonderful Experience

And this auditorium business is a wonderful experience. If a man gets into it, he will never leave. Always something new, something interesting.

A host of memories have gathered in the time since I took over at the Ellis Auditorium as its ringmaster October 17, 1924. Memories, some gay, some sad, some merely an odd trivia that accumulates in mental files. And the faces of a host of headline personalities, who have brightened the stage during those years, float thru one's mind.

Reaching at random back into the past for a handful of assorted headliners who have played, sung, performed or fought at the auditorium in this span, there has been everything from grand opera to wrestling.

There were singers from opera's golden age, like Galli-Curci and Chaliapin. There were John Barrymore, Will Rogers, Jack Dempsey, Leopold Stokowski, Billy Sunday, Al Jolson, Bob Hope and scores more.

Reminiscences, anecdotes and stories drift thru the haze of billboards, stage props and temperamental prima-donas. Like the time Will Rogers, the gum-chewing, cowboy humorist, suffered a stage crisis by losing his 'chaw'
(Continued on page 56)

**Souvenir Programs No Cinch;
Publishers' Group Could Help**

By **ARTHUR MICHAUD**

WHEN I first entered the souvenir program business, I thought it was one of those "cinch" enterprises and that all you had to do was get an account, a printer and a salesman. Many months and many thousands of dollars later I discovered that this, like all other seemingly simple businesses, has its complexities.

First you get the account—no easy chore. There are so many publishers who are so well entrenched with so many angles that it makes it very rough on a newcomer. It is necessary for you to keep plugging in order to close a deal, but finally the contract gets signed. Now, obviously, the next step is to put the book together—collecting and collating all the material—photographs, biographies, stories, candid, etc. These you turn over to your make-up man and artist so that they can turn out a "dummy" for the approval of the artist or attraction.

Finally, the book is put together and delivered to the printer. You are promised the finished product on a certain date (in this business you are always working against deadlines); but many times unforeseen obstacles arise so your programs are late and with this

part of your potential profits are dissipated. Mostly, however, a reputable printing house is reliable and the promise is kept.

Shipping Studied

Shipping can be a substantial problem. We have found air freight to give the best and most reliable service, but it costs the most money. Given sufficient time, we use motor freight and have had mixed results. Some companies are dependable, while others seem to be totally disinterested and many a shipment has gone astray.

Now the salesman takes over. We have been blessed with some of the most able and reliable fellows, but every once in a while we get a chiseler or a chap whose manners or "black-jack" method of selling makes him offensive. These we replace in a hurry. I might say that a good deal of the grief connected with this industry stems from manpower. Too many of them get into it to make a quick buck and use any kind of tactics to try to outsmart the attraction, the publisher and finally wind up by

outsmarting themselves.

We would like to believe that the measure of success we have enjoyed with attractions such as Bob Hope, Eddie Cantor, Jack Benny, Danny Kaye, Jimmy Durante, Abbott and Costello, Mario Lanza, Tommy Dorsey, Burl Ives, Ralph Edwards, Guy Lombardo, Stan Kenton, Josephine Baker, the First Drama Quartet, Ray Anthony, Ralph Flanagan, Nat (King) Cole, Carmen Cavallaro, the Canadian National Exhibition, the State Fair Musicals of the State Fair of Texas, "Three Wishes for Jamie," "Born Yesterday" and Frank Yankovic is in direct ratio to the quality of the book combined with the clean-cut manner in which we insist that it be merchandised.

Pressing Problems

There are many ways in which the industry can improve itself: Competition is getting to the cutthroat stage, advances have been too numerous and too large, the union situation can be considerably clarified, the concessionaire in some auditoriums is exacting too high a percentage—almost to the point of non-profit.

The publisher today has a
(Continued on page 54)

**15-Year History of Icers Reflects
Sensational Popularity, Growth**

By **EDDIE QUIGLEY**
Manager, Coliseum, Tulsa, Okla.

UNLIKE other forms of entertainment, it is not necessary to go back many years to recap on the introduction and development of the professional ice show. It all started 15 years ago—to be exact, November 7, 1936, in Tulsa. The growth and expansion of the 'pro' or touring show since, actually has been sensational, stirring wonderment among those in the amusement world.

Oscar Johnson and Eddie and Roy Shipstad, founders of the "Ice Follies," were the originators. For years they had been obsessed with the idea that a traveling or touring ice show would make money. This 'germ' had been in their systems for many years while they worked ice carnivals in Minnesota and other Northern States. From experience they knew the public took to ice skating during hockey periods in large metropolitan cities, as well as small towns, and they also knew the local ice carnivals, when properly handled and staged, registered good business.

On two or three occasions they had rented the Minneapolis Arena and staged a one or two-day carnival with themselves as stars, plus some other professionals. One of these shows was

staged during the bank shut-down in 1933, but on opening night the boys traded and bartered, accepted "butter and eggs" in lieu of cash, and the house that night was filled to capacity, but there was little money on hand for the cast.

Chi Fair Aids Icers

A needed "shot in the arm" was given the figure skating world in 1934 when the Black Forest Village at the Chicago World's Fair installed a rink and used such talent as Evelyn Chandler, Roy Shipstad, Heine Brock, Douglas Duffy, Red McCarthy, and others. So great was the attendance at the World Fair shows that the late Ernest Byfield and Frank Bering decided to put a tank back into the College Inn at the Hotel Sherman where a tank show had held forth in the days of World War I.

The Hotel Sherman management got in touch with the Shipstads and Johnson and also Edward Mahlke, a Chicagoan, much interested in figure skating. They formed a show and

came into the College Inn with the idea of remaining one month. So great was their success that they remained for 16 months. In the cast were Oscar Johnson, Eddie Shipstad, Roy Shipstad, Norman Baptie, Bess Ehrhardt, McGowan and Mack, and others. This show was really the talk of the cafe and hotel world and its success started other management thinking about cashing in on ice shows.

When the engagement ended at the Hotel Sherman in the summer of 1936, it was positive knowledge that the Shipstads and Johnson would bring out their first "Ice Follies" that fall. The boys returned to St. Paul to make wardrobe, design sets, and gather electrical equipment. Their bankroll was what they had saved during the Chicago College Inn run and they had to watch every nickel. They rehearsed for a couple of weeks, and at the same time they and Eddie Mahlke were busy trying to line up some dates for their show.

Arenas Hesitant

Arena managers, however, were hesitant when asked to play an ice show for five or six days, claiming the public would not patronize such "long" runs.
(Continued on page 57)

**St. Paul Packs 'Em In With Icy
Summer Pop Concert Series**

By **EDWARD A. FURNI**
Manager, St. Paul Municipal
Auditorium

ASK almost anyone in the Twin Cities and surrounding area what is one of the most pleasant summer evening diversions and more likely than not you will be told it is the annual "pop" concerts in the arena of St. Paul Auditorium every July and August.

The idea was conceived and launched back in 1935. The 24-concert series, presented three nights a week during 1951, reached an all-time attendance peak of 135,000.

The "pop" concert, St. Paul style, grew out of the unemployment problem which faced this area, as well as the rest of the nation, back in the dim '30s. "Pop" concerts are nothing new. The Boston "Pops" Orchestra has been justly famous for it

for many years. All we did was to add a modern touch to it, with ice skating. In addition to music, both vocal and instrumental, we present ice figure skating exhibitions and productions.

Musicians' Idea

A group of musicians, who had just completed their season as members of the Minneapolis Symphony Orchestra, tried the "pop" concert idea in our sister city in the early '30s. It was an effort to give them work dur-

ing the summer months. Ice skating was included but the warm weather soon reduced the ice to water. The venture didn't do too well.

Someone brought the problem to me as manager of the St. Paul Auditorium. I knew only too well how much of a "white elephant" our large auditorium facilities were each summer. Frankly, I was looking for something that would help lift the huge financial load an empty house was forcing upon us.

The idea of a modernized "pop" series appealed to me, but it had to be undertaken on a co-operative basis. Everyone interested had to pitch in. If we made money, fine. We would divide it up. If we lost, we would
(Continued on page 59)

Sponsored Christmas Parties Build \$\$ in Usually Dull Period

A NEAT \$2,000 was grossed by the Milwaukee Arena and Auditorium thru promotion of company-sponsored Christmas parties. Such a program readily develops into a series of annual affairs and can be built along similar lines at most of the auditoriums and arenas in the country.

Quickly apparent is the fact that the business comes during what otherwise would be one of the year's slack periods. Before the Milwaukee buildings developed the program, they were virtually unoccupied during the three weeks prior to Christmas.

But while they come at an otherwise slow season, Christmas parties are by no means stop-gap measures. In Milwaukee, major corporations and large labor unions stage most of the parties. Attendance ranges up to 6,000 persons at the largest parties.

Painless for City

Unlike many conventions, which may entail extra expenses for city governments, these holiday functions are strictly local

By WILLIAM MAAS
Manager, Milwaukee Arena &
Auditorium, Milwaukee

business, and as such they are profit-makers rather than losers. Municipal officials as well as building managers will recognize that there are no added costs for traffic police or other phases of city government.

Equally practical, parties and allied functions during the holiday season serve to tie people more closely to the buildings, make them feel acquainted with the places and the transport services to them. As a result, people who may have passed up previous auditorium-arena shows and events are more inclined to patronize subsequent building events.

The practice among employers of giving parties for employees is followed in many areas. And where it has not been tried, the plan may be sold by stressing the potential improvements in employer-employee relations.

Personnel manager of one major corporation in Milwaukee has asserted that employee relations display beneficial effects for a minimum of six months after his company's Christmas party. Others agree that it's easier to talk with employees and become better acquainted with them in a card game or over a cup of coffee at an informal party than it ever could be in the plant. Parties create an "all in the family" feeling which employers tell us pays in both the attitude and the output of employees.

Milwaukee began its program about 10 years ago. Now Allis-Chalmers Manufacturing Company brings 6,000 employees each year. The CIO union from the Seaman Body Company's plant sponsors a pre-Christmas party in the Arena for more than 5,000 members and their families. Packinghouse and brewery workers' unions, both large organizations in Milwaukee, stage annual parties. Falk Manufacturing Company, a steel plant, entertains 5,000 employees.

(Continued on page 60)

350,000 Attendance Proves Small Community No Handicap

LAST year the Mayo Civic Auditorium of Rochester, Minn., drew more than 350,000 persons to its numerous events—better than 12 times the 29,634 population of our city.

That should be more than enough to offset the complaint of the skeptics who looked a gift horse right in the mouth when Rochester was given the civic auditorium as a present back in 1939.

It is my firm conviction that the Mayo Civic Auditorium is an outstanding example that it is possible for an enterprise like ours to be a success in a relatively small community.

And it isn't because we're located only four blocks from the main entrance to the Mayo Clinic, the world famous medical center which draws tens of thousands of the sick and their relatives to Rochester each year. These transients, who add about 10,000 to our permanent population, have played a small and almost insignificant role in our 12-year growth.

Cultural Center

The real reason is that we have built ourselves to the point

By AXEL H. REED
Manager, Mayo Civic Auditorium,
Rochester, Minn.

where the Mayo Civic Auditorium has become the cultural focal point for the entire trading area within a radius of 85 miles from Rochester.

When the late beloved Dr. Charles H. Mayo and the Mayo Properties Association gave the civic auditorium to Rochester in 1939, there were some who whispered that the city was getting a white elephant. They pointed out that Rochester was only 90 miles from Minneapolis and St. Paul. Modern transportation facilities being what they are, Rochesterites could get to the Twin Cities by automobile in less than three hours—and there is always something going on there.

Well, there are some Rochester folk who go to Minneapolis and St. Paul for the big entertainment. But this year, for example, the only place in Minnesota where they could see the traveling Charles Wagner Opera

Company present "La Traviata" was at the Mayo Civic Auditorium.

And while we lose some Rochesterites to the Twin Cities, we attract to Rochester people from La Crosse, Wis., 85 miles away; Red Wing, Minn., 45 miles away; Decorah, Ia., 72 miles away, and Austin, Minn., 42 miles, to mention but a few towns we cater to.

Points Up Success

Dale Ahern, editor of the Public Opinion, Decorah, Ia., newspaper, pointed up our success with this comment: "The nice thing about Decorah is that it is so close to Rochester and its Mayo Civic Auditorium."

Remember that Life magazine feature several years ago about Madison Square Garden in New York City? The story pointed out that from January 15 to February 15 that year the Garden underwent 17 complete changes to handle as many different events.

Well, Rochester is not Manhattan, and the Mayo Civic Auditorium is not Madison Square Garden. But I checked my date

(Continued on page 60)

High Costs, TV Call for Astute Judgment in Current Projects

IT IS just about as difficult to make predictions on the future of the arena-auditorium field as it is in any other line of endeavor in these changing times. Careful analysis has replaced instances of reckless promotion in the past with the result that the building pace, while steady, reflects no giddy mushrooming of buildings, especially since the minimum cost for a modest auditorium today would run about \$2,500,000 and probably closer to \$3,000,000.

In the past several years there have been probably 25 to 30 new auditoriums added to the list of hundreds already in existence. While inflation and the limitation of the entertainment dollar together with the advent of full-scale television have made for a difference in patronage, communities still regard the auditorium as an essential in the lives of their peoples. It is believed that a place to meet is just as important as the city hall, library or other civic buildings.

From the late '20's on the au-

By NATHAN PODILOFF
Chairman, IAAM New Buildings
Consulting Board

ditoriums and arenas flourished and their numbers increased at a rapid rate as the public eagerly accepted them as a new medium for the presentation of entertainment and the holding of gatherings. They harbored almost every form of entertainment and sports activity, including theatrical productions, bands, circuses, rodeos, boxing, wrestling and literally dozens of others, including the rise and development of professional hockey in the United States and the creation of ice shows.

The multiplicity of uses seemingly assured the continued success of these buildings. However, the war and the expansion of television brought variations in the uses of arenas and auditoriums. People chose more carefully their entertainment and

saved what they could to pay for television sets. A new generation has come in, unfamiliar with the trends of the past, whose tastes and appetites are affected by the conditions of the present. What their development will be is the big question, and as it varies, so will vary the development of the arena-auditorium, construction and use.

Arenas and auditoriums are now in the process of readjustment to cope with the changing times. There is every reason to believe that good, efficient management and careful operating under sound budgeting will lead not only to survival, but to success. In the municipal field there are plenty of units that show an operating profit, altho there are, of course, a number that also show an operating loss. Buildings that are privately owned and operated almost always show an operating profit.

The New Buildings Consulting Board of the International Association of Auditorium Managers offers professional advice

on a fee basis after careful on-the-spot analysis recommendations covering the type and size of the proposed building are made, as well as an examination of the operating possibilities.

The estimated drawing area in the East, depending upon the location, will range from about 40 to 75 miles with the latter figure representing the outer limit from which sizable patronage can be expected to attend notable events. In the Middle West and the West the distance can be considerably extended.

The biggest change in construction in the past 15 years has been the switch in emphasis from stage to middle, or arena, presentations. Buildings today should be designed to provide for central presentations. In communities of size an ice floor is deemed necessary, both because it provides for complete utilization of the structure as well as being a profitable operation.

Provision should be made for the inclusion of adequate exhibit space, depending on the

area, possible competition with other cities, hotel and transportation facilities, etc.

Some of the major installations of the past few years are at Troy, O.; Troy, N. Y.; Syracuse; Raleigh, N. C.; Johnstown, Pa.; Canton, O.; Denver; Sioux City, as well as a number in Canada. Among the colleges which have new buildings are Princeton, Cornell, Ohio State, Texas A & M, Tulane, University of Wisconsin and the University of Michigan.

New buildings are planned for Spokane, Wash.; Akron, O.; Omaha, Neb.; Rochester, N. Y.; Ft. Wayne, Ind.; Greenville, S. C.; Austin, Tex.; Roanoke, Va.; Atlanta, Philadelphia, Des Moines and Los Angeles, among others.

The services of the new buildings consulting board have been employed in many instances. The board, which was formed in 1945 to render maximum service in the planning stages currently consists of myself as chairman,

(Continued on page 56)

Expos Jump 100% As Indoor Sites Increase

By MERTON E. THAYER

TRADE and industrial expositions have had at least a 100 per cent growth in the last decade. Expositions have increased in size and importance, and there have been many new expositions started to serve new industries and growing branches of old industries. The well-managed exposition offers the advertiser an opportunity to reach his prospects under ideal conditions.

In keeping with the growth of established industrial and trade shows, there has been a remarkable increase in the facilities for the housing of such expositions. In fact, there are now so many fine exposition buildings in the United States and Canada that expansion in the exposition field is now limited largely by the number of experienced exposition managers available. During the war years most expositions were canceled. Experienced managers turned their efforts in other directions, and no new personnel was trained.

Consequently, very little new managerial talent was developed in the exposition field.

Oldtimers who established many of the present-day successful expositions include Fred Paine, formerly of Grand Central Palace, New York, and A. B. Hoffman, Chicago. These men and many others pioneered the exposition field as much as 50 years ago, and it is largely from their experience that present methods of operation have been based. It is believed that there are scores of successful expositions which could be developed if there were capable exposition managers who would undertake and finance the work.

Among the structures in one city devoted all or in part to expositions, there are in Chicago

(Continued on page 57)

Miami Sets Sights on More Convention \$\$

WITH two auditoriums appraised at \$1,991,000 and capable of seating 19,000 persons simultaneously, Miami is launching its greatest campaign for a share of the nation's convention business.

Even a small share will be a healthy figure. The International Association of Convention Bureaus reports that the "American convention delegate" spent more than \$853,000,000 last year. Miami's slice was \$5,946,775. Conventions booked for this resort city thru 1951 will return more than \$11,853,250.

Dinner Key Exposition Building, located on the shores of Biscayne Bay, is the largest auditorium in the South. The building can accommodate 12,000 persons on the ground floor and 3,000 persons in separate rooms in the balcony. Space in the balcony is flexible, so rooms can be converted to serve from 25 to 700 persons in each.

Ample Floor Space

The structure has 100,000 square feet of exhibition space on the ground floor, which is only 2,000 square feet less than Madison Square Garden in New York City. That, of course, is in addition to offices, dressing rooms and other facilities.

Driving time from downtown Miami is 12 minutes. The building boasts parking facilities for 1,000 automobiles. James Yelverton, city property manager, said the city values the structure at \$1,333,000.

An expansion program at Bayfront Park Auditorium provides

seating accommodations for 4,000 persons. It is possible to use two large rooms in the Bayfront Park building as one, at large meetings, or for two separate sessions. It also provides a meeting room with separate exhibit space for delegates' merchandise if desired. The building is completely air-conditioned and boasts a \$20,000 loud-speaker system. Approximately 25,000 square feet of exhibition space is available. Yelverton said the city values the Bayfront park edifice at \$658,000.

Housing No Problem

Plus two spacious auditoriums, Metropolitan Miami has 550 hotels capable of housing 150,000 persons. It has 2,700 licensed eating establishments which can serve 147,000 persons simultaneously.

Together with land, sea and air transportation, Miami claims the most complete all-around convention facilities of any city in the nation. Substantiating this was the return of the National American Legion convention to Miami in October. Following its 1948 meeting, Legion officials had declared hotel facilities in Miami are the only ones in the United States capable of handling the Legion convalesce adequately.

For soliciting and promoting conventions the city maintains a convention bureau of five persons, a 10-man news bureau and an auditorium staff of 15 men and women. These divisions all are within the city's publicity department.

MAMMOTH ARENA TO BE DEDICATED JANUARY 10th



Denver's New INDOOR COLISEUM ... Finest West of Mississippi!

★ CAPACITY

8,000 fixed seats; 3,800 additional portable seats for use in events not using the full arena floor.

★ TRANSPORTATION FACILITIES

20 minutes from heart of city; splendid bus service; 2,500 car parking lot; railway sidings; located near truck routes.

★ BEAUTY and UTILITY

Classic beauty of design, inside and out; floor space enough for a three-ring circus; further exhibit areas around promenade.

★ UNEQUALED

LIGHTING ... Ten 125 Amp. hi-intensity Genarco carbon arc spots; 36 2000-watt kleig incandescent down spots; 36 arena black light units; 144 1500-watt arena flood lights.

Denver's new, three-million dollar coliseum not only is the finest such facility in all the west, but also is situated in the heart of an easy-spending, entertainment-hungry empire.

This arena type structure includes the most modern lighting system ever devised for such a plant, 27,000 square feet of arena floor area including 18,600 square feet of ice floor; unequalled seating, transportation and auxiliary features make the new coliseum first choice for circuses, ice shows and other extravaganzas, trade shows, industrial exhibits, top boxing and other indoor sporting events. Home of the National Western Stock Show, top event of its kind in America.

Your market... a mountain empire with 1,600,000 permanent residents. And they want good entertainment. The Ice Follies of '52 playing to an overflow audience November 8th through 13th, were completely sold out all eight performances of their six day run.

For the finest accommodations... the greatest possible audience potential... this facility and its trade area tops them all.

For complete details and availabilities,

... write, phone or wire

DENVER MUNICIPAL COLISEUM

Tommy Seymour, Manager

East 46th Avenue & Humboldt St.—Phone MAin 4820—Denver, Colorado



International Association of Auditorium Managers

STATISTICAL DATA

History Defines Arenas; Auds Become Vital Today

By C. W. VAN LOPIK
President, International Association of Auditorium Managers



THE question is frequently raised as to what is the difference between an auditorium and an arena. The word arena is derived from the Latin for sand or sandy place and in Roman times referred to that area, usually sanded, in an amphitheater where gladiatorial contests took place. The word amphitheater is derived from the Greek "amphi" (both sides) and "theatron" (theater). It is described as an oval or circular building with rising tiers of seats about an open space called an arena. The word auditorium seems to have become more popular in more recent times.

An auditorium, as we think of it, has a much greater variety of uses than either an arena or an amphitheater. Present day auditoriums, in many cases, have all the uses of an arena plus many more. Auditoriums being built today are not only designed to accommodate sporting events but also a great variety of other events such as concerts, public meetings, dances, banquets, trade shows and exhibits. We are concerned with auditoriums and their varied uses as contrasted to arenas with their more specialized use, primarily for sports.

Arenas, to me, have the thrill of a gusty past that started with gladiatorial combat carrying down to our great arenas built by private enterprise. Auditoriums are more prosaic, incorporating facilities for all the uses a politician could promise his constituents. I have stood in the 2,000-year-old Coliseum in Rome and figuratively smelled the blood on the sand and the odor of big cats. Nor could I resist the impulse to scale the house with a \$6 top. Auditoriums do not have the antiquity perhaps, but they are

becoming the most numerous and will continue to do so. It is our contention that most arenas are associated with private enterprise and they, like private auditoriums, are finding the economic climate not conducive to robust health. The writer manages a private auditorium.

No one in the theater business has to be told that the legitimate theater and "the road" have shrunk to a mere shadow compared to former years. Private theaters and legitimate houses have either been closed or torn down with disheartening regularity. No individual with private capital to invest thinks very seriously about building a theater as a sound business venture. Outside of New York City it is difficult to find a legitimate theater that returns a profit from playing stagewhows.

With private capital no longer interested in theater construction, it becomes more and more obvious that if "the road" and legitimate stage productions are to have places to show around the country, public subsidization will be necessary. Public subsidization comes in the form of

public auditoriums built and annually subsidized by public funds. Naturally the auditoriums have many more uses than serving as the local showcase for traveling stageshows.

Auditoriums, publicly built and subsidized, will deliver the coup de grace to already dying legitimate theater houses. Private auditoriums, unless they have their own private subsidies or support, must also follow legitimate theater houses out of business. Private auditoriums, however, have some advantage in that they may have much larger seating capacities than the theaters and can attract road attractions with a "nut" too big to play small houses. Even so, the auditorium would have to compete with the public auditorium if it existed.

A majority of the members of the International Association of Auditorium Managers represent public auditoriums, so I hasten to add that much as I deplore the demise of private enterprise in legitimate theater houses, I think public auditoriums serve a great and useful purpose. Naturally, I mean in some one else's town—not mine. If fine touring stage productions can survive only in public auditoriums, then I am for them because I dearly love the theater. We will see more and more public auditoriums built and more and more private theaters gasp and die.

The writer has been managing a private auditorium for 12 years, and we've been doing all right. We have, of course, about 35,000 members who use and help to support the building. We had some difficulties in the '30s, but we think maybe you did, too. Now, however, we pay our taxes, and the interest on our

(Continued on page 62)

hanson Enterprises. Booker, Denver Arena Corporation. Ice Shows: "Ice Follies" and "Ice Capades." Circuses: Polack Bros. (Shrine).
GENERAL MANAGER: Tom L. Seymour.

KRNT Theater, Des Moines

SEATING CAPACITY: For stage-show, 4,139 total; orchestra or main floor, 2,004; other levels, 2,135. For circus or ice show, 3,739; orchestra or main floor, 1,604; other levels, 2,135.

FACILITIES: For ice shows, size of rink, 60x90 ft. For circuses, floor space, 60x90 ft.; ceiling height, 32 feet. Exhibit space for sports shows, trade shows, etc., main room, 13,000 sq. ft.; total for other rooms, 3,000 sq. ft. For banquets, 1,750 seats. For stageshows, proscenium opening, 69x28 ft.; wall-to-wall measurement, 110 ft.; footlights to back wall, 60 ft.; number of lines, 60 5-line sets.

DRESSING ROOMS: Total capacity of small or individual rooms, 75; additional capacity for chorus, 30.

AIR CONDITIONING: No.
CONCESSIONS: Operated by Robert R. Buckroyd. Booker of auditorium shows, Duane C. Peterson; booker of sports events in building, P. L. George. Ice shows: "Holiday on Ice." Circus: Clyde Bros. (Knights Templar).
GENERAL MANAGER: Duane C. Peterson.

Masonic Temple, Detroit

SEATING CAPACITY: Main auditorium for legit or stageshow, 4,600 total; orchestra or main floor, 3,000; other levels, 1,600. For arena-type show, 4,000. Secondary auditorium for legit or stageshow, 1,600; orchestra or main floor, 1,000; other levels, 600.

FACILITIES: For ice shows, size of rink, 62x90 ft.; use portable ice rink only. Exhibit space for sports shows, trade shows, etc., main room, 17,000 sq. ft.; total for other rooms, 43,000 sq. ft. For banquets, main room, 1,500 seats; total in other rooms, 2,000. For stageshows, proscenium opening, 62 feet; wall-to-wall stage measurement, 100 feet; footlights to back wall, 58 feet; number of lines, 100.

DRESSING ROOMS: 28.
AIR CONDITIONING: In small theater and ballroom.

CONCESSIONS: Operated by building. Booker of auditorium shows: C. W. Van Lopik. Ice Show: "Holiday on Ice." Circuses which play the building, none.
GENERAL MANAGER: C. W. Van Lopik.

Will Rogers Memorial Auditorium, Fort Worth

SEATING CAPACITY: Main auditorium for legit or stageshow, 2993 total; orchestra or main floor, 1939; other levels, 1,054. Main coliseum for circus, 6,955; rodeo, 6,467; ice shows, 7,547; box seats, 1,167; balcony, 5,000. Coliseum for legit or stageshow, 9,167; orchestra or main floor, 3,000; box seats, 1,167; balcony, 5,000.

FACILITIES: For ice shows, size of rink, 90x200 ft.; house spotlights, 2 90 amp., 6 70 amp.; 50 kw. DC generator; \$25,000 sound system with speakers mounted on monorail. For circuses: Size of floor space, 125x250 ft.; floor to catwalk, 92 ft.; working height, 78 ft. Exhibit space for sports shows, trade shows, etc., coliseum, 31,250 sq. ft.; livestock exposition, 428,945 sq. ft.; exhibit buildings, 125,810 sq. ft. For banquets, Coliseum, 3,000 seats; exhibit buildings, 5,200; Pioneer Palace, 500. For stageshows, proscenium opening, 50 ft.; wall-to-wall stage measurement, 90 ft.; footlights to back wall, 40 ft.; number of flies, 12 with 52 sets of lines.

DRESSING ROOMS: Total capacity of small or individual rooms, 42; additional capacity for chorus, 100.

AIR CONDITIONING: Yes.
CONCESSIONS: Operated by Texas Ice Events, Inc. Booker of events, individual promoters. Ice shows: "Ice Capades"; Convar Recreation Association Christmas Show. Circuses: Shrine; Gainesville Community Circus (Leonard Bros. Dept. Store).
GENERAL MANAGER: Emmett M. Raab.

Fresno Memorial, Fresno, Calif.

SEATING CAPACITY: For stage-show, 3,000 total; orchestra or main floor, 2,000; balcony, 1,000.

FACILITIES: For ice shows, no rink. For circuses, floor space, 102 x 129 ft.; ceiling height, 47 ft. Exhibit space for sports shows, trade shows, etc., 13,158 sq. ft. For stageshows, proscenium opening, 52x23 ft., 9 in.; wall-to-wall stage measurement, 75 ft.; footlights to back wall, 39 ft.; number of lines, 35.

DRESSING ROOMS: 10 star dress-
(Continued on page 63)

Atlanta Municipal Auditorium, Atlanta

SEATING CAPACITY: For stage-show, 5,143 total; orchestra or main floor, 2,240; other levels, 2,903. Can add 150 in orchestra pit if desired—underwriter approved. For arena-type show such as circus or ice show, approx. 4,000 total; orchestra or main floor, approx. 1,000; other levels, approx. 3,000.

FACILITIES: For ice shows, no rink; for circuses, floor space, 100 by 95 ft.; ceiling height, 52 ft. Exhibit space for sports shows, trade shows, etc., main room, 10,000 sq. ft.; total for other rooms, 40,000 sq. ft. For banquets, main room 1,200 seats. For stageshows, dimensions of proscenium opening, 46 by 32 ft. Wall-to-wall stage measurement, 97 ft.; footlights to back wall stage measurement, 38 ft.; number of lines, 63.

DRESSING ROOMS: Total capacity of small or individual rooms, 14; additional rooms for chorus, 2.

AIR CONDITIONING: No.
CONCESSIONS: On lease to E. T. Eberhart. Booker of auditorium shows, dances, sports events in building, Manager. Ice show: "Holiday on Ice." Circus: Hamid-Morton (Shrine).

GENERAL MANAGER: H. H. Niebrugge.

Atlantic City Auditorium & Convention Hall, Atlantic City

SEATING CAPACITY: Main auditorium for legit or stageshow, 30,000 total; orchestra or main floor, 25,000; other levels, 5,000. Main auditorium for arena-type show, 14,000 to 20,000; orchestra or main floor, 9,000 to 15,000; other levels, 5,000. Secondary auditorium for legit or stageshow, 4,200; orchestra or main floor, 3,600; other levels, 600.

FACILITIES: For ice shows, size of rink, 200x100 ft.; for circuses, floor space up to 488x288 ft.; ceiling height, 135 ft. Exhibit space for sports shows, trade shows, etc., main room, 140,000 gross sq. ft.; total for other rooms, 100,000 gross sq. ft. For banquets, main room, 12,000 seats; total in other rooms, 2,400. For stageshows, proscenium opening, main, 108 ft.; ballroom, 48 ft. Wall-to-wall stage measurement, 138 by 70 ft.; footlights to back wall, 80 by 29 ft.; number of lines, main, 49; ballroom, 30.

DRESSING ROOMS: Total capacity of small or individual rooms, 21 rooms, 6,500.

AIR CONDITIONING: By fan system only.

CONCESSIONS: Operated by Beresin & Loeb under lease. Booker of auditorium shows, dances, sports events in building, Management. Ice shows: "Ice Capades." 6 to 7 weeks in summer. Circuses: None at present.
GENERAL MANAGER: Philip E. M. Thompson.

Kleinhans Music Hall, Buffalo

SEATING CAPACITY: Main auditorium for legit or stageshow, 2,839 total; orchestra or main floor, 1,575; other levels, 1,264. Secondary auditorium for legit or stageshow, 800; rehearsal room, 200.

FACILITIES: For ice shows, none; for circuses, none. For banquets, main room, 600 seats; total in other rooms, 300. For stageshows, curtain height, 33 ft.; wall-to-wall stage measurement, 50-68 ft.; footlights to back wall stage measurement, 28-44 ft.

DRESSING ROOMS: Small or individual rooms, 4; additional capacity for chorus, 450.

AIR CONDITIONING: Yes.
CONCESSIONS OPERATED BY: Cocktail Lounge Concession, Chez Aml. Booker: Mrs. Winifred Eaton Corey.
MANAGING DIRECTOR: Mrs. Winifred Eaton Corey.

Memorial Auditorium, Buffalo

SEATING CAPACITY: For stage-shows, boxing or arena show, 11,500.

FACILITIES: For ice show, size of rink, 196x85.5 ft. For circuses, floor space, 248x137 ft. Exhibit space for sports shows, trade shows, etc., main room, 34,212 sq. ft.; total for other rooms, 102,336 sq. ft. For banquets (number of dining room seats), main room, 2,500; total in other rooms, 2,500. For stageshows, platform stage built as required.
DRESSING ROOMS: Accommodations for 150 persons.

AIR CONDITIONING: No.
CONCESSIONS: Operated by Lew Horschel. Ice show: "Ice Capades" and "Ice Follies." Circuses, Shrine.
GENERAL MANAGER: Edward P. Hartnett Jr.

Chicago Arena, Chicago

SEATING CAPACITY: For stage-shows, 5,500; for boxing, 5,500; for arena show, 4,800.

FACILITIES: For ice shows, size of rink, 85x250 ft.; for circuses, floor space, 100x265 ft.; ceiling height, 40 ft. Exhibit space for sports shows, trade shows, etc., main room, 100x265 sq. ft.; total for other rooms, 100,000 sq. ft. For stageshows, stage width, 40 ft.; depth, 30 ft.

DRESSING ROOMS: Total capacity of small or individual rooms, 30; additional capacity for chorus, 100.

AIR CONDITIONING: No.
CONCESSIONS OPERATED BY: Arena Concessions, Inc. Booker of auditorium shows, Arena Mrgs. Association. Booker of sports events in building, Director. Ice Show: "Ice Follies" and "Ice Capades." Circuses: None.
GENERAL MANAGER: Walter Gordon.

International Amphitheatre, Chicago

SEATING CAPACITY: For legit or stageshow, 12,000. Orchestra or main floor, 4,500; other levels, 7,500. For arena-type show such as circus or ice show, 9,000.

FACILITIES: For circuses, floor space, 123x238 ft.; ceiling height, 80 ft. Exhibit space for sports shows, trade shows, etc., 260,000 sq. ft. For banquets, 4,200 seats. For stageshows, wall-to-wall stage measurement, 123 ft.

DRESSING ROOMS: Total capacity of small or individual rooms, 300; additional capacity for chorus, 300.

AIR CONDITIONING: After May 1, 1952.
CONCESSIONS: Operated by owners. Booker, M. E. Thayer. Ice shows, "Holiday on Ice."
GENERAL MANAGER: Merton E. Thayer.

Cincinnati Music Hall Assn., Cincinnati

SEATING CAPACITY: Main auditorium for legit or stageshow,

3,600. Orchestra or main floor, 1,775; other levels, 1,825; main auditorium for arena-type show such as circus or ice show, 5,700; orchestra or main floor, 3,700; other levels, 2,000.

FACILITIES: For ice shows, size of rink, 91x130. For circuses, size of floor space, 91x130 ft.; ceiling height, 41 ft. Exhibit space for sports shows, trade shows, etc., main room, 22,500 sq. ft.; total for other rooms, 22,500 sq. ft. For banquets, main room 2,000; total in other rooms, 75. For stageshows, dimension of proscenium opening, 51 ft.; wall-to-wall stage measurement, 125 ft.; footlights to back wall stage measurement, 55 ft.; 2 stage extensions, 14x70 each; number of lines, 60.

DRESSING ROOMS: Total capacity of small or individual rooms, 40; additional capacity for chorus, 125.

AIR CONDITIONING: No.
CONCESSIONS: Operated by Cincinnati Concession Co. Booker, Chas. W. Bauer Jr. Ice show, "Holiday on Ice." Circuses, various ones.
GENERAL MANAGER: Chas. W. Bauer Jr.

Taft Auditorium, Cincinnati

SEATING CAPACITY: Main auditorium for legit or stageshows, 2,510. Orchestra or main floor, 1,196; other levels, balcony, 1,314.

FACILITIES: For ice shows, none. Exhibit space for sports shows, trade shows, etc., main room, 18,500 sq. ft.; total for other rooms, 2,000 sq. ft. For banquets, main room, 2,350; total in other rooms, 900. For stageshows, dimensions of proscenium opening, 50 ft. wide by 32 ft. high; wall-to-wall stage measurement, 96 ft.; footlights to back wall stage measurement, 46 ft.; number of lines, 68; counter weight, 37 rope.

DRESSING ROOMS: Total capacity of small or individual rooms, 100; additional capacity for chorus, 100.

AIR CONDITIONING: No.
CONCESSIONS: Booker, Fred G. Flatt. Circuses, Polack Bros.; Syrian Temple Shrine.
GENERAL MANAGER: Fred G. Flatt.

Cleveland Arena, Cleveland

SEATING CAPACITY: For stage show, 12,500 total; orchestra or main floor, 2,500; other levels, 10,000; for circus, 10,000; lose 500 back stage for ice show.

FACILITIES: For ice shows, size of rink, 190x85 ft. For circuses, size of floor space, 190x85 ft.; ceiling height, 60 ft. to lights. Exhibit space for sports shows, trade shows, etc., very limited. For banquets, arena lounge, 150 seats; in room adjacent to arena lounge, 300. For stage shows, install Safeway stage, any size, for each show. Dressing rooms, total capacity of four small rooms, 12 each, with showers; additional capacity for chorus, two rooms that will accommodate 50 each with showers.

AIR CONDITIONING: No.
CONCESSIONS: Operated by Ohio Sportservice, Inc. (Jacobs Brothers). Booker of Auditorium shows, Arena Managers' Assn.; booker of sports events in building, J. C. Hendy, general manager. Ice shows, "Ice Capades" and "Ice Follies." Not interested in any other ice shows. Circuses, none. Have agreement with local Grotto not to play a circus as long as they have one.
GENERAL MANAGER, James C. Hendy.

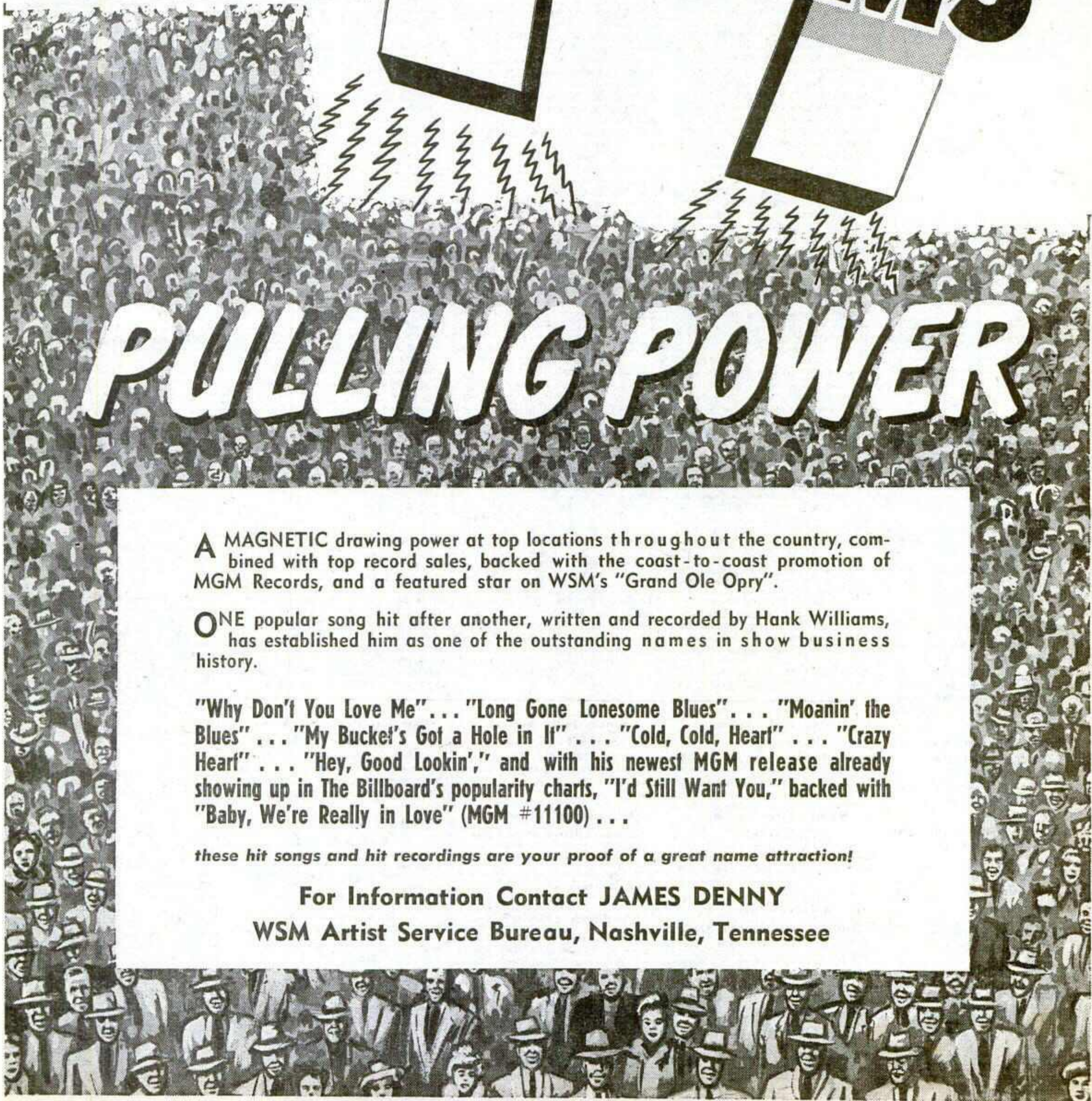
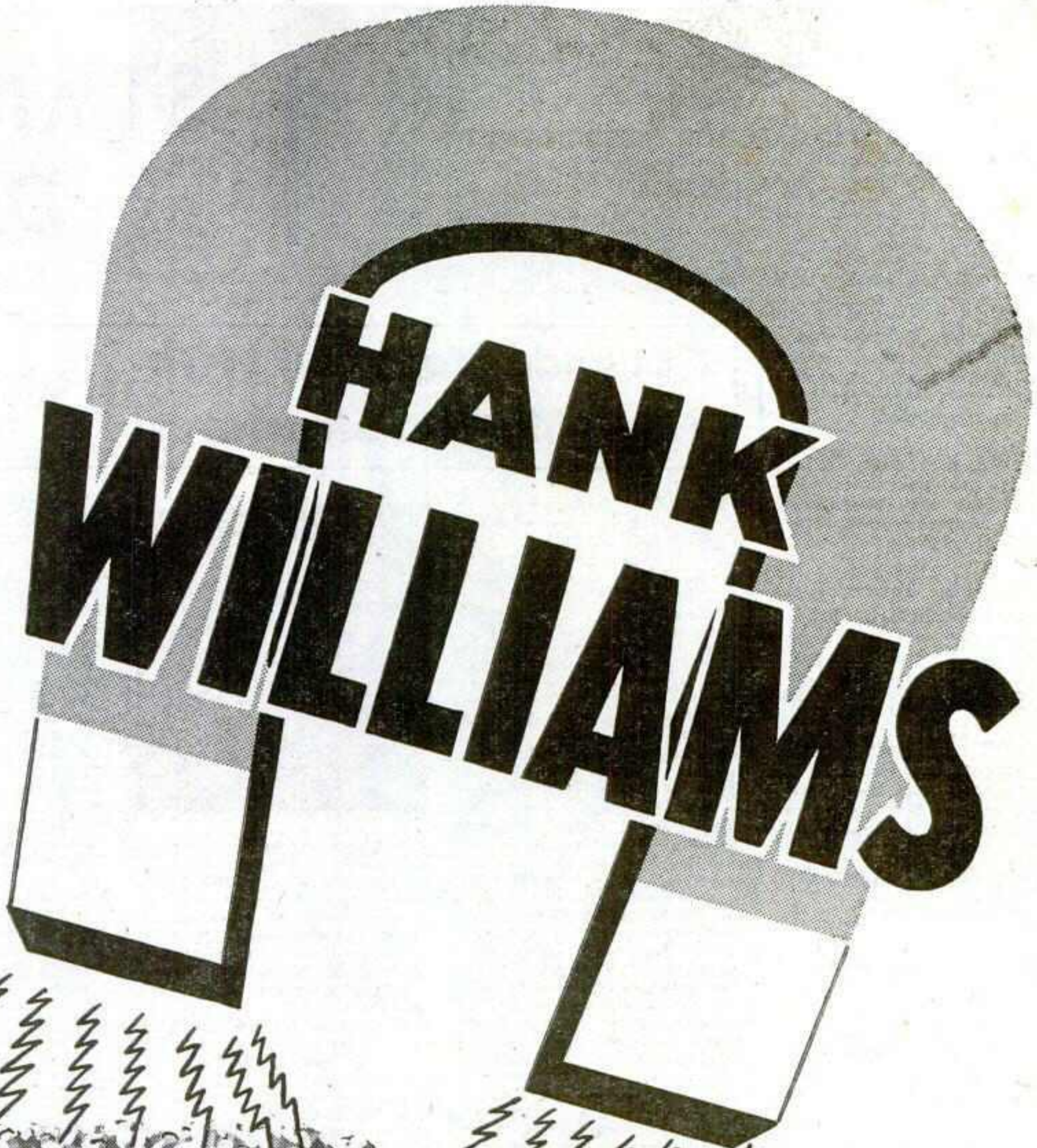
Denver Coliseum, Denver City Auditorium, Denver

SEATING CAPACITY: For stage-shows, 4,000; for boxing, 10,000; for arena show, 8,000.

FACILITIES: For ice show, size of rink, 212x86. For circuses, floor space, 232x112; ceiling height, 87 ft. Exhibit space for sports shows, trade shows, etc., main room, 27,000 sq. ft.; additional exhibit area on promenade. For stageshows, portable stage measurement unlimited.

DRESSING ROOMS: Total capacity of small or individual rooms, 150.

AIR CONDITIONING: Yes, Coliseum.
CONCESSIONS: Operated by Jo-



PULLING POWER

A MAGNETIC drawing power at top locations throughout the country, combined with top record sales, backed with the coast-to-coast promotion of MGM Records, and a featured star on WSM's "Grand Ole Opry".

ONE popular song hit after another, written and recorded by Hank Williams, has established him as one of the outstanding names in show business history.

"Why Don't You Love Me" . . . "Long Gone Lonesome Blues" . . . "Moanin' the Blues" . . . "My Bucket's Got a Hole in It" . . . "Cold, Cold, Heart" . . . "Crazy Heart" . . . "Hey, Good Lookin'," and with his newest MGM release already showing up in The Billboard's popularity charts, "I'd Still Want You," backed with "Baby, We're Really in Love" (MGM #11100) . . .

these hit songs and hit recordings are your proof of a great name attraction!

**For Information Contact JAMES DENNY
WSM Artist Service Bureau, Nashville, Tennessee**



Ontario Arenas Association

STATISTICAL DATA

Canada Steps Out With New, Modern Structures

By H. W. J. BARNETT
Ontario Arenas Association

Bob Hope

Continued from page 43

Barrie Arena, Barrie, Ont.
Capacity, 4,000 plus floor seats; manager, Wesley Allsopp. Concrete floor. Has played all types of shows, circuses and name bands.

Belleville, Belleville, Ont.
Capacity, 2,400 plus floor seats; manager, Walter Gerow. Plastic floor. Has played many namebands. Fairly good on Western shows.

Bracebridge Memorial Arena, Bracebridge, Ont.
Capacity, 1,800 plus floor seats; manager, James Webb. Concrete floor. Plays name bands. Has played Westerns.

Brampton Memorial Arena, Brampton, Ont.
Capacity, 2,100 plus floor seats; manager, Stan Barbour. Concrete floor. Has played name bands.

Brockville Civic Centre, Brockville, Ont.
Capacity, 2,400 plus floor seats; manager, Arch Miller. Concrete floor and has played name bands and other shows.

Chatham Memorial Arena, Chatham, Ont.
Capacity, 3,200 plus floor seats; manager, Ken Faulkner. Concrete floor. Has played all types of shows.

Collingwood Memorial Arena, Collingwood, Ont.
Capacity, 1,600 plus floor seats; manager, W. J. McDerment. Concrete floor. Has wrestling, name bands and shows.

Dundas Memorial Arena, Dundas, Ont.
Capacity, 2,100 plus floor seats; manager, Art Jerome. Concrete floor. Played quite a few name bands last year plus Western shows.

Galt Arena, Galt, Ont.
Capacity, 3,300 plus floor seats; manager, A. Lamond. Wooden floor. Roller skating and has played some bands.

Guelph Memorial Gardens, Guelph, Ont.
Capacity, 4,005; manager, Howard Radford. Place tarpaulin over ice surface; floor seats can be added for 1,000 more capacity; heated building. Plays all type shows. Name bands.

Midland Arena, Midland, Ont.
Capacity, 1,800 plus floor seats; secretary, R. W. Wilson; wooden floor. Has played shows and bands. Most entertainment booked thru Charles Parker, c/o Parkview Hotel.

North Bay Arena, North Bay, Ont.
Capacity, 2,400 plus floor seats; manager, S. Turner; wooden floor. Has played some name bands.

Pembroke Memorial Arena, Pembroke, Ont.
Capacity, 3,000 plus floor seats; manager, Morris Snider. New building. Concrete floor. Will be available this summer for different types of activities.

Peterboro Civic Arena, Peterboro, Ont.
Capacity, 2,800 plus floor seats; manager, Walter Smillie. Concrete floor. Has played a few bands and is quite good on Westerns.

Port Arthur Arena, Port Arthur, Ont.
Capacity, 4,100 plus floor seats; manager, Bill McKenzie. Available for summer shows.

A LARGE and lucrative field is open to booking agencies for the presentation of all types of indoor entertainment in the large number of new modern arenas which have been built in Canada during the past five years. Many of these were built as community centers in order to perpetuate the memory of Canadian sailors, soldiers and airmen who gave their lives in the cause of freedom in World Wars I and II. In addition to the arenas available for that great Canadian winter pastime, ice hockey, a considerable number of the buildings are now equipped with either modern, year-round floors covering the entire ice surface, or sectional wood floors. This permits continual operation thruout a full 12-month period of the year and affords the residents a much greater opportunity of seeing various types of entertainment. With the introduction of permanent-type floors, many of the arenas are now able to stage rodeos, indoor circuses, boxing and wrestling shows, basketball, dances, sportsmen's shows, fall fairs, vaudeville shows, operas, touring road shows, concerts, carnivals, lacrosse games, roller skating shows, water carnivals, and the like, where formerly these arenas were restricted to ice attractions.

Typical Arena

Typical of the new-type of arena constructed in Canada since the cessation of hostilities in 1945 is the Sault Memorial Gardens in Sault Ste. Marie, Ontario. Built at a cost of approximately \$965,000, the building was officially opened on February 20, 1949, with 8,000 persons in attendance. A completely fireproof building, with ample dressing rooms and other facilities, the arena seats 3,802 persons for hockey games. For stagershows and other attractions an additional 2,200 seats can be placed on the arena floor area, which is 200 feet long and 85 feet wide. Accommodation is also available for an additional 2,000 standees. As an example of the drawing power of this type of arena, some 5,000 patrons attended a one-night stand to see Canada's well-known cast of radio stars, Bert Pearl and His Happy Gang, of Toronto, during June, 1951, with a top scaling of \$2 per person. A three-day vaudeville show, staged in conjunction with a fall fair, drew 10,000 people last September.

The Sault Memorial Gardens is equipped with a polished concrete and terrazzo floor. During the winter operating months, ice can be removed from this floor following a hockey match in approximately seven hours, permitting the presentation of stagershows, dances or any other attraction in a heated building.



In the Province of Ontario, where practically every town or city has an arena, an organization known as the Ontario Arenas Association, Inc., was formed in 1947. The association now has a total of some 62 active arenas in its membership plus several associate members who are engaged in various forms of manufacturing material and equipment for arenas.

The managers and commission members of these arenas meet in the various cities and towns every month from September thru June in order to discuss phases of arena operation and promotion of attractions. The organization also acts as a booking agency for various types of attractions that desire to play the various circuits. Not included in this organization are arenas located in Ottawa and Hamilton, and the Maple Leaf Gardens, Toronto. Practically all of these 62 arenas have artificial ice installation, and this total does not include hundreds of smaller arenas thruout the Province which are natural ice rinks.

Many of the artificial ice arenas have installed or are in process of installing suitable floors for year-round activities. Among the larger arenas in this category, with suitable seating accommodation, are those located at Windsor, Wallaceburg, Chatham, Sarnia, Welland, St. Catharines, Owen Sound, Barrie, Guelph, Kitchener, Belleville, Brockville, Kingston, Cornwall, Sudbury, Sault Ste. Marie, Schumacher, Noranda, Rouyn, Fort William and Port Arthur.

With the installation of suitable floors in these arenas, traveling road shows, rodeos, circuses, name bands, etc., can now practically cover the whole Province of Ontario with minimum traveling expenses, due to the shorter traveling distances between arenas than heretofore. The officers of the Ontario Arenas Association, Inc., for the year 1951-52 are: President, Claude Tice, Belleville; Vice-President, Wes Allsop, Barrie, and Secretary-Treasurer, James McCormick, Kingston, with Harry McLeod, Simcoe; Ted Steadman, East York; Bob Crosby, Kitchener, and Murray Philpott, Sarnia, as directors.

The Ontario Arenas Association, Inc., has from time to time discussed the expansion of its organization, whereby all arenas thruout Canada might some day form a National Association extending from the Atlantic to the Pacific. With the rapid growth in the Ontario Arenas Association, Inc., and the interest displayed by other arena managers outside of this province, there is no doubt that in the future such a national organization will be established. The total of arenas listed thruout Canada at the present totals 120. This figure does not include new arenas constructed during 1951, nor the great number of natural ice arenas which are not on record, but whose buildings could be made available for entertainment other than hockey, ice skating, and ice shows, during the summer and fall.

Time Ripe

A limited number of agencies have been booking entertainment in the Canadian arenas during the past few years, but the time is now ripe for a considerable expansion of show business activities in the large field now open for the presentation of live talent. This is particularly so during the late spring, summer and fall, when arenas are not fully occupied with ice attractions. During the spring and summer arena activities are generally restricted to roller skating, dancing, boxing and wrestling shows, lacrosse and local attractions. With the large auditoriums and ample seating capacity of arenas all those in show business would be well advised to investigate the possibilities that exist in the presentation of good, clean entertainment to the people of Canada, who look for a diversified type of entertainment in their own community centers and community-owned arenas.

Rouyn Civic Arena, Rouyn, Que.
Capacity, 3,000 plus floor seats; manager, Paul Matte. Wooden floor. Can play shows but no dancing.

Sarnia Civic Arena, Sarnia, Ont.
Capacity, 2,800 plus floor seats; manager, Murray Philpott. Concrete floor. Has played bands and a few shows.

McIntyre Arena, Schumacher-Timmons, Ont.
Capacity, 3,600 plus floor seats; manager, Ted Lister. Wooden floor. Plays many shows, dances and caters to the city of Timmons, Ontario, one mile away from Schumacher.

Simcoe Memorial Arena, Simcoe, Ont.
Capacity, 2,200 plus floor seats; manager, Harry MacLeod. Concrete floor. Has played quite a few bands and shows and has done quite well.

Smith Falls Arena, Smith Falls, Ont.
Capacity, 2,800 plus floor seats; manager, William Garbutt. Concrete floor. Has played a few shows.

Tillsonburg Memorial Arena, Tillsonburg, Ont.
Capacity, 2,200 plus floor seats; manager, Oscar Lee. Has new concrete floor and will be available for shows, dances, etc.

Walkerton Memorial Arena, Walkerton, Ont.
Capacity, 2,400 plus floor seats; manager, Earl Grey. Concrete floor. Has played name bands, shows and is especially good on Westerns.

Wallaceburg Memorial Arena, Wallaceburg, Ont.
Capacity, 2,400 plus floor seats; manager, Frank Mabey. Concrete floor. Has played a few shows, including Westerns.

Waterloo Memorial Arena, Waterloo, Ont.
Capacity, 2,800 plus floor seats; manager, Norman Cook. Wooden floor. Has played name bands, shows and is quite good on Westerns.

Welland Memorial Arena, Welland, Ont.
Capacity, 2,000 plus floor seats; manager, Willard Dahmer. Concrete floor. Has played a few bands and concerts.

Windsor Arena, Windsor, Ont.
Capacity, 4,500 plus floor seats; president, Leslie Butcher. Plays many shows, name bands, circuses and all other types of entertainment.

Woodstock Memorial Arena, Woodstock, Ont.
Capacity, 2,200 plus floor seats. Concrete floor. Has played some dance bands and Westerns.

ice. I'm probably the first bird's-eye comedian who ever played Pittsburgh. I'll never forget the first time Johnny Harris booked me into Duquesne Gardens, Pittsburgh, and I said to him: "Do you mean to tell me you're going to leave ice on the floor and I'm going to be working on it?" And he said to me: "Bob, with your type of act, I think it's better that way." He's a great guy and a man who thoroly understands the problems and facets of our business.

I'd like to single out each and every arena manager and thank them personally, but I know I'm not going to have the time here so will do it the next time I'm around. I'm going again, because it's show business on a big scale and at my age I don't have the blood to do five or six shows a day that the movie houses demand. And, anyway, I'd rather play to 7,000 or 10,000 in those arenas. Can you imagine . . . seven to 10,000 seats? Those places are almost as big as Crosby's piggy bank.

There are some wonderful attractions touring the arenas now. Like Spike Jones, who gets solid money everywhere; Eddie Howard, who can pack them in twice a night, which is comfortable money, and Lionel Hampton just to mention a few. These boys are to be congratulated for their courage in pioneering and figuring out this highly specialized type of entertainment. By that I mean it takes initiative in programming and producing to be a consistent smash in places like Boston Gardens, which is really the Grand Canyon with seats, or the Kiel Auditorium, St. Louis, which really is a large place.

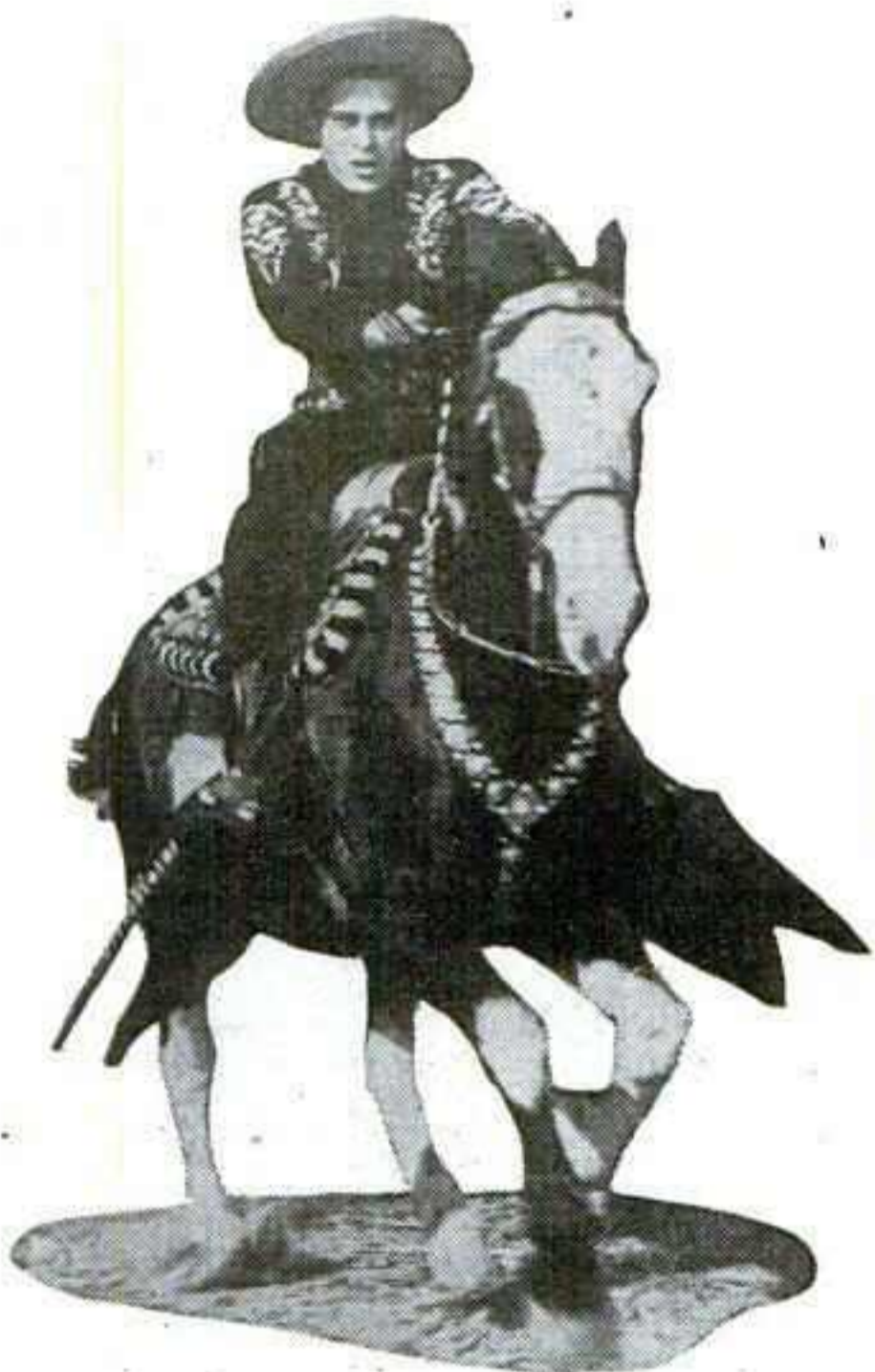
In fact it is so large, the first time I played there some guy in the last row threw an egg at me and I got hit in the face by a chicken. We've always had great success in the arenas thru Texas. Those are happy people down thru the cattle and oil country. I know, they were even smiling after the show. And you can tell it's cow country. They shake hands with you one finger at a time. Of course, we always have the interstate wizard, Bob O'Donnell, one of the real pioneers of our variety show business, to guide us in case we need a little travelers' aid.

Houston is always a hotspot, and a gypsy with the right kind of words always can pick up three or four hot meals there. Then after the show go over to the Shamrock Hotel, which is the Waldorf with spurs, and play a little club date for Glen McCarthy for the laundry bill. This is the best way to see America and also Canada.

I'll never forget the first show I did in Montreal. With a lot of French people sitting in the audience, I became very brave and tried to tell my first joke in French. I don't know what I said but I told my second joke in a police station. And the people are so nice in all these cities. When I hit town it was a regular holiday, but I couldn't understand why only the banks closed.

So again I want to thank the arena managers for their courtesies and also The Billboard for giving me this chance to say hello. I've been a pretty lucky actor getting all this help. For instance, on my last tour the Swift Company helped pay my expenses. During the meat shortage they didn't want America to forget what a ham looked like.

So, be ready. I'll be around again because those trips are great thrills. Where else can you see so many people? Where else can you have so much fun? Where can I get some blood?



THE CISCO KID

(DUNCAN RENALDO)

**AMERICA'S MOST COLORFUL WESTERN STAR
AND HIS PAL**

PANCHO

(LEO CARRILLO)

**STARS OF STAGE, SCREEN, RADIO
AND TELEVISION**

PRESENTED IN

**TOP RODEOS or a COMPLETE WESTERN SHOW
WITH OR WITHOUT STOCK**

and for **SPECIAL PROMOTIONS AND FAIRS**

**They Ride—They Shoot—They Tumult. Recreate their
Famous Motion Picture Action. A great new show built
around name stars with the drawing power that
grossed \$93,000 in 9 days in Chicago.**

For Fairs
BARNES-CARRUTHERS
Theatrical Enterprises, Inc.
159 N. Dearborn St.
Chicago 1, Illinois

For ALL Other Dates
WESTERN SHOWS, Inc.
Suite 1230, 10 So. LaSalle St.
Chicago 1, Illinois
Phone: STate 2-0434



presented . . .

“THE BIGGEST SHOW OF '51”

starring

- ★ DUKE ELLINGTON ★ NAT "KING" COLE ★ SARAH VAUGHAN
- ★ PEG LEG BATES ★ TIMMIE ROGERS ★ STUMP AND STUMPY
- ★ PATTERSON AND JACKSON ★ ★ MARIE BRYANT DANCERS

The Outstanding Arena and Auditorium Package of the Year

* Watch for "The Biggest Show of '52"

GALE AGENCY, INC.

48 WEST 48TH STREET

NEW YORK, N. Y.

PLAZA 7-7100

*To be announced soon





Arena Managers' Association

STATISTICAL DATA

Arenas Come Into Own As Entertainment Spots

By JOHN J. HICKEY
Booking Manager,
Arena Managers'
Association

Boston Gardens, Boston
SEATING CAPACITY: For stage-shows, 13,750; for boxing, 13,750; for arena show, 13,750.
FACILITIES: For ice show, size of rink, 100x225. For circuses, floor space, 100x225; ceiling height, 85 ft. For stagershow, portable stage measurements, 75x60.
DRESSING ROOMS: Total capacity of small or individual rooms, 200.
AIR CONDITIONING: No.
CONCESSIONS: Operated by the building. Booker of auditorium shows and dances held in the building. Arena Managers Association; booker of sports events in the building, Walter A. Brown. Ice Shows: "Ice Capades," "Ice Follies" and an annual carnival held by a local skating club. Circuses: Ringling-Barnum, Hamid-Morton (Shrine).
GENERAL MANAGER: Walter A. Brown.

Chicago Arena, Chicago
See directory for International Association of Auditorium Managers.

Cincinnati Garden, Cincinnati
SEATING CAPACITY: For stage-shows, 12,000; for boxing, 14,000; for arena show, 11,200.
FACILITIES: For ice show, size of rink, 70x160 ft. For circuses, floor space, 200x85 ft.; ceiling height, 72.5 ft. Exhibit space for sports shows, trade shows, etc., 22,500 sq. ft. For stagershow, portable stage, 30x40.
DRESSING ROOMS: Four large rooms.
AIR CONDITIONING: No.
CONCESSIONS: Operated by Midwest Sportservice, Inc. Booker, building manager. Ice shows, "Ice Follies" and "Ice Capades." Circus; none.
GENERAL MANAGER: Alex Sinclair.

Cleveland Arena, Cleveland
See directory for International Association of Auditorium Managers.

Dallas Ice Arena, Dallas
SEATING CAPACITY: For ice shows, 6,150; for boxing, 8,900; for arena show, 6,150.
FACILITIES: For ice show, size of rink, 92x198 ft.
DRESSING ROOMS: Total capacity, 200.
CONCESSIONS: Operated by Sportservice, Inc. Booker, Ice Sports, Inc. Ice shows which play the building, Sonja Henie, "Ice Cycles."
GENERAL MANAGER: Clarence E. Linz, president, Ice Sports, Inc.

Denver Coliseum, Denver City Auditorium, Denver
See directory for International Association of Auditorium Managers.

Will Rogers Memorial Coliseum, Fort Worth
See directory for International Association of Auditorium Managers.

Hershey Sports Arena, Hershey, Pa.
SEATING CAPACITY: For stage-shows, 9,000; for boxing, 9,000; for arena show, 7,200.
FACILITIES: For ice show, size of rink, 200x85 ft. For circuses, floor space, 200x85 ft.; ceiling height, 100 ft.
DRESSING ROOMS: Total capacity, 150.
AIR CONDITIONING: No.
CONCESSIONS: Operated by Hershey Estates. Booker, Arena Managers Association. Ice shows, "Ice Follies" and "Ice Capades."
GENERAL MANAGER: George W. Bartels.

Cambria County War Memorial, Inc., Johnstown, Pa.
SEATING CAPACITY: For stage-shows, 5,500; for boxing, 6,000; for arena show, 4,000.
FACILITIES: For ice show, size of rink, 200x85 ft. For circuses, floor space, 200x85 ft.; ceiling height, 50 ft. Exhibit space for sports shows, trade shows, etc.; main room, 17,000 sq. ft. For stagershow, portable stage, 40x32 ft.
DRESSING ROOMS: Total capacity of small or individual rooms, 75; additional capacity for chorus, 50.
AIR CONDITIONING: Yes.
CONCESSIONS: Operated by Penn Sportservice. Booker, building manager. Ice shows, "Ice Cycles." Circuses, Frank Wirth (Police).
GENERAL MANAGER: W. Zane Schneider.

IT IS becoming increasingly obvious that the large arenas thruout the country are coming into their own as the entertainment center of the various communities which they serve. Heretofore, these buildings with their great seating capacities have been the scene of fights, wrestling, hockey and basketball games and an occasional circus or rodeo. In the main, sports were their principal attraction, and in many cities the arena lost its given name and was constantly referred to as the Sports Arena.

With the appearance of the spectacular ice shows such as "Ice Capades," "Ice Follies" and "Ice Cycles," the conception of the use of arenas was changed. These magnificent productions were so big and expensive that they could only be played in places that could provide the space and seating capacity necessary to provide sufficient income for shows of this size to live. People flocked to the arenas, which by virtue of their large seating capacities were able to provide their patrons with good seats, at a reasonable price, for the biggest shows yet produced. Hence it was definitely proved that in addition to having a great sports value, arenas could be the medium by which the greatest shows and the greatest names in show business could be brought to all parts of the country and admissions could be scaled to

meet the limitations of almost any pocketbook.



Stars such as Bob Hope, Jack Benny, Roy Rogers, Gene Autry, Horace Heidt, Spike Jones and many others immediately recognized in this new field, a solution to some of their own problems. Playing theaters on tour, they had to do four or five shows daily in order to accommodate their fans. It can be easily understood that this was a most exhausting routine and one that would discourage all but the uninitiated from tackling the rigors of the road. Consequently, they turned to the arenas with alacrity, and doing but one show nightly augmented by week-end matinees grossed more weekly than they had previously done doing four and five shows per day.

60 ft. Exhibit space for sports shows, trade shows, etc., 14,000 sq. ft. For stagershow, portable stage measurement, 40x30.

DRESSING ROOMS: Total capacity of small or individual rooms, 60; additional capacity for chorus, 75.
AIR CONDITIONING: No.
CONCESSIONS: Operated by building. Booker of auditorium shows, Arena Managers' Association. Booker of sports events, building. Ice shows, "Ice Follies," "Ice Capades." Circus, Hamid-Morton (Shrine).
GENERAL MANAGER: Peter A. Tyrrell.

The Gardens, Pittsburgh
SEATING CAPACITY: For stage-shows, 5,500; for boxing, 5,500; for arena show, 5,500.

FACILITIES: For ice show, size of rink, 100x225. For circuses, floor space, 110x235; ceiling height, 75 feet. For stagershow, portable stage measurements, 65x50.

DRESSING ROOMS: Total capacity of small or individual rooms, 200
AIR CONDITIONING: No.
CONCESSIONS: Operated by United Concessions, Inc. Booker of auditorium shows and dances held in the building. Arena Managers Association; booker of sports events in the building, John H. Harris. Ice Shows: "Ice Capades" and "Ice Follies." Circuses: None.
GENERAL MANAGER: John H. Harris.

William Neal Reynolds Coliseum, Raleigh, N. C.
SEATING CAPACITY: For legit or stagershow, 12,700. Orchestra or main floor, 4,700; balcony, 8,000; for arena-type show, 10,700; orchestra or main floor, 2,700; balcony 8,000.

FACILITIES: For ice shows, rink, 90x200 ft.; excellent lighting. For circuses, size of floor space, 108x311.5 ft. Exhibit space for sports shows, trade shows, etc., main room, 33,696 sq. ft.; total for other rooms, 12,000 sq. ft. For stagershow, portable stage only with excellent lighting facilities.

DRESSING ROOMS: Total capacity of small or individual rooms, 150; additional capacity for chorus, 200.
AIR CONDITIONING: Yes.
CONCESSIONS: Operated by building. Booker, Arena Managers' Association. Booker of dances, local sponsors. Booker of sports events, Coliseum Management. Ice shows, "Ice Cycles" and "Ice Capades." Circuses, none as yet.
GENERAL MANAGER: W. Z. Betts.

The development of the widespread use of the arena has been rapid, until now the arena is the core of amusement in every locality where one is situated. Arenas can and do handle the most diversified collection of events imaginable. They hold concerts, symphonies, ice shows, water shows, personal appearances of "name" stage, screen, radio and television artists, variety shows, circuses, rodeos, hockey, basketball, fights, wrestling, dances, conventions, exhibits and even religious affairs. Several producers have especially put on shows to be played in arenas, and their success is bespoken by the fact that they are being imitated by others. Probably the most remarkable item of theatrical interest this season has been the announcement that the Metropolitan Opera Company will include an arena in its spring tour, playing Toronto's Maple Leaf Gardens, May 26-28.

Arena owners and operators are well aware of their main advantage over the usual theater or amusement center. Experience has taught them that the price of a ticket is still all important, and so they zealously fight against the trend of rising entertainment costs to the public. Their success over the past decade establishes without doubt that there is still a tremendous demand for entertainment if it can be served at a price the public can afford to pay.

The Arena, St. Louis, Mo.
See listing under International Association of Auditorium Managers.

Onondaga County War Memorial, Syracuse, N. Y.
See directory for International Association of Auditorium Managers.

Auditorium, Ottawa, Ont.
SEATING CAPACITY: For stage-shows, 6,000; for boxing, 6,000; for arena show, 5,500.

FACILITIES: For ice show, size of rink, 100x200. For circuses, floor space, 100x200; ceiling height, 75 ft. For stage shows, portable stage measurements, 60x40.

DRESSING ROOMS: Total capacity of small or individual rooms, 150.
AIR CONDITIONING: No.
CONCESSIONS: Operated by the building. Booker of auditorium shows and dances held in the building, Arena Managers Association; booker of sports events in the building, T. P. Gorman. Ice Shows: "Ice Cycles." Circuses: None.
GENERAL MANAGER: T. P. Gorman

Palais Montcalm, Quebec, Quebec

SEATING CAPACITY: Auditorium for legit or stagershow, 1,389 total; orchestra or main floor, 722; balcony, 651.
FACILITIES: For stagershow, proscenium opening 44 ft.; wall-to-wall stage measurement, 76 ft.; footlights to back wall, 28 feet.
DRESSING ROOMS: Total capacity of small or individual rooms, 9-18 persons; additional capacity for chorus, 15.
AIR CONDITIONING: Yes.
BOOKER OF Auditorium shows, Theo. Genest.
GENERAL MANAGER: Theo. Genest.

Swing Auditorium, San Bernardino, Calif.

SEATING CAPACITY: For stage-shows, 10,000; for boxing, 10,000; for arena show, 7,750.
FACILITIES: For ice show; size of rink, 180x80 ft. for circuses, floor space, 180x80 ft.; ceiling height, 65 ft. Exhibit space for sports shows, trade shows, etc., 160x225 ft. For banquets, none. For stagershow, permanent stage, 75x44 ft.
DRESSING ROOMS: Small rooms, 2; additional rooms for chorus, 2.
CONCESSIONS: Operated by building. Booker, W. G. Klipp. Ice show, "Ice Cycles." Circuses, none.
GENERAL MANAGER: W. G. Klipp.

Sault Ste. Marie Memorial Gardens

Sault Ste. Marie, Ont.
Capacity, 3,800; manager, Harold Barnett. Takes ice out for shows. Floor seats for at least 1,000 extra capacity; heated building. Plays all type shows and name bands.

Coliseum, Springfield, Mass.
SEATING CAPACITY: For stage-shows, 6,000; for boxing, 6,000; for arena show, 6,000.

FACILITIES: For ice show, size of rink, 115x200. For circuses, floor space, 115x200; ceiling height, 70 ft.
DRESSING ROOMS: Total capacity of small or individual rooms, 200.
AIR CONDITIONING: No.

CONCESSIONS: Operated by Lou Jacobs, Buffalo, N. Y. Booker of auditorium shows and dances in the building, Arena Managers Association; booker of sports events in the building, Eddie W. Shore. Ice Shows: "Ice Follies" and "Ice Capades." Circuses: None.
GENERAL MANAGER: Eddie W. Shore.

Sports Arena, Inc., Toledo
See directory for International Association of Auditorium Managers.

Sudbury, Sudbury, Ont.
Capacity, 7,500; manager, George Panter. Will take ice out. Construction not completed. Heated building. Floor seats can be added.

Maple Leaf Gardens, Toronto, Ont.
SEATING CAPACITY: For stage-shows, 14,300; for boxing, 14,100; for arena show, 12,500.

FACILITIES: For ice show, size of rink, 200x85 ft.; ceiling height, 160 ft. Exhibit space for sports shows trade shows, etc., main rooms, 17,000 sq. ft.; total for other rooms, 30,000 sq. ft. For stagershow, portable stage, 40x60 ft.

DRESSING ROOMS: Total capacity of small or individual rooms, 150; additional capacity for chorus, 100.

AIR CONDITIONING: No.
CONCESSIONS: Operated by building. Booker, H. F. Bolton, rink manager. Ice shows, "Ice Follies," "Ice Capades," "Toronto Skating Carnival." Circuses, Bob Morton (Shrine).
GENERAL MANAGER: C. Smythe, managing director and president.

Mutual Arena, Toronto
Capacity, 5,000; manager, Ted Dickson. No ice, hardwood floor in permanently. Roller skating. Floor seats available for at least 1,000.

Exhibition Gardens and Arena (Forum) Vancouver, B. C.

SEATING CAPACITY: Main auditorium for legit or stagershow, 7,000; main auditorium for arena-type show such as circus or ice show, 5,080. Secondary auditorium for legit or stagershow, 2,793.

FACILITIES: For ice shows, rink, 195x80 ft.; adjoining ice surface back of stage for warm ups. For circuses, floor space, 195x80 ft.; ceiling height, 42 ft. to steel. Exhibit space for sports shows, trade shows, etc., main room, 12,000 sq. ft.; total for other rooms, 10,000 sq. ft. For stagershow, proscenium opening, 30 feet; wall-to-wall stage measurement, 40 ft.; footlights to back wall, 30 ft.; no loft for stage.
DRESSING ROOMS: 4 large, 1 star's on stage.
AIR CONDITIONING: No.

CONCESSIONS: Operated by Lamoureux Concessions. Booker, open. Ice shows, "Ice Cycles," "Club Shows." Circus, Polack (Shrine-PNE).
GENERAL MANAGER: Dave Dauphinee.

Uline Arena, Washington
SEATING CAPACITY: For stage-shows, 7,800; for boxing, 8,500; for arena show, 5,500.

FACILITIES: For ice show, size of rink, 89x187 ft.; ceiling height, 77 feet. Exhibit space for sports shows, trade shows, etc., 16,643 square feet. For banquets, 3,200 seats. For stage-shows, portable stage, 48x36 ft.
AIR CONDITIONING: No.
CONCESSIONS: Operated by Maryland Sportservice, Inc., booker of auditorium shows, dances, sports events building. Ice shows, "Ice Capades," "Ice Follies." Circuses, Shrine.
GENERAL MANAGER: Robert Foster.

Wherever He Goes

It's



HANK

SNOW

the "Singing Ranger" and his Rainbow Ranch Boys

A National Name backed by the powerful promotion of his top-selling RCA-Victor recordings played by Disk Jockeys and on juke boxes throughout the U. S. A. and Canada, and as a featured star of WSM's internationally renowned "Grand Ole Opry."

Such great hit recordings as "I'm Movin' On," "Golden Rocket," "The Rhumba Boogie" and now another hit, "Music Makin' Mama From Memphis," keeps the name of Hank Snow popular and in demand the entire year.



Take advantage of this Money-Making Attraction because there's "No Business Like 'SNOW' Business!"

For Information and Open Dates Contact

JAMES DENNY
WSM Artist Service Bureau
Nashville, Tenn.

Daphne (Dee) Poli

June Bundy

• Continued from page 45

licity-promotion departments in the country is that of the Cincinnati Gardens, which is managed by Alex Sinclair. Under his supervision the directors of departments usually set up a working budget with traveling press agent in each field of advertising, publicity and promotion. They work together on all local and national tie-ins and pave the way for the press agent with his local contacts.

All kinds of gimmicks can be arranged between local radio stations and auds-arenas to draw biz. In Flint, Mich., Paul Rewey, manager of the IMA Aud., arranges radio contests with local stations for events playing his building. These vary with the public either guessing name of a mystery tune or the familiar best-letter contest. Prizes and tickets, of course, for the event playing the aud are given the winners on an opening night before the audiences.

Bus Deals

Rewey also prides himself on his special deal he makes with bus companies bringing special bus-loads of patrons to the aud for events from areas 75 miles away. Included in price is ticket, meal and transportation to and from aud.

Alert publicity-promotions can mean a good profit to any aud. One of the finest along these lines was accomplished at the Ellis Auditorium, Memphis, when alert Col. Charles McElravy tied in over-night the then "Miss America," Barbara Jo Walker, of Memphis. Practically as soon as she was crowned "Miss America," McElravy sent wires, made long distance calls. He arranged for her to make personal appearances at every opening night of leading events playing his aud for a good month. This increased the biz 50 per cent and newspapers gave outstanding publicity.

Another example of quick-promotion was done by Emery Boucher, manager of Quebec Coliseum, Quebec, when he recently arranged for the royal couple, Princess Elizabeth and the Duke of Edinburgh, to meet some 1,500 school children in the Coliseum.

Parades Popular

Parades are another popular means of advertising aud events. In Chattanooga, Tommy Thompson, manager of the Memorial Auditorium arranges parades with help of the Shrine, local high-school bands, or other organizations to promote coming attractions to his building.

The old block-of-ice gimmick is favored by many aud managers. Jack Brown, manager of White Plains County Center, arranges with local ice concern to donate 100-pound block of ice with advertising material frozen inside. Ice is placed on curbing in front of auditorium. On special advertised day a contest is run by local radio announcer and soundtruck. Public guesses how many hours it will take to melt block of ice, filling out their answers with name on coupons dropped in box in lobby of the aud. Newspapers tie in with gimmick. Judges time melting taking exact number of hours. Winning contestants are notified, introduced and given prizes during events playing building, attracting local interest and crowds.

Money-Maker

Perhaps, one of the most successful money-making promotions in the aud-arena field is Ed Furni's original pop-concert-ice-show series, he established at his aud in St. Paul. During hot summer months most auds are forced to close. But the St. Paul aud stays open year-round. Combining the pop concert series with figure-skating club ice show, he conceived the idea to set tiers of tables and chairs around the rink serving food and drink to patrons during the event. This annual summer week-end promotion has proved a great success.

Again, let me point out, that arenas and auditoriums are all determined to keep busy and stay in the black. Many have tough schedules but it appears to me that the only way our auditoriums and arenas of

• Continued from page 44

exploitation, sponsor relations, services and entertainment for winner. Many of the foregoing items, of course, are taken care of by the local organization which requested the broadcast. However, it's helpful if the arena manager is also familiar with the entire check list. In return, "Queen" expects the arena manager to provide police protection, adequate heating, stagehands in accordance with all other local union requirements.

In regards to facilities, the show doesn't always carry its own equipment. Scenery calls for 30 chairs on stage, two card tables, five six-foot tables, one eight-foot table, one four-foot table, a back drop, riser and throne and a music stand. An Old Gold banner and prop cigarette packages are provided by the company or local distributor. Minimum stage size is 30 feet by 40 feet. Miscellaneous equipment includes a glass bowl for tickets and a pitcher of water.

Technical Needs

Technical equipment necessary includes three audience mikes, public address speaker, control location, four channel mixers, one hand mike, one standing mike and assorted head phones and mike cables, plus AC extensions and AC cube taps and a bridge box (variable pad type).

"Ladies Fair" takes to the road approximately 20 times a year. Past dates have been at Sioux City Auditorium, Sioux City, Ia.; Loras College Auditorium, Lander, Wyo., and the high school auditorium and a circus tent with 4,000 seating capacity in Talladega, Ala. Road manager John Kerry says they "play in almost anything." Preferred arena capacity is 3,500, but seating arrangements are "not too important if the entire audience has a good view of stage."

This ailer carries its own engineer and limits requirements to a public address system and Hammond organ. No special scenery is needed. Rehearsal time and broadcast total about three hours in all. Arena rental and ticket matters are left up to the promoter or sponsor, and the show makes no concession arrangements whatsoever. However, in the past, promoters have rigged up special programs and sold space to local merchants.

Kerr emphasizes the importance of complete co-operation from stagehands, which he considers the arena manager's responsibility. He also cites need for props (tables, chairs, etc.) to be immediately available. Fairs, in particular, he says, often have trouble rounding up such props, and he has to go thru too many channels to get them.

Arthur Michaud

• Continued from page 45

serious problem in rising printing, plate, art and shipping costs. This, coupled with the uncertainty of tours (viz., the Hadacol fold-up which left me with about 20,000 programs of absolutely no value), tend to make this business a hazardous one. No matter how each one of us tries, we have been financially injured by overprinting, canceled tours and obsolescence.

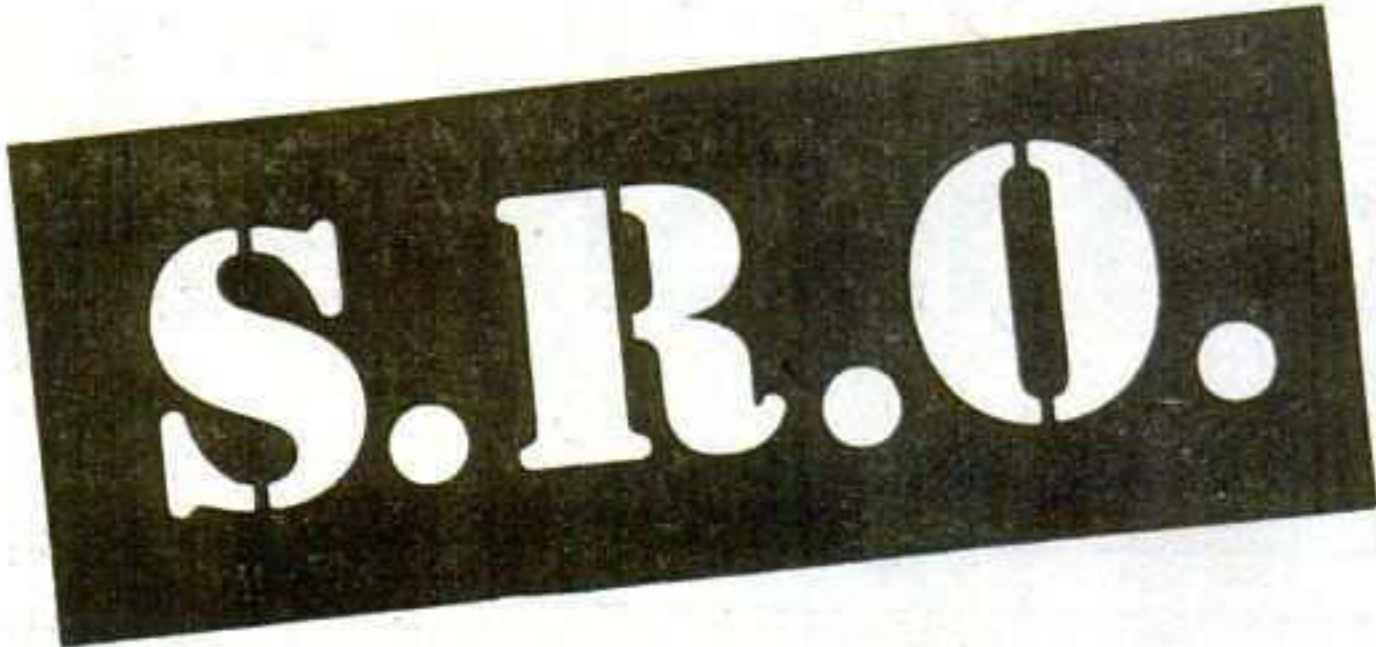
Most desirable would be an association of reputable bona fide publishers, with a view of working out better relationships between attraction and publisher, salesman and publisher, printer and publisher, concessionaire and publisher, union and publisher and, most important, between publisher and publisher.

This is made as a practical suggestion. If any of the gentlemen who are engaged in this business are interested, I shall be very happy to join with them and lend my efforts to any such association.

America and Canada can pull their weight is to be subsidized for recreation purposes for the entire community, to keep up their individual promotions, and to gain recognized national publicity.

Wherever He Goes

It's



HANK

SNOW

the "Singing Ranger" and his Rainbow Ranch Boys

A National Name backed by the powerful promotion of his top-selling RCA-Victor recordings played by Disk Jockeys and on juke boxes throughout the U. S. A. and Canada, and as a featured star of WSM's internationally renowned "Grand Ole Opry."

Such great hit recordings as "I'm Movin' On," "Golden Rocket," "The Rhumba Boogie" and now another hit, "Music Makin' Mama From Memphis," keeps the name of Hank Snow popular and in demand the entire year.



Take advantage of this Money-Making Attraction because there's "No Business Like 'SNOW' Business!"

For Information and Open Dates Contact

JAMES DENNY

WSM Artist Service Bureau
Nashville, Tenn.

Daphne (Dee) Poli

June Bundy

Continued from page 44

Continued from page 45

licity-promotion departments in the country is that of the Cincinnati Gardens, which is managed by Alex Sinclair. Under his supervision the directors of departments usually set up a working budget with traveling press agent in each field of advertising, publicity and promotion. They work together on all local and national tie-ins and pave the way for the press agent with his local contacts.

All kinds of gimmicks can be arranged between local radio stations and auds-arenas to draw biz. In Flint, Mich., Paul Rewey, manager of the IMA Aud., arranges radio contests with local stations for events playing his building. These vary with the public either guessing name of a mystery tune or the familiar best-letter contest. Prizes and tickets, of course, for the event playing the aud are given the winners on an opening night before the audiences.

Bus Deals

Rewey also prides himself on his special deal he makes with bus companies bringing special bus-loads of patrons to the aud for events from areas 75 miles away. Included in price is ticket, meal and transportation to and from aud.

Alert publicity-promotions can mean a good profit to any aud. One of the finest along these lines was accomplished at the Ellis Auditorium, Memphis, when alert Col. Charles McElravy tied in over-night the then "Miss America," Barbara Jo Walker, of Memphis. Practically as soon as she was crowned "Miss America," McElravy sent wires, made long distance calls. He arranged for her to make personal appearances at every opening night of leading events playing his aud for a good month. This increased the biz 50 per cent and newspapers gave outstanding publicity.

Another example of quick-promotion was done by Emery Boucher, manager of Quebec Coliseum, Quebec, when he recently arranged for the royal couple, Princess Elizabeth and the Duke of Edinburgh, to meet some 1,500 school children in the Coliseum.

Parades Popular

Parades are another popular means of advertising aud events. In Chattanooga, Tommy Thompson, manager of the Memorial Auditorium arranges parades with help of the Shrine, local high-school bands, or other organizations to promote coming attractions to his building.

The old block-of-ice gimmick is favored by many aud managers. Jack Brown, manager of White Plains County Center, arranges with local ice concern to donate 100-pound block of ice with advertising material frozen inside. Ice is placed on curbing in front of auditorium. On special advertised day a contest is run by local radio announcer and soundtrack. Public guesses how many hours it will take to melt block of ice, filling out their answers with name on coupons dropped in box in lobby of the aud. Newspapers tie in with gimmick. Judges time melting taking exact number of hours. Winning contestants are notified, introduced and given prizes during events playing building, attracting local interest and crowds.

Money-Maker

Perhaps, one of the most successful money-making promotions in the aud-arena field is Ed Furni's original pop-concert-ice-show series, he established at his aud in St. Paul. During hot summer months most auds are forced to close. But the St. Paul aud stays open year-round. Combining the pop concert series with figure-skating club ice show, he conceived the idea to set tiers of tables and chairs around the rink serving food and drink to patrons during the event. This annual summer week-end promotion has proved a great success.

Again, let me point out, that arenas and auditoriums are all determined to keep busy and stay in the black. Many have tough schedules but it appears to me that the only way our auditoriums and arenas of

exploitation, sponsor relations, services and entertainment for winner. Many of the foregoing items, of course, are taken care of by the local organization which requested the broadcast. However, it's helpful if the arena manager is also familiar with the entire check list. In return, "Queen" expects the arena manager to provide police protection, adequate heating, stagehands in accordance with all other local union requirements.

In regards to facilities, the show doesn't always carry its own equipment. Scenery calls for 30 chairs on stage, two card tables, five six-foot tables, one eight-foot table, one four-foot table, a back drop, riser and throne and a music stand. An Old Gold banner and prop cigarette packages are provided by the company or local distributor. Minimum stage size is 30 feet by 40 feet. Miscellaneous equipment includes a glass bowl for tickets and a pitcher of water.

Technical Needs

Technical equipment necessary includes three audience mikes, public address speaker, control location, four channel mixers, one hand mike, one standing mike and assorted head phones and mike cables, plus AC extensions and AC cube taps and a bridge box (variable pad type).

"Ladies Fair" takes to the road approximately 20 times a year. Past dates have been at Sioux City Auditorium, Sioux City, Ia.; Loras College Auditorium, Lander, Wyo., and the high school auditorium and a circus tent with 4,000 seating capacity in Talladega, Ala. Road manager John Kerry says they "play in almost anything." Preferred arena capacity is 3,500, but seating arrangements are "not too important if the entire audience has a good view of stage."

This airer carries its own engineer and limits requirements to a public address system and Hammond organ. No special scenery is needed. Rehearsal time and broadcast total about three hours in all. Arena rental and ticket matters are left up to the promoter or sponsor, and the show makes no concession arrangements whatsoever. However, in the past, promoters have rigged up special programs and sold space to local merchants.

Kerr emphasizes the importance of complete co-operation from stagehands, which he considers the arena manager's responsibility. He also cites need for props (tables, chairs, etc.) to be immediately available. Fairs, in particular, he says, often have trouble rounding up such props, and he has to go thru too many channels to get them.

Arthur Michaud

Continued from page 45

serious problem in rising printing, plate, art and shipping costs. This, coupled with the uncertainty of tours (viz., the Hadacol fold-up which left me with about 20,000 programs of absolutely no value), tend to make this business a hazardous one. No matter how each one of us tries, we have been financially injured by overprinting, canceled tours and obsolescence.

Most desirable would be an association of reputable bona fide publishers, with a view of working out better relationships between attraction and publisher, salesman and publisher, printer and publisher, concessionaire and publisher, union and publisher and, most important, between publisher and publisher.

This is made as a practical suggestion. If any of the gentlemen who are engaged in this business are interested, I shall be very happy to join with them and lend my efforts to any such association.

America and Canada can pull their weight is to be subsidized for recreation purposes for the entire community, to keep up their individual promotions, and to gain recognized national publicity.

Johnny Sippel

Continued from page 44

evidenced by past attendance records. During the past summer, 43,000 persons at 50 cents and \$1 (including tax) jammed the Cotton Bowl, Dallas, for a one-nighter, featuring Bill Monroe and Minnie Pearl, plus an array of regional talent. During late September, 14,000 attended an all-star h.b. jamboree at Griffith Stadium, Washington, D. C., with ducats going from 60 cents to \$2.40. Other notable dates in 1950-'51 include: Kansas City Auditorium, Hank Williams, Ernest Tubb and Minnie Pearl, \$17,000; and Murad Temple Auditorium, Indianapolis, \$16,000. On the latter date, played New Year's Eve and New Year's Day the past year, two shows were played each day in the 2,000-seat house, with ducats scaled at \$3.20 and \$2.40.

H.b. and Western talent will get its biggest auditorium-arena play this New Year's Day, when Oscar Davis, independent promoter and Connie B. Gay, d.j. at WARL, Arlington, Va., have banded together to play h.b. attractions at seven different indoor stadia. A troupe made up of Hank Williams, Moon, Mulligan, Jimmy Dickens and Pee Wee King will shuttle between Washington and Baltimore. At Spartanburg, S. C., the new municipal auditorium will play host to Ernest Tubb and Grandpa Jones.

Top Names Set Dates
Other sites and attractions for this single day include Raleigh, N. C., Hank Snow, George Morgan and a local band; Toledo, Rod Brasfield, Minnie Pearl, the Jordonaires and a local band; Canton, O., Cowboy Copas, the

Carter Sisters and Mother Maybelle and a local band; Charleston, W. Va., Carl Smith, Bill Monroe and the Duke of Paducah. All the above attractions are major label recording artists.

Norm Riley, personal manager of Hank Snow, a big WSM favorite, has been promoting most of his own auditorium and arena dates, but he offered the following tips to help interested parties booking other country names in the field and Snow. Riley estimates Snow's pulling potential in any area by contacting the Victor distributor, who represents the label for which Snow cuts records. If the distributor says he does well with Snow disks, Riley penetrates the individual towns in this distributor's region. He checks with d.j.'s, retailers and juke ops to see if Snow is hot in a particular town. After he has found that Snow means something in the city, he goes to the concession owners of the city's auditorium or arena. He checks with the city's concession operators to see if the crowd that normally comes to the auditorium goes big for popcorn, crackerjack, songbooks, ice cream bars, etc.

\$1 Admission
Riley has found this is the best criterion of whether the auditorium's regular clientele will go for a h.b. attraction. Contests, staged by d.j.'s, in which free ducats and Snow albums are given away free, are the best free flack on such a date. Riley has been working Snow primarily in arenas seating 4,000 and over, because he likes to present the "Singing Ranger" on a straight \$1 admission, enabling all to see the ex-Canadian favorite.

After playing a community, with Riley and Snow promoting the date themselves, they've usually found that a civic or church group will contact them for a second date. Riley said that he feels rustic names go better

in auditoriums and arenas than in outdoor folk music park dates because a. and a. dates allow for percentages, while park dates are for a flat guarantee.

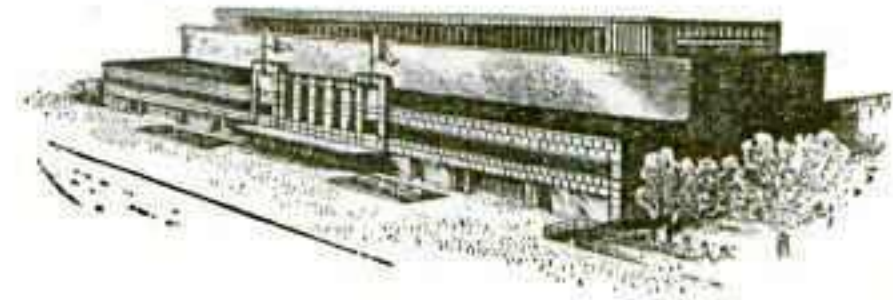
Tom Parker, manager of Eddy Arnold, the veteran country name on Victor label, reports he too goes for the \$1 general admission. They insist on this smaller admission to the point where it is now a clause in any contract with an independent promoter. Parker said he uses all outlets of paid and free promotion on the dates. Arnold, who has been doing a consistent series of electrically transcribed radio shows for Ralston-Purina, usually ties up with the local feed distributor and the record distributor. The local station, which carries Arnold's feed show, usually throws in live plugs for the Arnold date before and after the show. In addition, Arnold carries a plug for the date about 10 days in advance over his e. t. series. Because of his heavy recording and radio sked, Arnold hasn't played a large number of one-nighters in the past year, but is available for some dates in 1952.

Local Band an Aid
Promoters contacted by The Billboard agreed that it's good policy to link up with a local band, which has plenty of local airtime, to act as house band with the name attractions. This band has a large local following and the plugs it carries daily on its local shows pay off well.

The average one-nighter program by h.b. stars never should run much over one hour and forty-five minutes. General practice is to let the local group play the first half hour, then bring on the star for a half hour and then stage an intermission to allow the visiting artist to sell his song books and allow the candy-butchers to work without disturbing the show. Following the show, the name returns to do another 40 minutes.

The CLEVELAND ARENA

Northeastern Ohio's Sports Center



Home of the
CLEVELAND BARONS
10,000 Seats for Hockey

**ICE FOLLIES
HOCKEY
BOXING**

**ICE CAPADES
BASKETBALL
WRESTLING**

*We Are Interested in Outstanding
Special Attractions*

DICK KROESEN, President

JIM HENDY, Managing Director

The CLEVELAND ARENA
3700 Euclid, Cleveland 15, Ohio

ENdicott 1-3700



AUDITORIUM & ARENA MANAGERS

Yes, I've checked them all

BUSH-LAUBE

*can solve our
concession problems*

Here's what they have . . .

They've got a unit to fit every occasion. They can offer us the most diversified line of concessions I've ever seen! They're set up to handle and equip all of our needs and take over our problems.

I've checked into their past record and find that they are backed up 100% by recommendations from the leading auditoriums and arenas in the country.

**OPERATING ALL CONCESSIONS EXCLUSIVE
AT THE FOLLOWING:**

Municipal Auditorium, Kansas City, Mo.
Keil Municipal Auditorium, St. Louis, Mo.
Sam Houston Coliseum and Auditorium,
Houston, Tex.
Civic Auditorium, Sioux City, Ia.

Municipal Auditorium, Topeka, Kan.
Memorial Hall, Kansas City, Kan.
Memorial Field House, Manhattan, Kan., and
others.

**ANY OF THE ABOVE ARE OUR REFERENCES. WE INVITE INQUIRIES FROM AUDITORIUMS AND ARENAS
CONCERNING THEIR CONCESSION PROBLEMS**

BUSH-LAUBE CONCESSIONS

723 Main St.
Grand 0755

Municipal Auditorium
Victor 0369
KANSAS CITY, MISSOURI

Charles A. McElravy

• Continued from page 45

in a performance in the auditorium. A little girl in the audience gravely stepped up to the front of the stage, offered the lariat-swinging Rogers a fresh stick. People swore that was a plant, but it was absolutely on the level. Bill and the audience loved it.

Among the Greats

And Joe E. Brown; he's another great guy. He'd put on a show after the show was over. He'd pull out a chair, sit down in front of the curtain, stick out his feet in the footlights and just chat with the audience. It got so they were expecting it and nobody would leave when the regular show was over.

Gene Tunney was going to put on a boxing exhibition for the people of Memphis. Gene was sparring with a kid from Arkansas when the kid bopped the champ hard on the nose. The exhibition was halted abruptly after a little over a minute. That kid didn't wake up for 30 minutes.

It is ironic that our longest running event at the auditorium was the grimmest—the Mississippi River flood of 1937.

Early in the year we were notified by city authorities that we must hold the building for an emergency. From February 14 until the 27th it was estimated

that 53,000 people, most of them from the devastated lands of Arkansas, passed thru the building to be inoculated with serum, tagged, fed and registered for sleeping quarters.

Quick Change

At the time I was running the biggest service station in the city. The auditorium schedule was cleaned out for that period, of course, but the day after the refugees moved out, a show moved in. It was that close.

Yes, we've had them all down thru the years—wrestlers and religious gatherings, boxers and ballet, conventions and concerts, horse shows and baby shows, Spike Jones and Sir Thomas Beecham, hit Broadway revues and Shakespearean revivals and indoor circuses.

And I've loved every minute of it.

The Le Bonheur charity horse show started in the auditorium and has become nationally famous as an indoor horse show. Handling this kind of an attraction had its unusual aspects, too, with the laying of 900 yards of dirt in the building's North Hall.

The toughest show to stage was "Kiss Me, Kate." The producers built a huge set as a permanent fixture for the New York production, then sent it around out on the road. A show that takes six hours to hang is a big show. "Kate" took 12.

Confederate Reunion

Going way back it was surprising that a reunion of the past was the first event to take place in the new auditorium in 1924, several months before its formal dedication — the Confederate Veterans' reunion in June.

John Philip Sousa played the

first attraction for the public, and that was immediately followed by the San Carlo Opera Company. Then the regular booking began, and in the years to follow the ever-varying parade has marched thru the building.

My "Hundred Years in Show Business" could be said to have started with the old Duquesne Theater in Pittsburgh, where I started as a film machine operator. Movies were so new then that the film was run off into a sack, then rewound before it could be used again.

I came to Memphis in 1904 and built part of the concessions and rides for an amusement park. After the parks came the district managership of a theater chain, and when the Auditorium opened, I moved in.

On November 1 of last year the city retired me, but I'm booking shows into that same auditorium today. Can't seem to get away.

In these days of rapid change and double-quick time, 26 years may seem like only yesterday on the one hand while on the other, the events of that time have already taken on a tinge of ancient history.

Show Goes On

Today the show goes on—all over the amusement world—but it is obvious, even in Memphis, that it is a very different show world from the one I stepped into.

To begin with, back in those days, Memphis had its legitimate theaters. The auditorium was to be a great convention hall and opera house, also a market house. It was to be a big convention hall—tho at that time the city

didn't even have a convention bureau. And an opera house, tho in those days opera had seldom been known to pay its own way.

In short, the auditorium was to be an experiment. For me, it has proved an interesting one which has taxed what ingenuity and wit I could muster. For the people of Memphis it has proved a place for celebration in good times and a place of refuge in bad.

Yes, auditoriums are a public institution, one just as important as the police department, the city hall or your daily newspaper.

Nobody knows, not even those closely associated with auditoriums, what may be next. But the road ahead does show more and better shows, and whatever the trends the show world will take, the auditoriums and arenas of the country will be ready to go along.

Nathan Podiloff

• Continued from page 46

with Charles W. Bauer Jr., Cincinnati; George Adams, Minneapolis, and Philip Thompson, Atlantic City.

Regardless of the effects of the present revolution in entertainment and gatherings there seems little question that the arena-auditoriums will always be an essential function of any community and serve to fulfill the changing desires of its people.

George Bush

• Continued from page 45

sources is of increasing importance in these days of high cost.

Fewer Labor Problems

From a help standpoint, the independent operator invariably is in a better position than a single building. The private operator can maintain a sizable corps of able, trouble-free vendors and other help because he can provide more work. He also can maintain and develop more efficient people, and thus his labor supply is more dependable, more efficient, and more abundant.

This is particularly true of those independent operators who operate the year around, in buildings in season and outdoors in the warm months. The larger the concession operation, the better usually is the caliber of the help. What's more, not only is the run-of-the-mill help better, but the lieutenants in the organization invariably acquire greater ability.

As a result, the independent operator has greater flexibility, helpwise. If several key people, for instance, become ill, the independent operator usually has several almost equally capable people to fill in. That is not always the case where the building operates its concessions, for the concession department of any one building more than likely has fewer key people to draw from.

Independents Venturesome

Experience is the greater teacher in almost any field, and the concession business is no exception. An independent operator, with findings in many different operations to guide him, is better equipped than a less, broadly schooled building-managed concession department.

Moreover, the independent operator is more prone to gamble—to venture money—than most buildings will on its concessions. And it is necessary, if concessions are to thrive, that risks be taken.

An independent concession, large for this reason, will take greater chances, put more money into equipment, and buy merchandise in larger quantities (thus getting lower prices) than the majority of buildings. To illustrate, I have known buildings which have operated with one popcorn machine, whereas I was convinced that three would be kept busy. Imagine the difference between the gross of one such machine as against three over a single season.

An independent operator works off his equipment faster than a building because the independent operator will work his equipment in more spots, more often than a building. For this reason, the independent operator buys newer, more efficient and more attractive equipment more frequently than the bulk of the buildings.

Concessions Take Time

The concession business, as anyone who has even dabbled with it knows, is one that demands much time and attention. Quite often, employees of a building are reluctant to give the necessary time or attention to it. The independent operator on the other hand knows full well of the demands. Moreover, and this is important, he is motivated by the profit angle, and thus is quite willing to put in long hours and give attention to the countless details connected with the business.

For a building management, a concession department managed by the building drains off much time that might better be devoted to acquiring new attractions. Moreover, not a few buildings which had handled their own concessions have discovered that they derive as much or more income when they lease their concessions than under their own management.

Income aside, concessions are of vital concern to building managers. Patrons gain perhaps the strongest impression from them. They may write off a bad show as "just one of those things" but if they buy a drink, a sandwich or what'll you have that doesn't satisfy them, they don't forget such incidents, they are quick to express themselves. Moreover, they don't forget such incidents; they keep on talking about it for months after.

Working for You!

INTERNATIONAL ASSOCIATION of AUDITORIUM MANAGERS

Our Objectives . . .

1. To promote and develop the use of Auditoriums and Arenas along definite lines of entertainment and public advancement.

3. To cultivate acquaintance among managers of auditoriums and arenas to increase their ability in promoting more frequent use of such buildings by the public.

4. To standardize practices and ethics of management and relationship to the public.

2. To use every effort to acquaint and circulate information of mutual interest and value to the public and managers pertaining to the successful use of such buildings.

5. To present a united front for furthering the common interests of Auditorium and Arena Managers.

THOSE ELIGIBLE FOR MEMBERSHIP: Any person exclusively engaged in the management of an auditorium, exposition hall, or arena may apply for membership provided he has had one year or more of experience managing said types of building. Non-voting memberships are available to those individuals with less than one year's experience.

For application blanks or further information write or wire:

PRESIDENT—C. W. Van Lopik
Masonic Temple, Detroit, Michigan

SECRETARY—Charles MacElravy
Charles MacElravy, Auditorium, Memphis, Tennessee

Eddie Quigley

Continued from page 45

However, I decided to take a chance at the Tulsa Arena and booked the "Ice Follies" for three nights, opening November 7.

Oscar, and Eddie and Roy then chartered a small bus, which would carry 28 people plus wardrobe and scenery. On November 3, the bus started from St. Paul to Tulsa. Two days were required to make the trip and on November 5 the troupe arrived in Tulsa. The city at the time had a very serious influenza epidemic, and the advance ticket sale was practically nothing. However, the boys had to go thru with the date, so on November 7 the show staged its world premiere, the first performance by any professional company on ice.

One of the classics of the show business was uttered that night, when just before show time, Oscar Johnson looked out at the audience of about 24 persons then turned to the cast and cracked, "Don't worry, we have them out-numbered."

First Dates Blanks

Tulsa liked the show, but business was almost nil, so the company moved on to Kansas City, where it arrived in the midst of a blizzard. St. Louis was not much better and things looked bad. Then came Pittsburgh and the East, with Philadelphia coming thru with excellent turnouts for a good two-day run. While in Philadelphia, Walter Brown of the Boston Garden and Harold Dibblee of Madison Square Garden caught the show. Both offered engagements in their buildings, and thereafter the show had little difficulty with bookings. In that first season the "Ice Follies" played Philadelphia three times, the last date being for three days, demonstrated a new era in show business.

When the "Ice Follies" went to Chicago, Arthur Wirtz of the Chicago Stadium combined it with Sonja Henie into a carnival for his building. Business was great, so great that Wirtz permanently entered the ice show business by producing the Sonja Henie "Hollywood Ice Review." Sonja played a number of towns, including Los Angeles, Houston, St. Paul, Montreal, Toronto, and Boston, but she finally eliminated most of these stops and her route last year consisted of Indianapolis, St. Louis, Chicago, New York, Detroit and Milwaukee, with her unit out for about 14 and 15 weeks in recent years.

When Sonja withdrew from some of the buildings, arena managers cast about for another ice show, and that led to the launching of "Ice Capades" which now is in its 12th season. Under John Harris' direction, the show has developed into an outstanding attraction and covers practically the same route as "Ice Follies." When the "Ice Capades" premieres in the East, "Ice Follies" opens on the West Coast. Their routes are booked at the same time each spring by the arena managers, and each show attempts to give the other sufficient clearance to make their engagements profitable and a financial success.

New Unit Fills Need

With the building of many new arenas in small towns, it was evident that a first class attraction was needed for these cities, so the "Ice Cycles" were born. For several years it was under joint management of the "Ice Follies" and "Ice Capades," but three years ago Shipstads and Johnson sold out their interests to John Harris. "Ice Cycles" plays about 40 weeks a year thruout the United States and Canada and has made two European tours.

A number of large cities without permanent ice installations also caught the fever and began inquiring about ice shows and dates. So into the picture came "Holiday on Ice" which carries its own refrigeration and all effects and lights. This show was so successful under the management of George Tyson that he organized a smaller show "Ice Vogues" to play in towns not big enough to support his "Holiday on Ice."

Sonja Henie, now no longer associated with Wirtz, last month unveiled her own show at the San Francisco Cow Palace. Sonja is heading up the show's

management as well as the cast. Shortly before Sonja debuted her show, Wirtz and his associates introduced their new show headed by Barbara Ann Scott at Milwaukee and this troupe will play the dates filled last year by the Sonja-headed unit. Barbara Ann Scott was starred two years ago in a unit that played Canada and in two American cities. That show was managed by Tom Gorman. In '50 Barbara Ann was featured with the "Ice Capades" at the Pan Pacific Auditorium, Los Angeles.

The season now upon us is the busiest in the history of ice shows. There are now more shows than ever before; their calibre continues high, and public enthusiasm insures another big year for them at the box office.

Merton E. Thayer

Continued from page 46

the International Amphitheater, Chicago Stadium, Chicago Coliseum, the Arena, Navy Pier and the exhibition sections of Soldier Field. There are exposition halls in many of the larger hotels. Those in the Conrad-Hilton (formerly the Stevens Hotel), the Palmer House and the Sherman Hotel are the best known.

The International Amphitheater has 260,000 square feet of space suitable for exhibits. Roughly, 70 per cent or 180,000 square feet of space can be laid out in salable booth space. Based on a charge of as little as \$2 per square foot, the possible

gross is \$364,000. The price of exhibit space for many expositions now cost \$5 per square foot, and one or two expositions now get \$10 a square foot.

With the increasing importance of television and its influence on gate receipts, we have found that the combination of walk-around booth exhibits and an arena show for the public has proved its drawing power at the gate. The automobile show, sports show and the International Live Stock Exposition are all designed to use the arena for stage presentations, while the four adjacent halls house the exhibits.

Video Interested

The television networks are greatly interested in the exhibits of large national advertisers. Last spring the Materials Handling Exposition not only occupied all space in the Amphitheater, but used 70,000 square feet of outdoor space in the adjoining parking lot. These exhibits were very interesting to the networks, and a number of them were filmed to be shown later. Four television cameras were working in the Amphitheater at one time during the automobile show. American industries, and large national advertisers consider the exposition method of advertising as an increasingly important part of their sales programs. Thru the use of color, electric lighting, electronics and the many other new scientific improvements, exposition advertising is more and more effective. The Chicago automobile show, the sports show and the boat show plan as much as three to five years ahead, and they have contracts with the International Amphitheater for the holding of expositions over these periods.

MASONIC TEMPLE

DETROIT, MICHIGAN



Located in the heart of downtown Detroit and annually presenting the city's greatest concert attractions and finest shows. Used by all automotive concerns for new model and dealer meetings.

THREE THEATRES

Seating
4600 — 1600 — 900

100,000 Sq. Ft. of Exhibit Space

EVENTS HELD RECENTLY

INDUSTRIAL MEETINGS—Ford, Chrysler, General Motors, Hudson, Cadillac, Chevrolet, Packard, Lincoln-Mercury, Buick, U. S. Steel, Firestone and others.

STAGE—Ballet Russe, Sadler's Wells, Holiday on Ice, Metropolitan Opera, Boston Symphony, Lily Pons, New York Center Opera, Menuhin, Stan Kenton and others.

RADIO & TELEVISION—"Toast of the Town," "Voice of Firestone," "James Melton Show," "Theatre Guild of the Air" and others.

Home of
The Detroit
Symphony Orchestra
and
WJBK-TV

For Rates or Other Information
Write, Wire or Phone
C. W. VAN LOPIK
General Manager
TEmples 2-7100 500 Temple
Detroit, Michigan

GIVE TO DAMON RAYNON CANCER FUND

America's Newest and Most Modern!

ALLEN COUNTY MEMORIAL COLISEUM

FORT WAYNE, INDIANA



Ready for Use Summer--1952

Interesting Facts About Fort Wayne:

- Population: 132,831
- Fort Wayne Trading Area: 451,955
- One of the Highest Rated Cities in U.S. for Buying Income
- Far Removed from Larger Cities
- A "Well-Balanced Town" from Standpoint of Industry

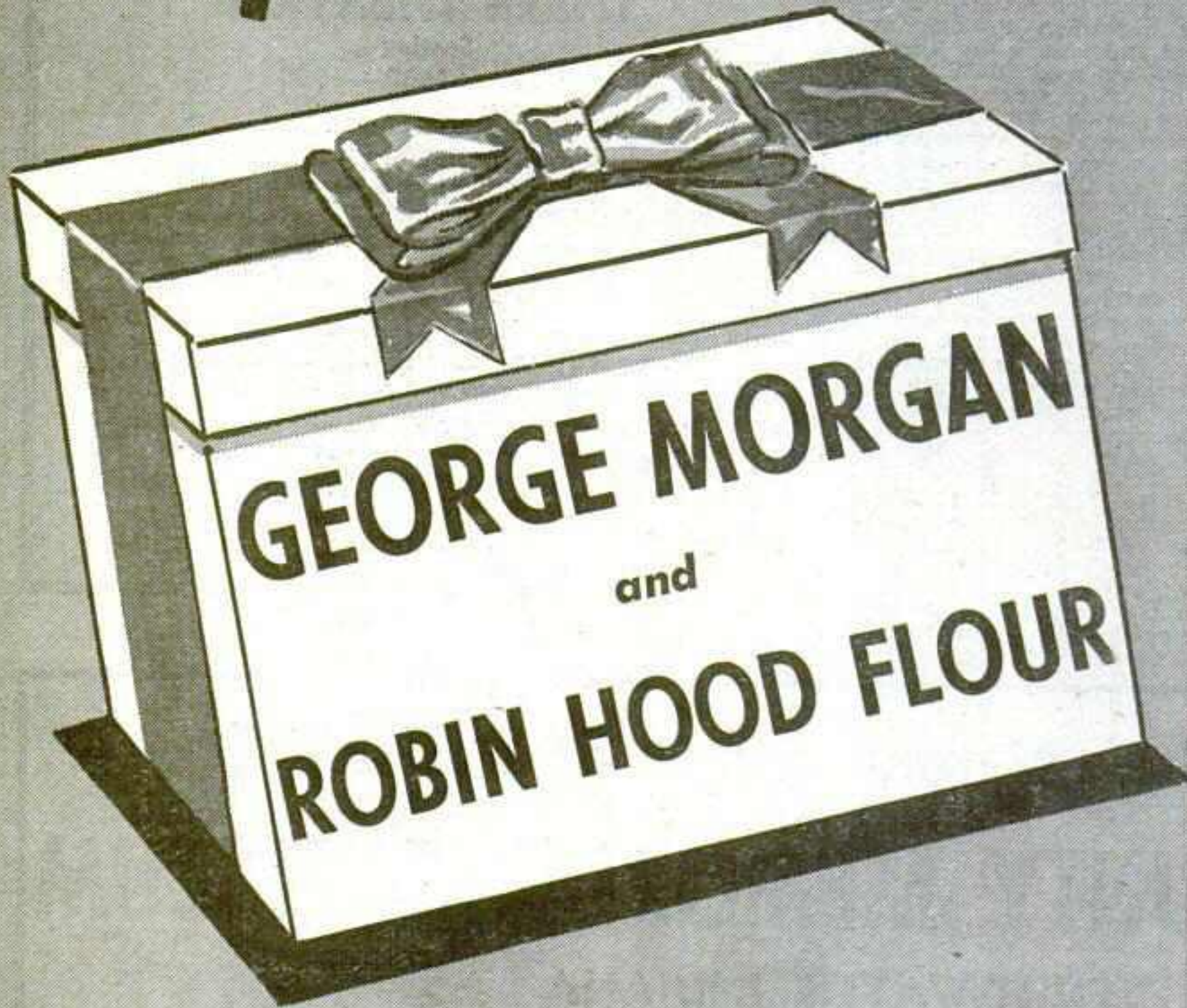
Here are some interesting highlights about the new Allen County Memorial Coliseum: Seating capacity—10,000 for basketball—11,500 for conventions. It has a permanent ice rink. 75,000 square feet of exhibit space—two floors . . . 50,000 feet in exhibition hall plus 25,000 feet on arena floor. Exhibition area suitable for trade shows, industrial shows, automobile shows, agricultural shows, and conventions.

The Coliseum is built on 60 acres with adequate parking facilities for 3,000 cars . . . and located only two miles from the center of Fort Wayne. It's America's newest and most modern coliseum.

For Additional Information Write or Wire

Don Myers, Manager, Allen County Memorial Coliseum, Fort Wayne, Ind.

A BEAUTIFUL PACKAGE!



A COMBINATION THAT CAN'T BE BEAT!

PLUS Promotion for a Top Personal Appearance Date . . .

NATIONALLY—

George Morgan's Best-Selling Columbia Records
Featured Star on WSM's "Grand Ole Opry"
Featured by Disk Jockeys and on Juke Boxes

REGIONALLY—

The George Morgan-Robin Hood Flour Show broadcast daily over 105 different Radio Stations, transcribed exclusively by Radiozark Enterprises.

LOCALLY—

The full co-operation of the Robin Hood Flour dealer to insure you to a capacity crowd when George Morgan and his Show are booked in your arena, auditorium or theater.



For open dates contact
Robert Ross, WSM, Nashville, Tenn.

Justus Edwards

• Continued from page 44

with sandbags or railroad iron have to be used. Use of ring mats and rubber shoes on ring stock has eliminated, with occasional exceptions, the costly business of moving in a layer of dirt, topped with sawdust. Altho not yet common practice, it is possible for an organized show to move into a building in the morning and give a matinee that afternoon.

Nice Work for Acts

True, the circuses which depend on buildings (and their outdoor counterparts) are not able to maintain the daily playing schedule of circuses under canvas. However, after deducting the layoffs between dates, acts with circuses on tour most of the year are able to get in as much work as in an average season under canvas—or more—to as good or better financial advantage. In other words, lay-off time is spread out over the year instead of being concentrated. This makes for easier, more relaxed trouping.

Playing indoors enables performers to lead independent lives, free of the regimentation involving circus sleepers and cookhouses. (In lieu of sleeping and eating accommodations, salaries are adjusted upward.) The transition from under canvas is sometimes rather abrupt for old-timers. But once they make the change, most of them are all for it. Dressing rooms with hot and cold water and shower facilities are often available—altho, it must be added that occasionally a building turns up whose accommodations are woefully

lacking. Indoor dates give welcome shelter from the discomforts of rain, wind and extremes in temperature. Jumps are longer, but they are less frequent and usually are more leisurely. Some troupers actually become tourists, complete with camera slung over shoulder.

Many acts devote all of their time to indoor circuses. There are others which are still able to alternate between the canvas season and indoor dates which, more or less independently booked, are confined to the winter months. The indoor circus has indeed become a major market for talent.

The attitude of a building manager goes a long way to making the tenancy of a circus pleasant. By the same token, the degree of his hospitality often reflects the treatment a circus and its personnel give his building. There have been times when a circus has been penalized because of the misdeeds of a predecessor, tho able to win the respect of the building management in the end and be received with approval on future visits.

Some building men have become definitely circus-minded and welcome an annual circus visit with enthusiasm. There is at least one case to our knowledge where the remodeling of an auditorium was done with a view to circus needs and several in which new buildings, now under construction, were designed in anticipation of circus tenants.

The rise in popularity of the indoor circus has paralleled, with no small degree of significance, sharp economical shifts in the circus business. Transportation costs have rocketed, and labor has gone up in cost at the same time it has become scarcer. An indoor circus requires a minimum of equipment to be transported and set up and consequently a minimum of workmen. It is the material saving in overhead that enables a sponsored circus, playing indoors, to do right well for itself and to earn altogether worth-while returns for its auspices.

There is a reason for the movement of the circus indoors.

**ENTERTAINMENT AT ITS BEST
THE ONE AND ONLY**

**MOON
MULLICAN**

**The Most Versatile Entertainer
in Folk Music . . .**

- Popularized by his hit King recordings and top song-writing.
- Famed for his individual piano playing and song styling.
- The Newest Favorite of WSM's GRAND OLE OPRY.

Ask your local and regional record retailers, juke box operators and disk jockeys about the impressive popularity of Moon Mullican's

"CHEROKEE BOOGIE" . . . "I'LL SAIL MY SHIP ALONE" . . . "MONA LISA" and others

For Open Dates

NORMAN RILEY Manager, WSM, Nashville, Tennessee

NEW 7,000 SEAT ARENA IN CALGARY, ALBERTA, CANADA

COMPLETE
FACILITIES
FOR

- ★ SPORT SHOWS
- ★ ICE SHOWS
- ★ INDOOR SPORTING EVENTS
- ★ DANCE BANDS ★ HOME SHOWS
★ EXHIBITS
- ★ INDOOR CIRCUSES
- ★ AUDITORIUM ATTRACTIONS

Canada's newest, most beautiful and modern building for indoor attractions. Serves 700,000 high income population area. Unobstructed view from all points. Terrazza floor, centrally located, convenient to transportation, 5,000 car parking space; all facilities to assure successful promotions. For information write to

M. E. HARTNETT
CALGARY EXHIBITION AND STAMPEDE, LTD.
CALGARY, ALBERTA, CANADA

THE SHOW PLACE OF THE NATION'S CAPITOL



The NATIONAL GUARD ARMORY WASHINGTON, D. C.

80,000 SQUARE FEET OF EXHIBIT SPACE — ADDITIONAL MEETING ROOMS — OUTSIDE RAMP ENTRANCE — CRATE STORAGE — EXCELLENT SERVICE FACILITIES — PARKING FOR 2,000 CARS — 15 MINUTES FROM DOWNTOWN HOTELS

SUCCESSFUL MAJOR CONVENTIONS

AMERICAN MEDICAL ASSOCIATION—NATIONAL FLOWER AND GARDEN SHOW—TRAILER COACH MANUFACTURERS—AMERICAN DIETETIC ASSOCIATION—AMERICAN BOTTLERS OF CARBONATED BEVERAGES ASSOCIATION—BOY SCOUTS OF AMERICA—AMERICAN DENTAL ASSOCIATION.

The D. C. National Guard Armory is the home of the WASHINGTON AUTOMOBILE SHOW—HOME BUILDERS EXPOSITION—LEAGUE OF MARYLAND SPORTSMEN'S SHOW—NATIONAL CAPITAL KENNEL CLUB SHOW—WASHINGTON EVENING STAR TRACK AND FIELD MEET.

Scene of many outstanding events of national importance, including: THE LARGEST JEFFERSON-JACKSON DAY DINNER IN THE NATION'S HISTORY—THE PRESIDENTIAL INAUGURAL GALA AND BALL—THE WASHINGTON POST ANNUAL CELEBRITIES SHOW—VARIETY CLUB RODEO AND NAME BAND DANCES.

For Information Write

ARMORY BOARD MANAGER
DISTRICT OF COLUMBIA NATIONAL GUARD ARMORY
2001 East Capitol Street, Washington 3, D. C.

Axel H. Reed

• Continued from page 46

book for the identical period—and the Mayo Civic Auditorium underwent 13 complete changes at the same time the Garden experienced 17. Not bad for a municipality that is only fourth largest in Minnesota—but considerably under the third largest, Duluth, with a 1950 population of 101,000.

Our auditorium occupies about three-fourths of a block. The exterior is light brown variegated brick. Nearby is a parking lot to accommodate 500 cars.

Arena Seats 6,000

We have four ground-floor units. The arena is the largest, seating 6,000. The Assembly theater accommodates 1,500, North hall 500 and South hall 150. In addition there are several committee rooms. We have an artificial ice rink, hardwood basketball floor, boxing and wrestling ring, elevated sectional chairs, balcony, bleachers and all the other things that go to making up any good auditorium. Our permanent staff numbers 11 employees.

Oddly enough, the Mayo Civic Auditorium never has made much play for conventions. This is due to the fact that the hotels in Rochester, constantly filled up with patients for the Mayo Clinic, are unable to handle convention business. Last year, however, we decided to try our hand at getting convention business, sticking to the State and regional type meeting. We were fairly successful and are hoping to increase the business this season and in the period ahead.

Let me explain our success with our outlying neighborhood communities a little more. When I became manager of the Mayo Civic Auditorium in 1945, I realized only full well that Rochester alone, which then had a population of a little more than 26,000, could not keep the institution in the black. It needed help from the outside.

Big Town Ideas

I began fanning out from this Southeastern Minnesota area, putting the spokes in one by one as I went from community to community and established contacts with newspapers and radio stations, with civic leaders and others. I adapted some of the big-town ideas to Rochester. One of the early adaptations was the regular press-radio party in connection with large entertainment features.

Those people appreciated the consideration shown them and it began paying off in excellent newspaper and radio coverage of events at our auditorium. Today I have the full co-operation of nine daily newspapers in as many communities, 43 weekly papers in surrounding towns and 10 radio stations. They handle our news releases in fine fashion, helping to draw folks from their communities to the Mayo Civic Auditorium. In addition I have a mailing list of better than 7,000 names of persons who get our direct mail pieces of coming events.

Our auditorium has a publicity department which I established and in addition, for the first time, Rochester has a centrally located ticket office, away from the Mayo Civic Auditorium, where patrons may purchase their tickets for

events at our place. In other words, I give them all the conveniences they can find in a big city operation—and they like it.

Idle Only 4 Days

How has business been? Well, our 16,000 square feet of floor space in the main arena was idle only four days from October, 1950, to May, 1951. Rochester is a regular hockey town now with a regular slate of games each winter in our arena.

Farmers organizations from the rich bread-basket area surrounding us use our facilities for their exhibitions, dinners and get-togethers. The merchants and business men of Rochester utilize our auditorium for their special occasions. The Knights of Columbus sponsor indoor circuses. We brought in the Minneapolis Lakers and the Syracuse Nats of the National Basketball Association for a professional basketball game. Smaller groups conduct luncheons, meetings, dances and style shows. Our winter season is marked with concerts, shows and the like, such as the appearance of the Robert Shaw Chorale. In the summer months we have a "pop" series in connection with ice skating.

So, all in all, while Rochester is a small town, I think we can say we've done a good job of keeping our Mayo Civic Auditorium the hub of activities for our area.

William Maas

• Continued from page 46

Schlitz Brewery's department heads, about 1,600 persons, are feted by the company each year, and upwards of \$4,000 is invested by the company in decorations for the event.

Cutler-Hammer, Inc., personnel follows a schedule in which employees and their families come for an afternoon Christmas party and stay for a dance which lasts until 1 a.m. There is a recess at 5:30 p.m. to allow parents time for taking children home before the evening activities start. Cornell Wood Products Company stages a free supper and beer party for employees. The Nunn-Bush Shoe Company entertains its employees at an annual party.

Other Activities

Other activities in the Auditorium-Arena in the Christmas season include the Debs' Ball, coming-out party for the city's debutantes; a large Lutheran high school concert, and the LoDua Accordion Company's program featuring about 400 accordion players on the stage at one time.

For company parties, it will be found that much of the necessary entertainment may be recruited among employees. Dancers, singers, musicians, comedians and specialty acts are found within most of the groups. In Milwaukee several of the company party committees depend entirely on home talent for their programs.

However, others use professional talent, and in this the building management assists.

The same bill of talent is used at each of the company parties, making 8 or 10 appearances in a two-week period. This not only provides a package program but also reduces the cost because of the repeated appear-

NORM RILEY

Artists' Representative

Producer of Western and Hillbilly Shows,
Featuring the greatest names in folk music.

Contact: **NORM RILEY**

Radio Station WSM

Nashville, Tenn.

NEW 7,000 SEAT ARENA

IN CALGARY, ALBERTA, CANADA

COMPLETE
FACILITIES
FOR

- ★ SPORT SHOWS
- ★ ICE SHOWS
- ★ INDOOR SPORTING EVENTS
- ★ DANCE BANDS ★ HOME SHOWS
- ★ EXHIBITS
- ★ INDOOR CIRCUSES
- ★ AUDITORIUM ATTRACTIONS

Canada's newest, most beautiful and modern building for indoor attractions. Serves 700,000 high income population area. Unobstructed view from all points. Terrazza floor, centrally located, convenient to transportation, 5,000 car parking space; all facilities to assure successful promotions. For information write to

M. E. HARTNETT
CALGARY EXHIBITION AND STAMPEDE, LTD.
CALGARY, ALBERTA, CANADA

THE SHOW PLACE OF THE NATION'S CAPITOL



The NATIONAL GUARD ARMORY WASHINGTON, D. C.

80,000 SQUARE FEET OF EXHIBIT SPACE — ADDITIONAL MEETING ROOMS — OUTSIDE RAMP ENTRANCE — CRATE STORAGE — EXCELLENT SERVICE FACILITIES — PARKING FOR 2,000 CARS — 15 MINUTES FROM DOWNTOWN HOTELS

SUCCESSFUL MAJOR CONVENTIONS

AMERICAN MEDICAL ASSOCIATION—NATIONAL FLOWER AND GARDEN SHOW—TRAILER COACH MANUFACTURERS—AMERICAN DIETETIC ASSOCIATION—AMERICAN BOTTLED CARBONATED BEVERAGES ASSOCIATION—BOY SCOUTS OF AMERICA—AMERICAN DENTAL ASSOCIATION.

The D. C. National Guard Armory is the home of the WASHINGTON AUTOMOBILE SHOW—HOME BUILDERS EXPOSITION—LEAGUE OF MARYLAND SPORTSMEN'S SHOW—NATIONAL CAPITAL KENNEL CLUB SHOW—WASHINGTON EVENING STAR TRACK AND FIELD MEET.

Scene of many outstanding events of national importance, including: THE LARGEST JEFFERSON-JACKSON DAY DINNER IN THE NATION'S HISTORY—THE PRESIDENTIAL INAUGURAL GALA AND BALL—THE WASHINGTON POST ANNUAL CELEBRITIES SHOW—VARIETY CLUB RODEO AND NAME BAND DANCES.

For Information Write

ARMORY BOARD MANAGER
DISTRICT OF COLUMBIA NATIONAL GUARD ARMORY
2001 East Capitol Street, Washington 3, D. C.

Axel H. Reed

Continued from page 46

book for the identical period—and the Mayo Civic Auditorium underwent 13 complete changes at the same time the Garden experienced 17. Not bad for a municipality that is only fourth largest in Minnesota—but considerably under the third largest, Duluth, with a 1950 population of 101,000.

Our auditorium occupies about three-fourths of a block. The exterior is light brown variegated brick. Nearby is a parking lot to accommodate 500 cars.

Arena Seats 6,000

We have four ground-floor units. The arena is the largest, seating 6,000. The Assembly theater accommodates 1,500, North hall 500 and South hall 150. In addition there are several committee rooms. We have an artificial ice rink, hardwood basketball floor, boxing and wrestling ring, elevated sectional chairs, balcony, bleachers and all the other things that go to making up any good auditorium. Our permanent staff numbers 11 employees.

Oddly enough, the Mayo Civic Auditorium never has made much play for conventions. This is due to the fact that the hotels in Rochester, constantly filled up with patients for the Mayo Clinic, are unable to handle convention business. Last year, however, we decided to try our hand at getting convention business, sticking to the State and regional type meeting. We were fairly successful and are hoping to increase the business this season and in the period ahead.

Let me explain our success with our outlying neighborhood communities a little more. When I became manager of the Mayo Civic Auditorium in 1945, I realized only full well that Rochester alone, which then had a population of a little more than 26,000, could not keep the institution in the black. It needed help from the outside.

Big Town Ideas

I began fanning out from this Southeastern Minnesota area, putting the spokes in one by one as I went from community to community and established contacts with newspapers and radio stations, with civic leaders and others. I adapted some of the big-town ideas to Rochester. One of the early adaptations was the regular press-radio party in connection with large entertainment features.

Those people appreciated the consideration shown them and it began paying off in excellent newspaper and radio coverage of events at our auditorium. Today I have the full co-operation of nine daily newspapers in as many communities, 43 weekly papers in surrounding towns and 10 radio stations. They handle our news releases in fine fashion, helping to draw folks from their communities to the Mayo Civic Auditorium. In addition I have a mailing list of better than 7,000 names of persons who get our direct mail pieces of coming events.

Our auditorium has a publicity department which I established and in addition, for the first time, Rochester has a centrally located ticket office, away from the Mayo Civic Auditorium, where patrons may purchase their tickets for

events at our place. In other words, I give them all the conveniences they can find in a big city operation—and they like it.

Idle Only 4 Days

How has business been? Well, our 16,000 square feet of floor space in the main arena was idle only four days from October, 1950, to May, 1951. Rochester is a regular hockey town now with a regular slate of games each winter in our arena.

Farmers organizations from the rich bread-basket area surrounding us use our facilities for their exhibitions, dinners and get-togethers. The merchants and business men of Rochester utilize our auditorium for their special occasions. The Knights of Columbus sponsor indoor circuses. We brought in the Minneapolis Lakers and the Syracuse Nats of the National Basketball Association for a professional basketball game. Smaller groups conduct luncheons, meetings, dances and style shows. Our winter season is marked with concerts, shows and the like, such as the appearance of the Robert Shaw Chorale. In the summer months we have a "pop" series in connection with ice skating.

So, all in all, while Rochester is a small town, I think we can say we've done a good job of keeping our Mayo Civic Auditorium the hub of activities for our area.

William Maas

Continued from page 46

Schlitz Brewery's department heads, about 1,600 persons, are feted by the company each year, and upwards of \$4,000 is invested by the company in decorations for the event.

Cutler-Hammer, Inc., personnel follows a schedule in which employees and their families come for an afternoon Christmas party and stay for a dance which lasts until 1 a.m. There is a recess at 5:30 p.m. to allow parents time for taking children home before the evening activities start. Cornell Wood Products Company stages a free supper and beer party for employees. The Nunn-Bush Shoe Company entertains its employees at an annual party.

Other Activities

Other activities in the Auditorium-Arena in the Christmas season include the Debs' Ball, coming-out party for the city's debutantes; a large Lutheran high school concert, and the LoDua Accordion Company's program featuring about 400 accordion players on the stage at one time.

For company parties, it will be found that much of the necessary entertainment may be recruited among employees. Dancers, singers, musicians, comedians and specialty acts are found within most of the groups. In Milwaukee several of the company party committees depend entirely on home talent for their programs.

However, others use professional talent, and in this the building management assists.

The same bill of talent is used at each of the company parties, making 8 or 10 appearances in a two-week period. This not only provides a package program but also reduces the cost because of the repeated appear-

NORM RILEY

Artists' Representative

Producer of Western and Hillbilly Shows,
Featuring the greatest names in folk music.

Contact: **NORM RILEY**

Radio Station WSM

Nashville, Tenn.

ances before non-conflicting groups.

The Milwaukee parties use both the Auditorium which has eight smaller halls available, and the large Arena. The Blatz Brewery gives a dinner for 3,000 employees in the Arena. This, as well as other parties, is handled by the building's catering service, which is capable of serving 5,000 meals in an hour and a half.

To inaugurate a program of Christmas parties it is advisable for a building to assign a man to the task of soliciting local industrial plants. He must be familiar with a personnel manager's responsibilities.

Solicitation should start at least six months before the holiday season. Time must be allowed for the company to arrange its plans and budget for the party and to build interest among employees for it. Often, corporations plan systematic employee relations programs far in advance, and it can serve no purpose to suggest a Christmas party after the prospective buyer already has made other plans.

Few Details

Making the building facilities available is the auditorium-arena manager's primary responsibility. Arrangements for meals or refreshments may need to be handled. Rarely is the building management concerned with decorations or other arrangements.

One vital point on which we have learned to insist is that the party planners put a welcoming committee to work. Unless there are appointed greeters at the door, guests will hesitate to

come in and will cluster around the entrances. Committee members should be on hand to direct guests to the refreshments, entertainment or seats in order to get things moving on schedule.

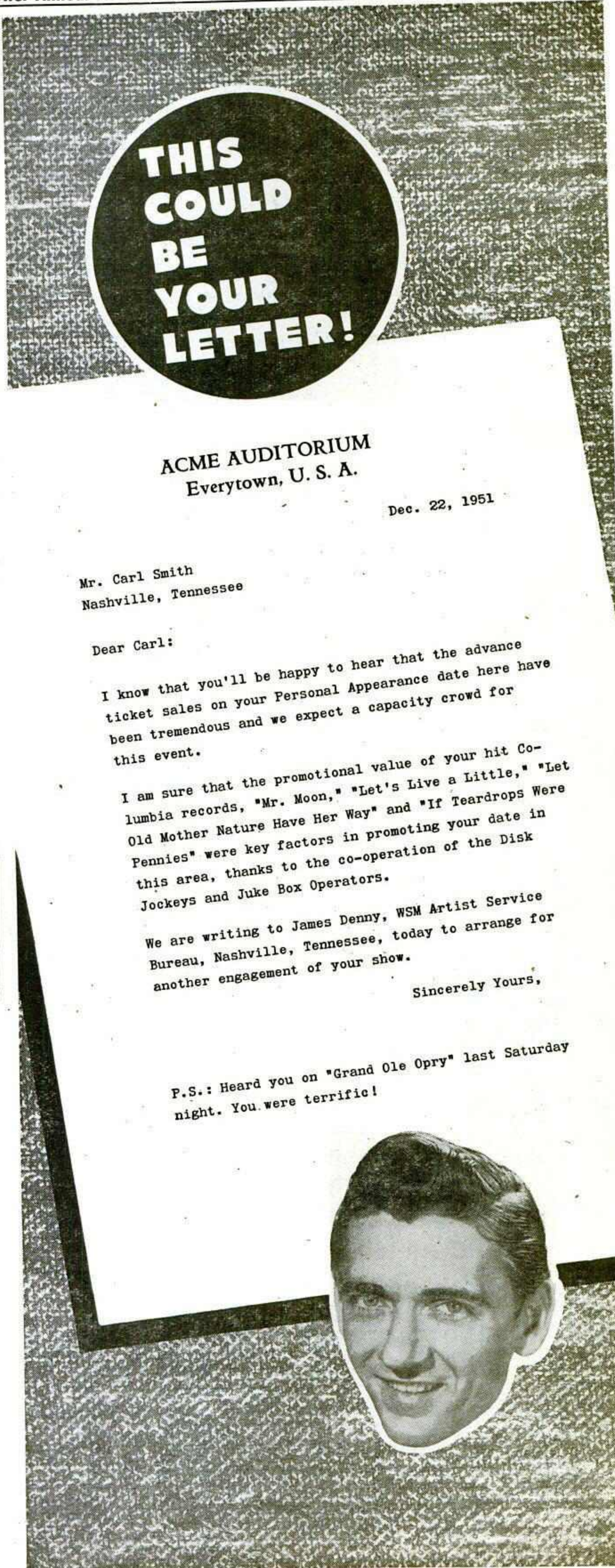
The Milwaukee holiday party plan has been successful and profitable. It has grown steadily but it has not yet reached its greatest potentiality. It can be bigger.

Sonja Henie

• Continued from page 43

skating is undoubtedly one of the most graceful of all sports; therefore, certain theatrical and spectacular additions are necessary to pay off one's obligation to an audience that is, perhaps, more entertainment lovers than sports devotees. Just as skating revues are as much allurements for ice hockey maniacs as followers of ballet, so is its appeal universal in nature. Some of my most successful performances were in such un-icy spots as Miami. In my first appearance there, where ice is only found in refrigerators, more than 75,000 persons came to see me during three engagements.

We therefore have striven to make my 1952 edition of the "Ice Revue" a high-quality, superior production for both foreign and American enjoyment. People everywhere, as I've said before and will repeat again, are always quick to recognize and patronize a show with class.



THIS COULD BE YOUR LETTER!

ACME AUDITORIUM
Everytown, U. S. A.

Dec. 22, 1951

Mr. Carl Smith
Nashville, Tennessee

Dear Carl:

I know that you'll be happy to hear that the advance ticket sales on your Personal Appearance date here have been tremendous and we expect a capacity crowd for this event.

I am sure that the promotional value of your hit Columbia records, "Mr. Moon," "Let's Live a Little," "Let Old Mother Nature Have Her Way" and "If Teardrops Were Pennies" were key factors in promoting your date in this area, thanks to the co-operation of the Disk Jockeys and Juke Box Operators.

We are writing to James Denny, WSM Artist Service Bureau, Nashville, Tennessee, today to arrange for another engagement of your show.

Sincerely Yours,

P.S.: Heard you on "Grand Ole Opry" last Saturday night. You were terrific!



**NET \$48
AN HOUR!**

**amazing profits with the
Minute Bun Bar-BQ-Bar**

Profit conscious concessionaires are netting 20¢ a sandwich and serving as many as 240 toasted barbecue sandwiches an hour with the sensational Helmeo-Lacy Minut Bun Bar-BQ-Bar.

Just plug the Bar-BQ-Bar into any handy electric outlet, and that's all. Patented toaster head cuts and toasts a pocket right into the sandwich bun which you fill with a controlled portion of barbecue out of the Food Warmer compartment.

Sandwiches won't drip, leak or spill and three day old buns taste better than fresh.

Write for full details on this amazing money maker—today. Perfect for any fast food service operation—serves a sandwich a minute per toaster head.

Inquire about the Minut Bun Bar-BQ-Bar Today



1215 FULLERTON AVENUE, CHICAGO 14, ILLINOIS

POLACK BROS. CIRCUS

America's Finest

ADAPTABLE EQUIPMENT ENABLES US TO PRODUCE A COMPLETE CIRCUS UNDER CONDITIONS PREVAILING IN MOST BUILDINGS . . . EITHER ON THE STAGE OR FROM THE FLOOR.

ALWAYS PRESENTING THE WORLD'S TOP-BEST CIRCUS TALENT FOR SHRINE AND OTHER WORTH-WHILE AUSPICES.

For Complete Details

POLACK BROS.' CIRCUS

203 N. WABASH SUITE 1908 CHICAGO 1

CRETORS Giant Model 41

Fast, Efficient Counter Model for Maximum Popcorn Production

Where speed and efficiency are needed in an auxiliary popper, this is the one to choose. Patented popper pan construction keeps heat in proper place . . . patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission—gears run in oil. Heated by mfrd., bottle or natural gas. Gasoline extra.



CRETORS PROVEN PROFIT MAKERS

CRETORS Hollywood Jr. 55

Compact, Low Cost Floor Model Popper with Large Display Area

Here's a winner for any location. This dramatically designed beauty does a top-notch merchandising job on popcorn. Life-time welded steel construction. Self-seasoning popper; ample storage space. Butter yellow color with stainless steel corner trim, plexiglas display area, illuminated one-piece plexiglas dome. Exceptionally low priced.

Other Models Available. Write for Information.

LEADERS IN THE FIELD SINCE 1885

C. CRETORS & CO.

602 WEST CERMAK ROAD, CHICAGO 16, ILL.

The Top Country Comic!

ROD BRASFIELD

Featured Star of Prince Albert's NBC "Grand Ole Opry"

A NATURAL ATTRACTION FOR ARENAS, AUDITORIUMS and THEATERS

For open dates contact

JAMES DENNY

WSM Artist Service Bureau, Nashville, Tenn.

C. W. Van Lopik

Continued from page 48

bonded indebtedness, and the employees regularly. We have 12 different unions in our building, and they are as happy as union members can be. All the business agents are my great good friends—no contract negotiations this month.

Public auditoriums are playing a more important part in the civic life of cities throughout the United States and Canada. In every community the auditorium represents a considerable investment of capital, but too many times the individual selected to operate the building has been selected because he was politically well situated. He has not always been chosen because of his ability to handle that kind of an operation.

Many men have developed into very capable auditorium managers after receiving the job. As soon as the mayor went out of office, they were replaced as the new victor divided the spoils. In private operation it is fairly easy for a manager to have steady employment if he comes up regularly with a good looking financial statement. An inexperienced person running an auditorium can cost a city thousands of dollars. The International Association of Auditorium Managers does not ac-

cept as full fledged members newly appointed auditorium managers. It does offer them a non-voting membership immediately, however, on the very good premise that if a new manager ever needs help he certainly needs it when he starts his new work. Show business is no place for little woolly lambs.

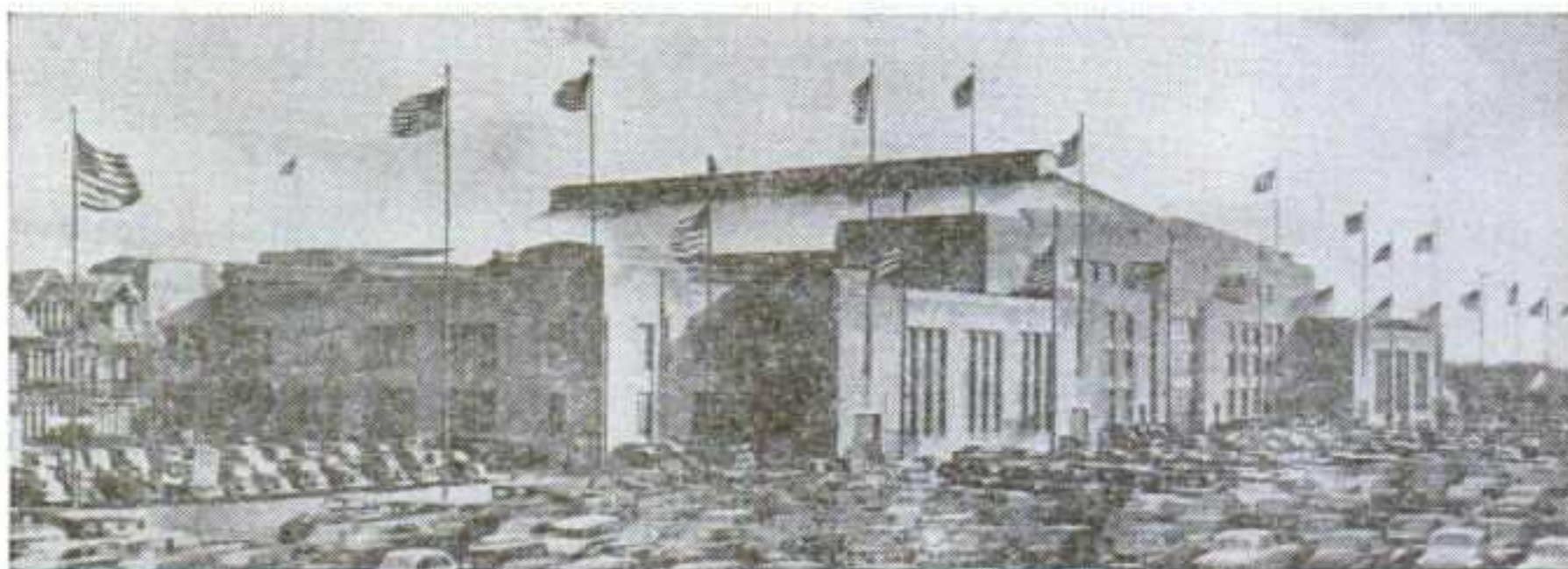
In the United States and Canada we have some of the world's finest auditoriums, both public and private. I have scratched myself in the opera houses of North Africa, Italy, Egypt and Russia and nowhere saw a theater to compare with our finer auditoriums. Postwar construction in these countries most likely has done much to improve their facilities. I hope they desist from using plush seats and boxes. The plush chair I occupied invariably at the same time housed a lot of other creatures. Many of Europe's theaters are "miniature" theaters—the "minute you're" in them you start scratching. We only mention the above to emphasize the wonderful auditorium facilities we have in the United States and Canada. We should make sure they are capably run.

The editor of The Billboard asked me to write on the outlook for auditoriums. The outlook for auditoriums in general presents a very encouraging picture with these buildings coming into more varied and greater use. They are becoming the focal point in their communities for many activities that formerly were held elsewhere. The trend

is definitely to increasingly greater use and the construction of new buildings as restrictions permit. We have no crystal ball to see what lies in the future, and the last war taught this writer of the futility of looking beyond tomorrow.

It seems to me a parallel might be drawn. The Coliseum was the greatest monument of ancient Rome and was begun by the Emperor Vespasian in 72 A.D. Sham battles, gladiatorial shows and races were held there, and it was even possible to flood the arena for mock naval battles. The Coliseum could not hold more than 50,000 spectators. Not far from the ancient Coliseum was the Theater of Marcellus which the Emperor Augustus constructed in honor of his nephew. The theater seated about 10,000. Obviously building monumental arenas and theaters is not a new civic development.

Mr. Editor, this isn't what you wanted from me, but if you expected me to tell your readers where we hope to make a buck in the future, I say let 'em dig up their own leads. I would tell your readers tho that they shouldn't sell auditoriums short for the future because already in hundreds of communities and good-sized cities, too, the public auditorium is the last, best home of show business.



CHICAGO, Dec. 22.—International Amphitheatre, Chicago's great convention, exposition and sports building, is the site for the Republican and Democratic national conventions in July, 1952. The arena of the huge structure is being air-conditioned for greater comfort of those who occupy its 12,000 seats. Free protected parking is provided for 4,000 automobiles. Coaxial cables for television, public address system, radio studios, and 1,000 pairs of telephone lines are part of the communication facilities. Expositions using the Amphitheatre are served by electric, gas, water, drain and steam lines, available in all parts of the 260,000 square feet of floor space. Range of events in the Amphitheatre make it in its uses the most diversified building of its kind in America. Auto racing, wrestling, rodeo, basketball, International Live Stock Exposition and Horse Show, dog show and boxing are among spectacles presented. Circus, polo, ice shows, religious conventions, square dancing, truck "rodeos," dinners seating 4,000, scout meetings, boat shows, sports expositions, world trade fairs, flower shows, stage, radio and television productions, and a score of national industrial expositions make the Amphitheatre their Chicago home. Write, wire, phone or visit us for open time and complete details for your next Chicago promotion. Telephone YArds 7-5580. M. E. Thayer, manager. (adv.)

TAFT THEATRE AND CENTRE CINCINNATI, OHIO



The Midwest's Greatest Convention Centre

Nowhere in the Midwest is There Another Theatre Building Which Has All These Adaptable Features and Host of Accommodations Under One Roof That Can Duplicate Cincinnati's Taft Theatre Centre for Convenience and Practicality.

The perfect place for stage productions, conventions, industrial exhibitions, fashion shows, trade showings and screenings, concerts, lectures, food shows, and general assemblies of any type.

Seating capacity of the theatre auditorium is 2,510—1,196 on the lower floor and 1,314 in the balcony.

Stage: 50-foot-wide proscenium, 32 feet high, 47 feet deep, 96 feet between walls.

Exhibit space available: 20,000 square feet. Dining room facilities to accommodate 2,250 persons.

LOCATION: Two blocks from Fountain Square, the hotel, shopping and transportation center.

The Auditorium is used regularly by: Buick, Chevrolet, Chrysler, Dodge, Ford, Nash, Oldsmobile, Avco Manufacturing (Crosley), Frigidaire, and many others.

WRITE, WIRE OR TELEPHONE

FRED G. FLATT, Manager
Fifth and Sycamore Streets, Cincinnati 2, Ohio
Phone MAin 4829

(DRAWING POWER FROM 125,000 PEOPLE)

MEMORIAL COLISEUM

CEDAR RAPIDS, IOWA

In a Rich Farming Area where money is plentiful.

We have a modern auditorium with a seating capacity of 3,125, convenient dressing rooms, dining rooms and armory. Located in the heart of the city.

PROMOTERS

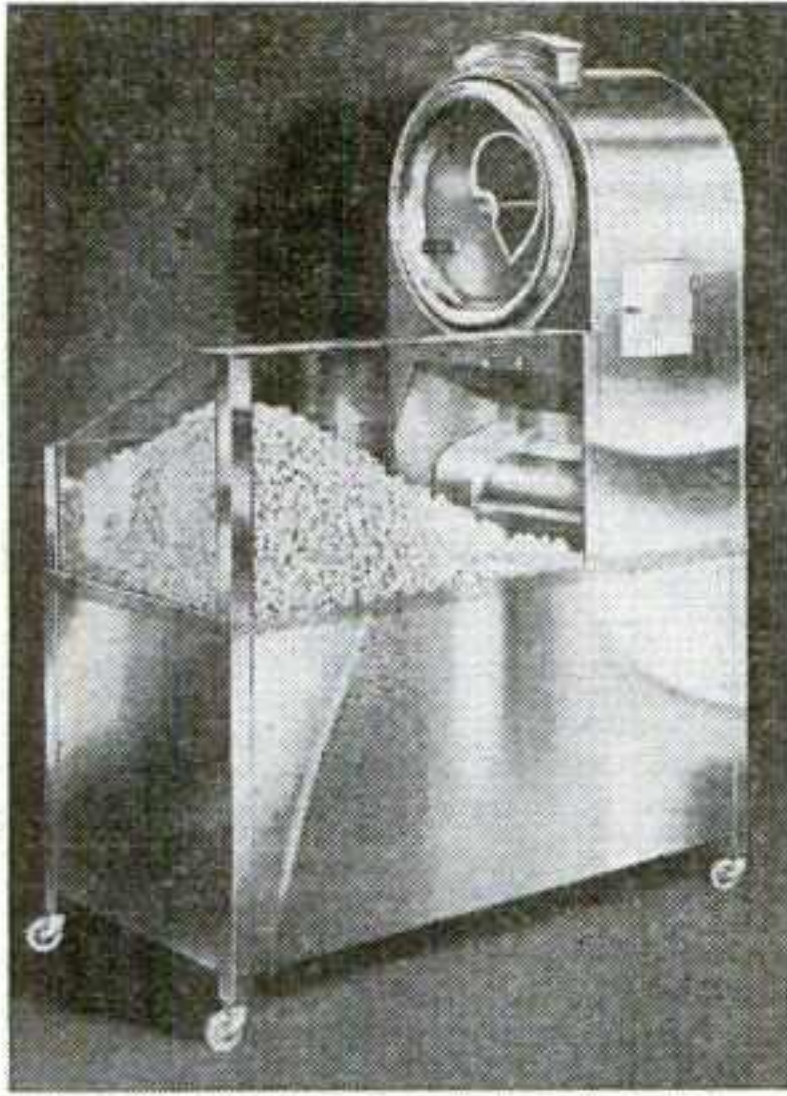
Let Us Help You With

- ✓ Stage Shows
- ✓ Trade Shows
- ✓ Concerts
- ✓ Meetings
- ✓ Conventions
- ✓ Sporting Events
- ✓ Dances
- ✓ Banquets

Write, Wire or Phone

CHARLES A. ZIOGAS, Manager

DUNBAR POPT-RITE CORN POPPERS and EQUIPMENT



★
POPCORN
CARTONS
—
7 Sizes
2 Oz. Size,
\$9.50
Thousand.
1 1/2 Oz.
Size,
\$8.95
Thousand.
—
Write for
equally
low prices
on other
sizes.

★
CANDY
CORN
Eqpt.
Furnaces,
Copper
Kettles,
Mixing
Paddles,
Ther-
mometers
★

The DUNBAR ROTARY DRY POPPER ...

Most Efficient Popper Ever Developed. Model No. 55-1545 Illustrated. The largest popping capacity available in a single unit. Available in four capacities, 12 oz., 20 oz., 40 oz., 10 pounds, per popping.

Greater Volume means Greater Profits. Ask the man who has used them all . . . The best for creamery buttered popcorn . . . and creamery buttered popcorn is the best!

Literature Upon Request

DUNBAR & CO. 2656 W. Lake Street
Chicago 12, Illinois
Est. 1900

Season's Greetings From The Langs



**THANKS TO ALL OF OUR FRIENDS WHO
MADE 47 WEEKS POSSIBLE IN 1951
AUDITORIUMS AND ARENAS**
Variety, Sports & Home Shows, Indoor Circus Dates
THEATERS • NITE CLUBS • HOTELS

Representatives:
MILES INGALLS New York
HARRY GREBEN Chicago
Sports and Home Shows:
WM. SHILLING New York

EMERY AUDITORIUM

AVAILABLE FOR
SHOWS, CONCERTS, LECTURES, BROADCASTS.
WONDERFUL ACOUSTIC PROPERTIES. 2,200 SEATS.
STAGE 54 FT. WIDE AT PROSCENIUM ARCH,
36 FT. DEEP.
EXCELLENT PARKING FACILITIES ABOUT THE AUDI-
TORIUM. NUMEROUS BUS LINES TO THE DOOR.

For information, write
ROBERT W. McKEAG, MANAGER
EMERY AUDITORIUM

Central Parkway at Walnut Cincinnati 10, Ohio

Thanks AUD-ARENA MANAGERS FOR HELPING US MAKE OUR SILVER ANNIVERSARY SEASON ONE WE'LL LONG REMEMBER HARLEM GLOBE TROTTERS

"Magicians of Basketball"
NOW BOOKING
1952-'53 SEASON
ABE SAPERSTEIN
OWNER-COACH
217 N. Dearborn St. Chicago, Illinois
Cable Address: SAPSPORTS, Chicago

New Orleans, Ice Show, "Holiday on Ice." Circus, Tom Packs (Shrine).
MANAGING DIRECTOR: William A. Coker.

Grand Central Palace, New York

FACILITIES: Exhibit space for sports shows, trade shows, etc., main room, 57,000 sq. ft.; total for other rooms, 136,000 sq. ft., 2d, 3d, 4th floors.

AIR CONDITIONING: No.
CONCESSIONS: Operated by Harry M. Stevens, Inc. Booker of auditorium shows, James F. Walsh.
GENERAL MANAGER: James F. Walsh.

Noranda Arena, Noranda Mines, Quebec

Capacity, 2,800 plus floor seats; manager, E. M. Orlick. Concrete floor. New building and will be available for different types of shows this summer. Also has auditorium and large gymnasium available for winter. Arena open for summer shows only.

Municipal Auditorium, Norfolk, Va.

SEATING CAPACITY: Main auditorium for legit or stage show, 3,432. Orchestra or main floor, 1,928; other levels, 1,504; main auditorium for arena-type show, 2,900; orchestra or main floor, 1,398; other levels, 1,504. Secondary auditorium for legit or stage show, 1,832; orchestra or main floor, 1,004; other levels, 828.

FACILITIES: For ice shows, rink, 76x70 ft. Stage 30x70 is used for bandstand. For circuses, floor space, 76x70 ft.; ceiling height, 40 feet. Exhibit space for sports shows, trade shows, etc., 10,000 sq. ft. For banquets, 1,000 seats. For stage shows, arena, proscenium, 62.5x24 ft.; wall-to-wall, 102 ft.; footlights to back wall, 31.5 ft.; flies, 5.

DRESSING ROOMS: Capacity of small rooms, 13; additional capacity for chorus, 75. Theater proscenium, 40x30 ft.; wall-to-wall, 75 ft.; footlights to back wall, 30.5 ft.; 32 lines. Dressing rooms, capacity of small rooms, 20; additional capacity for chorus, 40.

AIR CONDITIONING: No.
CONCESSIONS: Operated by Virginia Sportservice. Booker, manager. Ice shows, Holiday on Ice Shows, Inc. Circuses, Polack Bros. (Shrine).
GENERAL MANAGER: E. M. French.

Oakland Municipal Auditorium, Oakland, Calif.

SEATING CAPACITY: Main auditorium for legit or stage show, 4,600 plus floor seats; other levels, 3,800; secondary auditorium for legit or stage show, ballroom, 400; orchestra or main floor, 350; other levels, 50.

FACILITIES: For ice show, no ice equipment. For circuses, floor space, 118x213 ft.; ceiling height, 60 ft. Exhibit space for sports shows, trade shows, etc., main room, 25,000 sq. ft.; total for other rooms, 3,000 sq. ft. For banquets, main room, 800 seats; total in other rooms, 100. For stage shows, proscenium opening, 80x30 ft.; wall-to-wall stage measurement, max. 90 ft.; footlights to back wall, max. 50 ft.; number of lines, 20.

DRESSING ROOMS: Small or individual rooms, 8; additional rooms for chorus, 4.

AIR CONDITIONING: Not needed.
CONCESSIONS: Operated by Pacific Catering Co. Booker of events and shows, auditorium director. Ice shows, none. Circuses, Polack Bros. (Shrine).
GENERAL MANAGER: Lin C. Lueddeke.

Oakland Exposition Building, Oakland, Calif.

SEATING CAPACITY: Main auditorium for legit or stage show, 4,000. FACILITIES: For ice shows, paved floor, complete utilities. For circuses, size of floor space, 148x327 ft.; ceiling height, 40 ft. Exhibit space for sports shows, trade shows, etc., main room, 48,396 sq. ft. For banquets, 1,500 seats. For stage shows, portable stage.

AIR CONDITIONING: Not needed.
CONCESSIONS: Operated by Pacific Catering Co. Booker, auditorium director.
GENERAL MANAGER: Lin C. Lueddeke.

Ak-Sar-Ben Coliseum, Omaha

SEATING CAPACITY: For stage show, 8,700-9,000; orchestra or main floor, 3,500 plus; other levels, 5,200. For circus or ice show, 5,200-5,800. Orchestra or main floor, 600 plus; other levels, 5,200.

FACILITIES: For ice shows, size of rink, 85x225 ft. For circuses, floor space, 100x240 ft.; ceiling height, 40 feet. Exhibit space for sports shows, trade shows, etc., main room, 24,000 sq. ft.; total for other rooms, 10,000 sq. ft. For stage shows, proscenium opening, 50 ft.; wall-to-wall stage measurement, 100 ft.; footlights to back wall, 37 ft.; number of lines, 15-20.

DRESSING ROOMS: Small rooms, temporary to any number; additional capacity for chorus, two or more large rooms.

AIR CONDITIONING: No.
CONCESSIONS: Operated by Sportservice (Jacobs Brothers). Booker of auditorium shows, dances, sports events in building, J. J. Isaacson. Ice shows, Arthur E. Wirtz, booker; shows playing this year,

"Ice Follies" and Icecapades." Circuses, none.
GENERAL MANAGER: J. J. Isaacson.

Rhode Island Auditorium, Providence

SEATING CAPACITY: For stage shows, 5,200; for boxing, 5,200; for arena show, 5,000.

FACILITIES: For ice show, size of rink, 100x225. For circuses, floor space, 110x235; ceiling height, 75 ft. For stage shows, portable stage measurements, 60x50.

DRESSING ROOMS: Total capacity of small or individual rooms, 200.

AIR CONDITIONING: No.
CONCESSIONS: Operated by the building. Booker of auditorium shows and dances in the building, Arena Managers Association; booker of sports events in the building, Louis A. R. Pierl. Ice Shows: "Ice Follies" and "Ice Capades." Circuses: Different show each year.

GENERAL MANAGER: Louis A. R. Pierl.

Coliseum, Quebec

SEATING CAPACITY: For stage show, 8,500 total; orchestra or main floor, 1,500. For circus, 10,038. For ice show, approximately 8,500 plus standing room.

FACILITIES: For ice shows, rink, 200x85 ft.; p. a. system; organ. For circuses, floor space, 200x85 ft.; ceiling height, 102 ft. For stage shows, proscenium opening, 22x15 ft.; no permanent stage.

DRESSING ROOMS: Total capacity of small rooms, 24 to 80; additional capacity for chorus, 100 or more.

AIR CONDITIONING: Yes.
CONCESSIONS: Operated by Jos. Puchol. Booker of auditorium shows, dances, sports events in building, coliseum manager. Ice shows, "Ice Cycles." Circuses, George Hamld.
MANAGING DIRECTOR: Emory Boucher.

Memorial Hall, Racine, Wis.

SEATING CAPACITY: For legit or stage shows, 1,700; orchestra or main floor, 1,400; other levels, 300. For arena-type show such as circus or ice show, 1,300; orchestra or main floor, 1,000; other levels, 300.

FACILITIES: For circuses, floor space, 50x90 ft.; ceiling height, 42 ft. Exhibit space for sports shows, trade shows, etc., main room, 8,400 sq. ft.; total for other rooms, 10,000 sq. ft. For banquets, number of dining room seats, main room, 900; total in other rooms, 700. For stage shows, dimensions of proscenium opening, width, 34 ft., height, 24 ft.; wall-to-wall stage measurement, 44 ft.; footlights to back wall, 24 ft.; number of lines, 15 sets—hemp.

DRESSING ROOMS: Total capacity of small or individual rooms, 30 people; additional capacity for chorus, 60 people.

AIR CONDITIONING: No.
CONCESSIONS: Operated by lessee. Booker of events and shows, manager. Ice shows, none thus far. Circuses, Clyde Bros. (J. C. C.), Jack Holtz (Moose).
GENERAL MANAGER: Wm. L. Peterson.

Mayo Civic Auditorium, Rochester, Minn.

SEATING CAPACITY: Main auditorium for legit or stage show, 3,800; orchestra or main floor, 1,700; balcony, 2,100. Main auditorium for arena-type show, 16,000 sq. ft. Can accommodate any type show or exhibition. Flexible seating in accord with set. Circus, 3,500; ice show, 2,800. Secondary theater for legit or stage show, 1,480 total; orchestra or main floor, 1,032; other levels, 448. Raised main floor acoustically excellent.

FACILITIES: For ice shows, size of rink, 144x88 ft. Carpenter floor and Vilter ice machines. For circuses, floor space, 130x70 ft.; ceiling height, 35 ft. to catwalk. Exhibit space for sports shows, trade shows, etc., main room, 16,000 sq. ft.; total for other rooms, 3,000 sq. ft. For banquets, main room, 1,400 seats; total in other rooms, 300. For stage shows, dimensions of proscenium opening, theater 38x24; arena, built to size. Wall-to-wall stage measurement, 62x24 ft.; footlights to back wall, 24 ft.; number of lines, 32.

DRESSING ROOM: Total capacity of small individual rooms, 5 rooms, 2 to 15 each; additional capacity for chorus, 2 adjoining halls.

AIR CONDITIONING: Yes.
CONCESSIONS: Operated by building. Booker of auditorium shows, dances, sports events in building; manager, wrestling and

MIAMI BEACH AUDITORIUM

1700 Washington Ave.
Miami Beach, Fla.

- AIR CONDITIONING
- 3500 SEATS
- EXCELLENT STAGE
- COMPLETE FACILITIES
- EXHIBIT AREA 22,000 SQ. FEET
- MEETING ROOMS
- UNLIMITED PARKING
- CENTRALLY LOCATED

For Complete Details Contact
CLAUDE RITTER, Audit. Mgr.

The Best in Talent . . .

Supplied by
BARNES-CARRUTHERS

For your show—
Large or Small

Find Out Today
What Many
Others Have Already
Found Out

BARNES-CARRUTHERS
Theatrical Enterprises, Inc.
159 N. Dearborn St. Chicago 1, Ill.

AUDITORIUM MANAGERS AND AUSPICES
Play to the Children and Thousands of
Them Special Attention.
**THE GREAT KARLAND THREE RING MAGIC
CIRCUS, MENAGERIE AND SPECTACLES**
SOMETHING NEW, NOVEL AND
VASTLY DIFFERENT! PAGEANTRY,
MYSTERY AND MUSIC.
Steam calliope, nine air calliopes,
Karland is the calliope king, presenting
a calliope contest with audience
participation for a great list of prizes
donated by the merchants.
Animal acts, flying acts, ground acts,
the greatest array of dog and pony acts
in any show today. Clowns galore. Plays
under guaranteed auspices only. The
greatest dog and pony show since the
Gentry Brothers. Clean and wholesome.
A great display of skill, daring and
pageantry. School bands participate in
parades and performance. Dozens of
them.
WANT to hear from all comedy, novelty,
horse and pony acts, dog acts and
acts which will entertain children; nothing
too big or too small. We can use you.
We give them all they will pay for. Good
phone men and women, programmers,
banner men. Privileges still open. A
good line of paper, cards and heralds.
Jack Hair and Karland send regards
to Ray and Theo. Marlow, Paul and Mrs.
Nelson, Nana Nelson, Cheerful and Mary
Gardner, George Werner, Tommy Com-
stock, Mike Doyle, Rev. "Doc" Waddell,
Jack Mills, Chanda and Zeila, Lerno
and Lurline, Arthur Eason and Doc
Holland, the clowns: Ike, Mike and Leo,
the midjets; Emma Raymond, Harvey
"Doc" Arlington, Prof. and Mrs. Ray-
mond Shannon of the Long Island Uni-
versity, our musical director and all
others we know. Can use General and
Special Agents who can handle this show.
C. S. KARLAND
338 Boush St. Norfolk 10, Virginia

GIVE TO THE
RUNYON CANCER FUND

ROBINSON MEMORIAL AUDITORIUM

Little Rock, Arkansas

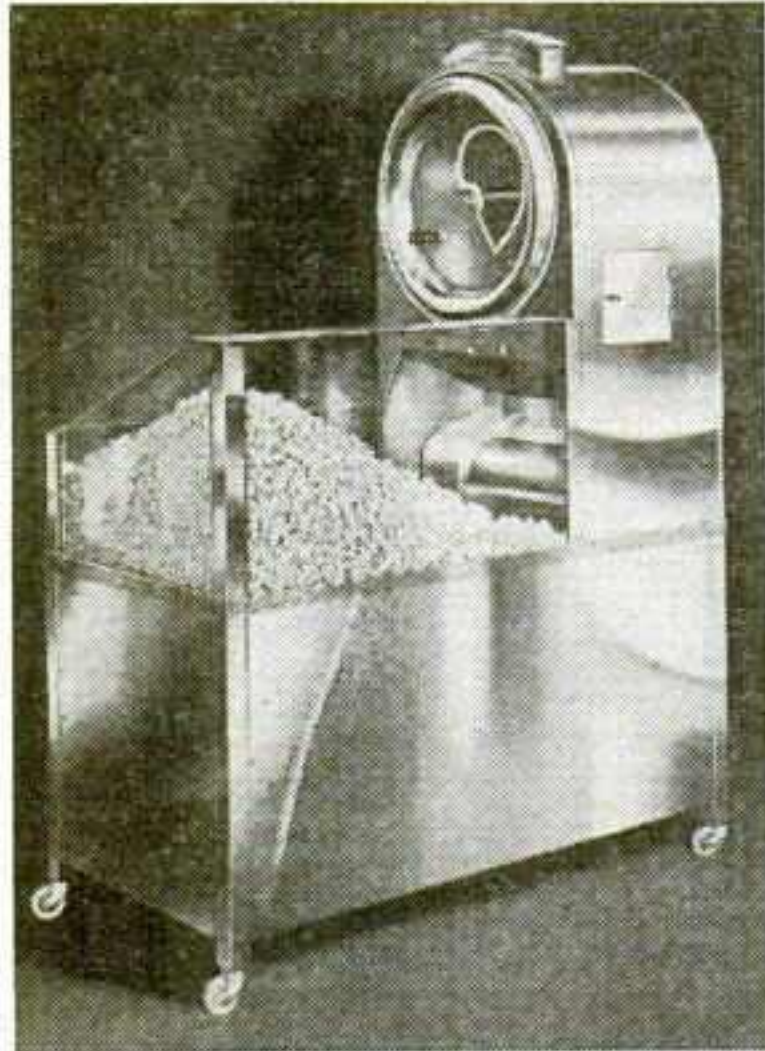
MODERN THEATER
● Seating 2970 persons.
● Overall size of Stage—
100 ft. by 40 ft.
● Proscenium Arch—35
ft. high, 60 ft. wide.
30 sets of counter
weight lines.
● Gridiron—74 ft. above
stage floor.
● Plenty of Dressing
Room Space.
● Hammond Organ in pit.
We have had Indoor Cir-
cuses, Ice Shows and all
the Musical Shows and
Plays.

**ALL HALLS
ARE
AIR-
CONDITIONED**

**SPACIOUS EXHIBIT
HALL**
● 12,000 sq. ft. of
floor space.
● Balcony seating
1,000 people.
● Suitable for Athletic
Events, Dances,
Commercial Exhib-
its, etc.
● Small Meeting
Room seating 350
persons.

A. W. HARVILLE, Mgr.
ROBINSON MEMORIAL AUDITORIUM, Little Rock, Arkansas.

DUNBAR POPT-RITE CORN POPPERS and EQUIPMENT



★
POPCORN
CARTONS
—
7 Sizes
2 Oz. Size,
\$9.50
Thousand.
1 1/2 Oz.
Size,
\$8.95
Thousand.
—
Write for
equally
low prices
on other
sizes.

★
CANDY
CORN
Eqpl.
Furnaces,
Copper
Kettles,
Mixing
Paddles,
Ther-
mometers

The DUNBAR ROTARY DRY POPPER...

Most Efficient Popper Ever Developed. Model No. SS-1545 Illustrated. The largest popping capacity available in a single unit. Available in four capacities, 12 oz., 20 oz., 40 oz., 10 pounds, per popping.

Greater Volume means Greater Profits. Ask the man who has used them all... The best for creamery buttered popcorn... and creamery buttered popcorn is the best!

Literature Upon Request

DUNBAR & CO. 2656 W. Lake Street
Chicago 12, Illinois
Est. 1900

Season's Greetings From The Langs



THANKS TO ALL OF OUR FRIENDS WHO
MADE 47 WEEKS POSSIBLE IN 1951

AUDITORIUMS AND ARENAS
Variety, Sports & Home Shows, Indoor Circus Dates
THEATERS • NITE CLUBS • HOTELS

Representatives:

MILES INGALLS HARRY GREBEN
New York Chicago
Sports and Home Shows:
WM. SHILLING New York

EMERY AUDITORIUM AVAILABLE FOR

SHOWS, CONCERTS, LECTURES, BROADCASTS.
WONDERFUL ACOUSTIC PROPERTIES. 2,200 SEATS.
STAGE 54 FT. WIDE AT PROSCENIUM ARCH,
36 FT. DEEP.

EXCELLENT PARKING FACILITIES ABOUT THE AUDI-
TORIUM. NUMEROUS BUS LINES TO THE DOOR.

For information, write

ROBERT W. McKEAG, MANAGER
EMERY AUDITORIUM

Central Parkway at Walnut Cincinnati 10, Ohio

Thanks AUD-ARENA MANAGERS FOR HELPING US MAKE OUR SILVER ANNIVERSARY SEASON ONE WE'LL LONG REMEMBER HARLEM GLOBE TROTTERS "Magicians of Basketball"

NOW BOOKING ABE SAPERSTEIN
1952-'53 SEASON OWNER-COACH
127 N. Dearborn St. Chicago, Illinois
Cable Address: SAPSPORTS, Chicago

New Orleans. Ice Show, "Holiday on Ice." Circus, Tom Packs (Shrine).
MANAGING DIRECTOR: William A. Coker.

Grand Central Palace, New York

FACILITIES: Exhibit space for sports shows, trade shows, etc., main room, 57,000 sq. ft.; total for other rooms, 136,000 sq. ft., 2d, 3d, 4th floors.

AIR CONDITIONING: No.
CONCESSIONS: Operated by Harry M. Stevens, Inc. Booker of auditorium shows, James F. Walsh.
GENERAL MANAGER: James F. Walsh.

Noranda Arena, Noranda Mines, Quebec

Capacity, 2,800 plus floor seats; manager, E. M. Orlick. Concrete floor. New building and will be available for different types of shows this summer. Also has auditorium and large gymnasium available for winter. Arena open for summer shows only.

Municipal Auditorium, Norfolk, Va.

SEATING CAPACITY: Main auditorium for legit or stagershow, 3,432. Orchestra or main floor, 1,928; other levels, 1,504; main auditorium for arena-type show, 2,900; orchestra or main floor, 1,396; other levels, 1,504. Secondary auditorium for legit or stagershow, 1,832; orchestra or main floor, 1,004; other levels, 828.

FACILITIES: For ice shows, rink, 76x70 ft. Stage 30x70 is used for bandstand. For circuses, floor space, 76x70 ft.; ceiling height, 40 feet. Exhibit space for sports shows, trade shows, etc., 10,000 sq. ft. For banquets, 1,000 seats. For stagershow, arena, proscenium, 62.5x24 ft.; wall-to-wall, 102 ft.; footlights to back wall, 31.5 ft.; flies, 5.

DRESSING ROOMS: Capacity of small rooms, 13; additional capacity for chorus, 75. Theater proscenium, 40x30 ft.; wall-to-wall, 75 ft.; footlights to back wall, 30.5 ft.; 32 lines. Dressing rooms, capacity of small rooms, 20; additional capacity for chorus, 40.

AIR CONDITIONING: No.
CONCESSIONS: Operated by Virginia Sportservice. Booker, manager. Ice shows, Holiday on Ice Shows, Inc. Circuses, Polack Bros. (Shrine). GENERAL MANAGER: E. M. French.

Oakland Municipal Auditorium, Oakland, Calif.

SEATING CAPACITY: Main auditorium for legit or stage show, 4,600 plus floor seats; other levels, 3,800; secondary auditorium for legit or stage show, ballroom, 400; orchestra or main floor, 350; other levels, 50.

FACILITIES: For ice show, no ice equipment. For circuses, floor space, 118x213 ft.; ceiling height, 60 ft. Exhibit space for sports shows, trade shows, etc., main room, 25,000 sq. ft.; total for other rooms, 3,000 sq. ft. For banquets, main room, 800 seats; total in other rooms, 100. For stage shows, proscenium opening, 80x30 ft.; wall-to-wall stage measurement, max. 90 ft.; footlights to back wall, max. 50 ft.; number of lines, 20.

DRESSING ROOMS: Small or individual rooms, 8; additional rooms for chorus, 4.

AIR CONDITIONING: Not needed.
CONCESSIONS: Operated by Pacific Catering Co. Booker of events and shows, auditorium director. Ice shows, none. Circuses, Polack Bros. (Shrine).

GENERAL MANAGER: Lin C. Lueddeke.

Oakland Exposition Building, Oakland, Calif.

SEATING CAPACITY: Main auditorium for legit or stage show, 4,000.
FACILITIES: For ice shows, paved floor, complete utilities. For circuses, size of floor space, 148x327 ft.; ceiling height, 40 ft. Exhibit space for sports shows, trade shows, etc., main room, 48,396 sq. ft. For banquets, 1,500 seats. For stage shows, portable stage.

AIR CONDITIONING: Not needed.
CONCESSIONS: Operated by Pacific Catering Co. Booker, auditorium director.

GENERAL MANAGER: Lin C. Lueddeke.

Ak-Sar-Ben Coliseum, Omaha

SEATING CAPACITY: For stage show, 8,700-9,000; orchestra or main floor, 3,500 plus; other levels, 5,200. For circus or ice show, 5,200-5,800. Orchestra or main floor, 600 plus; other levels, 5,200.

FACILITIES: For ice shows, size of rink, 85x225 ft. For circuses, floor space, 100x240 ft.; ceiling height, 40 feet. Exhibit space for sports shows, trade shows, etc., main room, 24,000 sq. ft.; total for other rooms, 10,000 sq. ft. For stage shows, proscenium opening, 50 ft.; wall-to-wall stage measurement, 100 ft.; footlights to back wall, 37 ft.; number of lines, 15-20.

DRESSING ROOMS: Small rooms, temporary to any number; additional capacity for chorus, two or more large rooms.

AIR CONDITIONING: No.
CONCESSIONS: Operated by Sportservice (Jacobs Brothers). Booker of auditorium shows, dances, sports events in building, J. J. Isaacson. Ice shows, Arthur E. Wirtz, booker; shows playing this year,

"Ice Follies" and Icecapades." Circuses, none.
GENERAL MANAGER: J. J. Isaacson.

Rhode Island Auditorium, Providence

SEATING CAPACITY: For stage-shows, 5,200; for boxing, 5,200; for arena show, 5,000.

FACILITIES: For ice show, size of rink, 100x225. For circuses, floor space, 110x235; ceiling height, 75 ft. For stagershow, portable stage measurements, 60x50.

DRESSING ROOMS: Total capacity of small or individual rooms, 200.

AIR CONDITIONING: No.
CONCESSIONS: Operated by the building. Booker of auditorium shows and dances in the building, Arena Managers Association; booker of sports events in the building, Louis A. R. Pieri. Ice Shows: "Ice Follies" and "Ice Capades." Circuses: Different show each year.

GENERAL MANAGER: Louis A. R. Pieri.

Coliseum, Quebec

SEATING CAPACITY: For stage show, 8,500 total; orchestra or main floor, 1,500. For circus, 10,038. For ice show, approximately 8,500 plus standing room.

FACILITIES: For ice shows, rink, 200x85 ft.; p. a. system; organ. For circuses, floor space, 200x85 ft.; ceiling height, 102 ft. For stage shows, proscenium opening, 22x15 ft.; no permanent stage.

DRESSING ROOMS: Total capacity of small rooms, 24 to 80; additional capacity for chorus, 100 or more.

AIR CONDITIONING: Yes.
CONCESSIONS: Operated by Jos. Puchol. Booker of auditorium shows, dances, sports events in building, coliseum manager. Ice shows, "Ice Cycles." Circuses, George Hamid.

MANAGING-DIRECTOR: Emory Boucher.

Memorial Hall, Racine, Wis.

SEATING CAPACITY: For legit or stagershow, 1,700; orchestra or main floor, 1,400; other levels, 300. For arena-type show such as circus or ice show, 1,300; orchestra or main floor, 1,000; other levels, 300.

FACILITIES: For circuses, floor space, 50x90 ft.; ceiling height, 42 ft. Exhibit space for sports shows, trade shows, etc., main room, 8,400 sq. ft.; total for other rooms, 10,000 sq. ft. For banquets, number of dining room seats, main room, 900; total in other rooms, 700. For stagershow, dimensions of proscenium opening, width, 34 ft., height, 24 ft.; wall-to-wall stage measurement, 44 ft.; footlights to back wall, 24 ft.; number of lines, 15 sets—hemp.

DRESSING ROOMS: Total capacity of small or individual rooms, 30 people; additional capacity for chorus, 60 people.

AIR CONDITIONING: No.
CONCESSIONS: Operated by lessee. Booker of events and shows, manager. Ice shows, none thus far. Circuses, Clyde Bros. (J. C. C.), Jack Holtz (Moose).

GENERAL MANAGER: Wm. L. Peterson.

Mayo Civic Auditorium, Rochester, Minn.

SEATING CAPACITY: Main auditorium for legit or stage show, 3,800; orchestra or main floor, 1,700; balcony, 2,100. Main auditorium for arena-type show, 16,000 sq. ft. Can accommodate any type show or exhibition. Flexible seating in accord with set. Circus, 3,500; ice show, 2,800. Secondary theater for legit or stage show, 1,480 total; orchestra or main floor, 1,032; other levels, 448. Raised main floor acoustically excellent.

FACILITIES: For ice shows, size of rink, 144x88 ft. Carpenter floor and Vilter ice machines. For circuses, floor space, 130x70 ft.; ceiling height, 35 ft. to catwalk. Exhibit space for sports shows, trade shows, etc., main room, 16,000 sq. ft.; total for other rooms, 3,000 sq. ft. For banquets, main room, 1,400 seats; total in other rooms, 300. For stage shows, dimensions of proscenium opening, theater 38x24; arena, built to size. Wall-to-wall stage measurement, 62x24 ft.; footlights to back wall, 24 ft.; number of lines, 32.

DRESSING ROOM: Total capacity of small individual rooms, 5 rooms, 2 to 15 each; additional capacity for chorus, 2 adjoining halls.

AIR CONDITIONING: Yes.
CONCESSIONS: Operated by building. Booker of auditorium shows, dances, sports events in building; manager, wrestling and

MIAMI BEACH AUDITORIUM

1700 Washington Ave.
Miami Beach, Fla.

- AIR CONDITIONING
- 3500 SEATS
- EXCELLENT STAGE
- COMPLETE FACILITIES
- EXHIBIT AREA 22,000 SQ. FEET
- MEETING ROOMS
- UNLIMITED PARKING
- CENTRALLY LOCATED

For Complete Details Contact
CLAUDE RITTER, Audit. Mgr.

The Best in Talent...

Supplied by
BARNES-CARRUTHERS

For your show—
Large or Small
Find Out Today
What Many
Others Have Already
Found Out

BARNES-CARRUTHERS
Theatrical Enterprises, Inc.
159 N. Dearborn St. Chicago 1, Ill.

AUDITORIUM MANAGERS AND AUSPICES

Play to the Children and Thousands of Them Special Attention
THE GREAT KARLAND THREE RING MAGIC CIRCUS, MENAGERIE AND SPECTACLES
SOMETHING NEW, NOVEL AND VASTLY DIFFERENT. PAGEANTRY, MYSTERY AND MUSIC.
Steam calliope, nine air calliopes. Karland is the calliope king, presenting a calliope contest with audience participation for a great list of prizes donated by the merchants.
Animal acts, flying acts, ground acts, the greatest array of dog and pony acts in any show today. Clowns galore. Plays under guaranteed auspices only. The greatest dog and pony show since the Gentry Brothers. Clean and wholesome. A great display of skill, daring and pageantry. School bands participate in parades and performance. Dozens of them.

WANT to hear from all comedy, novelty, horse and pony acts, dog acts and acts which will entertain children; nothing too big or too small. We can use you. We give them all they will pay for. Good phone men and women, programmers, banner men. Privileges still open. A good line of paper, cards and heralds. Jack Hair and Karland send regards to Ray and Theo. Marlow, Paul and Mrs. Nelson, Nana Nelson, Cheerful and Mary Gardner, George Werner, Tommy Combstock, Mike Doyle, Rev. "Doc" Waddell, Jack Mills, Chanda and Zeella, Lerno and Lurline; Arthur Eason and Doc Holland, the clowns; Ike, Mike and Leo, the midgets; Emma Raymond, Harvey "Doc" Arlington, Prof. and Mrs. Raymond Shannon of the Long Island University, our musical director and all others we know. Can use General and Special Agents who can handle this show.
C. S. KARLAND
338 Boush St. Norfolk 10, Virginia

GIVE TO THE RUNYON CANCER FUND

ROBINSON MEMORIAL AUDITORIUM

Little Rock, Arkansas

MODERN THEATER

- Seating 2970 persons.
- Overall size of Stage—100 ft. by 40 ft.
- Proscenium Arch—35 ft. high, 60 ft. wide.
- 30 sets of counter weight lines.
- Gridiron—74 ft. above stage floor.
- Plenty of Dressing Room Space.
- Hammond Organ in pit.
- We have had Indoor Circuses, Ice Shows and all the Musical Shows and Plays.

ALL HALLS ARE AIR-CONDITIONED

SPACIOUS EXHIBIT HALL

- 12,000 sq. ft. of floor space.
- Balcony seating 1,000 people.
- Suitable for Athletic Events, Dances, Commercial Exhibits, etc.
- Small Meeting Room seating 350 persons.

A. W. HARVILLE, Mgr.
ROBINSON MEMORIAL AUDITORIUM, Little Rock, Arkansas.

boxing, Bem Sternberg, Rochester, Minn. Ice shows, "Ice Cycles," Rochester Figure Skating Club. Circuses, none.
GENERAL MANAGER: Axel H. Reed.

The Arena, St. Louis, Mo.
SEATING CAPACITY: For legit or stagershow, 16,500; for arena-type shows, 14,200.

FACILITIES: For ice shows, rink, 160x72 ft. (varies). For circuses, floor space, 254x100; ceiling height, 135 ft. Exhibit space for sports shows, trade shows, etc., main room, 25,400 sq. ft.; total for other rooms, 31,500 sq. ft.; for banquets, "A" Building, 86,000 sq. ft.; "B" Building, 43,000 sq. ft.; both now occupied but used for banquets in past. For stagershow, portable bandstand, 68x16 ft., but usually build a stage as required.
DRESSING ROOMS: 6 with a capacity of 3 or 4 each and 7 with capacity of 10 to 15 each.

CONCESSIONS: Operated by building, Booker, Emory D. Jones. Ice shows, "Ice Capades," "Hollywood Ice Revue." Circuses, Tom Packs (firemen); Police Circus, Ringling Bros. and Barnum & Bailey.
GENERAL MANAGER: Emory D. Jones.

St. Paul Auditorium, St. Paul, Minn.

SEATING CAPACITY: Main auditorium 8,000 to 15,000; orchestra or main floor, variable; other levels, 5,700. Secondary auditorium for legit or stagershow, 2,801.

FACILITIES: For ice shows, size of rink, 100x221 ft. For circuses, size of floor space, 100x200 ft.; ceiling height, 88 ft. Exhibit space for sports shows, trade shows, etc., main room, 47,000 sq. ft. Exhibition hall, 50,000 sq. ft. For stagershow, proscenium opening, 60 ft. wide, 40 ft. high; wall-to-wall measurement, 116 1/2 ft.; footlights to back wall stage measurement, 53 ft.; number of lines, 86 sets.

AIR CONDITIONING: Yes.
CONCESSIONS: Operated by building, Booker, building. Ice shows, "Ice Capades." Circus, Orrin Davenport (Shrine).
GENERAL MANAGER: Edward A. Furnl.

Fair Grounds Coliseum, Salt Lake City

SEATING CAPACITY: 6,000; orchestra or main floor, 1,500; other levels, 4,500.

FACILITIES: For ice shows, no ice. For circuses, floor space, 80x120 ft.; ceiling height, 40 ft. Exhibit space for sports shows, trade shows, etc., main room, 11,000 sq. ft.; total for other rooms, 3,000 sq. ft.; storage.
DRESSING ROOMS: None.
AIR CONDITIONING: Yes.
CONCESSIONS: Operated by Weeseem Service Co. Booker of events in building, manager. Ice show, "Holiday on Ice;" Circus, Polack Bros.

MANAGER: J. A. Theobald.

Municipal Auditorium, San Antonio

SEATING CAPACITY: Stage show, 5,793; orchestra or main floor, 1,242; other levels, 4,551. Arena-type show such as circus or ice show, 4,551.

FACILITIES: For ice shows, rink, 87x97 ft. For circuses, floor space, 87x97 ft.; ceiling height, 65 ft. Exhibit space for sports shows, trade shows, etc., main room, 8,339 sq. ft. For banquets, main room, 1,600 seats; total in other rooms, 400. For stage shows, dimensions of proscenium opening, 24 ft. 6 in.; wall-to-wall stage measurement, 113 ft.; footlights to back wall, 60 ft.; number of lines, 50.

AIR CONDITIONING: Yes.
CONCESSIONS: Operated by Harry Reynolds. Booker of auditorium shows, various agents; booker of sports events in building, none at present. Ice shows, "Holiday on Ice." Circus, Polack Bros. (Shrine).
GENERAL MANAGER: R. D. Skiles.

Civic Auditorium, San Jose, Calif.

SEATING CAPACITY: Stage show, 3,330 total; orchestra or main floor, 1,350; other levels, 750 and 1,230. Circus or ice show, 2,500.

FACILITIES: For ice shows, no rink. For circuses, floor space, 80x110 ft.; ceiling height, 70 ft. Exhibit space for sports shows, trade shows, etc., main room, 10,000 sq. ft. For banquets, 1,000 seats. For stage shows, proscenium opening, 50 ft. opening, 30 ft. high; wall-to-wall stage measurement, 140 ft.; footlights to back wall, 40 ft.; number of lines, 30.

AIR CONDITIONING: Yes.
CONCESSIONS: Operated by Gus Goldstone. Booker of auditorium shows, Denny Watrous. Booker of dances, Frank Davilla. Booker of sports events, Shrine Club and Fraternal Order of Eagles. Ice shows, none. Circus, Polack Bros. (Shrine).
GENERAL MANAGER: Jay McCabe.

Municipal Memorial Auditorium, Shreveport, La.

SEATING CAPACITY: For stage show, 3,740; main floor, 1,850; other levels, 1,890. For arena-type show, 2,750 total; main floor, 850; other levels, 1,800.

FACILITIES: For ice shows, size of rink, 60x90. For circuses, floor space, 76x90 ft.; ceiling height, 65 ft. For sports shows, trade shows, 6,740 sq. ft. For stage shows, proscenium opening, 30x60 ft.; wall-to-wall, 100 ft.; footlights to back wall stage,

43 ft.; number of lines, 52 counter weight.

AIR CONDITIONING: No.
CONCESSIONS: Operated by American Legion. Booker of auditorium shows, Mrs. W. F. Woods. Booker of dances in building, Able C. Goldberg. Booker of sports events in building, City Recreation Dept. Ice shows, "Holiday on Ice," "Ice Vogues." Circus, Shrine.
GENERAL MANAGER: E. P. Allison.

Onondaga City War Memorial Auditorium, Syracuse, N. Y.

SEATING CAPACITY: For stage show, 9,000; orchestra or main floor, 2,200; other levels, 6,800. For circus or ice show, 6,800, more if desired; orchestra or main floor, 2,200; other levels, 6,800. Secondary auditorium for legit or stage show, 3,000.

FACILITIES: For ice shows, size of rink, 195x85 ft. For circuses, floor space, 195x85 ft.; ceiling height, 64 ft. Exhibit space for sports shows, trade shows, etc., 48,000 sq. ft. For banquets, no kitchen facilities. Total in other rooms, various small rooms up to 600 dining room seats. For stage shows, proscenium opening, 85 ft.; wall-to-wall stage measurement, 102x31; number of lines, 43.

AIR CONDITIONING: Partial.
CONCESSIONS: Operated by New York Sportservice, Inc. Booker of auditorium shows, dances, sports events in building, W. B. Stark. Ice shows, "Ice Capades," "Ice Follies." Circuses, Hamid-Morton (Syracuse Firemen), Orrin Davenport (Shrine).
GENERAL MANAGER: W. B. Stark.

Municipal Auditorium, Topeka, Kan.

SEATING CAPACITY: For stage show, 4,200 total; orchestra or main floor, 2,100; balcony, 2,100; main auditorium for arena-type show, 2,850; balcony, 2,100; orchestra or main floor, 750.

FACILITIES: For ice shows, seat 2,750 for skating shows, shows furnish ice. For circuses, size of floor space, 100x130 ft.; ceiling height, 60 ft. Exhibit space for sports shows, trade shows, etc., main room, 100x130 sq. ft.; basement, 100x130 sq. ft. For banquets, 1,500 seats. For stage shows, proscenium opening, 50 ft.; wall-to-wall stage measurement, 70 ft.; footlights to back wall; number of lines, 24. Dressing rooms, total capacity of small or individual rooms, 150; four chorus rooms.

AIR CONDITIONING: Yes.
CONCESSIONS: Operated by Bush-Laube Concessions, Kansas City, Mo. Ice shows, "Ice Vogues" and "Icelandia." Roller show, "Skating Vanities." Circus, Clyde Bros. (Shrine).
GENERAL MANAGER: Harry C. Snyder.

Avey's Tulsa Coliseum, Tulsa, Okla.

SEATING CAPACITY: For arena-type show, 4,385.

FACILITIES: For ice shows, size of rink, 90x215 ft. For circuses, floor space, 90x215 ft. For stage shows, portable stage. Dressing rooms, two large, two small.

AIR CONDITIONING: Yes.
CONCESSIONS: Operated by Jacobs Bros., Okla Sport Services. Ice show, "Ice Cycles. Circus, Shrine.
GENERAL MANAGER: E. J. Quigley.

Sports Arena, Toledo

SEATING CAPACITY: For legit or stage show, 8,000 total; for arena-type show, 6,000.

FACILITIES: For ice shows, size of rink, 185x85 ft. For circuses, floor space, 185x95 ft. Exhibit space for sports shows, trade shows, etc., 21,525 sq. ft. For banquets, 1,500

seats. For stage shows, proscenium opening, 24x40 ft. Dressing rooms, total capacity of small or individual rooms, 60; additional capacity for chorus, 30.

AIR CONDITIONING: 14 exhaust fans.
CONCESSIONS: Operated by Ohio Sportservice. Booker of Auditorium shows, arena managers. Booker of dances in building, Sports Arena. Booker of sports events in building, Sports Arena. Ice shows, "Holiday on Ice." Sonja Henie. Circus, Orrin Davenport (Grotto).
GENERAL MANAGER: Andy Mulligan.

Windsor Arena, Ltd., Windsor, Ont.

SEATING CAPACITY: For stage-shows, 6,500; for boxing, 7,500; for arena show, 5,400.

FACILITIES: For ice show; size of rink, 180x80 ft. For circuses, floor space, 180x80 ft.; ceiling height, 60 ft. Exhibit space for sports shows, trade shows, etc., 14,400 sq. ft. For stagershow, portable stage measurement, 40x70; larger if needed.
DRESSING ROOMS: 7 rooms, approximately 18x20 ft.

AIR CONDITIONING: No.
CONCESSIONS: Operated by building, Booker, Arena. Ice show, "Ice Cycles." Circuses, Garden Bros. until 1950; none last year.
GENERAL MANAGER: John Sutherland.

Winnipeg Auditorium, Winnipeg, Manitoba

SEATING CAPACITY: Main auditorium for legit or stage show, 4,100 total; orchestra or main floor, 2,600; other levels, 1,500. Secondary auditorium for legit or stage show, 800.

FACILITIES: For ice shows, none. For circuses, stage only. Exhibit space for sports shows, trade shows, etc., main room, 15,000 sq. ft.; total for other rooms, 15,000 sq. ft.; basement. For banquets, no dining room. Have used main hall. For stage shows, proscenium opening, 42 ft.; wall-to-wall measurement, 58 ft.; footlights to back wall 36 ft.; number of lines, 30 sets. Dressing rooms, total capacity of small or individual rooms, 100; additional capacity for chorus, 400.

AIR CONDITIONING: Fans only.
CONCESSIONS: Operated by Miss Helen Sweet; soft drinks only. Bookers, no direct booking by management. Ice shows, none. Circuses, not suitable.
GENERAL MANAGER: E. G. Parker.

Westchester County Center, White Plains, N. Y.

SEATING CAPACITY: Main auditorium for legit or stage show, 4,219 total; orchestra or main floor, 3,000; balcony & mezzanine, 1,219; main auditorium for arena-type show, 3,600; orchestra or main floor, 2,481; other levels, 1,219. Secondary auditorium for legit or stage show, 520.

FACILITIES: For ice shows, no rink. For circuses, floor space, 90x146 ft.; ceiling height, 65 ft. Exhibit space for sports shows, trade shows, etc., main room, 25,800 sq. ft. Total for other rooms, 25,152 sq. ft. For banquets, main room, 1,000 seats; other rooms, 750. For stage shows, proscenium opening, 75 ft.; wall-to-wall stage measurement, 129 ft.; footlights to back wall, 40 ft.; number of lines, 52. Dressing rooms, total capacity at mirrors, 125; additional capacity for chorus, 1,500.

AIR CONDITIONING: No.
CONCESSIONS: Operated by Westchester County Center. Booker of auditorium shows, John J. Brown, manager. Ice shows, "Holiday on Ice," "Ice Vogues." Roller show, "Skating Vanities. Circuses, Wirth and Pollack, Frank Wirth; Polack Bros.
GENERAL MANAGER: John J. Brown.

EVERYTHING FOR ROLLER SKATING

- 2300 Prs. Ladies' Close Toe White Shoe Skates, No. 324 Hyde Shoes Chicago Skates \$11.25 A PR.
- 1850 Prs. 301BL Gilash Men's Leather Line Shoe Skates, Chicago Skates No. 287 SP \$11.00 A PR.
- 2800 Prs. Gilash Shoe Skates, Close Toe, Cloth Line. Formerly \$12.25 \$11.00 A PR.
- 150 Prs. 120C Gilash Shoe, Close Toe, Cloth Line with 78 SP Rejects Chicago Skates F. D. Shoe \$ 8.00 A PR.
- 1800 Prs. Rink Skates, Excellent Condition, 10 and 45% 78C — 78SP \$ 2.50 A PR.
- 1400 Prs. Rink Skates, Like New, 10 and 45% 78C — 78SP \$ 3.50 A PR.
- 3500 Sets Howard Pres. Fibre Wheel \$ 1.00 A SET
- 1100 Sets 87F Jumbo Rejects \$.75 A SET
- 1200 Sets 78C Rink Wheels Rejects \$.65 A SET
- 1200 Sets 78 SP New Type and Old Rejects \$.75 A SET
- 54" & 63" Laces, Red, Blue and Green \$ 1.00 DOZ.
- 72" & 81" Laces, Red, Blue and Green \$ 1.10 DOZ.
- Nickel Plated Det. Parts \$.60 A SET
- Bonny's Full Flare Skating Skirts, 16 Different Colors, Sizes 10-12, 14-16 \$24.00 A DOZ.
- 300 Doz. 50% Wool Socks, Sizes 7 to 11, Ladies' \$ 3.50 A DOZ.
- Bonny's Balla Tights, 6 Different Colors \$10.50 A DOZ.
- A. A. A. Ball Bearings \$ 1.25 M
- 1400 Prs. Economy Pres. Skates
Men's 301BL Shoe w. Browine or Royal Wheels . . . \$17.00 A PR.
- Ladies' 120C or 324 W. Browine or Royal Wheels . . \$17.00 A PR.

All merchandise guaranteed. If not satisfactory, money will be refunded within 10 days.
 Write for Complete Price Lists — 1/3 Down, Balance C. O. D.
 The Above Merchandise is Ready for Immediate Delivery.
 Prices Are Net — No Discount

JACK ADAMS & SON, INC.

1471 BOSTON RD., BRONX 60, N. Y. DAYTON 9-3403

Interested in . . .

- . . . Auditoriums and Arenas
- . . . Radio and Television
- . . . Shows, Acts and Attractions
- . . . Music and Records
- . . . Outdoor Showbusiness
- . . . Concessions and Concession Supplies
- . . . Coin, Music and Vending Machines



Up-to-the-Minute News . . .
 Lists . . . Columns . . . Features . . .
 on the Entire Amusement Industry
 Every Week in . . .



The Billboard

★
Subscribe Now—Save Money
 You save as much as \$3 over the single copy value that thousands are now paying . . . and you'll be absolutely certain of getting each and every issue in the eventful months ahead!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard at once . . .

52 Issues, \$10. 26 Issues, \$6. 13 Issues, \$3.

Payment Enclosed.

Name

Address

City Zone State

Occupation or Company

Act Now . . .
 Fill in . . .
 Clip . . .
 Mail Today!



Gladieux-Gilbert Toledo Combo Big

In Four Years Sports Arena Tops Five Million Gate Mark for 1,700 Average

TOLEDO, Dec. 15.—Four years ago this past November, Virgil A. Gladieux and Emery F. Gilbert, former business competitors, opened the doors of the Sports Arena and heralded a new era for Toledo sports fans and entertainment seekers.

Gone was the day of jamming 1,000 to 3,000 spectators in a drafty, inadequate auditorium for events that came to town.

Altho Gilbert, now associated solely with "Holiday on Ice," has departed from Toledo, his part was as integral as that of Gladieux's, who now heads the enterprise.

Early Rivals

Back in pre-depression days the pair were rivals in the box-lunch business. In their rush for business, both claimed sole rights to serve construction workers at the University of Toledo. They had their first argument, but out of it rose respect for the other's business methods.

They consolidated in 1931 and a year later Gilbert sold his interest to Gladieux. This was the forerunner of Buddies Box

Lunch, Inc., a successful operation Gladieux still heads. Gilbert departed for Cleveland and an association with the Cleveland Arena. While there he became convinced that Toledo would support an arena. He returned in 1939 and with Gladieux built the Ice House which was opened New Year's Day, 1940.

A veritable bandbox with portable seating a scant 3,000, it played to capacity houses for ice shows and hockey games, then new to Toledo.

Need for Big Arena

Altho now abandoned by the original owners and run as a roller rink, its initial success convinced them that Toledo needed and would support a larger arena.

It was out of this idea that the present \$1,000,000 structure was developed.

In less than seven months Gladieux and Gilbert overcame such handicaps as material and labor shortages and opened November 13, 1947, with "Holiday on Ice."

The seeds of Gilbert's cross-country tours with "Holiday" bore fruit. He studied the best features of all arenas and incorporated them into building plans here.

Approach to the Arena is by two 35-foot concrete drives, divided by a 50-foot mall. Standard size ice arena covers 85 by 185 feet and is served by a modern ice plant. Main portion of the building is heated by blowers.

Seating capacity reaches a peak of 8,000 for boxing and wrestling, while ice shows, hockey, basketball, circuses, rodeos and other events can handle 5,000 to 7,800.

A press box, suspended between two trusses and reached by a steel catwalk from the top bleacher seat, is available for newspaper, radio and television coverage of events.

The management has used the arena's off-dates profitably by means of public ice-skating sessions. These have been held on an average of twice weekly and have drawn well.

Since opening day better than five million paid admissions for all events have been rung up at the box office, averaging better than 1,700 per day on a 365-day year basis.

San Antonio Mgr. Advises More Variety

SAN ANTONIO, Dec. 15.—More varied attractions will be booked into Municipal Auditorium here if the recommendations of Manager R. D. Skiles are carried out. He returned here recently from an inspection of auditoriums in Oklahoma City, Cincinnati, Cleveland and Kansas City, Mo.

His recommendations to the city council also would provide for higher rental rates on the building. He said his findings showed that San Antonio's pay scale and rentals were lower than those at buildings he visited.



DON MYERS

Myers Manages New Coliseum At Fort Wayne

FORT WAYNE, Ind., Dec. 15.—Allen County Memorial Coliseum, under construction here, is expected to be ready for use by the fall of 1952. Don Myers has been named manager of the building, and a rental-only policy has been announced. Management does not plan to enter into promotion of events.

Coliseum is two miles from the center of the town's population. It will have 7,500 permanent seats plus temporary seating to bring capacity up to 10,000. Ice show capacity will be 9,000.

Exhibition hall on the ground floor will have 50,000 square feet of exhibit space. A mechanical ventilation system is being installed.

London Dispatch

By LEIGH VANCE

Continued from page 2

ing, his shows might run three weeks or three months—only the box office could say. That threw him into a pickle with his bookings. But, surrounded by a loyal team—headed by his production assistant, Eddie Nill, imported from the States, and four home-grown boys—he has managed to beat most of the bans. To date they have put on 27 separate shows, which plays four times daily, six days a week, to the 2,500-seat house. Each show follows the rough pattern: Girls, ballet and one, two or three acts, all hung round a central idea like films, or magazines.

Karson works the whole thing out like a military operation, sometimes (on paper) running five shows ahead, with every detail complete down to the lighting plots.

Change-overs bring him a headache which lasts all week-end. As soon as the old show closes on Saturday night, he has that set struck, gets the company in at 10 the next morning for a rehearsal which lasts until the flick at 3:30 p.m. Then there is an hour or so for polish on Monday morning before the first show takes the stage around noon.

You can't work that way with a tired team. In all, MGM runs a steady backstage crew of 100, made up of 30 musicians, 32 girls, 15 ballet dancers, 12 male singers, and the stage staff. The Empire girls still 70 per cent strong from the original line, work their own system of days off, fed from a reserve pool of eight. On average, no unit of the show gets more than 20 hours' rehearsal. Karson plans his run-thrus to extract the maximum value. "They work hard, but we look after them and they're happy," he says.

Traditionally cagey with figures, MGM won't commit itself on a weekly budget. My estimate is: Around \$11,500.

Assaying the Value Of Beauty Contests

By WILLIAM SCHMITZ

(Editor's note: Set forth here-are comments by William Schmitz, general manager of the America on Wheels chain, on the promotion and the degree of success of the recent beauty contest conducted by the chain in which a Buick convertible was awarded as top prize. The Billboard submitted a number of questions about the promotion to Mr. Schmitz. His answers, we believe, will be of interest to other operators who may have plans for conducting such a contest.)

I have had the idea (beauty contest) for a long time, but we never could quite decide if it was advisable or not. We have an annual America on Wheels inter-club competition for competitive skaters which we started 10 years ago and which, slowly but surely, we have built up to be an event second only to the national championships. I also thought that we should have a similar event for non-competitive skaters—the people who pay the bills. When Jim Morton, of The New York Journal American, ran his skate queen contest last year, which was a huge success, I finally decided to go ahead with this Miss America on Wheels contest.

First we had printed about 25,000 application blanks which were distributed not only thru the rinks but were enclosed in our letters which are sent out every fall, announcing the various parties scheduled thruout the season. Next we had individual one-sheets printed for each rink and had them put out by the poster people. We also received the co-operation of the Buick agencies in the various parts of the country where our rinks are located, who displayed the one-sheets in their windows, together with a sign that application blanks were available inside. Newspaper publicity was also used, but on smaller scale—mainly free publicity and very few paid ads.

Name Judges Draw

Now, as to the success of the contest itself, I can state the following: In some localities we were able to get radio, television or motion picture stars as judges. In those cases, attendance was good. Where we did not have such personalities, the attendance was fair. A mayor or other high official does not constitute a drawing card as far as the skaters are concerned. Neither do pretty girls. I learned from this contest that the people only come to see the judges, if the judges are outstanding personalities in the entertainment field. They pay very little attention to the girls, regardless of how beautiful they may be.

For instance, at Twin City Arena in Elizabeth, N. J., Paul Winchell and his "aid," Jerry Mahoney, were swamped by everyone for autographs, etc. By this I mean not only by girls but by boys and grown-ups as well.

As for the question, "Was the contest a success?" that is something very hard to answer. If I take the receipts on the various nights on which those events took place, I would have to say "no." However, with the exception of two rinks we are running way ahead of the business of 1949 and 1950 for the same period. If this is due to the publicity the contest gave us or not is hard to tell. Many business men will tell you that the hardest thing to do is measure the result of advertising or publicity. We also had extremely bad weather on several nights during which the contests were held. This, of course, affected business somewhat.

Planning Ahead

With reference to the question about whether or not we will conduct a similar contest next year, we have not as yet reached a decision about that. I can assure you that we will hold some kind of a contest just as elaborate. How-

ever, we will give serious consideration to the possibility of a popularity contest in which both girls and boys can participate and where beauty will not be a factor. When you deal with a beauty contest, 90 per cent of the girls feel that they are not good-looking enough to enter, which means that you lose that much prospective business for the contest, while everyone can enter a popularity contest disregarding looks.

Of course, in such a contest you cannot use judges, since the skaters themselves vote for the most popular girl and boy. In that case, naturally, you lose the attraction of having stars judging the contest. You also lose a certain amount of newspaper publicity, as newspapers are always interested in the picture of a pretty girl.

With reference to the prizes we also found that the gap between the first and second-place prizes was too great. The first-place prize was worth \$2,800, while the second, third and fourth were approximately \$75 each.

Always Promoting

As to the effect of such a contest on business in general, I can only say that the reason America on Wheels has been and still is successful is because we never stop promoting the roller skating business—whether it be competitive skating, shows or party nights—altho not every one of them is a success.

A great number of rink operators get a promotion idea, such as a simple party, but if the night rolls around and not all box-office records are broken, they lose confidence and after a while stop conducting parties altogether, saying to themselves, "What's the use?" The result is that their business keeps going down until there is no more. I believe that promotion is the life blood of any business, including roller skating, and regardless of how good business is, one should never stop thinking of some kind of promotion to make it better.

Sides and Asides

Continued from page 42

ance of Stanford, Calif., has announced its 17th annual play competition. The prizes are \$100 for the best verse play, \$100 for the best play about normal life in America and \$50 for the best half-hour radio play. . . . The national company of "Kiss Me, Kate" starts a four-week stand at the Broadway Theater January 8. There will be two showings each Sunday and a \$3.60 top will prevail. Robert Wright and Holly Harris have the leading roles. . . . The Tennessee Williams double header under the combined title "Camino Real" will not be seen this season. William Lieblich, who is producing the show, could not get the desired actor for one of the major roles at this time. Consequently, rehearsals have been set back to August 11. Elia Kazan, who has been signed to stage the Williams plays, will now go to work on George Tabori's "Flight into Egypt" for Irene Selznick. . . . Lawrence Langner has asked Ingrid Bergman to take the title role in the London production of "Saint Joan." No answer yet. . . . The Brattle Theater, Cambridge, Mass., will present Edward Caulfield's "The Idea" next month. Both the playwrights company and new stages had planned a Broadway showing of the script this season, but neither panned out.

Maura Murphy, ex-Circle Theater thesp, has a featured role in Columbia's "A Yank in Indo-China." . . . "The Burro's Tale" opens Wednesday (19) at Pasadena Playhouse's Patio Theater for a five-day run.

More Resorts Sign for Chi

CHICAGO, Dec. 15.—Several additional resort areas will be exhibitors at the International Sports and Outdoor Show in International Amphitheater here next March, Philips Perkins, show's executive director, said this week.

Newcomers will include State of New York; Atlantic City; Silver Springs, Fla., and Pacific Northwest Tourist Association, the latter made up of seven Northwestern States. Returning to the show will be Minnesota and Wisconsin resort associations.

CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

PERRY B. GILES, Pres. Curvcrest, Inc. Muskegon, Michigan We invite you to bring your skaters to Curvcrest and see for yourself.

WE BUY AND SELL

New and Used Rink Roller Skates Advise make, size, condition and quality Also best price

JOHNNY JONES JR. Agents for Chicago Roller Skates 51 Chatham St. PITTSBURGH, PA.

WANTED Portable Skating Rink

COOL CREST GOLF COURSE 1402 Fredericksburg Road San Antonio 1, Texas

FOR SALE

111 pr Chicago Rink Skates, complete assorted sizes, 27 pr brand new, rest in good condition. 8 pr used Shoe Skates 1 Chicago Skate Grinder and Motor. 1 Masco Amplifier and two Jensen Speakers. Many Used Wheels. 1 Rotating Color Spotlight. \$550 complete, will sell all or part. BOX 1, Station B, St. Joseph, Mo. Phone 4-3084.

We Wish Our Many Friends and Patrons

A Very Merry Christmas and a Happy New Year

CHICAGO ROLLER SKATE CO.

SKATE CASES in daring new rainbow colors
Tops with the professionals
Strong, sturdy, attractive. Overlapping lid closure makes each case watertight and dustproof. Write for folder showing the HERCULEAN line.
Herculean
GENERAL FIBRE PRODUCTS CO.
FITCHBURG 7, MASS.

Roadshow Rep

L. VERNE SLOUT, of Slout Players, and **Henry L. Brunk**, of Brunk's Comedians, combined forces in Chicago last week to catch the legit shows in the Windy City and handle other business for their respective shows. Neither knew the other was in town until both visited Chase Candy Company. Then they learned that their hotel rooms were three doors apart on the same floor of the same hotel. Brunk said that he was scouting the legit offerings with a view to using one or more on his show in the future. Slout said he will produce a number of antique shows again this winter. Both spent some time with **Robert Sherman**, old-time rep and theater man and author of several booklets on theaters. . . . **Happy Kellems**, minstrel show producer, directed the third annual Kiwanis Club Minstrel in Hopkinsville, Ky., November 29-30, with both performances being sold out and attendance doubling that of last year. Kellems took an end man's part and the dancing was produced by **Gene and Jerry Smith**.

DOUG FLEMING, currently in his 37th year in show business, is making his home in Jamestown, N. Y., and working club dates in the Buffalo and Erie, Pa., territory. Fleming, who produced burlesque in Cleveland for several years, and his wife, **Dot**, presented their platform show, "People Are Nuts," at the fire and police department celebrations in Jamestown and for fraternal groups. It's a prize-giving audience participation show and has been clicking, Fleming says. About 35 years ago, Fleming had his tab show on the **Gus Sun** and other circuits and his partner was **Alex Saunders**. He had the **Fisher & Fleming Minstrels** out under canvas from 1917 thru 1919 and the **Doug Fleming Minstrels** played theaters until the talkies forced it to close. "Buck Leahy, an old friend and minstrel trouper, played Jamestown with the **Cole Indoor Circus** and we had a good gab session mostly, about **DeRue Bros. Minstrels** and the **John W. Vogel Minstrels**, on which we both worked," Fleming writes. "We wondered what had become of **Saunders and Blackface Jack Grant**. I'm readying a volume of comedy material and gags which I plan to have published soon."

WALTER CABELL is in Western Canada with a three-cast unit, playing **E. F. Hannan's "Ah, There Professor,"** reported good returns. Cabell also presents pix at some spots. . . . **Carter's Show** has added religious pix and will use them in connection with its Sunday dates and its regular drama-pic show. Unit has been playing around **Laramie, Wyo.**, recently. . . . "I've been in West Kansas for the past month on lecture work and have played 40 one-day stands since leaving **St. Louis** early in the fall," letters **Gilbert Baker** from **Enid, Okla.** "Western Kansas is not what it once was and Oklahoma is even slower. Thus far, I have met only two small shows. One was a museum and indoor fair unit opera by **Clyde Phillips**. It's a good show and Phillips told me that he had had a good summer in Wyoming. The other unit was operated by **Mr. and Mrs. Charles Hathaway**, who are en route to California from the East, a trip that they have been making for many years. They present a good, two-person show, using their own scenery and special props. They offer a cleverly written drama type show."

CLIFF BELL comes thru with the following from **Oklahoma City**: "I read the recent reference in these columns to city shows that **A. N. Anderson** caught at summer theaters. Anderson says that Broadway bills are not the style that small towns cotton to and I agree with him. However, as for the tent show business for the drama that is a thing of the past the way I see it. I spent two summers with a Wisconsin outfit and they were forever painting and brushing up their cars and trailers but never put a dime into good plays, nor would they pay anything worthwhile for performers." Bell has a one-man show and reports good business on his trek to the West Coast playing what comes along.

Paris Peek

By ANNE MICHAELS
Continued from page 2

the National Orchestra of France, as well as the possibility of the Philadelphia Symphony will participate. George Balanchine's New York City Ballet Company will perform "Orpheus" and the "Fire Bird" by Stravinsky, while the composer will make his first public appearance in Paris since 1939 conducting a program of his own more recent works. Other musical attractions will include the works of the founders of modern music such as Debussy, Ravel, Schoenberg, Milhaud, Honegger, etc. The Russian composers, Shostakovich and Prokofiev, whose "Prodigal Son" and Sixth Symphony, respectively, are on the Russian Black List for being "too bourgeois," will be presented. The same will go for Mzensh's "Lady Macbeth."

An opera of Garcia Lorca's, the conductors Bruno Walter and Ernest Ansermet, and two new ballets specially commissioned by the "Congress" from the French composers, Georges Auric and Henri Saguet, round off the present musical plans.

Olivier and Leigh
To Present Theater Works . . . Sir Laurence Olivier and Vivien Leigh, Jean-Louis Barrault, and many other well-known names in the drama field will present some of the great dramatic works of the century during the festival.

James Johnson Sweeney, former director of the New York Museum of Modern Art, and his colleagues are preparing an exhibit of contemporary paintings gathered throughout the world. Plans too are being made for a series of conferences, presided over by the leading philosophers and writers of the day, including **Igna Silone**, **Steven Spender**, **Carlos Schmitt**, etc.

The center of the musical and theatrical part of the exposition will be the Theatre des Champs-Elysees, and the members of the committee are, besides **Mr. Nabokov**, **Herve Dugardin** (director of the theater), **Denise Tal**, **Julius Fleischmann** of Cincinnati, and **Pierre Bolomey**.

BAILEY—Mildred, top singer with bands, on records and radio and in niteries, December 12 in Poughkeepsie, N. Y., of a heart ailment. She became ill the day before Thanksgiving in Detroit. Part Indian, she was born on a reservation in Washington, growing up on a farm near Spokane. She got her first singing job at 17, plugging tunes in a Seattle music store, and was singing in a San Francisco restaurant when Paul Whiteman signed her for his band in 1929. He was influenced in the choice by her brother, **Al Rinker**, who with **Bing Crosby** and **Harry Barris** formed Whiteman's vocal group, the Rhythm Boys. She became a name but suddenly left the band in 1934 and dropped from sight. Eight years later, **Barney Josephson**, boss of New York's Cafe Society Downtown, induced her to sing with the band there, and she rose to prominence once more. Of all the numbers she sang the best known probably was her version of "Old Rockin' Chair." She married xylophonist **Red Norvo**, but they were divorced. Survivors include her brothers, **Al** and **Charles Rinker**.

BARRERA—Elpidio, 58, Spanish language program announcer, December 6 in Corpus Christi, Tex. He formerly was with **KSIX** in that city and stations in San Antonio. In 1948 he took over "La Hora Mexicana" at **KUNO, Corpus Christi**. Survived by his widow, two daughters and a son, **Hector Elpidio**, also a radio announcer.

BERNARD—V. J., 75, former character actor and musician, November 24 at his home in Thibodaux, La., where he had been operating a photo gallery. In former years he had trouped with the **W. I. Swain, Milt Tolbert, Skeeter Kell** and **Billy Terrell** shows. Survived by his widow, **Hazel**; a son and a daughter.

BOWEN—Frank A., 74, musician, December 6 in Bethesda Hospital, Zanesville, O., of a heart attack. He had trouped with the **Gentry Bros.**, **Walter L. Main**, **Al H. Wheeler**, **Wheeler & Downie** and **Sparks** circuses and the **Washburn Minstrels**, retiring from the road 25 years ago to open the **Masonic Temple barbershop** in Zanesville. He was a member of the **Circus Fans Association** and the **Masonic and Eagles Lodges**. Survived by his widow, **Isabelle**, and a son, **Robert Torrance**, Calif. Services December 10 and burial in Memorial Park Cemetery, Zanesville.

CHAPELLE—Edna Buckley Roberts, 81, old-time Midwestern character actress, November 17 in Miami.

DAMERELL—Stanley, writer of the words to "Let's All Sing Like the Birdies Sing," December 12 at his home in Teddington, England.

DATIG—Fred A., 80, casting director at MGM Studios, December 11 at his home in Hollywood. He began his career with **Universal Studios** in 1910, was a casting director for **Paramount** and operated his own movie artists agency until joining **MGM** in 1937.

EDWARDS—Kay, 51, wife of **J. D. Edwards** and a member of the **Ladies' Auxiliary, Miami Showmen's Association**, December 8 in Miami. (Details in Carnival Department.)

FERGUSON—Maec D., 50, veteran straight man, comic and quartet man, November 29 of a heart attack backstage at the **Polites Theater, Chicago**, where he had been appearing in stock burlesque with his wife, **Vivian Keenan**. Ferguson was well known in tabloid and burlesque circles. He toured for many years over the old **Joe Spiegelberg** and **Gus Sun** tab circuit and the various burlesque wheels and appeared in tab and burlesque stock in virtually every section of the country. Among the shows he appeared with were **Fred Hurley's** tab and burlesque unit and the late **Henry Prather's "Hontymoon Limited"** Company. Ferguson also appeared at intervals in vaudeville and for a time trouped with a med show **Services and burial** in **LaCenter, Ky.**, December 2. Surviving are his widow; a brother, **Garth K. Ferguson**, **LaCenter**, and three sisters, **Mrs. Frank W. Holland**, **Shreveport, La.**; **Mrs. Warner M. Proctor**, **Louisville**, and **Zula I. Ferguson**, **Los Angeles**.

GARNER—Charles A., film distributor and theater manager in Detroit, December 10 following a heart attack. Following World War I he went from Toronto to Detroit, where he successively headed **Foreign Film Distributors**, **Regal Film Attractions**, **Puritan Film Service**, and **Charles A. Garner Films, Inc.** Following a heart attack two years ago he became manager of the **Garden Theater** and later managed **Oakman Theater**. He was relief manager for **Midwest Theaters Circuit** at the time of his death.

GIFFELS—Louis J., 59, former manager of **Olympia Stadium, Detroit**, December 12 of a heart attack. He was press agent for **Olympia** when it opened in 1928, becoming general manager two years later, during a period when it housed spectacles such as "The Miracle" and the **Miller Bros.** 101 Ranch Wild West, leaving about 1940 to become manager of an arena at **Buffalo**. Since the war he had been superintendent of public service for the **Detroit Parks and Recreation Department**. Survived by his widow **Helen**, and three children, **Nancy**, **Peter** and **Alice Ann**.

GREEN—Benjamin, 51, owner of the **Towne Theater, Philadelphia**, and one of the owners of the **Majestic Press** which publishes "The Exhibitor," film trade magazine, in that city November 27. His widow, **Bella**; six brothers and two sisters survive. Services November 29 and burial in **Mount Sharon Cemetery, Philadelphia**.

HAPPEL—Clara P., 73, mother of **William R. Happel Jr.**, of **Badger Sales, Los Angeles**, and **Carl Happel**, **Badger Novelty Company, Milwaukee**, December 8 in **Glendale, Calif.**

MARLEY—John, 67, former musician, December 9 in Dallas. He toured with several tent shows as a trumpeter and also played with the **Ringling-Barnum** band. He, **Big Show** bandleader **Merle Evans** and **Lester Harris** organized the **Chili Banquet** 33 years ago, an annual event attended by trouping musicians. He also operated the **Marsh-Marley Music Company** at one time. His widow survives.

MOSS—Benjamin S., 73, pioneer movie exhibitor, theater builder and brother of the late **Paul Moss**, once license commissioner of **New York**, December 12 at his home in that city. Born in **Gotham**, he became a movie and vaude house operator thru earlier dealings with **William Fox** and **Marcus Loew**. In 1920 he combined his chain of theaters with **B. F. Keith** and **F. P. Proctor**, making the **Keith-Moss-Proctor Circuit**. He sold his interest in this circuit during 1928 to **RKO**. He offered the first televised stage production during 1931 from the **Guild Theater, New York**. Active during the 1930's in importing and showing French movies in America, he also produced several silent films in association with **William Randolph Hearst**, among them "Three Weeks" and "Boots and Saddles." For many years he was president of the **Vaudeville Managers' Protective Association** and **National Variety Artists**. His widow, a son, a daughter, two brothers and two sisters survive.

O'BRIEN—Thomas F., 70, one-time minstrel, musical comedy and operatic singer, December 4 in General Hospital, Philadelphia. O'Brien made his first appearance with the **Castle Square Opera Company** at the turn of the century, playing more than 100 tenor roles in light and grand opera. He was also a member of the **Frank Daniels Opera Company** and appeared in "Miss Simplicity." Later he joined the **London Gayety Company**, under the management of **Charles Frohman**, singing and playing the same role created by **Chauncey Olcott** in "The County Fair." Returning to America, he joined **Dumont's Minstrels**, remaining with the troupe until **Dumont's** death. He then booked on the **Keith Circuit** until 1928 with his wife, the former **Margaret Bradley**. In late years, he was active in Philadelphia politics and was employed in the city's **Bureau of Highways**. His widow survives. Services December 10 in Philadelphia and burial in **New Cathedral Cemetery** there.

PETERSON—Curg, 57, an orchestra leader until 1933, at which time he became district manager of the **Schlitz Brewing Company** in **Salt Lake City**, December 3 at his home in that city of a heart attack. A violinist, he led the **Pantages Theater orchestra** in **Salt Lake City** from 1920-1933. He was a member of the **Masons**, **Scottish Rite** and **Shrine**. Survived by his widow; a sister, **Mrs. I. J. McKell**, **Ogden, Utah**, and two brothers, **Phillip**, **Ogden**, and **F. O. Van Nuys**, **Calif.**

RAUFEISEN—Charles, 72, former clown with the **Ringling-Barnum** and **Sells-Floto** circuses, December 10 in **Rochester, N. Y.** He trouped with circuses for 15 years and also played vaudeville.

RHOADES—Mrs. Harriet Thorne, 90, musician and composer of "American Waltz Caprice," December 9 in **Youngstown, O.**

ROWLAND—James G., retired actor, November 27 in **Misericordia Hospital, Philadelphia**. Until 1931, Rowland played for many years on the old **Keith** and **Orpheum** circuits. At one time he was a member of the **Newsboys' Quartet** which later became known as the **New York Newsboys' Quartet**. Rowland played in "One Third of a Nation" and appeared with **George M. Cohan** in "45 Minutes From Broadway." He worked for **Max Gordon** in musicals. He also appeared in films and on radio. He is survived by his widow, **Ethel Wheatley**, who also acted with her husband under the name of **Ethel Ellet**; a son, **James**, and a daughter, **Rosemary**. Services December 1 in Philadelphia and burial in **St. Denis Cemetery** there.

SERLIN—Sam, veteran carnival concessionaire, the last four years with the **Barney Tassel Unit Show**, in **Fort Myers, Fla.**, December 13.

SILVER—Jules, violinist who served as assistant conductor of **Radio City Music Hall Orchestra, New York**, from 1932 until 1950, December 9 in **New York**. Born in **Texas**, he studied music in Europe and joined the violin section of the **Hungarian National Orchestra**. Returning to America, he was a member of the violin section of the **St. Louis Symphony Orchestra** for four years. Following World War I he became a conductor for **Skouras Theaters** and then general music director for **Warner Bros.** houses in **New Jersey**. His widow survives.

SKRYM—Edward, 87, theater owner, December 3 at his home in **Somers Point, N. J.** He operated theaters in that resort city and in **Berwick, Pa.** A sister survives. Services December 6 in **Philadelphia** and burial in **Hillside Cemetery** there.

SPIGEL—Herbert B., 38, former architect who designed many of the structures at the **New York World's Fair**, December 11 in **University Hospital, Philadelphia**. He was best known for designing the building which housed "The Children's World" at the **World's Fair**. Surviving are his widow, **Helen**; three sons, his mother and two sisters. Services December 13 in **Philadelphia** and burial there.

STERZENBACH—L. A., 84, clarinetist with the **John Robinson Circus** in 1899 and 1900 and a trouper with the **Cotton Blossom Showboat**, **Houston** circus and dramatic shows in the early 1900's, December 1 in **Mercy Hospital, Hamilton, O.** Services and burial December 4 in **Camden, O.** Survived by his widow, **Edna**; a daughter, **Mrs. Maxine Flowers**, and a brother, **Norman**, **Chicago**.

STONEHAM—E. Harold, 49, president of the **Interstate Theaters Corporation**, December 11 at his home in **Brookline, Mass.** The chain was one of the largest theater circuits in **New England**.

VANDERMEER—Mrs. Elizabeth, 84, mother of one of the most prominent cowboys of **Western Canada**, at **Calgary, Alta.** Her son, **Pete**, an outstanding Canadian cowboy in the early days of the modern **Calgary Stampede**, won the bronk-riding championship in 1923 and then represented **Alberta** with riding feats at rodeos around the world, including the noted **Wembley, England**, event.

WILLIAMS—Barney, veteran carnival electrician and concessionaire associated with the **Dumont Shows** for the last five years, December 9 in **Augusta Ga.** Services December 11 at **Elliott's Funeral Home, Augusta**.

ZIMMERMAN—Joseph F. (Whitey), 61, linotype machinist for **The Billboard** the past 16 years, December 12 in **St. Francis Hospital, Cincinnati**, following a long illness. Zimmerman, who lived in **Cheviot, O.**, was a member of the 49 and 8, **Anthony J. Schwab Post 425** of the **American Legion**, **St. Martin Men's Society**, **St. Anthony Shrine Society** and **St. Aloysius Orphan Society**. Surviving are his widow, **Ada Kistner Zimmerman**; three daughters, **Mary**, **Mrs. Alberta Ratterman** and **Mrs. Martha Schneider**; a son, **Pfc. Joseph R. Zimmerman**, **Camp Stoneman, Calif.**; a brother, **Frank**, and a sister, **Mrs. Theresia Muenninghoff**. Services and burial December 15.

IN LOVING MEMORY OF MY WIFE AND OUR DEAR MOTHER
MRS. WILLIAM F. KORHN
WHO PASSED AWAY DECEMBER 17, 1945
WILLIAM F. KORHN
RAYMOND J. KORHN
VERNON KORHN
MRS. WILLIAM DUNCAN
YOU ARE ALWAYS IN OUR THOUGHTS

Subscribe Now!
52 BIG ISSUES, \$10
Including 8 Special Issues

"To me The Billboard is the only and by far the best magazine of its kind on the market. Your coverage of music is not to be excelled. I have been reading The Billboard for years and find it to be very accurate and very good. I especially like the way you pick the hits."
Basil R. Mumma
Kalamazoo, Mich.

THE BILLBOARD 805
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name
Address
City Zone State
Occupation

The Billboard
The Amusement Industry's
Leading Newsweekly

Drivin' Round The Drive-Ins

WALLACE Theater Circuit has opened a new drive-in at **Morton, Tex.**, according to **T. J. Simpson**, circuit manager there. Individual car speakers are featured. . . . **Trail Drive-In** has been opened at **Pleasanton, Tex.**, by the **Glasscock Circuit**, with headquarters in **San Antonio**. Drive-in is on the site formerly occupied by the **Atascosa Drive-In**. . . . **Weldon B. Winn** and **W. D. Mount** have opened the new **Capada Drive-In** at **Floydada, Tex.**, despite the fact that the spot was not entirely completed. Work will continue during the day until it is finished. . . . **Rubin Frels** has announced the opening of his **Aztec Twin Drive-In** adjacent to his **Tejas Drive-In**. The **Aztec** has a 350-car capacity and its own exit and entrance. It will show different attractions on a staggered schedule so as to not interfere with its twin. **Frels** announced that the **Aztec** would also be used to handle overflow crowds from the **Tejas** on special attraction nights. **Mrs. Mary Eubank** has been named manager.

Lowest Rates of 16MM. FILM Rentals
More than 70 Westerns and Features to
choose from. One low price—none higher
\$5.00 1 TO 3 DAYS \$6.50 PER WEEK
\$12.00 PER MONTH
Advertising paper loaned free
ACE CAMERA SUPPLY
462 W. Evans St. Florence, S. C.

\$19.50 PUTS YOU IN SHOW BUSINESS
We supply you complete. 16MM Sound Projector and Films. Everything ready for showing. Be your own boss. EARN BIG MONEY. Write
Southern Visual Films
68 Monroe (Dept. 88) Memphis, Tenn.

JACKSON, MISS., FAIR ADDED TO GOODING TREK

Inked When Cavalcade Fails to Post Bonds; Louisville Fair Again Signed

COLUMBUS, O., Dec. 15. — Gooding Amusement Company, headed by Floyd E. Gooding, this week contracted to supply midway attractions at Mississippi State Fair, Jackson, and again signed midway contracts for Kentucky State Fair, Louisville. Signing of the Gooding organ-

ization by Jackson followed the failure of the Cavalcade of Amusements to post a \$25,000 performance bond and a \$5,000 surety bond in compliance with contract terms set by the fair.

The Cavalcade, which announced snaring the contract on the eve of the outdoor convention in Chicago several weeks ago, had until December 5 to post the bonds. At the expiration of that period, the bonds had not been posted, but the fair granted several additional days.

On Tuesday (11) the fair decided to grant no additional time and sign another show. Gooding came here to execute the terms of the contract for his organization.

Terms of the contract with the Gooding organization are believed

considerable lower than those which had been bid by the Cavalcade. The Cavalcade reportedly had agreed to give up 40 per cent of ride and show grosses and to guarantee at least \$10,000 of concession space, plus \$1,500 for the cookhouse privilege.

The Royal American Shows, which in recent years has played the Jackson event, declined to meet what it regarded as unreasonable terms. Instead, Royal American induced the Tupelo (Miss.) Fair to shift its dates to fill in the week previously spent by the RAS at Jackson.

For Gooding, the signing of Jackson and Louisville gives him three State fair contracts, the other being Ohio State Fair, Columbus, which Gooding has played for more than 30 years.

Sports Show Act Buys Up Schilling Take

NEW YORK, Dec. 15. — With the field pretty much to himself, William Shilling, local booker supplying talent for sportsmen's shows, reported that business this year was considerably above the 1950 traffic.

Shilling has shows lined up for this city, Boston, Detroit, Milwaukee, Toledo, Miami and Grand Rapids. The dates start in January, but Shilling declined pin-pointing them for reasons of competition. The bigger take he attributes to several shows he has added to his string since last year.

A coup for Shilling was the signing of Jim Thorpe and a troupe of Indians for sportsmen's show dates here, in Boston and Detroit, starting in February. Shilling explained that a good part of his business consisted of furnishing off-beat attractions, such as Indian groups, for the Ken Murray and other television shows. A sure-fire attraction handled by Shilling is Sharkey, the seal, set for appearances at the local, Boston and Detroit sportsmen's shows with the Thorpe group.

Wirth Slates Name Package For Hershey

NEW YORK, Dec. 12. — Lauritz Melchior, opera star, and Joe E. Brown, stage and screen comic, will head up the hefty talent package purchased by the Hershey Chocolate Company to entertain its employees at a Christmas Festival on December 19 and 20. Show, booked thru Frank Wirth, New York, will be presented in the Hershey (Pa.) Arena.

Other talent will include Willie West & McGinty, comedy; Lott & Anders, cyclists; Nora Toomey, trapeze; Reno & Jim, revolving balancing ladders; Koko the chimp; Laddie Lamont, rolling globe; Sanger, Ross & Andrea, comedy knockabout; Roberta's Circus and the Two D's bar act.

Portland, Me., Shrine Gate Hits 8,000

PORTLAND, Me., Dec. 15. — About 8,000 viewed the three performances of Kora Temple's first annual Arabian Caravan here November 29 thru December 1.

Uniformed bodies, including the Kora band, were used to develop the Oriental fantasy theme. Jay C. McCabe was general chairman.

Professional talent included Capt. Anderson's dogs, ponies and monkeys; Eva Walker, aerialist; Billy Barton, aerialist; Potas & Folsom, comics; Mike Monroe, trampoline; Clowns Sa-So, Rube Simons and Dutch Jordan; Bobby Winters, juggler; Shanghai Twins, acrobats and Eric Adams and his chimp. Franklin Lovell played the show on a Hammond organ, calliope and uniphone.

Calgary's 213G Net Nears All-Time High

George Edworthy Named Successor To J. B. Cross as Exhibition President

CALGARY, Alta., Dec. 15. — A surplus of \$213,614, the second largest profit in the org's history, was shown by Calgary Exhibition and Stampede, Ltd., it was reported by Maurice E. Hartnett, general manager, and R. W. Ward, director in charge of finance, at the annual dinner meeting of company shareholders in the Stampede Corral Wednesday (5).

At the directors' meeting that followed, George Edworthy was elected president to succeed J. B. (Jim) Cross and the latter was made a life director. W. A. Crawford-Frost was named first vice-president, and R. J. Dinning, second vice-president. New president has been first vice-president and chairman of the Stampede's cowboy events committee.

In unanimously making Cross a life director after he had indicated he would not run for another term as president, officials gave the popular ex-president an ovation.

Exhibition's total income for 1951 was \$610,881, with operating expenses \$351,759, leaving a net revenue of \$259,122. Of this amount, \$45,507 was used for capital expenditures, leaving a balance of \$213,614 which was carried forward to the reserve fund for capital expenditures.

First mortgage bonds on the Stampede Corral were reduced

during the year by \$40,000, leaving the outstanding indebtedness at \$380,000 as of September 30, 1951. The amount represents the total outstanding indebtedness on the building, which was officially opened in December, 1950. Cost of the structure was \$1,389,974.

Largest single revenue item was \$308,003, representing gate and grandstand receipts for the 1951 Exhibition and Stampede. This was an increase of about \$38,000 over receipts from the same sources in 1950. Gate attendance

(Continued on page 72)

Saskatoon Exhibition Nets Record \$84,175

A profit of \$84,175 on the year's operations, almost \$14,000 more than in 1950 and \$9,000 higher than the previous best showing made in 1949, was recorded for 1951 by the Saskatoon Exhibition board at its annual directors' meeting.

Revenue for the year hit a new high, \$241,036, but operating costs also hit a top level of \$156,861.

The board's financial report showed current liabilities of \$67,000 but cash on hand, accounts receivable and deferred grants receivable totaled \$138,000. Total assets of the board were placed at \$706,000.

The board now has \$215,000 in Dominion of Canada bonds, a reserve fund for extension work of \$60,000 and a reserve for emergencies of \$10,000.

Dr. Fred G. Salisbury, vice-

president in 1951, was named president of the board for '52 at the Thursday (6) meeting. He succeeds W. J. (Bill) Bradley who broke a precedent of many years by refusing a second term.

Bradley's decision, he said, was made because of increasing pressure of duties as executive editor of the Western Producer, farm weekly, particularly inasmuch as he has a great deal to do with coverage of exhibitions and livestock shows.

R. J. Murray moved up from second vice-president to first vice-president and his successor is Harry Hunking. Mrs. Letta

(Continued on page 72)

Roy Rogers To Get 55G At Houston

HOUSTON, Dec. 15. — Movie cowboy Roy Rogers and his wife, Dale Evans, plus their company will receive \$55,000 for 19 performances offered during the Houston Fat Stock Show, to be held January 30 thru February 10, it was reported this week.

In addition to his customary musical backing, Rogers will use comic Pat Brady, who is featured in the cowboy's flickers. Rogers and his wife both will work high-school horses and also will offer an eight-horse Liberty act.

San Antonio Expo Re-Signs Rodeo

SAN ANTONIO, Dec. 15. — The San Antonio Livestock Exposition, this week announced the re-signing of the Everett Colburn rodeo for 14 performances during its February 15-24 run. The expo, to run 10 days, will be held in the Coliseum here.

Railroad Mag Prints Dallas Train Photos

DALLAS, Dec. 15. — Ed Meek and his miniature train concessions at State Fair Park were featured in a three-page spread in the November issue of the Santa Fe Magazine, distributed to employees of the Santa Fe Railroad System.

Reporters for the magazine took the seven photographs, illustrating the story, at the 1951 State Fair of Texas. The pictures showed Meek and Brick (Casey Jones) Harris, engineer of the small steam train, as well as patrons riding both the small train and the larger diesel. Trains were painted in Santa Fe colors and dubbed "Texas Chief" and "Grand Canyon Limited." Railroad kicked in last spring to flash up ticket boxes with neon Santa Fe signs.



A Special Section on

AUDITORIUMS and ARENAS

beginning on page 43

Sports Shows Slate Thorpe, Indian Troupe

NEW YORK, Dec. 15. — Athlete Jim Thorpe and an Indian group, booked by the William Shilling office here, will play sportsmen's shows in Boston, this city and Detroit starting in February, it was announced this week.

Dates include the New England Sportsmen's and Boat Show, February 2 thru 10, Mechanics Hall, Boston; the National Sportsmen's Show at Grand Central Palace here, February 16 thru 24, and the Detroit Sports, Boat and Travel Show, March 15 thru 23. All three events are produced by Campbell-Fairbanks, headed by Sheldon Fairbanks.

Thorpe's work will include introducing attractions at the show and doing a war dance with the Indian troupe. In the light of recent national publicity the athlete received plus the customary legend attached to his name, his drawing power figures to be strong.

British Cele Gardens Tab \$3,000,000

Season Pulls 8,000,000 To London Site

LONDON, Dec. 15. — Last season saw 8,031,000 persons supply a gross of \$3,558,800 at the Pleasure Gardens here, which were originally a part of the Festival of Britain and are still running despite the close of the celebration.

Information was revealed during a reading recently in the House of Commons of a bill designed to prolong the life of the fun zone. Operating expenses were set at \$1,304,800 and trading profit at \$2,254,000. The latter figure equals 43 per cent of the total capital expenditures and liabilities. Present debts are \$3,253,600. The second reading of the bill followed a hot debate during which it was argued that to halt activities at the Gardens now would mean a loss to the taxpayers of more than \$2,800,000.

Bill contains a provision to keep the funspot open until November, 1956, unless the Minister of Works directs a closing by November, 1953, thru an order made not later than October 15 of that year. The minister has the say since the Gardens are government-controlled. He was in favor of continuing.

(Continued on page 72)

New Ride Co. Is Formed in Philadelphia

PHILADELPHIA, Dec. 15. — The Merry-Go-Round Sales Company, Inc., was formed here as a business corporation. According to the petition for a charter of incorporation filed by Henry Aaronson, attorney for the amusement device firm, the purposes for which the corporation was organized are: "To design, patent, manufacture, install, equip, service, maintain, operate, buy, sell, import, export, lease, rent and generally deal in amusement and entertainment devices, machinery, equipment and supplies of any and all kinds for the amusement and entertainment of the public."

Nat Rogers In Hospital

TAMPA, Dec. 15. — Nat D. Rogers, first vice-president of the Greater Tampa Showmen's Association, is confined in St. Joseph Hospital, Tampa, after suffering a heart attack December 14 at his Tampa home.

He will be confined for an indefinite period.

N. Y. Rodeo Mulls Name Talent for 1952 Event

NEW YORK, Dec. 15. — Madison Square Garden executives are not in the market at present for the Cisco Kid and Pancho, with an eye toward using them as the feature attractions in next year's World Championship Rodeo at the arena, it was reported this week.

The rodeo is a Garden promotion. Duncan Renaldo and Leo Carillo portray the characters in films, and they are handled by Chicago lawyer Arthur Morse.

It was explained that since this year's event used the non-performing Lone Ranger, Garden officials did not want to follow with basically the same type of attraction. The Garden mulled the possibility of using Renaldo for this year's rodeo but abandoned the idea well before the event actually started.

Still Want Rogers

The Garden was reported as still angling for Roy Rogers, his wife, Dale Evans, and their troupe for the 1952 presentation. Rogers has the time, about 26 days starting in late September, open, according to

an arena spokesman. This year's event started September 26 and ran thru October 21, and next year's stretch probably will be about the same.

On previous dates the Kid and Pancho reportedly have worked for \$1,000 daily each. If they played 26 days here at that sum they would get \$52,000. Rogers and his group have been reported as getting \$55,000 for 12 days in Houston, Tex., early next year, leaving a sizable difference between the two attractions for any possible date here.

Business for the local rodeo during the past few years has not been good, and a spokesman blamed high production costs and the failure of the event to fill balcony seats. He said that paradoxically the \$6, \$5 and \$4 pews have gone well. During the 1950 event the balcony was shuttered 11 nights and the same held true several evenings of this year's run, both times due to lack of occupants. A slash in prices does not appear likely, the spokesman said.

NATIONAL'S NEWEST
"The Little Southerner"

Century Flyer



The
"GIANT"

Locomotive of the Miniature Field

- IN SIZE
- POWER
- RUGGEDNESS
- PERFORMANCE
- ENDURANCE

Its design is the direct result of 30 years' experience building MINIATURE TRAINS. Beauty where it counts . . . but also ruggedness where needed to give long years of service. CENTURY FLYERS built in 1922 are still in operation TODAY . . . and are considered too good to replace.

14' long, 38" wide, 51" high

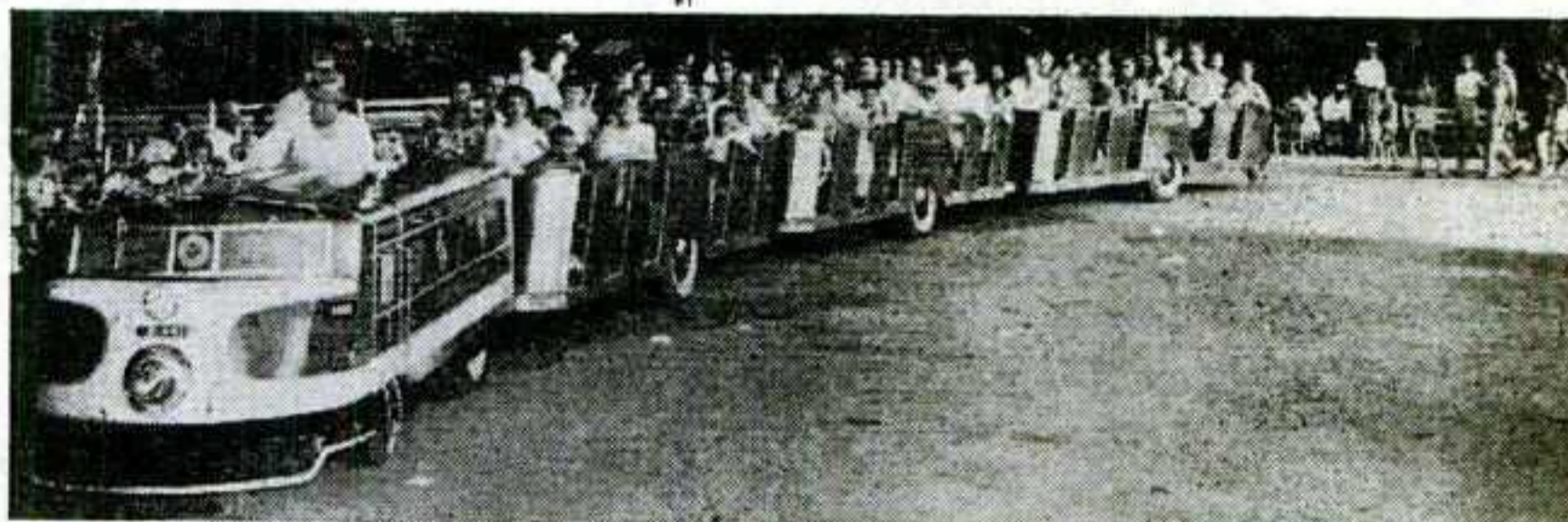
Ford V-8 industrial engine developing 100 horse power and capable of climbing a 7% grade. Ford-O-Matic (Automatic) shift. Vacuum and mechanical brakes giving maximum braking power and providing the ultimate in safety.

OTHER FEATURES of "THE LITTLE SOUTHERN"

Air Horns • Rear View Mirrors • Mars Oscillating Headlight. Super finish . . . gleaming colors and brilliant streamlining. Combination of mirror polish chrome-copper and stainless steel trim. CARS for The Century Flyer are designed for large crowds, have low center of gravity, overhead chassis and rugged construction for SAFETY. Weight of each car is 750 lbs. (Observation car 850 lbs.) Capacity, each car 8 adults or 12 children.

LOCOMOTIVE CAN PULL UP TO 20 CARS

TRACK—24" gauge rails, virtually free of accidents and earning the maximum reduction in insurance rates granted under the "Experience Rating Plan." Our extensive factory facilities make it possible for us to build any kind of train we desire.



DISCUSS YOUR AMUSEMENT RIDE PROBLEMS WITH US!

NATIONAL
AMUSEMENT DEVICE CO.
 DAYTON 7, OHIO

OTHER RIDES BY NATIONAL

- COMET, JR. . . .**
 Kiddie Roller Coaster . . . for adults too. The new coaster that handles children from 5 to 80. Cars streamlined with automatic safety bars installed. Cars actually locked on track.
- COASTER CARS . . .**
 Custom built to fit any structure. Streamlined and ultra modern. Locked handle bars and locked on track.
- KIDDIE FERRIS WHEEL . . .**
 11½' high, 100% portable. Animated clown turns wheel. Capacity 12 kiddies.
- LAUGHING MIRRORS . . .**
 They distort them into shrieks of laughter. 8 different types.
- MIRROR MAZE . . .**
 Portable or permanent. Assembled in factory before delivery. Cost little to buy . . . little to operate.
- PARK BENCHES . . .**
 Heavily built to stand the gaff. 140 lbs., 6 ft. long, 1¼x2¼ hardwood back and seat boards. Cast iron legs. Painted or unpainted.
- KIDDIE BUGGY RIDE . . .**
 DeLuxe 10 Horse Ride.
- MIDGET SPEED BOATS . . .**
 Patron operated for Parks or Kiddielands.
- FUN HOUSES MILL CHUTES OLD MILLS**

NEW TRACKLESS TRAIN . . .

Runs anywhere without rails. Built for capacity, economy and easy handling. Anyone who can drive an automobile can drive the National Trackless Train. Climbs grades too steep for miniature trains, travels where tracks are prohibited and saves the cost of track and bed.



CHICAGO, Dec. 18.—Glowing reports of the increasing popularity of Big Bronco and Pony Express on location in 10c stores continue to pour in; the above illustration is typical of these installations. The kiddies are particularly intrigued by the life-like appearance and action of these mechanical coin-operated horses, which provide a change of pace by adjustment on the reins. Big Bronco and Pony Express are manufactured by Exhibit Supply Co., 4118-30 W. Lake St., Chicago 24, Ill. (adv.)



MINIATURE TRAINS for EVERY LOCATION

any SIZE...any CAPACITY...any PRICE RANGE...

THE WORLD'S FINEST BY THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER



AVAILABLE...
FREE Descriptive Catalog
and Complete Details — write to: Dept. B

MINIATURE TRAIN CO. RENSSELAER, INDIANA

A

**New 10-Car
Auto Ride
Permanently
Built into a
24-ft. Trailer**

No Semi-Trailer or Tractor to buy! HOOKS ONTO YOUR OWN CAR!
Write for Photographs and complete details to:

MOSCA OUTDOOR AMUSEMENT DEVICES
Manufacturer and Distributor
1005 W. HURON ST. CHICAGO, ILL.
Phone: SEley 3-9435 or HAYmarket 1-0499

NEW LOCATION

CLARK MFG. CO.

VAUGHN & MAIN STS.
SPRINGVILLE, NEW YORK

Manufacturers of

- ★ TOM THUMB STREAMLINERS
- ★ KIDDIE FERRIS WHEELS
- ★ KIDDIE BOAT RIDES

CLOSE-UPS: LEE EVANS

Vocal Range Covered Opera to Grandstands

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

By JIM McHUGH

Teachers have a way of influencing their pupils, sometimes deliberately as happened in the case of Lee Barton Evans. Family plans called for Lee to study law, but his teacher told his mother that it would be much better to make a good singer out of the sandy-haired deep-voiced youngster than a bad barrister. The decision apparently was an easy one all the way around and Lee easily justified the choice by developing into a singer of note and filling many choice roles at the height of his career.

While singing has always been important to Lee, show business, his chosen medium of expression, is perhaps even more so. While his vocal efforts have the longevity and durability best exemplified by Ezio Pinza, his interests for the past few years have been concerned chiefly with the management end of show business. Since 1937 he has headed up the George A. Hamid & Son number one fair revue, "Grandstand Follies." In the off-season he has been concerned principally with promotion ventures on his own and in conjunction with Glen Childers, top revue electrician whose extra-curricular activities are limited by steady lighting jobs on Broadway.

Along with his scholastic endeavors, Lee studies voice with Robert Hosea, famed as the teacher of Grace Moore, Marilyn Miller and many others. In 1924 he auditioned and won a part as leading man for Peggy Hopkins Joyce in Earl Carroll's "Vanities." At the completion of the run he went to Chicago and again studied voice, after which he went into big picture presentation houses, opera, vaudeville and concerts.

Varied Experience

Hotel dates were lucrative and lengthy. The demand for his talent was constant and for a long time Lee rode the crest of the wave. One of the most pleasant engagements he ever had, and in addition a very profitable one, was a three-month tour sponsored by the Norge Refrigerator Company. The company, including Lee as featured vocalist and a 15-piece orchestra, traveled by special cars and appeared in theaters with the programs built around a special sales pitch for Norge equipment.

Lee recalls that he would sing a song to get the audience in a proper receptive mood and then an announcer would launch into the commercial pitch. Only four shows were staged each week and the tour to many of the nation's major cities was one of the most pleasant he has ever been on, Lee says. At the completion of the run Lee had the opportunity to join the company, but the commercial world held little allure for a person whose whole life was wrapped up in show business.

In 1934 Lee met Ed Schooley who wanted him to go out with a fair revue. At the time, Lee says, he thought of trouping outdoors as being foreign to his ability as an artist. But Schooley prevailed and Lee joined and finished up his first outdoor season.

Joins Hamid

The following year Lee made the Western Canada circuit with a Barnes & Carruthers revue. In 1936 he renewed an acquaintance with George A. Hamid that began in 1934 and he was asked to join with the New York organization.

Lee joined Hamid in 1937 and has been associated with that organization ever since, with the exception of 1942 when he spent a full year in a hospital. At the time he had gone to Atlantic City to serve as assistant to Sam Gumpertz who was managing the new Million-Dollar Pier there.

Right up thru 1948 Lee served as a master of ceremonies and his renditions of American standards, such as "Old Man River," were known and called for by audiences year after year. His voice is still good and the loss of an emcee for a show or two is never too serious when Lee is around.

Song Salesman

Lee can sell a song, having developed his own technique for outdoor shows with audiences often exceeding 10,000 and spread over a big area. An audience can't get away from him, Lee says, because,



LEE EVANS

if necessary, he might lay down on the stage, roll over or perform any other antics necessary to hold it.

As a performer first and later as a revue manager, Lee has naturally built up a wide acquaintance with fair officials. He is equipped with a better stock of stories to fit any occasion than are most humorists. To Judge Hughes of the Orangeburg (S. C.) Fair Lee is "Colonel" Evans, in keeping with the best of Dixie custom. Everywhere he goes a warm personality has led to smooth relationships.

Lee's combination experience in indoor and outdoor show business results in his keeping all performances under his command in precise movement, more like a theater presentation than an open-air extravaganza.

The problems of weather have
(Continued on page 72)

'Ride'm Cowboy'



Proven Winner for Dime and Department Store Locations. Overall height, 54"; length, 48"; width, 22". Shipping weight, 300 lbs.

List Price \$595.00

KING AMUSEMENT CO.
Mt. Clemens, Mich.

SEASON'S GREETINGS

To Wheel Owners, Prospective Owners and Ride Operators the world over.

We sincerely wish you a Happy Holiday Season with Family and Friends.

A limited number of BIG ELI Wheels will be available for 1952 delivery. Now is the time to act. Write for Price List A-67 giving specifications and prices on all late model BIG ELI Wheels.

ELI BRIDGE COMPANY
Builders of Dependable Products
800 Case Ave., Jacksonville, Illinois

NEW KIDDIE RIDES!

- PONY & CART RIDE
- FIRE ENGINE RIDE
- AIRPLANE RIDE
- ROCKET RIDE
- ELEPHANT RIDE
- SPEED BOAT RIDE
- AUTO RIDE
- MINIATURE TRAINS

KING AMUSEMENT CO.
MT. CLEMENS, MICH.

PORTABLE KIDDIE RIDES

Sensational 18 Pass. Ferris Wheels ready to operate or travel at once. Write for info about 7 other money-making rides including 18 Pass. Streamliner Portable Train, also 24, 40, 60, 100 Pass. Modula. Low prices, beautiful finishes, fully guaranteed. Fire Truck Ride, Airplane, Boats, Merry-Go-Rounds.

KENMORE KIDDIE RIDES
Allen—Jack E. Dunn
Box 13, Hertel Station—Buffalo, N. Y.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 Cards, \$4.75; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ 85 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1. Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 Size, 5 1/2 x 14 1/2, 10¢ ea.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling Markers extra, 75¢.

Set Numbered Ping Pong Balls... \$12.00
Replacements, Numbered Balls, ea. .30
3,000 Jack Pot Strips (strips of 7 numbers), Per 1,000... 1.25

Middweight Cards, 5 1/2 x 7 1/2; White, Green, Red, Salmon, Yellow. Per 100... 2.00

3,000 Small, Thin, "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M... 1.50

Plastic Markers, Red or Green, round or square, 3/4" diameter, M... 2.50

Scalloped Edge, Green only, M... 2.00

Smaller Size, 3/8" diam. Red or Green... 1.50

Adv. Display Posters, size 24x36, Ea... .15

Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for... 15.00

Thin, Transparent Plastic Markers, Brown, 3/8 inch. Per M... 1.00

Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M... 2.25

Round white N. J. Cardboard Markers, 2 sizes: 1/2 inch diam., 1000 to lb.; larger size, 3/8 diam., 1000 to lb. Either size, lb. .85

Airlite Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight, 90¢

Send for illustrated circular. For \$135.00 All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
325 S. Dearborn St. Chicago 5, Illinois

Name Bess Hamid NSA Ladies' Prexy

Auxiliary to Continue Efforts to Build Summer Camp for Needy Children

NEW YORK, Dec. 15.—Mrs. George A. (Bess) Hamid Sr., was elected president of the Ladies' Auxiliary of the National Showmen's Association Wednesday night (12). She succeeds Ethel Shapiro who was named chairman of the board.

Mrs. Hamid's election was, in a sense, a victory for the membership since she had resisted pressure to accept the top post ever since the Auxiliary was formed 14 years ago. Thruout this time Mrs. Hamid has been the biggest single fund raiser in the group and has made important gains in all of the membership drives. Since she travels extensively, particularly during the fair season, she has acted as a good will ambassador and is perhaps the best acquainted of the association's estimated 350 members.

Elected with Mrs. Hamid were Dolly McCormick, first vice-president; Ruth Gottlieb, second vice-president; Anita Goldie, corresponding secretary; Lydia Nall, recording secretary; Cele Forman, treasurer; Lillian Swanson, assistant treasurer; Blanche Kassow, chaplain; Albenia Hines, auxiliary hostess; Ethel Shapiro, chairman of the board, and Magnolia Hamid, vice-chairman of the board. Dorothy Packman is honorary first president.

Kiddie Camp an Aim
Principal interest of Mrs. Hamid personally, and of the association, during the past few years has been the future establishment of a summer camp for underprivileged children. It is probable that the new president will devote even more of her time and efforts to this project during her two-year term.

The Auxiliary annually sends as many as 25 children to summer camps, in addition to providing funds to cover the care of other children. The Christmas party staged for underprivileged children was abandoned a couple of years ago and the money normally used for this purpose was allotted instead to the camp project. The party was abandoned because of the numerous events of this type

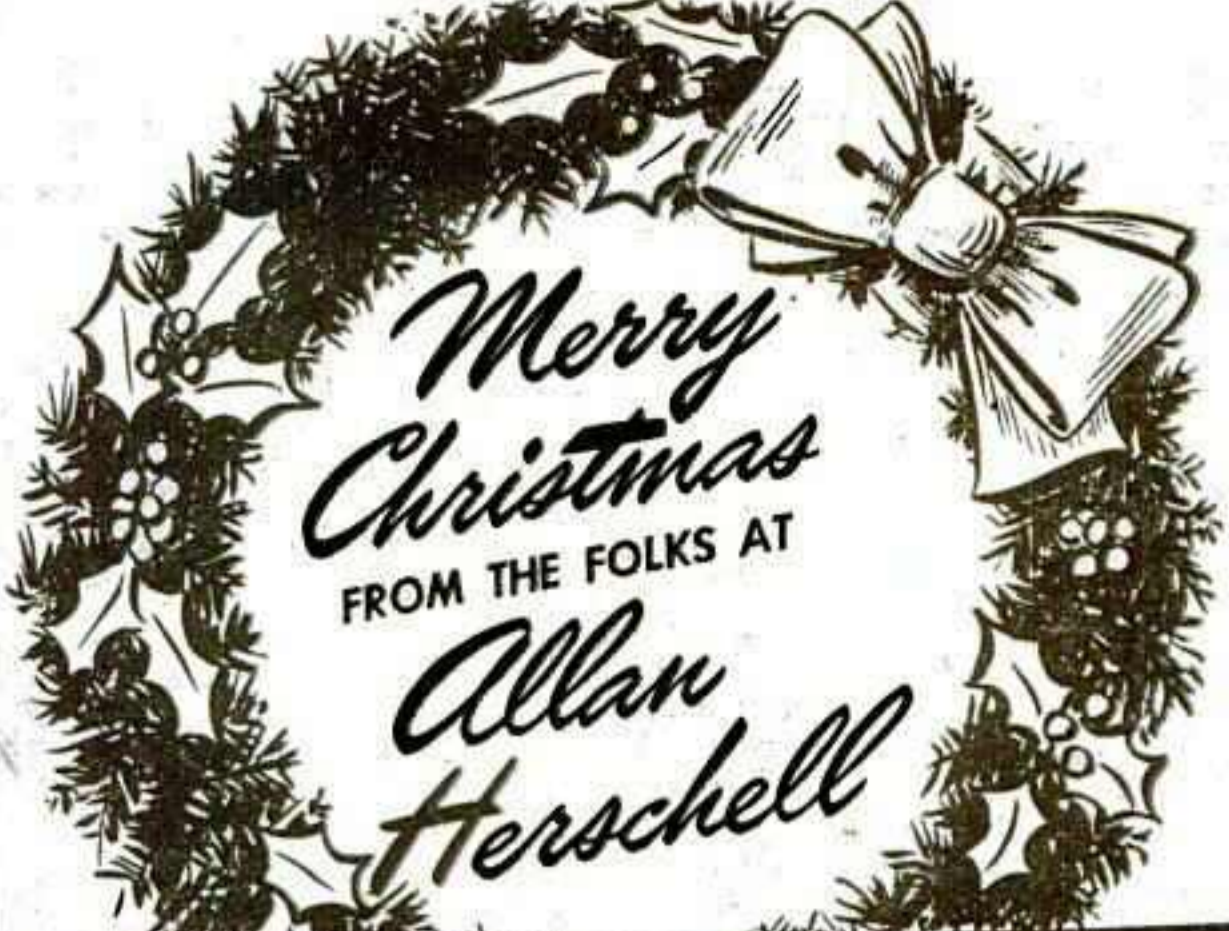


MRS. GEORGE A. HAMID SR.

staged here annually. As a result the children were overwhelmed with food and gifts and the extensive efforts had to be largely wasted as the moppets dragged themselves from one or more parties to attend the elaborate Auxiliary festivities and then left for another go-round of the same thing.

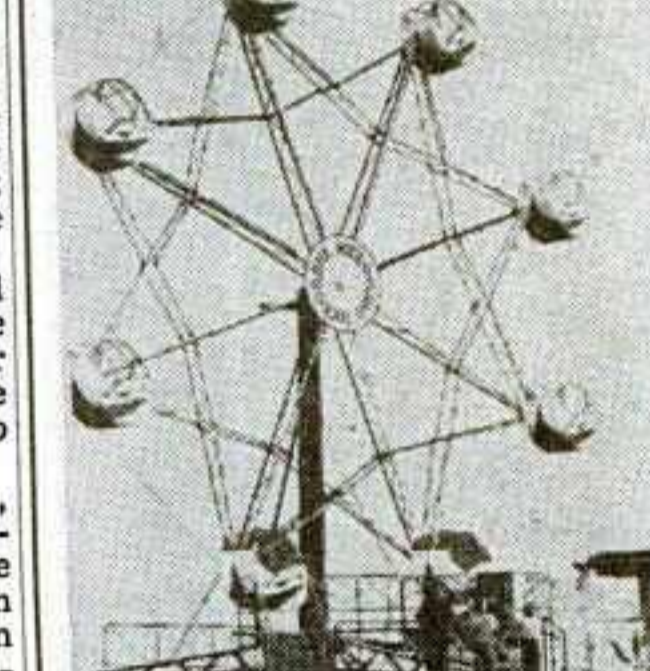
About 96 members were on hand to participate in the election. The crowd was one of the largest ever to attend a single session and the ladies' club rooms were taxed to capacity.

Commenting on her election, Mrs. Hamid said that she has resisted accepting the office in the past because "we have so much splendid presidential material in our ranks." She said she was confident that a wonderful year was ahead for the group, and asked for the co-operation of everyone in adding to the gains already made.



ALLAN HERSCHELL COMPANY, Inc.
NORTH TONAWANDA, NEW YORK
World's largest manufacturer of amusement rides

As ORIGINATORS and BUILDERS of THRILL ACTION RIDES



THE ROCKPLANE
Passenger controlled thrills, speed loading, proven popularity

EYERLY AIRCRAFT COMPANY has served the show world in the highly specialized field of amusement ride design and manufacture for nearly a quarter of a century—
First to successfully incorporate aircraft action in ride design, Eyerly Aircraft Company launched a new trend in ride engineering—
This new idea—thrill action rides without sacrifice of safety, combined with a sound philosophy of fair dealing and customer service, has been the basis of Eyerly Aircraft Company's steady progress. **READY TO SERVE YOU AGAIN FOR 1952**



Originators and manufacturers of the
Octopus, Rollplane, Flyplane, Rockplane, Midge-o-Racer and Bulgy

TELL AND SELL WITH POSTERS

RINKS & SKATERS
ORCHESTRAS
AUTO & MOTOR-CYCLE RACING
FAIRS & RODEOS
CARNIVALS
TRAVELING SHOWS
THEATRICALS
SPORTING EVENTS

COLORFUL!
STRIKING!
FLASHY!

IMMEDIATE SERVICE

Posters INCORPORATED
835 CHERRY ST. PHILA. 7, PA.
Union Shop—Phone LOmbard 3-2000

SONI-SERV



WRITE FOR FREE CATALOG
GENERAL EQUIPMENT SALES Inc.
824 S. WEST STREET
INDIANAPOLIS 2, INDIANA

BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE

We also handle Snow Supplies.
P. O. Box 7803, Fair Park, Dallas, Tex.

100 BAGS PER HOUR With Excel's Electric CORN POPPER



Excel Mfg. Corporation
Dept. B-1222 MUNCIE, INDIANA

Out in the Open

Frank Wirth, New York talent merchant, returned to his winter home in Florida after only a week of activity in his office. Frank reports that it is unlikely that he will return North before the Pennsylvania Fairs Association meeting in January. . . . **Bob Conto**, general agent of the Irish Horan Lucky Hell Drivers, made a booking tour thru New England last week. . . . **Ed Kelmans**, operator of Indian Point Park, Peekskill, N. Y., planned to spend the last two weeks of the year in Florida deciding on whether to buy a spring and Indian village spot there.

Irish Horan, head of the hell driving group bearing his name, was featured in a personal interview and parts of his show were screened on the Russ Hodges ABC-TV seg Thursday night (13). **Ernie Harwell** emceed the program in the absence of Hodges who did the video commentary on the **Charles-Maxim** fisticuffs aired from San Francisco the night before. Horan and his wife, **Lorrain**, will head west to spend the Christmas holidays with relatives. Afterward their booking activities will cover nearly two months of meetings alone.

Talent Topics

Agents **Billy Creedon** and **Stanley W. Wathon** are bringing from England the **Abbey Sisters**, formerly the **Five Auzzies**, a tumbling group for circus, fair and club dates. Creedon reports that his act, the **Three Rays**, are currently on an eight-week South American tour with **Noel Sherman's "Water Capers."** Acrobatics are set for a 12-week USO-sponsored tour in Europe after the SA junket.

For Information Concerning the New Income Tax Laws See Page 3.

Marinos, trampoline, have signed with **Williams & Lee**, Minneapolis, for the 1952 outdoor season. Act free-lanced during the past season and reports a successful summer. . . . Act line-up for American Broadcasting Company's "Super Circus" television stanza Sunday (23) will include the **Barons**, **Risley**; **Clara and Eugene Hoffman**, juggling and plate-spinning; **Wells and Four Fays**, acro-tumbling, and **Ed Widaman's** elephant act, **Vic Brown** announced.

CALGARY, Alta., Dec. 15.—An aoudad was born December 5 at Calgary zoo. Event was regarded as unusual because such sheep are usually born in April. A grizzly bear cub found at Pincher Creek, Alta., has been donated to the zoo.

ROLL OR FOLDED TICKETS

Advertising in the Billboard Since 1904
CASH WITH ORDER PRICES—10M, \$10.50—ADDITIONAL 10M's AT SAME ORDER, \$2.50
Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. Must be even multiples of 10,000 tickets of a kind and color.
STOCK TICKETS 1 ROLL...\$1.50
EACH ADDITIONAL ROLL SAME ORDER AT 60c PER ROLL
WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up to from your Last Number

THE BIG KIDDIE FIRE ENGINE RIDE

As Exhibited at the Chicago Convention
Enter Order NOW for Guaranteed Spring Delivery
OVERLAND Amusements
LEXINGTON, MASS.

TERRIFIC EARNINGS with KIDDIE AIRPLANE RIDES!



★ FLASH AND APPEAL
★ PUSH BUTTON OPERATION
★ STURDY CONSTRUCTION
★ FLUID DRIVE

Also Builders of Adult and Kiddie Chairplanes, Ferris Wheels, Boat Rides, Ocean Waves, Trailer Mounted Jeep and Fire Engine Rides.



Merry Christmas!

To All of You From All of Us
SELLNER MFG. CO. FARIBAULT, MINN.

FOR SALE

New Three-Abreast Merry-Go-Round (last one available); M.T. Train (like new); Kiddie Roller Coaster and complete line of NEW KIDDIE RIDES.
H. E. EWART CO. COMPTON, CALIF.
707 E. GREENLEAF STREET Phone: NEmark 1-0808—NEvada 6-1976

BIG PROFIT—LOW COST CONCESSION

POPCORN EQUIPMENT AND SUPPLIES
12 QT. SARATOGA
Concession Supply Co. offers a popcorn popper for every requirement. Sizes from largest Star machine to 8-quart kettle poppers. All are of heavy aluminum construction. Ask around, Concession Supply means quality and dependability in all types of concession equipment. Write for complete catalog on Floss Machines, Popcorn Poppers, Waffle Molds, Snow Cone Machines and a complete line of Boxes, Seasoning, Coloring and Supplies.
KIDDIE RIDES CONCESSION SUPPLY COMPANY
3916 Secor Rd. Toledo 13, Ohio

MAKE \$100.00-A DAY On Candy Floss

Our new Super Deluxe new style head, bowl, brushes, holders, spindle, Smooth running, Heater rheostat and FREE parts. Wonderful opportunity to start your own business—big money. Write for literature TODAY. Old customers — send your machine in now for check-up.
ELECTRIC CANDY FLOSS MACHINE CO.
726 Benton Avenue Nashville 4, Tenn.

Shooting Galleries

And Supplies for Eastern and Western Type Galleries. Write for Circular.
H. W. TERPENING
137-139 Marine St. Ocean Park, Calif.
GIVE TO THE RUNYON CANCER FUND

AMERICA'S BEST
POSTERS

CARDS-DATES-BANNERS
SHOW-POLITICAL
COMMERCIAL
KLEEN-STICK BUMPERS
FLUORESCENT POSTERS
WRITE FOR FREE DATE BOOK - PRICE LIST

CENTRAL
SHOW PRINTING CO.
MASON CITY, IOWA

Vocal Range Covered Opera to Grandstands

Continued from page 70

never overwhelmed Lee. Last season at Orangeburg (S. C.) Fair when wind knocked over the flats and left only the infield and the race track beyond for a back drop, Lee confronted the audience with the "show must go on" and asked them to remember that the Greeks presented some of the world's greatest dramas in the open without benefit of scenery. Patrons settled back without beefing and enjoyed the show all the way thru. Lee might have gotten into outdoor show business faster than he did if he were more of an opportunist many years ago in Boise, Idaho, where he was appearing with an opera company. Because he no doubt had the appearance of a person in show business, a patron of the same hotel in which he was stopping asked him if he wanted to buy a seal. Lee remembers that he was skeptical and accompanied the man to his room. He was convinced when he saw a huge seal romping in and out of a bathtub full of water. Lee says that if he had been with Hamid at the time that he would probably have bought the seal. As it was he backed away as gracefully as he could.

Concert Work

Lee still does concert work, much of it at the insistence of friends. Only a few weeks ago he staged a one-man show featuring familiar songs in character for a church in Erie, Pa. A thick program was also put together under Lee's direction to earn additional revenue for the sponsoring church. Lee has always had a yen to produce spectacles in large show-

places such as arenas and has earned a measure of success in this endeavor in conjunction with Glen Childers. The partners always have an iron in the fire, but they both sandwich their endeavors in between their activities for Hamid.

Lee's family has a distinct military flavor. One son is a major in the Air Corps and two others are in the Marines. A daughter is studying nursing at Bellevue Hospital, New York.

Lee, who says he can remember his early days in show business when he thought it was necessary to go outdoors only to get from one place to another, says that he now revels in that type of entertainment. It takes outdoor work to demonstrate a performer's true ability, he says.

Saskatoon Record

Continued from page 68

Walsh continues as secretary. "The time has come for a dissolution of the present management partnership between the exhibition board and the Board of Trade, in order that S. N. MacEachern, now holding the posts of exhibition manager and board of trade commissioner, be released by the Board of Trade for full-time service with the exhibition board," Bradley said in his presidential report.

Saskatoon, he reminded, was the only Class A exhibition employing a part-time manager.

Action was needed because of the vastly increased activities of the exhibition board, and the promise of still further extension in future years, Bradley pointed out.

As a result of his recommendation, the finance committee was instructed by directors to start discussions with the Board of Trade.

The 80-acre fairgrounds had been uncomfortably crowded during the 1951 exhibition, with parking space in particular at a premium, and additional acreage seemed to be the answer, Bradley said.

A new feed storage barn is being built to accommodate livestock men and horsemen, he reported. Several other projects merited serious and almost immediate consideration, he said. These he enumerated as (1) A new platform for grandstand attractions. Preliminary studies of types and costs are now being made; (2) additional grandstand enclosure seating accommodation in order to have only one grandstand performance nightly; (3) a new industrial exhibits building; (4) a new and colorful main entrance and (5) a new midway office.

In the past year, Bradley reminded, a new livestock pavilion had been built. What had amazed the directors and himself, he said, was that the one-third cost to the exhibition board was fully financed, "without impairing the financial position of one year ago." The federal and provincial governments, he explained, are financing the balance of the \$175,000 outlay. In all, apart from the livestock pavilion, \$21,000 had been spent on improvements in 1951.

Plans had been made, he said, for draining the barn area next year.

Carnival Routes

Page Bros.; Meridian, Miss., thru Dec. 29. Victory Expo.; El Paso, Tex., 22-Jan. 1.

Circus Routes

Ringling Bros. and Barnum & Bailey; Havana, Cuba, thru Jan. 4.

Misc. Routes

Henie, Sonja, Ice Revue (State Fair Park), Dallas, Tex., 17-23. Ice Follies of 1952 (The Arena) Philadelphia, Pa., 25-Jan. 15. Miller's, Irvin C., Brown-Skin Models (Gem) Knoxville, Tenn., 20; (Sunset Terrace) Indianapolis, Ind., 25-Jan. 1. Skating Vanities of 1952 (Cincinnati Garden) Cincinnati, O., 20-23; (Auditorium) Denver, Colo., 28-Jan. 1.

Calgary Nets 213G

Continued from page 68

for the week was 408,267, a record-breaker.

Revenue from exhibit space, concessions and midway totaled \$74,878, an increase of about \$10,000 over 1950. Pari-mutuel returns totaled \$68,777, compared with \$55,000 last year.

Operation of the Stampede Corral resulted in a net profit of \$41,795 during the year, while net profit from operation of the old Victoria Arena amounted to \$19,968.

Profit on operation of the spring race meet was \$15,520. General rents amounted to \$32,448, while provincial and government grants made up an additional \$12,350 revenue.

Stampede expenses and prize money amounted to \$75,000, race purses and pari-mutuel expenses, \$54,570; general prizes, \$23,929; music and attractions, \$19,483; Indian expense, \$5,395.

Administration expense totaled \$44,481; grounds and maintenance, \$43,743, and wages for employees during exhibition week, \$28,721.

Report of the general manager was under the signature of J. Charles Yule, who resigned his post this year. A vote of thanks for past services was passed by shareholders. The new manager, Maurice Hartnett, was introduced by J. B. Cross.

British Cele

Continued from page 68

ance, since the spot represented a low-cost family resort.

Shore Ops Unhappy

House representative from seaside resort districts said that operators in such territory objected to a prolonged life for the Gardens because it would hurt their business next summer. A representative from the strong amusement section of Blackpool said that operators there were not worried since they did capacity business last season despite competition from the Gardens.

Another spokesman pointed out that winter circuses would be hit by continued operation of the fun zone. One rep was against further expenditures on the project, another plumped for selling the spot and a third urged that since the site is London let residents there pay for the cost of continuing operation.

Minister of Works held that getting back the taxpayers' money was primarily important and said the government would consider further operation when that point was reached.

MANAGERS and AGENTS

OUR 1952 DATE BOOKS & CALENDARS

ARE NOW READY

Write for your copy today.

Posters and Cards for all occasions—Heralds for Circuses and Carnivals, write for samples.

NEAL WALTERS POSTER CORPORATION
Box 311 Eureka Springs, Arkansas

SERVING SHOWMEN IS MY BUSINESS...

FOR OVER 29 YEARS SHOWMEN HAVE CONSULTED ME FOR THEIR INSURANCE

CHAS. A. LENZ

The Showmen's Insurance Man



1492 Fourth St., N. St. Petersburg, Fla. Phone: 7-5914

TENTS

ALL SIZES—ALL TYPES

Materials on hand to make for PROMPT DELIVERY

Either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

WRITE TODAY

S. T. JESSOP GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO.
2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

Announcing

The Appointment of

HAROLD EUTAH

To Our Sales Staff

To Serve the

OUTDOOR SHOW

WORLD

CHEVROLET

TRUCKS AND CARS

Special Finance Plan for Showmen.

HAUSS-STANDARD CHEVROLET CO.

1325 State St., East St. Louis, Ill.

America's

Pioneer Manufacturer

of Corn-Popping

Machines



602 W. Cermak Road CHICAGO 16

SHOW TENTS

CENTRAL Canvas Company

516-518 EAST 18th ST.

Kansas City 6, Missouri

Phone Harrison 3026

HARRY SOMMERVILLE

ASTRO FORECASTS

All Readings Complete for 1952

Crystal Balls Imported
On hand in these sizes: 2 3/4; 3 inch; 3 9/16; 4 inch; 4 3/16. Write for prices.
Single Sheet, 8 1/2 x 14, 100, 75¢; Per M. \$6.00
Gold Fish Pamphlet, 4 Page, 8 1/2 x 11, 12 Signs, Any Quantity, Each . . . 11¢
WHAT IS WRITTEN IN THE STARS . . . 11¢
Folding Booklet, 12-P., 2 1/2 x 3.5. Contains all 12 Analyses. Very well written, \$5.00 per 100. Sample . . . 10¢
FORECAST AND ANALYSIS, 10-P. Fancy Covers, 8 1/2 x 11. Each . . . 5¢
Samples of each of the above items for 25¢
No. 1 45-Page Assorted Color Covers . . . 50¢

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy, 120 Dreams Bound in Heavy Gold Paper Covers. Good Quality Paper, sample . . . 20¢
HOW TO WIN AT ANY KIND OF SPECULATION, 24 p. Well bound, 8 1/2 x 11. . . 25¢
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. . . 60¢
Sign Cards, Illustrated, Pack of 36 . . . 15¢
Graph Charts, 8x17, Sample 5¢. Per M. \$7.50
MENTAL TELEPATHY. Booklet of 21 p. 25¢
Shipments Made to Your Customers Under Your Label. No checks accepted C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

SIMMONDS & CO.
525 S. Dearborn St. Chicago 5, Illinois
Send for Wholesale Prices

POPCORN CONCESSIONS

You'll make more money out of every bag of our Top-Pop Hybrid Popcorn. Send today for a bag of the best corn money can buy. Complete line Peanuts, Supplies and Concession Equipment. Eyecatching Fluorescent Display Signs.

Send for Free Catalog

CHUNK-E-NUT PRODUCTS CO.

VIC ZINDA TED VINES ED BERG
231 N. Second St. Philadelphia 6, Pa. 2908-14 Smallman St. Pittsburgh 1, Pa. 1261-63 E. Sixth St. Los Angeles 21, Calif.

Multiplex Faucet Co. Serving the Trade 46 Years

The Multiplex ROOT BEER BARREL

FOUR SIZES: 8 GAL. 17 GAL. 45 GAL. 60 GAL.
Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally large Profit. Capture volume business and profits with the Multiplex.

Exclusive! Draws any size drink continuously without turning lever off—10 to 15 drinks per minute. Draws delicious solid drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.
Other DISPENSERS for COCA-COLA, GRAPE, ORANGE, HIRS, DR. PEPPER, ETC.

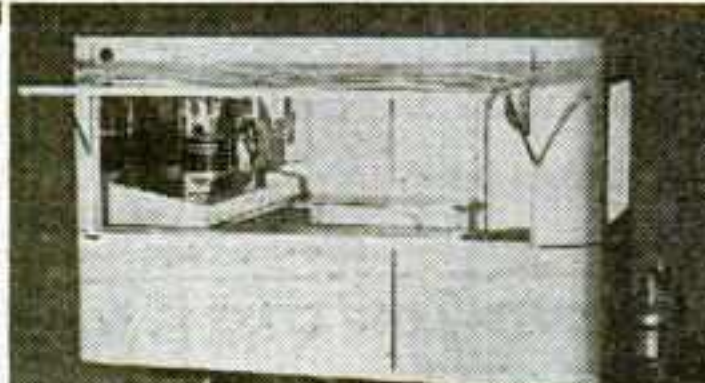


STURDY OAK STAINLESS STEEL HOOPS

Manufacturers: MULTIPLEX FAUCET CO. 4325-B Duncan Ave. St. Louis 10, Mo.

TRAILERS FOR ALL PURPOSES

Fully equipped. Priced to suit your pocket book. WRITE FULL INFORMATION



CALUMET COACH CO.

11575 S. Wabash Ave. Chicago 28, Ill. Phone: Waterfall 8-2212

VOLTAGE BOOSTER ONLY \$42.50!

Here's a "must" item for floss machine operators (and general concession use) at a new low price! Compact unit; 1800W cap.; 110V; 10% & 20% increase. Front panel has voltmeter, pilot light, off and normal switch (no need to disconnect). Write or call . . .

POPPERS SUPPLY CO., Inc., of Phila.

DISTRIBUTORS FOR GOLD MEDAL PRODUCTS; EQUIPMENT AND SUPPLIES ON HAND AT ALL TIMES
1211 NORTH 2ND STREET PHILADELPHIA 22, PA. GARfield 6-1616

Popcorn-Cotton Candy-Candy Apples-Snow Cones

The most modern, up-to-date line of equipment and supplies for you at money saving prices; the most complete line in the business. Send a postal card for our 73 page Concession Supply Catalogue and tell us what you need.

GOLD MEDAL PRODUCTS CO.

318 E. THIRD ST. CINCINNATI 2, OHIO

Subscribe Now!

52 BIG ISSUES, \$10

Including 8 Special Issues

"To me The Billboard is the only and by far the best magazine of its kind on the market. Your coverage of music is not to be excelled. I have been reading The Billboard for years and find it to be very accurate and very good. I especially like the way you pick the hits."

Kalamazoo, Mich.
Basil R. Mumma

THE BILLBOARD 801
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name

Address

City Zone State

Occupation



PALISADES BUYS CARS IN EUROPE

Midget Gas-Powered Units Unavailable In States; German Maker Ships Order

NEW YORK, Dec. 15. — Consignment of new midget gasoline-powered cars built along racing lines are on their way to Palisades (N. J.) Park from Europe, Irving Rosenthal, co-owner of the spot, announced this week.

Cars are built in the American sector of Germany and were shipped from Brussels. Irving said the cars used at the park last year were in rough shape, and he ordered from abroad because the autos were not being manufactured in the United States. Speedway track will be enlarged, and the 20-cent price on the ride will remain in effect, Irving said.

He reported that he may purchase a Baby Bug ride for Palisades' kiddie division. To brighten the park a neon and electric light

front has been ordered for the moppet section, two neon towers for the Funhouse and an electric sign for the rear of the dance hall announcing the name of the band that plays each week at the spot. Two upright signs will be erected in the center of the park that can be changed in theater marquee fashion and will be used to herald bands and attractions at Palisades.

NAAPPB Board Selects Denver For Aug. Meet

DENVER, Dec. 15. — Summer session of the National Association of Amusement Parks, Pools and Beaches will be conducted at Elitch's Garden here next August. Invitation to the association was extended by A. B. Gurtler, manager. Acceptance was voted by the NAAPPB directors.

The decision followed closely a vote by the directors in Chicago that no effort be made to hold summer sessions in conjunction with the New England or Pennsylvania park associations. The national and Pennsylvania groups met jointly last summer at Atlantic City in what was then described as an experiment. Later, members of all three groups expressed a preference for separate meetings.

Indict Operator For Forging Rain Insurance Claims

POTTSVILLE, Pa., Dec. 15. — Paul L. Hoffman, proprietor of the Blue Ridge Amusement Park in upstate Summit Station near here, was indicted by the Federal Grand Jury here on Wednesday (12) charged with using the United States mails to collect allegedly falsified losses of business because of rain from a Harrisburg, Pa., insurance company.

N. Warren Benedetto, assistant U. S. Attorney, said Hoffman, who makes his home in Cape Horn, Pa., took out an insurance policy with the Home Insurance Company of Harrisburg in 1949. The policy was to indemnify him against any losses his amusement park business might suffer on week-ends because of rains.

According to Benedetto, Hoffman made false reports on the rainfall, forging the name of Francis J. Spade, chief weather observer at Park Place, near Pottsville, to reports on his claims for losses. He is also accused of forging the names of witnesses verifying the rainfall. From May 15 to August 28, 1949, the insurance company said it paid Hoffman from \$10,000 to \$12,000.

The fraud came to light, the company revealed, when it decided to check on the August 28 report mailed it by Hoffman. Calling the weather man, the company learned he was in California at the time. Benedetto said Hoffman, now out on \$1,000 bail imposed by a U. S. Commissioner at Tamaqua, Pa., will be arraigned at the U. S. District Court here within the next few weeks to enter a plea on the fraud by mails charge. Hoffman was arrested originally in August, 1949, when he filed a second claim for \$1,200.

Reports Additions For Cincinnati Zoo

CINCINNATI, Dec. 15. — At a meeting of the local zoo executive committee Tuesday (11), Director J. F. Leusser, who recently returned from a Southern tour and the annual meeting of the Zoological Parks Association at Miami, reported purchase of several reptiles from Ross Allen, Silver Springs, Fla., and that tentative

Count 70G in A. C. Winter Ballyhoo Fund

ATLANTIC CITY, Dec. 15. — More than \$70,000 has been raised already toward the \$100,000 goal for the co-operative advertising program planned to bring more off-season business to this resort. Report on the campaign was made at the election meeting of the local Chamber of Commerce this week by Louis St. John, chairman of the planning committee.

The drive was initiated last month and advertisements have already been placed in newspapers in New York, Philadelphia, Newark, Baltimore, Washington, and Wilmington. The drive also includes spot announcements on radio and on television. The co-operative campaign was launched for the first time last year on a limited test basis. The results were so excellent that the programs was expanded to cover a three-month period and the budget expanded to \$100,000, with local business, hotel and amusement interests paying proportionate shares at the co-operative advertising campaign.

Revamp Set For Bridgeport City Funspot

BRIDGEPORT, Conn., Dec. 15. — The city has started a program for the development and beautification of municipally operated Pleasure Beach Amusement Park here.

Included in the program will be grading of the bathing beaches, construction of a road along the shore and the planting of trees and new grass throughout the entire area. Park's 55 acres, will be expanded to 80 acres.

Pier, which was extensively damaged in the windstorm last year, is being completely rebuilt. No capital expenditures are anticipated at the present time for any new amusement rides and just what improvements will be made in that department have as yet not been revealed.

Park, which was first developed by George C. Tilyou, is being managed by John Molloy, veteran park man.

A. C. Tax Takes Show Biz Slump For November

ATLANTIC CITY, Dec. 15. — A slump in convention business at the resort was reflected in the luxury tax receipts for the month of November, with this year's total for the month lagging \$8,000 behind 1950 collections. Last month, \$93,075.60 was collected, compared to \$101,495.52 in November, 1950.

The luxury tax funds, Mayor Joseph Altman stated this week, used to finance capital improvements at the resort amount to \$7,350,000 during the present administration. In addition to the improvements, the luxury tax also provided funds for amortization and debt service in the amount of more than a million dollars annually. The luxury tax, a three per cent levy on hotel room rentals, amusements, liquor and cigarettes, has been in effect for seven years.

arrangements have been made for a number of additions to the zoo's collection, including a mother and baby chimpanzee and 25 macaws.

He also reported plans for an exchange arrangement under which several lions may be obtained for the new carnivora building. Heusser also reported gifts by the Miami and Dade County Park Department of some tropical plants for the rotunda of the new mammal house.

Major Farm Show Set for A. C. in '53

Non-Profit Group to Stage December Event in Mammoth Convention Hall

ATLANTIC CITY, Dec. 15. — The way was paved for the first genuine farm show in the history of this resort when a non-profit corporation was organized this week to sponsor the affair. Officers were elected at a meeting in the offices of the local Chamber of Commerce. The event, which is expected to be in the nature of an indoor fair and agricultural exposition, will be held next year from December 2 to 7 in Convention Hall and is expected to attract farmers, 4-H Clubs and Future Farmers of America groups from the New Jersey-Maryland-Delaware area, as well as manufacturers of farm equipment from all parts of the country.

Louis St. John, executive manager of the Central Pier, Boardwalk exhibit center, was elected president of the sponsoring New Jersey-Mid-Atlantic Farm Show Corporation, with the vice-presidents including County Farm Agent John E. Brockett; Evan Pearson, a Salem, N. J., farm equipment dealer, and Albert A. Marks Jr., president of the Atlantic City Chamber of Commerce.

Albert Glenn Jr., was named counsel, with Frank W. Amstutz as secretary and Albert H. Breeze as treasurer. Other directors are Charles Hagan, William Lynn and Ezra C. Bell. Lynn, who is the Assistant Secretary of Agriculture of New Jersey, will handle the publicity.

Harrisburg a Model

The farm show, inspired and modeled after the highly successful Pennsylvania Farm Show in Harrisburg, Pa., is expected to be of such proportions that every bit of space in the huge Convention Hall will be utilized. Plans are still tentative, but it is expected that booths will be utilized by manufacturers of poultry, farm and allied equipment and machinery, utilities, garden equipment manufacturers and many others, and the attendance is expected to reach into the hundreds of thousands over the six days the show will be held.

The affair is expected to coincide with the annual meeting next year of the New Jersey State Grange, the State Horticultural Society, the New Jersey Baby Chick Growers and the New Jersey Nurserymen. Two of the farm groups have already endorsed the projected Mid-Atlantic Farm Show. The action was taken by the State Horticultural Society and the Jersey Chick Association in resolutions at their annual meetings here last week. The board will direct all phases of the show.

New Jersey farm shows before

World War II were held annually in the armory at Trenton as a part of Farmers Week. Since then, no shows have been held because of the lack of adequate facilities. The 1952 show, already in the blueprint stage, will meet the increasing desire on the part of farm people and commercial business for a long-awaited exposition of this type in the South Jersey area. More important, as far as resort interest are concerned, the farm show will mean hyping the off-season period which has been sagging woefully in recent years. The farm show is expected to attract many entertainment features apart from its educational aspects.

Toledo Beach Buys 12 Boats, Major M-G-R

TOLEDO, Dec. 15. — Toledo Beach has purchased 12 Schiff boats from Roseland Park, Canandaigua, N. Y. for use in the lagoons at the beach.

Lagoons will inaugurate a more extensive use of the six miles of beach-front property available at the spot. The lagoons, dug nearly 50 years ago, were once used for rowboats and canoes in early days of the park.

The spot's great natural resources have prompted manager, H. L. Walter, to cast an eager eye in the direction of expanded speedboat operations on the spacious Lake Erie water front.

Spot also purchased a three-abreast Merry-Go-Round from a location at Put-In-Bay, Ohio, has finished repairs and will install the ride for the 1952 season.

Walter also reports he's in the market for at least one more thrill ride to add to the beach's eight major and six kiddie rides now in operation.

NAAPPB Office Staff Mails Manual-Guide

CHICAGO, Dec. 15. — Distribution of the National Association of Amusement Parks, Pools and Beaches annual and guide got under way this week. Two thousand copies are being distributed to members of the association, suppliers, manufacturers, and other interested persons and organizations, including more than 200 carnivals.

Huedepohl Leaves For N. Y. Meeting

CHICAGO, Dec. 15. — Paul H. Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, left here Friday (14) for New York, where he will attend a special meeting of the NAAPPB directors on Tuesday (27).

The meeting, called by Edward J. Carroll, president of NAAPPB, will be at the Hotel New Yorker. It is scheduled to start at 1 p.m.

SKEE-BALL
Reg. U. S. Pat. Office
America's Favorite Skill Game
for
Parks, Resorts or Location.
Capacity 80 Games Per Hour.
5c or 10c coin slots optional.

STUNTS
FOR DARK RIDES AND WALK-THRU
Write for Information
PHILADELPHIA TOBOGGAN CO.
130 E. Duval St., Phila. 44, Pa.

FOR SALE
190 ROOM HOTEL AND APARTMENTS
including all furnishings and equipment for rooms, lobbies, cafeteria. \$400,000.00 — 1/2 down—5 years balance financed by owner.
This property is located in fastest growing resort in North Carolina—near many new industries—shown by appointment.
Other small hotel properties and concessions available at this resort.
Write or Phone:
GLENN M. TUCKER, Realtor
TUCKER REAL ESTATE CO.
Phone 2696
Bank Bldg., Carolina Beach, N. C.
Our Motto: "Honesty Pays"

KIDDIE RIDES WANTED
Want to lease Merry-Go-Round, Boat Ride, Auto Ride, Miniature Train, Airplane, No. 5 Ferris Wheel, for desirable park location. On percentage basis for entire season of 1952.
BOX D-113
Care The Billboard,
Cincinnati 22, O.

MINIATURE GOLF
Designed and built by us will mean stepped-up profits for any alert park owner during the big season ahead. Attractive, scientific, exclusive in your area. Great for resort hotels, motels. Write for literature.
HOLMES COOK CO.
25 Pearl St. New London, Conn.

FOR SALE CHEAP
1947 ALLAN HERSHELL LOOPER
With International Motor in good operating condition, \$4,500 cash. 24 Car Caterpillar, can be used for parts, all catwalks, gears and fence new, no motor, \$500 cash.
GRIFFEN AMUSEMENT PARK
Jacksonville Beach, Florida

IDEAL BOARDWALK LOCATION
ARCADE
80 ft. front on Boardwalk. Fully Sprinklered, 5 15-ft. Overhead Doors. 3 miles from Ft. Monmouth, Ft. Hancock, Earle Ammo. Depot close by. Want first class Equipment and Operator only.
Long Lease — Reasonable Rent
D. J. MAHER
RECREATION PIER—LONG BRANCH, N. J.

Wanted—Legitimate Games & Eating Concessions
FOR GRUBERG AMUSEMENT PARK — 1952 SEASON
Located at Long Beach, L. I., New York, on Boardwalk—1 block from Main Business Street—15 miles from New York City. Similar to Atlantic City Boardwalk—Tremendous Crowds. Open week-ends during winter—Season officially opens Palm Sunday. Have 3 Buildings for legitimate Concessions facing Boardwalk and one Building for Arcade, Skee Ball or Shuffle Boards. All games exclusive. No gambling. All Concessions must work for stock but can use coupons. One Building also available—fully equipped—for Hot Dog, Ice Cream, etc. EXCLUSIVE.
MAX GRUBERG, 201 E. Broadway, Long Beach, L. I., N. Y.

High Quality KIDDIE RIDES
ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island 24, N. Y.

MOORE, DAVENPORT FRAME NEW WALLACE BROS.' SHOW

Estate Sells Title; Car Dealer
Backs Plan for Auspices Circus

DALLAS, Dec. 15.—W. M. (Bill) Moore and Ben Davenport with Bert Siebert of Green Bay, Wis., have formed a corporation to operate Wallace Bros.' Circus in 1952 as a motorized unit playing under auspices.

Davenport, former owner of Dailey Bros.' Circus and last season owner of Campa Bros., will be president of the new organization. Moore, formerly with the Dailey show and for the past season and a half general agent of the Clyde Beatty Circus, will be executive vice-president, general agent and manager.

Siebert is an automobile distributor for Northern Wisconsin territory. He will be chairman of the board of the Lone Star Circus Equipment Company, circus holding company. For 1951, Siebert was interested in Davenport's Campa Bros.' Circus and it was thru him that Davenport acquired the trucks for Campa.

Moore said that the show will move on 50 semi-trailer trucks. Thirty-five of these now are in

winter quarters at Gonzales, Tex., and include 25 used by Campa Bros. Deal by the new corporation includes the 85-acre winter quarters at Gonzales which Davenport used for his Dailey and Campa shows previously.

Estate Sells Title

Title for the new operation was acquired during the past few days from the estate of the late Ray W. Rogers, York, S. C., showman who operated the Barnett and Wallace Bros. truck shows until his death about seven years ago. No sale price was revealed.

Sale of the title was made by the Peoples National Bank, Rock Hill, S. C., executor and trustee of the estate. Also included were all stocks of billposting paper and other remaining assets of the original Wallace show.

Davenport is known to have been dickering for the Wallace title for about a year and another showman also sought it. Davenport's interest dropped off during the season, while he had Campa Bros., but was renewed when he

and Moore began planning for next season. Use of the title already has begun at the Gonzales quarters. Rumors of the title sale have circulated for about three weeks, but it was not final until the first of this week.

Plans to operate under auspices contracts represent a sharp change in policies for Davenport shows. Moore stated that 38 one-day stands with civic and Shrine club sponsorship have been set for March and April. Shrine club contracts signed now include those for stands at Lubbock, Brownwood and Midland, Tex. Promotional staff will be announced later, Moore reported; however, two agents have been at work for the past four weeks. Moore declined to comment on reports of the territory to be played by the show.

Seek Western Singer

Moore reportedly is negotiating with a name Western singer and recording artist who would appear with the circus. Show will carry 10 elephants from the old Dailey herd, a baby hippo and a lion act worked this season by Arman Singh. A calliope will be carried and the menagerie will include chimp, monks, llamas and zebras.

Circus will have new canvas from the Central Canvas Company of Kansas City, and a special line of paper. Davenport said during his 1951 tour that he had ordered the canvas. Campa Bros. used the Dailey Bros.' menagerie tent as a big top.

Moore stated that he resigned from the Beatty show because of ill health. He noted that his position on the new show will not call for strenuous work. He had been with Beatty off and on over a period of about 10 years, and upon leaving that show he voiced high praise for Beatty and his organization. While usually serving on the staff of circuses, Moore was a show owner in 1938, when he and others had the Downie Bros.' Circus.

Davenport and Moore recently made a business trip to Sarasota, Fla., where they visited the winter quarters of Ringling Bros. and Barnum & Bailey.



A Special Section on

**AUDITORIUMS
and ARENAS**

beginning on page 43

Ringling Sets 2 New Thrill Act Imports

NEW YORK, Dec. 15.—Two new thrill features are slated to preem next season with the Ringling circus. They are the Four Niewars, a high-wire act, which will replace the Alzanas in that thrill category, and Wickhold, who utilizes a unique bottomless wall of death rigging.

Wickhold, who has scheduled dates with Mills Bros.' Circus in England before coming here, performs in a Motordrome-like structure built of widely spaced metal strips so that his movements can be observed. After mounting the straight wall on a motorcycle the structure, which has no floor, is hoisted into the air. A motor failure or miscalculation would send the performer hurtling to the ground.

Another European act signed to appear with the Big One is Helmut Gunthers, and his sisters, jugglers, featuring a novel routine.

Feed Bills, Other Costs Cause Dane Operator Concern

COPENHAGEN, Dec. 15.—Eli Benneweis, head of Circus Benneweis, returned recently from a five-week jaunt thru Europe, visiting the show's animal groups working in Paris and other cities. Playing at the Cirque Medrano, Paris, during November were the Benneweis Liberty horses and a group of elephants, presented by Sonny Benneweis.

Benneweis reports that the cost of operating a circus has become so high, in particular when it has a large number of animal acts, that it is now absolutely necessary to seek winter bookings for such acts. Average daily feeding costs are around \$500.

Adding to the problem is the rising cost of canvas and equipment. A new top now calls for an expenditure of \$8,700, says Benneweis.

KNECHT'S KNOWLEDGE

European Units Offer Quality, Garner Cash

NEW YORK, Dec. 15.—Karl Kae Knecht, president of the Circus Fans' Association, returned to America recently after a three-month trip to Europe with his wife and reported here this week that he found the artistic and financial condition of circuses abroad generally good.

The Knechts left the United States September 2 bound for England. They landed here Sunday (2) after a trip from Southampton in that country via the ship America.

Their first stop was London, and from there they went on the road to see Mills Bros.' Circus and talk with Cyril Mills. They toured Ireland and Scotland but were unable to catch Duffy's Circus in the former nation. Next came stops in Belgium and Luxembourg, but Knecht reported that little was in action at the time of his visit.

Holland Fans Entertain
At Amsterdam, Holland, they were feted by the Friends of the Circus, a fan association that is three years old and boasts 650 members. The Knechts were guests at a dinner and later in the evening viewed an indoor circus staged by the local mounted police. Knecht said it was a good show, made up of the police and their horses and professional acts. The presentation was offered three times a week for six weeks.

In Copenhagen, Denmark, the Knechts visited the offices of Echo, a Danish show business trade paper. Knecht reported little in the way of actual circus activity in Copenhagen but noted that many circus acts were playing variety houses.

Moving to Switzerland, the pair set up headquarters in Lucerne. They saw the Circus Knie at Interlaken and were impressed with the polish of the show. Noteworthy were the soccer-playing boxer dogs featured by the circus, which recently received a spread in Life magazine.

Next stop was Italy, with stays (Continued on page 75)

African Shows Use Trucks; Camel, Lion Acts Featured

JOHANNESBURG, Dec. 15.—Two South African circuses recently switched from rail to truck transportation. Turnbull's Colorado Circus made the change in order to play smaller towns away from rail lines, while Al De Raedt's Circus turned to trucks to play gold mining camps.

Turnbull's has returned from a profitable three-month tour of South West Africa. Roads were bad and heat was abnormal. The show uses a 110-foot top, four trucks, eight heavy trailers and several auto trailers. Prices are \$1 and \$1.50 and 50 cents for natives. Advertising is in English although many of the patrons are of Dutch descent. Many customers make two-day trips in ox carts to see the show.

The 13-act program includes Roos Turnbull Lions (6), Mimie Turnbull's Liberty camels, Roos Turnbull's Liberty horses, clowns, Wild West, fire-eating, principal riding and dogs and ponies.

De Raedt's show played to big business at Denver, Transvaal, for two days in November. It was the first in since the defunct Pagel show made it 18 months earlier. The show probably will return to rails after playing the Reef gold mines, but for that area it is using several trucks and wagons. It has a 100-foot top with a 40-foot middle and carries 30 head of stock. Prices are \$1 and 75 cents for Europeans and 75 cents for Asiatics and natives.

Program includes De Raedt's lions; Babe Reeco, contortion; ponies; fire-eating; Henry Drodsky, juggling; clowns; Reno Real, wire; Booby Myers, Liberty dromadaries and ponies; Liberty horses; riding and menage.

A few passes are the only requirement for playing most of the mining camps. Managers of the mines are pleased to have entertainment for the native laborers, who are usually, under two-year

Ringling to Try Replacing Rope With New Cable

SARASOTA, Fla., Dec. 15.—A plastic and aluminum substitute for rope is being studied by Ringling Bros. and Barnum & Bailey Circus and tentative plans call for testing the new product on the Side Show top during the next season.

The material is an aluminum cable coated with plastic. Canvas men state that it is waterproof and will not be difficult to handle in wet weather. Its strength permits use of cable of less diameter than required with rope. Splicing the new product is reported to be as easy as with rope.

A major factor is that, while the cable costs more initially, it would remain serviceable for eight or 10 years. Thus, the long term cost would be greatly reduced. At present, the circus spends several thousand dollars annually for new supplies of rope.

Plans for the test provide that the cable will be used in making the ribs of the tent as well as for side ropes.

During World War II, shortages of rope were caused by hostilities in the Pacific, and shows found it difficult to obtain satisfactory supplies.

Gray Outfit's Talent Named

SHREVEPORT, La., Dec. 15.—Line-up of acts with the Gil Gray Circus during its appearance here for the Shrine included:

Four Knockabouts; the Cains, the Jacksons, trampoline; La Teresa, aerialist; Dolly Jacobs, dogs; Glen's dogs; George King's ponies; Sensational Kays, high wire; baby elephant; aerial ballet; about 12 clowns; Great Corriell, head slide; Hazel King, Dolly Jacobs, high school horses; Beatrice Dante's Chimps; Craigs, Henrys, Vernells, balancing; Malko Troupe, flying return; Mel Hall and son, cycles; aerial ballet with Western wardrobe in Strobolite; Hazel King, Liberty act; Two Jacks, horizontal bars; Los Aeros, high act with airplane rigging; St. Leon Troupe, teeterboard; Marcus Ensemble, juggling; Dolly Jacobs, elephants (3).

Singh Reports to Army For First Physical Exam

SAN ANTONIO, Dec. 15.—Arokiaswami Arumai Singh, 23-year-old elephant and lion trainer, reported for his pre-induction physical examination at the Army recruiting office here this week. A native of India, Singh came here four years ago with a shipment of young elephants for Dailey Bros.' Circus. He has been with the Dailey and Campa shows since. As a naturalized citizen, he is subject to the draft. He is located now at the winter quarters of Ben Davenport's circus, Gonzales, Tex.

contracts to work at the mines. Jumps are about three miles.

Cat Acts Appeal

Altho this is native habitat for cats, the wild animals acts have greatest appeal.

De Raedt is a South African who previously operated a carnival. He entered circus business by buying Spud's Circus from George Kirk, clown.

Before a recent change in program, the De Raedt show included a seal act, midget ponies, and a bareback act. African seals are similar to but smaller than California seals.

At Aberdeen, South Africa, Wilke's Wild Animal Park, largest exporter of wild animals, is open to the public. A large stock of animals is kept on hand here and the farm supplies both African and overseas circuses.

Lena, lioness at the Hagenbeck Tierpark, Hamburg, Germany, beat the gun in presenting the zoo a Christmas package of four cubs Friday (7), the first lion quads ever born in the Hagenbeck zoo.

Polack-West Tells '52 Talent Line-Up

Wallendas, Spiller, Peterson, Myrons,
Therons, Gautier, Lemke Acts Signed

CHICAGO, Dec. 15.—Line-up for the 1952 edition of Polack Bros.' Western Unit was announced this week by Louis Stern, managing director. As in 1951, the coming year's show will be heavy on animal acts.

Final details of the new program were worked out by Stern and Ethel Robinson, show's booking agent and talent scout, during the manager's two-day stay in Chicago this week.

The Wallendas will bring 12 people to the show and present their high wire act plus Roman ladder turn. The high wire feature will be a seven-people pyramid.

Albert Spiller's penguins and seals will be among the newcomers. Peterson's Jockey Dogs, with Ringling-Barnum the past few seasons, will be with Polack. Another former Ringling act in the line-up will be the Geraldos, French barefoot adagio team.

European Act Coming

Coming from Europe for the season will be the Two Myrons, foot-balancing, ladder and perch act. The nine-people Theron Troupe, cyclists who were with Ringling several years ago and returned to this country last year with an enlarged act, will move to Polack Bros. They were with Hamid-Morton last year.

Harold Gautier's dog act, "Excess Baggage," will be a Polack Western act in '52. Last season it played a number of dates with the Eastern unit. The act, however, will be replaced by Don Dorsey, traps, for the opening at Flint, Mich., only because it made Flint with the Eastern unit last January.

Joe Lemke's chimps will be

THEY'LL DO IT EVERY TIME!

BERLIN, Dec. 15.—Following custom, the Russian government probably will yell that they did it first when "The Greatest Show on Earth," film based on Ringling-Barnum, is released in New York early next year.

Soviet-made flicker "Circus Arena" recently was released here, and the quality of Russian performers reportedly is drawing raves from showfolk of this city. The movie offers a typical presentation of the Russian State Circus in Moscow. A four-high ladder act and a bar act with a simultaneous quadruple-cross are among the features of the show.

Under the Marquee

Chuy Mijares and his wife, Baptista Schreiber, owners of the Circus Mijares-Schreiber, arrived in Stockholm, Sunday (9), from Paris, after visiting Germany, France and Spain in search of new acts for next season. Circus Mijares-Schreiber usually confines its activities to Sweden and Finland, but is considering a pro-

ject to play next summer in Copenhagen, with an all-season stand at the suburban funspot, Dyrehavsbakken.

Les and Bonnie Ulrich, Sheffield, Mass., tell that a new bar and inn operated by Mr. and Mrs. Richard Hamzy and called the Circus Bar has been opened at Canaan, Conn. It's decorated in a circus motif. . . . Vernon L. McReavy, promotional director for Hamid-Morton at the show's first engagement in Syracuse, turned out a 104-page program book for the date, which was under firemen's auspices.

Hardy O'Neal, Shreveport, La., fan, enjoyed visits with Gil Gray, Jack Bell and others on the Gray show in Shreveport recently. . . . A recent storm damaged the building in which the Sutliff & Case drug company, Peoria, Ill., keeps its old band tableau wagon. E. A. Blank of the company said they hoped to dispose of the wagon, which originally was on the old Gollmar Bros.' Circus. . . . F. A. (Babe) Boudinot, general agent of the Ringling-Barnum show, was initiated into Medinah Shrine Temple, Chicago, Friday (7).

For Information Concerning the New Income Tax - Laws See Page 3.

George Chindahl, Maitland, Fla., fan, recently visited Chris Zeidt, old-time bull man with Ringling Bros., Sells-Floto and Corporation shows.

Brownie Gudath, producing clown, who recovered from a serious illness recently, is in King Bros.' Circus Central City Park winter quarters, Macon, Ga. He says that he received numerous letters and get-well cards from friends in the business while he was hospitalized. Wyatt Davies, clown with King the past season, is in New Orleans where he visited Ward Hall and Harry Leonard.

Clyde Wixom, owner of Mat Wixom Great Show title, is keeping the name alive with a Christmas card bearing a clown and performing dog act design on the cover.

Billy Barton, aerialist, visited the Ivanow Trio, currently at the Blinstrub Village, Boston. Barton recently played Arabian Caravan Variety Show, Portland, Me.; po-

lice benefit at Nashau, N. H., and the Auburn Theater, Auburn, Me., for Frank Soper. . . . Ayres and Kathryn Davies, who were with Kelly & Morris Circus this season, have moved their home and show equipment from Dixon, Ill., to Palos Park, Ill. Mrs. Davies is with the Cole Marionettes this winter, traveling with one of the five units and acting as secretary of the operation.

Mrs. Charles B. Schuler, last season with Biller Bros., returned to a Spokane hospital for nine days but has gone back to her home there for further recuperation. . . . The historical society at McGregor, Ia., has erected a marker in front of the small house where the Ringling family lived and where John Ringling was born. The St. Paul Pioneer Press of December 2 carried a feature story about the Ringling's first circus and also a photo of the house and marker.

Lee Bradley, of Hot Springs, is breaking a Dalmatian dog act and a pony drill. . . . Wilhemena, Wallace & Clark Circus elephant which died recently, was in the Ringling herd 30 years ago when George (Deafy) Denman was elephant superintendent. . . . Tom Gregory, of Cleveland, CFA past president, is in Deaconess Hospital, Detroit, after becoming ill while in that city. He expects to remain there until late this month. Mrs. Gregory and their daughters, Virginia and Dorothy, are at the Sheraton Hotel, Detroit.

Bill Woodcock, elephant superintendent with Kelly-Miller the past several seasons, visited Arky Scott, Ringling elephant boss; Cheerful Gardner, veteran bull man; Slivers Madison, Polack Eastern Unit elephant man, and Mac McDonald, Packs elephants, this season.

Jo and Slivers Madison, of Polack Eastern Unit and personnel from Polack's Western Unit were guests of the Jo and Slivers Madison CFA Tent, Charleston, W. Va., during the Polack Western date there, reports CFA John Hanly. CFA J. Paul Rusk showed movies. The Madisons were visiting on the Western unit and left later for a brief visit in Sarasota, Fla. . . . Willard J. Oakley, of Laurel, Md., stopped in Jacksonville, Fla., en route to Miami and expects to be in Sarasota late in February.

Walter L. Lankford, of Warner Robins, Ga., advises that he's still planning to put Lankford's Overland Shows back on the road in 1952. He's spending the holidays in Florida and will shop in Mexico for menagerie animals. . . . Bert Pettus left the Hagen-Clyde combination. . . . Dorey Miller purchased a yacht while in Houston recently.

L. E. (Roba) Collins, who is playing Indiana schools with his Mystery Circus Revue to fair business, reports that he will close the show during the Christmas holidays. Collins is being booked by W. C. Harper (Chief Rolling Cloud), former med show man. . . . Snell Brothers, producing clowns, went to Birmingham to spend the holidays with their sister after closing their Shrine dates in Houston and Fort Worth. They'll also visit their stepmother in Shelbyville, Tenn., before returning to Chicago.

Polack-West

Continued from page 74

producing clown after a two-year absence from the Western unit. Harry Dann and the Sherman brothers will return and other clowns are to be announced later. Barnett will feature his miniature auto, cornet and dogs.

The aerial ballet will be returned to the performance next season. After a lapse, Arthur Springer will be back as equestrian director and announcer and Bee Carsey will again be musical director. Other members of the staff will be the same as this year.

After the Flint stand, Joyce's camels will play Lansing, Mich., for the Eastern unit and then return to the Western unit at Hammond, Ind.

Stern said the 1951 season's final stand, Charleston, W. Va., showed a substantial increase and was the best of the five years the show has played there for the Shrine.

FOR SALE QUICK A SIX MIDGET MULE LIBERTY ACT

They are three perfectly matched teams—2 Appaloosa Whites, 2 Sorrels and 2 Mouse Colored Dapple Greys; the tallest is 48 inches and the smallest is 40 inches at the withers. Their ages range from 8 to 11 years. They are perfectly trained. This act was on the Polack Bros.' Circus Eastern Unit season 1951. Have brand new trappings never been on the mules, a 33 foot ring curb and other props that go with the act.

Also Gold Nugget, a beautiful Lemon and White Spotted Morocco Mare, 10 years old. She is a splendid worker, works at liberty, does poses, pick-outs, etc.

One Trailmobile Trailer to haul this stock in and one GMC cab-over-engine straight truck for living quarters.

Reason for selling, recently had fire that almost wiped us out and am selling these acts, trailer and truck to rebuild other acts we have.

PRICED TO SELL QUICK

JOSH KITCHENS

c/o BALTIMORE ZOO BALTIMORE, MARYLAND

ORRIN DAVENPORT CIRCUSES

Since 1906

FOR SHRINE and GROTTO AUSPICES

Always Interested in New Acts

1952 Season Opens

January 13 — Toledo, Ohio

ORRIN DAVENPORT

5028 W. Madison St.

Chicago, Ill.

Phones: COLUMBUS 1-2235 or AUSTIN 7-4736

WANTED FOR WALLACE BROS.' 3-RING CIRCUS

ACTS OF ALL KINDS.
CLOWNS AND PEOPLE FOR ALL DEPARTMENTS.
ALSO PROMOTERS AND TELEPHONEMEN.

All strong auspices, one day stands. First office opens Jan. 21.

W. M. MOORE, MGR.

4714 McKinney Ave.

Dallas, Texas

CAPELL BROS.' CIRCUS

Opening early in March

WANT for 1952 season—Capable Circus People in all departments for the Big Show. Ground and Aerial Acts. Dog, Monkey, Seal or Chimp Act. Strong Act to feature. Those doing several turns preferred. Producing Clown. Wild West Concert Acts, write. Salary sure every Sunday. Best Cook House in the business. Send photos and state lowest in first letter what you can and will do. (No school house actors or tourists.) WANT capable Boss Canvasman for 50 with five 40's. Seat Men. Riggers. Prop Men. Working Men. SIDE SHOW Acts. Vent, Magic, Punch, Fire, etc. Colored Musicians. Seat Butchers. Agents for Midway Concessions. Want Man to handle Pony Ride. Billposters, Lithographers. Fast Banner Man.
Address: H. N. CAPELL (Fair Grounds), Leesville, La.

WANT 10 PHONEMEN

Winter's Work—Steady—
No Layoff—Several Cities

Highly respected Fraternal Order (Protestant) year book and directory, 53 year old publication, good reputation. Top commission, paid weekly. You must sell clean. No drunks, no Dynamiters. Possible promotion to crew managers for capable men. Al Keefer, Fred Walker, Bill Hackman, Carl Ward—contact
SALES DIRECTOR — "NATIONAL OBSERVER" — Phone BRIDGEPORT 3928
421 South Fifth Street, Minneapolis 15, Minnesota

HARTIGAN BROS.' ORCHESTRA WANTS

Partner to take active half interest in our Copyrighted College Course and National Beauty Contests—or will lease same. Also Advance Publicity Agent; must be able to furnish bond.

J. W. HARTIGAN JR.
P. O. Box 306 Morgantown, W. Va.

Merry Xmas and
Happy New Year

to
All My Friends

KOHAN

17 E. 16th St., N. Y. 3, N. Y.

KELLY-MORRIS CIRCUS

Now contracting Acts for Big Show for early spring opening. Acts of all kinds—Clowns, People for Side Show, experienced Cookhouse Help, People in all departments. Want 10 Billposters, Billposters, contact Harry Doran, 741 No. Pine Ave., Chicago, Illinois. All others contact

KELLY-MORRIS CIRCUS

Winterquarters, Punta Gorda, Fla.

PHONEMEN

Police Deal, 3 Months' Work, Miami, Fla.
Program and Tickets.

No Drunks. Phone 38933.

No Collect Calls.

TED HAMNETT

Rm. 1108 Chamber of Commerce Bldg.

SAM BLUESTEIN

Can use Novelties.

Agents for Cotton Bowl
Game, January 1, 1952.

OFFICE CONCESSION DEPT.

624 Exposition Ave.

Dallas, Texas

Season's Greetings to

OUR FRIENDS OF THE
OUTDOOR SHOW WORLD

Earl Shipley and Ira Millette

National
Outdoor Representatives

AMERICAN GUILD OF
VARIETY ARTISTS

WANTED Promotional Directors

Capable of getting money. Best auspices—Police, Shrine, Fire, Lions, etc. Plenty of good towns. Drunks and limbers, stay where you are, this is not a finance corporation. Start work immediately. Steady work if you can produce.

CONTACT:

BILL MORRIS

KELLY-MORRIS CIRCUS

Winterquarters: Punta Gorda, Fla.

PHONEMEN

Banners, Tickets for Terrell Jacobs Wild Animal Circus Benefit Salvation Army Canteens in Korea. Acts of all kind near here, state your lowest price. Bill Sheets, Dime Wilson, I answered your wire. Date here Jan. 3-4-5, other dates after this. Phone Men, wire or phone Pay your own.

L. B. HOLTkamp

D.A.V. Bldg.

16 E. Duval St. Jacksonville, Fla.

WANT ONE OR THREE ELEPHANTS

For New Orleans Parade, Feb. 24th.

F. W. MILLER

Box 265 New Orleans, La.

4 PHONEMEN 4

Indoor Circus, Strong Auspices, Shrine, Police, Firemen, No drunks or limbers. Books, Banners, U.P.C. Contact

HARRY MASON

Pinehurst Hotel, Laurel, Mass. No collect wires or calls. Sheila or Jim Prendergast, Kenny or Earl Martin, or any others who know me, contact immediately. Phones now open.

WANT SECRETARY

FREE TO TRAVEL—TOP SALARY
First-class transportation furnished. Must be experienced in show business. For Interview Appointment Write

MICKEY BLUE

c/o POLACK BROS.

203 N. Wabash, Suite 1908, Chicago, Ill.

TWO PHONE MEN

U.P.C. Tickets and Program Book. Contact before Dec. 22d. This is good.

A. O. STURDIVANT

420 8TH ST. AUGUSTA, GA.

Phone 4-1523

No collect calls. Willie, contact me.

"THE CIRCUS IN NEW ORLEANS"

by C. G. STURTEVANT
Read it in the Christmas issue of

WHITE TOPS

Single copy, 35¢; \$2.00 per year

WHITE TOPS

Rochelle, Illinois

WORK ALL WINTER

TICKET MEN

25% Daily.
Strong Optimist Deal for UPC Boys in Texas. Contact

Bernard-Bennett & Co.

J.ustin 1421 G.A.R. 2031
904 Ruth 441 New Moore Bldg.
Houston San Antonio

Varied Attractions Build Attendance, Iowa Execs Told

Managers Turn Out in Record Numbers at 44th Annual Meet

DES MOINES, Dec. 15. — Increased front-gate attendance thru daily changes of attractions was recommended to a record number of Iowa fair executives at the 44th annual meeting of the Fair Managers' Association of Iowa, held here Monday and Tuesday (10-11) in the Hotel Fort Des Moines. And a check of booking offices represented here indicated that the managers followed the advice by contracting more than the usual number of percentage shows including thrill shows, rodeos, auto races and other one-day attractions.

The recommendation of more variety came from a panel of five speakers, who addressed the managers on "Changing Fair Programs

to Meet Public Demands." Bob Sutton, chairman of the panel, described the success of such a program at the Rock Rapids fair. "Before we pioneered this idea of a complete change of programs, we barely broke even," Sutton said. "We switched to thrill shows, stock car races, big car races, radio shows, horse shows and amateur shows. While the over-all cost increased with this type of program, our attendance doubled and in some cases tripled."

Attractions Discussed

C. C. Wagler, Bloomfield, also spoke on the subject and told how a survey had indicated a wide variety of interest in many types of attractions. Others to speak on the subject included Leslie Freese, Sac City; H. M. Duncan, Columbus Junction, and Millard C. (Cap) Lawson, Mason City.

Clyde A. Hanna, Oskaloosa, outgoing president of the association, told the delegates that the most challenging task facing them is to present the story of the American way of life.

"Our fairs are, above all, educational institutions," Hanna declared. "The great need of the day is to dedicate ourselves to the principles that made this nation great. We need to emphasize the American way of life and what it means to every citizen of this country. If every fair in the nation would make this its major theme in the next few years, the effect on our national solidarity and strength could be tremendous."

Lauds Fairs

H. H. Kildee, Ames, lauded the fairs for their livestock exhibits but suggested several improvements to further raise the quality of these departments.

"Adopt, publicize and enforce (Continued on page 84)

Louisville Drops Admish To Grandstand

LOUISVILLE, Dec. 15. — Kentucky State Fair, which recently boosted its front gate admission to 60 cents, a dime higher than this year, has announced that a free grandstand will be operated in '52. The announcement was made Wednesday (12) at a meeting of the fair board here with attraction representatives.

No grandstand attraction contracts were signed but it was announced that the Gooding Amusement Company had again been awarded the midway pact for '52. Attraction reps here for the meeting included Ernie Young, of the Chicago office bearing his name; Randolph Avery, Barnes-Carruthers Theatrical Enterprises, Chicago; Gus Sun Jr., Gus Sun Theatrical Agency, Springfield, O.; Lee Lott, Lott Thrill Shows; Boyle Woolfolk, Chicago; Charles Zemater, Chicago; Colonel Gatewood, rodeo producer, and L. N. Fleckles.

The fair expects to buy grandstand attractions for six afternoons and evenings.

Meetings of Fair Associations

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 1-3. William H. Clark, 360 Walnut, Franklin, Ind., secretary.

Wisconsin Association of Fairs, Hotel Schroeder, Milwaukee, January 3-5, Win Eldridge, Plymouth, secretary.

Wyoming Fair and Rodeo Association, Henning Hotel, Casper, January 7. R. S. Latta, Casper, secretary-treasurer.

Minnesota State Fair and Minnesota Federation of Fairs, Hotel St. Paul, St. Paul, January 7-9. George W. Gleixner, North St. Paul, Federation, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 8-9. Everett E. Erhart, Stafford, Kan., secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 9-10. Mrs. Don A. Detrick, Bellefontaine, O., executive secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 10-11. L. (Doc) Cassidy, Kentucky State Fair, Louisville, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 10-11. Rollo E. Singleton, State Office Building, Jefferson City, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 16. Tom Moore Craig, Spartanburg, secretary.

Massachusetts Agricultural (Continued on page 83)

J. H. Coles Succeeds Small As Regina Prez

REGINA, Sask., Dec. 15.—J. Hooper Coles, district livestock field man for the Canadian government in Regina, was elected president of the Regina Exhibition Association for 1952 at the annual directors' meeting Wednesday (5).

A member of the board since 1937, he succeeds W. A. Small, a Shorthorn breeder of the Craven, Sask., district.

Small automatically becomes honorary president, succeeding C. B. McKee, who was honorary president in 1951.

Second vice-president last year, R. L. Hutchinson was elected to the first vice-presidency. Norman Catley, a livestock breeder of the Craven district, was named second vice-president. Coles is a former director of the Saskatoon Exhibition.

1951 Best Year

The 1951 exhibition was one of the most successful in the history of the org, according to the directors' report presented by T. H. McLeod, manager, to the 45th annual meeting of shareholders.

The report, approved at a directors' meeting in November and dealt with in The Billboard December 1, showed paid attendance at an all-time high of 169,209, exceeding by 2,896 the previous record established in 1928 and 31,390 higher than last year.

The financial surplus of \$103,264 for the past year was the largest in the org's history.

"Added to our surplus reserve carried over from previous years, we find that we have created a fund of approximately \$500,000 in the last six years," Mr. McLeod reported. "This sum, however, will be almost wholly dissipated by costs already in sight in connection with the new stable and sales pavilion."

Govt. Grants

The report reminded that Canadian and provincial government grants, totaling approximately \$175,000 will be received in the next 10 years and that the board can borrow on these if necessary.

Total revenue for the concessions department was \$32,266, an increase of \$7,877 over last year, due mainly to the Kinsmen Club car give away from which the exhibition received one-half the net proceeds.

Good progress was reported on construction of the livestock sales arena, with work expected to be completed in time for the winter fair in March.

Wetaskiwin, Alta., Receives \$400 Grant

WETASKIWIN, Alta., Dec. 15.—Mrs. William Nelles, President of Wetaskiwin Agricultural Society, announced at a meeting of the executive committee that a grant of \$400 had been received from the provincial government as a result of the annual fair in July. A. Paterson, treasurer, said \$1,560 had been added to the society's funds in the past year and the balance on hand was about \$2,800.

An approach had been made by Camrose Agricultural Society to co-ordinate dates and plans for next year's fair with them and Red Deer in order to make better arrangements with entertainment orgs, it was announced. It was felt that Wetaskiwin, a Class C fair, could not participate on the same footing as the other two. Lack of a grandstand and the absence of a full half-mile track were limiting factors for Wetaskiwin and it was decided not to participate.

G. Soderquist Elected Prexy Of Iowa Assn.

DES MOINES, Dec. 15.—G. A. Soderquist, secretary of the Buena Vista County Fair, Alta., was elected president of the Fair Managers' Association of Iowa, at the organization's annual meeting here this week.

Frank Harris, manager of the Mississippi Valley Fair, Davenport, was elected vice-president and E. W. (Deak) Williams, was named secretary-treasurer for his 29th year. Soderquist succeeds Clyde A. Hanna, Oskaloosa.

Williams also was re-elected director from District 5 and Harris was named director from District 6.

Resolutions passed at the meeting included a commendation on the International Association of Fairs and Expositions for its part in the elimination of the tax on gate admissions; thanks to the All-Iowa Fair for its fight to reserve the right for fairs to operate still dates, and a congratulatory message to the Iowa State Fair for its '51 record.

Iowa Board Renames Pike As President

DES MOINES, Dec. 15. — H. L. Pike of Whiting, Ia., was re-elected president of the Iowa State Fair Board at the closing session of the State Agricultural convention here Wednesday (12). Pike will be serving his fifth term.

W. J. Campbell of Jesup was re-elected vice-president and the following board members were re-elected: E. W. (Deak) Williams, Manchester, C. S. Macy, Grundy Center, W. H. Maxwell of Winterset, and John Corry Jr. of Spencer. All were without opposition.

Detroit Board Reviews 1951

DETROIT, Dec. 15.—Detailed planning for the 1952 Michigan State Fair was started this week with a meeting of the agricultural committee of the Board of Managers. Devoted largely to a review of the past fair, it served as a springboard for starting basic premium and entry activities for the next.

No decisions were made on entertainment policy, and no decision on the midway contract was expected before the January meeting—regularly held on the third Thursday.

Cedar Rapids Tosses Out Horse Races

Clyde Miller Unit Replaces Runners; Midway to Denton

CEDAR RAPIDS, Dec. 15.—All-Iowa Fair this week tossed out horse racing and its horse show in a reshuffle of attractions for 1952. Andy Hanson, manager, announced. Events will be replaced by Clyde Miller's rodeo, which has been signed for three matinee and one night performance in front of the grandstand.

The rodeo replaces two afternoons of running races, one matinee circus program and the annual horse show. Midway attractions will be supplied by Johnny Denton's Gold Medal Shows, Hanson said.

Other attractions will include a Barnes-Carruthers' revue for five nights; one performance by Aut Swenson's Thrillcade, a 100-mile stock car race produced by Frank Winkley, one-night show by the Joie Chitwood Auto Daredevils, AMA motorcycle races on Saturday and AAA big car races on the final Sunday. "Tournament of Drums" will be the closing night's attraction.

Dallas Board Adds Wooten

DALLAS, Dec. 15. — Ben H. Wooten, president of the First National Bank of Dallas, was elected to a three-year term on the board of directors of the State Fair of Texas at the annual stockholders' meeting Tuesday (11). Wooten succeeds E. L. Flippen, chairman of the board of the same bank. Flippen resigned.

Fifteen directors were re-elected to three-year terms. They are O. S. Boggess, Ben E. Cabell, Robert L. Clark, Fred F. Florence, James M. Moroney, William F. Neale, Robert M. Olmsted, J. Woodall Rodgers, John W. Runyon, Hugo W. Schoellkopf, Harry L. Seay, Clyde L. Stewart, Joe C. Thompson, J. Glenn Turner and J. Ralph Wood. Fair has a 48-man board.

The annual meeting of the board of directors is scheduled for Tuesday (18).

ROME, Ga., Dec. 15.—Paul Henson is new president of Coosa Valley Fair Association, succeeding Graham Thomas.

Jesse Bradfield and Frank Caylor were named vice-presidents; Arthur Ragdale, secretary, and Emory Ford treasurer.

Christmas Greetings to all Our Friends



WILLIAMS & LEE WANT

More Acts for our 1952 Fairs—Singles, Doubles, Troupes. Can use good Dog Act. Send photos, full details. 464 Holly Ave. St. Paul, Minn.

WANTED

Professional Act of entertainment suitable for main outside attraction at a district fair during week of August 12-16, inclusive. Write, giving full particulars, to FRANK ARNETT JR. Rivesville, W. Va.

ATTENTION FAIR SECRETARIES!

Contact The ERNIE YOUNG AGENCY For New Ideas in Grand Stand Shows 203 N. Wabash Avenue Chicago, Illinois

NATIONAL HOME SHOWS INC.

America's Outstanding Trade Exposition Organization PRODUCING HOME SHOWS, ATTENDED BY MILLIONS, IN FIFTY LEADING CITIES Sponsors, Show Managers, Space Salesmen, Exhibitors, Write: Grover A. Godfrey, Pres. Home Builders Auditorium 2109 Live Oak St. Dallas, Texas

THE GREAT NAHALA MAGICIAN

Still Alive and Going Strong with his SPECTACULAR MYSTERY REVUE

Calgary Sets Improvements

CALGARY, Alta., Dec. 15.—Extensive improvements to the racing plant at Calgary Exhibition and Stampede, which will include construction of a new jockeys' room, racing secretary's office, horsemen's room, and an enlargement of the pari-mutuel plant to include a completely roofed-in structure, were announced by James B. Cross, retiring president, at the annual shareholders' dinner meeting here Wednesday (5).

It is expected the work will be completed in time for the local 1952 racing season, which opens the third week in May.

Cross told the meeting he had found conditions in the jockeys' room "pretty tough" and said there was little doubt that the board had lost a considerable amount of potential revenue because of the cramped condition of the pari-mutuel department and the fact that it was exposed to the weather.

To provide room for the improvements, the present southeast fence will be moved out 22 feet and a new roadway will be built.

Fredericton Event Posts 10G Surplus

FREDERICTON, N. B., Dec. 15.—A surplus of \$10,600 after repairs and improvements to buildings had been covered was announced by Secretary-Manager Ray Crewdson at the annual meeting of the Fredericton Exhibition, held here recently.

W. Hedley Wilson and Harold Limerick were elected directors to fill the vacancies caused by the retirement of the veterans Roy Smith and D. W. Griffiths. Dr. G. C. McCoy was re-elected a director and will continue in charge of harness racing.

Valleyfield Awards '52 Pact to WOM

Signing of Quebec Annual Extends Eastern Org's Fair Route to 15 Events

NEW YORK, Dec. 15. — The 1952 midway contract for the Valleyfield (Que.) Fair was awarded to the World of Mirth Shows last Saturday (8) by Maurice Nicholson, president. Gerald Snellens, general representative, represented the shows in contract negotiations.

Annual is the 15th carded by the World of Mirth for the 1952 season, one more than it has played in the past several years. It is also the second Canadian fair, the other being the Central Canada Exhibition, Ottawa, on the org's route. This is the first time in some 15 years that the shows have included more than one event across the border.

Inclusion of Valleyfield was

made possible thru the switching of dates by two Maine annuals on the shows' route. Bangor and Presque Isle changed dates to show in that order, thus making it possible for the World of Mirth to continue on to Canada without backtracking and to show at Valleyfield the week of August 11. The Ottawa date follows Valleyfield so that the show's Canadian dates will be consecutive, eliminating the need of crossing the border twice.

Eliminates Still Date

In recent years the show has had to sandwich in a three or four-day still date while working its way from Bangor to Ottawa. Early teardowns were always slated to facilitate the border jump and to insure a complete set-up in time for the CCE opening.

Jump from Valleyfield to Ottawa is only 85 miles and poses no problems. On the other hand, the move from Presque Isle to Valleyfield is 420 miles and the longest the show has scheduled. However, Snellens said that a check with rail execs indicated that it could be made with time to spare. After crossing the border the move will be on the main line of the Canadian National, Snellens said.

World of Mirth, a 40-car railroad enterprise, will be the first unit of its size to play the Quebec event. Size of the unit will make it necessary to show on the race track infield. As a result the usual harness racing program will have to be canceled since most of the track will be hidden from view.

Hamid, Kochman Set

A George A. Hamid revue and Jack Kochman's Hell Drivers are other entertainment features. Presentation of the Kochman Auto Thrill Show will not be affected by the midway's occupation of the infield since all of the important action takes place in the straightaway in front of the grandstand.

Valleyfield, located about 19 miles from Montreal, has a thickly populated area to draw from. Snellens said that a big percentage of the fair's annual attendance came from the United States. Snellens said he would bill the showing extensively.

World of Mirth fair route, now considered complete, includes Bangor and Presque Isles, Me.; Valleyfield, Que.; Ottawa; Burlington and Rutland, Vt.; Brockton, Mass.; Allentown, Pa.; Trenton, N. J.; Greensboro and Winston-Salem, N. C.; Columbia and Anderson, S. C.; and Augusta and Savannah, Ga.

Tampa Club To Host Kids At Yule Party

TAMPA, Dec. 15. — Greater Tampa Showmen's Association will host several hundred underprivileged children and orphans at the club's annual Christmas Party Saturday (22) in the club-rooms.

Harry (Irish) Gaughn, chairman of the event, announced that over \$3,000 in toys and cash has been raised. Assisting Gaughn on the committee are Earl (Early Bird) Maddox, Pete Burkhardt and W. S. Pasterczyk.

Money and toys were raised thru the co-operation of members of the club and Ned Torti, Wisconsin Deluxe Company; Joe End Company; Bill Carsky, Casey Concessions; Mat Dawson, Acme Premium Supply Company, and James G. Thompson.

A bingo party held by Ray Myers and his co-workers at the trailer village also netted the fund \$61, and a second bingo is skedded. The large jar also netted \$140. Vernor Ginger Ale Company will provide beverages for the party.

SLA Amends Election Laws

CHICAGO, Dec. 15. — Changes in the election by-laws of the Showmen's League of America were adopted at a special meeting of the board of governors here Sunday morning (9) in the Hotel Sherman.

Under the amendment adopted by the board, requests from members for absentee ballots must be made in writing. The ballots will then be initiated by the league secretary and sent the member by registered mail with a return receipt demanded. Upon receipt of the completed ballot, the secretary will turn over the ballot and registered mail receipt to the judges of the election.

A four-man committee was appointed to incorporate the new amendments and to draw up a complete new copy of the by-laws suitable for printing. The committee includes Arthur Morse, Morris Haft, Fred H. Kressman and George W. Johnson.

In attendance at the meeting were S. T. Jessop, Walter F. Driver, Joe Streibich, Sam J. Levy, J. C. McCaffery, Frand Duffield, Fred H. Kressman, Lou Keller, George B. Flint, Mel Harris, Max Brantman, Ed Levinson, W. T. Collins, George W. Johnson, Ned Torti, Jack Duffield, Harry Taylor, Al Sweeney, Harry Ross, Charles Zemater, Morris Haft and James Campbell.

Sam Serlin Dies

FORT MYERS, Fla., Dec. 15. — Sam Serlin, veteran carnival concessionaire, the last four years with the Barney Tassell Unit Show, died here Thursday morning (13).

Cetlin-Wilson Contract Fair At Danville, Ill.

DANVILLE, Ill., Dec. 15. — Cetlin & Wilson Shows have been awarded the midway contract for the 1952 Eastern Illinois Fair here. The event, a new one to the C.&W. route, is scheduled for July 27-August 1, which will give the show two days in which to make the rail move from here to the Ionia (Mich.) Free Fair.

Ralph Lockett, C.&W. general agent, signed the contract on behalf of the show Thursday night (13) at a meeting of the fair board at which Russell Rodgers, president, presided. After closing the contract, Lockett said he planned to spend one day in Chicago before returning to his home in Ettrick, Va., for the holidays.

NSA Ladies' Party Retiring Pres. Shapiro

NEW YORK, Dec. 15. — A testimonial dinner for Ethel Shapiro, retiring president of the Ladies' Auxiliary of the National Showmen's Association, was held in the Village Room of the Taft Hotel Monday night (10). Chairman Magnolia Hamid reported that 77 members attended.

President Shapiro received a solid gold pendant with pearls from the association, in addition to numerous gifts from individual members. A roast chicken dinner was climaxed with the presentation of a massive cake especially baked for the occasion.

A floorshow, staged by Dorothy Packman, of the George A. Hamid & Son office, included Ted and Danny Peters, dancers; Pauline Leslie, singer; Joe Share, accordionist, and Pete Kopelson, pianist. Many tributes were paid President Shapiro for the accomplishments of the association during her two-year term.

After the installation of Mrs. George A. (Bess) Hamid Sr., president-elect, Monday night, January 7, President Shapiro will become president of the board.

Past presidents are Dorothy Packman, first to hold the office; Edna Lasures, Blanche Henderson, Edna Lasures, Anna Halpin and Queenie Van Vliet.

THE HUNT GOES ON

Shows Place Accent On Better Still Dates

NEW YORK, Dec. 15. — The pressing need for new, and better, still dates to cushion the shock of frequently rough spring tours, is a current major problem being faced by general agents and show managers.

Accenting the desirability of improving early routes was the unusually spotty experiences of many organizations last season. While the weather was held accountable in many instances, the fact remains that the rains, besides being an ever-present nemesis, became the goat. In actuality business did not reach bragging proportions even when good weather prevailed and virtually the whole load of providing a good season fell on the fair engagements.

Last season's angling for defense dollar spending failed to pan out in many instances. The money apparently had not yet found its way to the workingman levels. The hope for next year's spring dates will largely be built around the continued defense spending promised by the government. Consequently, war industry towns will probably get a heavy play from shows big and small.

Hinterland Dates Best

Hinterland communities last season often came up with the better takes. Earnings in outly-

Shows By-Pass Iowa For Second Season

Fairs Scramble for Midway Pacts But Many Leave Confab Empty-Handed

DES MOINES, Dec. 15. — For the second consecutive year, Iowa's concession policy and overlapping of fair dates prevented any wholesale contracting of carnivals at the Fair Managers' Association of Iowa meeting here. Not a few fair boards left the convention without a carnival, as many shows, formerly active in the State, failed to show up for the three-day meeting, and several that were on hand kept to the sidelines.

Conflict of dates, with 23 of the State's 95 annuals running in one week, was called the most difficult obstacle. The concession policy, however, is also a factor, and Atty. Gen. Robert Larson, in an address before the fairmen Monday (10), indicated no changes are contemplated unless new legislation is passed.

One of the most active shows here was Model Shows. Org resigned the North Iowa Fair, Mason City, after the fair had originally signed with another show at the Chicago meeting, and later canceled. Model, represented here by Mr. and Mrs. John Robinson, also added the Donnellson and Webster City annuals to their

route, both new. Repeat dates include fairs at Knoxville, West Union, Elkader, Merville and Audubon; July 4 Celebration at Iowa City and the Labor Day doings at Dayton.

Dixieland Shows, in its initial appearance in Iowa, booked five annuals, including Independence, Vinton, Nashua, Hampton and Mount Pleasant. Org was repped here by Jimmy Henson.

Sunset Amusement Company, which last year stayed out of the State with the exception of one fair, signed several here. Ken Garman, owner, announced he will play Northwood, Waukon, Postville and Clinton after an absence of several years. Org will

(Continued on page 79)

Royal Crown to Debut Jan. 26; More Dates Set

TARPON SPRINGS, Fla., Dec. 15. — Announcement of the signing of three additional fairs by the Royal Crown Shows was made here this week by Bobby Mack, org's general agent. They are Etowah County Fair, Attalla, Ala.; Manatee County Fair, Bradenton, Fla., and the Strawberry Festival, Plant City, Fla.

In addition, Mack announced, the show has been contracted to play the American Legion July 4 celebration at Olney, Ill., for the second time.

Royal Crown will open its season January 26 at the Bradenton (Fla.) Fair. In anticipation, work has been pushed in quarters here. The Motordrome is being rebuilt and painters and carpenters are busy on the make-ready for an enlarged "Vanities Revue," to be produced by Bob and Joy Purvis.

Collins Org Adds Spitfire

CHICAGO, Dec. 15. — William T. Collins Shows will go out with 18 rides in '52 by the recent addition of a Spitfire, and 10 shows thru the addition of a Motordrome. Owner Bill Collins announced here Friday (14). Collins stopped off in Chicago en route to his Minneapolis home from the Louisville fair meetings.

Ride line-up will include 11 major and seven kid rides, he said. In addition to the Drome, back-end will include the following office-owned shows: Girl, Side, Posing, Jig, Snake, Monkey, Glass House, Mouse Circus and Fun-house.

Mr. and Mrs. Collins recently moved into their new six-room home, which is located adjacent to the org's winter quarters.

So. African Unit Plays Long Date

CAPETOWN, South Africa, Dec. 15. — Playland, show owned by African Caterers, opened here October 8 and will play thru the Christmas season.

Rides on the show include Figure Eight, Merry-Go-Round and Chairplane, all German-made; Dive Bomber, Octopus and Ferris Wheel, American, and Dodgem and Whip, English. Shows include Mermaid Illusion, Freak Museum, Spider Illusion, Joel the African midget and Wall of Death, with Cliff Menzies and Rene Dare as motorcycle riders. Free attraction, a policy catching on with South African units, is the Rocket Car.

Concessions include laughing clowns, fishpond, darts, hoop-la, skittles, shooting gallery, wheels and roll-down games. Admittance to the Wall of Death is a quarter, rides are 18 cents and games 12 cents. Music is supplied by records and a public-address system.



EVANS' HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser. 2x4 braces.

SEND FOR CATALOG

H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

THOMAS Land Shows

WANT THE FOLLOWING

HELP: Foremen for Ferris Wheel, Caterpillar, Octopus, Spitfire, Little Dipper, Kiddie Ride. Also want Man to handle Glass House, Fun House on percentage. Man to handle Light Towers, Front Gate. Second Men and real Ride Help. Can place Billposter with car (Del Yanson, write). Also want Publicity Man who will promote Kid Days and so on.

SHOWS: Want Arcade, Side Shows, Wild Life, Illusion Shows, Snake, Minstrel Shows, Want Drome Manager and Rider. Have complete Drome, Motor and all equipment. Will place a Fun House for season.

CONCESSIONS: Will place Cook House, French Fries, Hoop-La, Penny Pitches, Add-a-Ball, Pop-in-Buckets.

AGENTS: Want Agents for Fish Ponds, Cat Rack, Milk Bottles, Pitch-Till-You-Win. Long season, good treatment. Good route of Still Dates and Fairs 30 weeks' work

ALL REPLIES TO

L. I. THOMAS, Mgr., Box 593, Miami 35, Fla.

The Greatest Spring Event In The Entire South
LAREDO, TEXAS, 54TH ANNUAL
WASHINGTON BIRTHDAY CELEBRATION
FIREWORKS—PARADES—STOCK SHOW
FEB. 16TH TO MARCH 2ND 16—Days—16
3—Saturdays and Sundays—3

J. GEORGE LOOS
GREATER UNITED SHOWS
Furnish EXCLUSIVELY All Shows, Rides and Concessions

WANT—Circus Side Show (no Half and Half), Motordrome, Illusion, Mechanical, Single Platform Attractions or any other reputable Shows.

RIDES—Can place Flyplane, Rocket, Flying Scooter, Dodgem, Loper, Caterpillar and Mixup.

CONCESSIONS—Hanky Panks, Scales, Novelties, Mats, Long and Short Range Galleries, Photos, Ice Cream, Sandwiches (Mr. Nelson, write).

NOTE—Twenty Million Dollar Jet Plant under construction. Have ample free storage facilities until opening

Write or wire J. George Loos, Box 455, Laredo, Tex.

AMERICAN EAGLE SHOWS
NOW BOOKING SHOWS, RIDES AND CONCESSIONS FOR 1952
THIS SHOW PLAYS 40 WEEKS

FOR SALE—NEATEST FLASHED PONY RIDE ON THE ROAD TODAY. WITH OR WITHOUT SWEEPS, SADDLES AND BRIDLES.

WANT TO BUY GOOD USED GROUND CABLE MARQUEE AND SHOW FRONTS ALSO SET OF USED FERRIS WHEEL SEATS.

SEASON'S GREETINGS TO ALL

ALL REPLIES TO GANNY ARNETT P. O. BOX 11, GAUTIER, MASS.

WANT—OFFICE SECRETARY—WANT

Capable Office Man who is thoroughly familiar with Carnival Office procedures, Amusement, Withholding and all other Tax Work pertaining to show operations. Must be sober, reliable and furnish best of references

DOLLY YOUNG, Gen. Mgr.
ROYAL CROWN SHOWS
P. O. Box 515 Tarpon Springs, Florida Phone 5121

ANCHOR TENTS



CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDROMES, SHOW TENTS

ANYTHING IN CANVAS

California Approved Flameproof Materials Available. Tents and Booths for Benefit and Local Celebrations. NO CHANGE IN MANAGEMENT FOR FIFTY YEARS.

1 DAY SHIPMENT ON MOST SIZES

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

WAX SHOW

WILL PURCHASE HYGIENE AND MEDICAL WAX SHOW. MUST BE IN EXCELLENT CONDITION, WITH CRATES SUITABLE FOR SHIPPING.

Write full particulars to

M. FRIEDMAN
742 10TH AVE., NORTH
SEATTLE 2, WASHINGTON

CONCESSION TRAILER

15 ft., custom built, metal body, rounded corners, silver dome, double serving windows each side, glass all around, 50-gal. butane concealed tank heats twin Creston popcorn poppers one end and 3-burner griddle and 2-burner hot plate the other, eight fluorescents inside, plenty neon out, white enamel throughout, plenty chrome trim, shelves and counters. Cost \$3900. Sacrificing for \$1295 account other interests. Excellent condition, six days. Shown by appointment Dallas. MORRIS, 3601 Asbury, Dallas, Texas. Phone: LO. 1787.

CARL J. FOLK
Important Contact
DON HOWARD
Del Rio, Texas
Phone: 1017

Midway Confab

Ward Hall and Harry Leonard, of Hall & Leonard Shows, info from winter quarters in New Orleans that they recently took delivery on a new trailer. Francis Doran, of the same org, is also sporting a new trailer.

Herb Shive reports that he is feeling fine after a recent illness and is heading for Tarpon Springs, Fla., where he expects to soak up a lot of sun and do plenty of fishing. While there he hopes to visit the Fontanas, Machamers and Berrys. A real jackpot session was staged Friday night (7) in the lobby of the King Carter Hotel, Richmond, Va., with Shive, Ralph Lockett, Allan Travers, John H. Marks and Billy Breeze contributing experiences from the past season.

For Information Concerning the New Income Tax Laws See Page 3.

Gerald Snellens, World of Mirth Shows agent, is back in New York after a hurried trip to Mexico City and a booking excursion into Eastern Canada. Gerald reports having distributed 2,500 pictorial show magazines at the showmen's meetings in New York and Chicago. In addition to creating attention with his lavish distribution of the booklet, Gerald is stopping traffic in the lobby of the Astor Hotel with a new tan suede leather cap. He plans to spend the holidays in New York and then go to Florida before launching his full-scale winter advertising-promotion activities.

Jimmie Davidson joined Coney Island Shows at Fort Walton, Fla., with his concession. Dewey Fullerton (Allen Alean) is ill in Springfield Medical Center, PMB 8145 H, Springfield, Mo., and would like to read letters from friends. He's been confined there since last June, his sister, Mrs. Joe Harris, advises. J. E. (Jack) Lampton, well known in carnival and circus fields, has sold his hotel in London, O., and is back at the Greenlawn Trailer Park, Columbus, O. He says that he plans to return to the road in 1952 and will take in the annual meeting of the Indiana Association of County and District Fairs, Indianapolis, January 1-3.

Buck Saunders has returned to his home in Columbus, O., following his recent release from a hospital there.

A. Hymes, concessionaire, has a couple of toy stalls working for him at Jamaica (L. I.) Bus Station to pick up some extra dough during the holidays. Daily business is good enough to promise a big gross with the bulk of the earnings to be garnered next week, he reports. Hymes has concession deals set at a number of good indoor doings after January 1.

Berthy (Gyp) McDaniels, owner-operator of the Penny Arcade and Rocky Road to Dublin on World of Mirth Shows the past season and currently making her headquarters with the Carl J. Lauthers at Miller's Tavern near Richmond, Va., will plane to Montreal December 22 to spend the Christmas holidays with her brother and his family there. Following her Canadian visit, she'll return to Richmond.

A. J. Haas, former agent for Tivoli Exposition and other shows, and now a patient in Veterans' Hospital, Des Moines, visited the Iowa fair meeting Tuesday (11). Haas, a veteran of over 30 years in the business, represents Dixieland Exposition Shows in that area.

James H. Drew Shows last week purchased a new Tilt-a-Whirl from Sellner Manufacturing Company and two more tractors and trailers have been added to the shows' fleet. Eula Drew reports from Waynesboro, Ga., winter quarters. Mr. and Mrs. Charles H. Lee are wintering in St. Petersburg, Fla., with Mrs. Lee's grandmother. Lee wrecked his trailer recently in an accident near Macon, Ga. Back end of the Haywood Shows includes "Secrets of the Harem," featuring Vicki; Zora Blaire's "Streets of Paris" and Cheri Vaughn's attraction. Show personnel helped celebrate Vicki's birthday in Zwolle, La., December 14, and Vaughn purchased a new top in Bunkie, La.

Harold Joy, formerly of Detroit, and a truck driver with carnivals since the war, is sought by his family because of the death of his

mother. Anyone knowing his whereabouts is asked to communicate with the Detroit office of The Billboard, 1009 Fox Theater Building.

Members of the Ladies' Auxiliary, Miami Showmen's Association, served as honorary pallbearers during the recent funeral services for Kay Edwards, wife of J. D. (Eddie) Edwards, who died December 8 in Miami. The following women were named: Frieda Wilson, Ann Tara, Dora Pierson, Ethel Weer, Kitty Glasser, Madge Harris, Lillian Goldberg, Frances Deemer, Pearl Shultz, Alberta Mack, Babs Gaffin, Evelyn Taylor, Frances Barnet and Sara McCaffery.

Frankie Shafer, West Coast concessionaire, is in New Orleans visiting Harry Corey, Gold Tooth Whitey and a number of other friends. After closing at the Valley Midwinter Fair, Harlingen, Tex., Mr. and Mrs. J. R. (Jimmie) Carroll, of World of Pleasure Shows, returned to their home in San Antonio for the winter. Mrs. Carroll is actively engaged in Red Cross work there. They plan to open with World of Pleasure in Michigan next April. While attending the fair meeting in Memphis recently, Orville Beard met Dude Brewer, who reported a good season with Dyer's Greater Shows. Brewer was en route to Texas to play winter celebrations with his concessions.

After closing their Side Show on Victory Exposition Shows, Linda Lopez and Jimmie Farmer motored to North Carolina from Houston and visited Bobby Kork, Bertha Bert, Lee Erdman, Dick Best, Slim Kelly, Stanley Barbey, Sandra Lee, Lola Conklin, Rhonda Rondell, John R. Ward and Eddie Greeno. Wintering in the same trailer park in Houston are Minnie Meyers, Tala Tivoli, Billie Bell, Pinky Pepper and Linda Lopez.

Chief Rain in the Face, formerly with Hutchen's Modern Museum and other outdoor units, is in Bed 99, Ward 222, Charity Hospital, Lafayette, La., recovering from a stomach operation which he underwent recently. He'd like to read letters from friends.

Mickie Ryder (Jackie Gallagher), who closed her Side Show on C. A. Stephen's Shows in Starke, Fla., is in Jacksonville, Fla., mulling plans to bring out a new attraction in 1952. Boasting a new front, the unit will be known as Mickie's Irish Colleens

Winter Quarters

Royal Midwest

FINDLAY, O., Dec 15.—Nip Harris, general manager, recently went to Indiana, checking on committees and fair dates. He stopped in Kokomo and visited Paul Drago, owner-manager of Drago's Amusement.

Work is progressing in quarters. Light stringers are being built for rides. Merry-Go-Round is being rebuilt and repainted. The Ferris Wheel trailer also is being remodeled. Albert Gibson is in charge of rebuilding, remodeling and repainting. Harris will give a Christmas party for the personnel.—PAT BRADY.

Dickson United

GILLIAM, La., Dec. 15.—Mr. and Mrs. H. B. Dickson have established quarters here in connection with their drive-in cafe. They have operated in Oklahoma since 1944. Hereafter quarters will be in Gilliam. Shows will open in Louisiana and play spots in that State, Oklahoma and Arkansas. Org will be leased for 1952.—H. B. DICKSON.

From the Lots

Coney Island

FORT WALTON, Fla., Dec. 15.—Org had a good week here. Kids' Day, Saturday, was okay. Roxie Brooks and family closed here. Marie Oatman and Bettie Johnson left for Kansas, Ill. Mrs. Eleanor Spears went to Pascagoula, Miss. Business Manager Bill Hunter plans to spend Christmas in Ocala, Fla.—H. E. MICHALSON.

Club Activities

Showmen's League of America

CHICAGO, Dec. 15. — Regular Thursday (7) meeting was presided over by S. T. Jessop, president. He was assisted by Walter F. Driver, treasurer, and Joe Streibich, secretary.

Sam J. Levy was appointed general chairman of the 1952 banquet and ball. League counsel advised that the club vacate the fire-damaged clubrooms on Washington Street. Quarters committee advised that efforts are being made to close negotiations for new rooms at 187 North La Salle.

Due to the holidays and the lack of quarters, the December 20 and 27 meetings have been canceled, with the next meeting skedged for January 3. Site of the January meeting will be determined soon.

Sick committee reported Louis Belden seriously ill in MacNeill Memorial Hospital, Berwyn, Ill. Frank Daniels is in Municipal Sanitarium here, and Joe Murphy expects to leave Alexian Bros. Hospital within a week. Buck Saunders and Herb Shive are still confined.

A number of donations for the Sunday (23) Christmas party toy fund were received. Donors are Cracker Jack Company, Ralph W. Glick, Bob Seery, William Wolper, Ned Torti and Jack Rubin. Al Sweeney is chairman of the event, which will be held in the Crystal Room of the Hotel Sherman.

President Jessop left Friday (14) for his annual Sarasota vacation. Pat McClaren was introduced as a new member.

Ladies' Auxiliary

Hattie Wagner presided at the November 29 meeting. Other officers present were Mae Taylor, first vice-president; Lucille Hirsch, third vice-president; Carmelita Horan, treasurer; Elsie Miller, secretary, and Blanche Latto, chaplain. Mrs. Edgar G. Hart Sr., newly elected president of the Missouri Show Women's Club, St. Louis, was a guest.

Lillian Glick, out-going president, dismissed her committees. The television set was won by A. (Booby) Obadahl, San Antonio. Mr. Christiansen, of Chicago, won the overnight case.

Margaret Hock, emcee, and Evelyn Hock, installing officer at the installation dinner, received a rising vote of thanks for the dinner and entertainment.

Cash donations were received from Pearl Hall, Herb Payne, Pat Seery, Virginia Kline and Hattie Wagner. Evelyn Hock was hostess at the social held in the West Room of the Sherman Hotel, December 6. Awards went to Mrs. Ann Belden, Mae Taylor and Frances Berger.

America's Finest Show Canvas

TENTS—SIDESHOW BANNERS
CONCESSION TENTS
IMMEDIATE DELIVERY
FLAMEFOIL FABRIC
Available in all colors.
All dyed colors also available

Bernie Mendelson—Charles Driver

O. Henry Tent & Awning Co.
4802 N. CLARK ST. CHICAGO 40

FOR SALE

Freak Baby Show Human Specimens —1 Head, 1 Body, 4 Arms, 4 Legs. 2 Sex; new P.A. Set, automatic Turn Table, Grind Record; Dodge Bus, 30 ft. custom built living quarters, mechanically perfect, new tires, new paint job, 12x18 canopy, side walls, 30 foot attached banner line, complete lighting equipment. Show ready to operate. Selling account of health. Write

MGR., BABY SHOW
Palm Lake Trailer Park
7600 N.W. 27th Ave. Miami, Fla.

WILL ORAN S. GOOD
CONTACT
BENDER SOLOMON
ATTORNEY
74 Chapel Street, Albany, N. Y.

Producing America's Best Carnival and Circus Side Show

BANNERS
SNAP WYATT STUDIOS
RT. 3, BOX 1180 TAMPA, FLA.
Phone. Write or Wire

Club Activities

National Showmen's Association

1564 Broadway, New York

NEW YORK, Dec. 15. — First Vice-President Phil Isser conducted both the board of governors and general assembly meetings in the absence of President Bernard (Bucky) Allen at the regular Wednesday night (12) meeting. Also present were Treasurer Harry Rosen, Secretary Gerald Snellens; Joseph McKee, second vice-president, and Max Hofmann, counsel. Association physician, Dr. Jacob Cohen, had to leave soon after arriving to attend a sick patient and was unable to make his report.

Eligibility committee approved the following applicants for membership: Irving Markow, Robert K. Guggenheim and Morris Bernstein, sponsored by Jeff Harris; Albert Lytton and Harry Sherman, sponsored by Frank Rappaport. Congratulations to Phil Isser, who has a new granddaughter in the family, and to Stanley Wathon, 59 years in show business. Ill at present are George D. Hensley, Bellevue Hospital, New York; Sam Weisser, Franklin D. Roosevelt Veterans Hospital, Montrose, N. Y., and Homer L. Wood, who expects to be discharged shortly from the hospital. Others just out of hospitals include Jack Lichter, Emil S. Solomon and Joseph Kaufman, recuperating at their homes.

Recent visitors included Sam Prell, Richard E. Gilsdorf, Morris Batalsky, Max Miller, George Bernert, Morris Levi, Joseph Weisman, Saul Eichen, Casper Sargent, Sam Bibring, Joseph Walker, Max Hummel, Harry Rifkin, Jack Agree, Joseph Aeule, David White, Sam Cohen, George Siegel, Edward Elkins, Shep Blumberg, Sam Fruchtman, William Lish, Max Goodman, Frank Rossi, Murray Zand, Henry Fein, Harry Horner, Harry Fields, Ward Graves, Jack Siegel, Sam Rothstein, Sam S. Levy, Al Janpol, Ben Rosenberg, Charles Smith, D. D. Simmons, Edward Cohen, Mack Kassow, Max Gruberg, David Brown, Sam Peterson, James Peterson, Michael Wynn, Leonard Traube and David White.

Greater Tampa Showman's Association

Tampa, Fla.

TAMPA, Dec. 15. — Regular Monday (10) meeting was called to order by First Vice-President Nat Rodgers. Also on the rostrum were Lloyd Serfass, second vice-president; Vern Kohn, recording secretary, and George Ringlin, chaplain.

Jack Young reported the tacky party held Saturday night (8) was well attended. Harry Rubin, chairman of the ways and means committee, reported everything in order.

Pete Burkhardt and Ernie Venzik have the clubrooms in good shape. Joe Scortione reported new members are Rex Walker, Howard W. Pierev, Charlie Striegel and Wenzel Keller.

American Carnival Ass'n, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 15.—All officers who served in 1951 as well as the directors, will continue in office and all associate counsel have been re-appointed.

The writer plans to attend the New York State fair meeting in Albany in early February.

The International Association of Fairs and Expositions will meet in Chicago December 1-3, 1952, and this association will meet at the same time.

National Production Authority advises that further study is being made of the availability of stainless steel, electrical apparatus, amplifying equipment and truck bodies, all presently subject to rigid control.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Dec. 15.—The regular weekly meeting was held with First Vice-President Ben Morrison in the chair. On the rostrum were Second Vice-President Marvin Keyes, Third Vice-President William Zakoor, Acting Secretary Clarence Goldberg and Acting Chaplain Ben Miller. The boys enjoyed the usual Monday night buffet luncheon, served by Sammy Burd and Irving (Stash) Rubin, of the house committee. Plans are completed for the New Year's party at the club. Tickets are being sent to the members. The Christmas party will be held at the club Sunday (23) for over 500 underprivileged children.

Ladies' Auxiliary
Regular meeting was held with Grace Ziegler, first vice-president, in chair; Frances Moran, second vice-president; Dottie Miller, secretary; Marion Dickstein, treasurer, and Past President Bessie Gallagher. The joint installation of officers' dinner will be held in the main ballroom of the Fort Wayne Hotel, January 16. Mrs. George Harris attended her first meeting, and Ann Stone attended after a long vacation. Award went to Ethel Emerson. A letter was received from President Bernice Stahl from Florida.

Shows By-Pass Iowa

Continued from page 77

also provide the fun zone at Jones County Fair, Monticello, for the 15th year.

Don Franklin Shows, also here for the first time, inked a split week at Greenfield and Harlan fairs to follow its stand at the Davneport annual, closed at the Chicago meeting. Org was represented by owner Franklin and Frank Gaskins.

Clement Smith and Ben Mesenbrink, co-owners of Boone Valley Shows, picked up contracts for three fairs new to the org. These are Central City, Osage and Humboldt, which go along with repeat dates at the Jefferson, Rockwell City and Rock Rapids annuals.

Swenson Thrillcade booked seven fairs new to the show. Aut Swenson, owner-manager, announced dates inked at Allison, Jefferson, Columbus Junction, Bloomfield Denison, Mason City and Marshalltown. He also reported signing for one night show at Missouri State Fair, Sedalia, and two performances at the Jamestown, N. D., annual. Other fairs contracted by the unit included Lincoln, Neb.; Topeka, Kan.; Cape Girardeau, Mo.; St. Paul, Springfield, Mo.; Knoxville, Ill., and Austin, Minn. In addition to Swenson, Mrs. Swenson and their daughter, Carol, show was also represented by Mr. and Mrs. Bill Brown.

National Speedways (Al Sweeney-Gaylord White) picked up contracts for two big car races at fairs new to the organization. These are Harlan and Eldon, Ia., annuals.

Other carnival, attraction and show supply representatives present included Sam J. Levy, Rube Liebman, Fred H. Kressmann, Barnes-Carruthers Theatrical Enterprises Chicago; Boyle Woolfolk, George Flint, Frank Shortridge and Doc Howe, Boyle Woolfolk Agency, Chicago; Frank and Jack Duffield and Art Briese, Thearle-Duffield Fireworks, Inc., Chicago; John Anderson, Equiper Printing Company, Cincinnati; Johnny Gerber, auto race man; Frank Winkley, Auto Racing, Inc.; Leo Overland and Earl Newberry, Jole Chitwood Auto Daredevils; J. C. McCaffery, Amusement Company of America; J. O. Greene, Snapp Greater Shows.

Irving Grossman, Gus Sun-Irving Grossman Agency, Des Moines; Billy Williams and Gladys Lee, Williams & Lee, Minneapolis; Ernie Young, Ernie Young Agency, Chicago; Mr. and Mrs. T. P. Eichelsdoerfer, E. T. Eichelsdoerfer, William Lindemann and Frank Sharpe, Regalia Manufacturing Company, Rock Island, Ill.; Lee Lott, Lucky Lott Thrill Shows; J. C. Michaels, J. C. Michaels Agency; Dewaldo, Dewaldo Attractions; Al Martin, 20th Century Shows; Cliff Carl, Station WHO; L. O. Weaver, Grand American Shows; Mr. and Mrs. Charles Zemater, Charles Zemater Agency, Chicago; Pete Bailey, Hollywood Thrill Show; Alva Merriam, Merriam's Midway Shows; Mr. and Mrs. Charles Carroll, and Mr. and Mrs. Jack McDonald, Veterans' United Shows; Ted Webb, frozen custard.

Also Bill Hartzler, sound systems; Sunny Bernet, White Horse Troupe; John Lempert, show supplies; Elmer and Reginald Bodart, and Lynn Lucia, Bodart Shows; Jim Reeder, sound systems; Frank M. Prystas, Fair Publishing House, Norwalk, O.; E. E. Smith and Bill Green, E. G. Staats & Company, Mount Pleasant, Ia.; Floyd Kessell, E. J. Floyd, Frank Shortridge, Central Show Printing Company, Mason City, Ia.; Gil Tuve, Cliff Mander-shide and A. H. Brown, Royal United Shows; Bill Dyer, Dyer Shows, and W. T. Hale, Lyle Hale, Bill Hanft, Lloyd Hanft and Ross Sinderson, Hale's Shows of Tomorrow.

VICTORY

EXPOSITION SHOWS

SUN CARNIVAL

Southwest's Largest Celebration

11 Days and 11 Nights, Downtown El Paso, on the Streets by Hotel Cortez and Post Office, December 22 through January 1. Parades, Street Dances, Community Christmas Tree. Sponsored by all Organizations. Sun Bowl Games January 1.

Can place Help on all Rides. Can place following Concessions: High Striker, Ball Games, String Game, Fish Pond, Darts, Photo, Derby, Juice, Grab, Demonstrations, Custard and French Fries. Stock Concessions only. No gypsies or P. C. Will sell exclusive on Novelties. Can place Shows, Fun House, Glass House, Big Snake (McClellan, wire), Motordrome, Mechanical Show.

Address: Alvin Vandike, Washington Park, El Paso, Tex.

MARKS SHOWS

MILE LONG PLEASURE TRAIL

Expanding For Season 1952

CAN PLACE

SHOWS— Capable Managers and Producers. Will furnish complete equipment or book independent Attractions on liberal terms.

RIDES— Any Novel Ride with or without transportation.

CONCESSIONS— Legitimate Merchandise Concessions.

Useful and experienced Help in all departments.

PLAY THE BEST ROUTE IN THE EAST WITH THE MILE LONG PLEASURE TRAIL

ADDRESS JOHN H. MARKS, P.O. BOX 771, RICHMOND, VA.

W.G. WADE SHOWS

Now Contracting

RIDES • SHOWS • CONCESSIONS

For our 1952 Season

G. P. O. Box 1488
Detroit 31, Michigan

FOR SALE

On account of ill health—one set of beautiful Rides consisting of one Parker 30 ft. adult Merry-Go-Round bought new June, 1951, with 20 aluminum horses, 2 chariots, gas engine. This is a deluxe machine, scenery hides all inside gears, lighted by fluorescent and regular bulbs—a blaze of lights. Will sell with or without transportation; loads in 30 ft. new Fruehauf van trailer bought new Labor Day week 1951. Ford Tractor fully equipped with all signals and air brakes, less than 5,000 miles on tractor, all tires new. Also have four Kiddie Rides, three of them made by Sunshine Mfg. Co.—Train, Boat Ride, Ferris Wheel; one little Ferry Swing made by C. W. Parker Co. All Kid Rides run with electric motors; no junk here. Also Reo 2-ton truck Rack Bed, less than 5,000 miles. Can be seen here, Brunswick, Ga., at Selden Park. Write, Phone 1455 or Wire J. A. "SLIM" MILLIKEN

The New WORLD OF PLEASURE SHOWS

"Michigan's Largest and Finest Midway"

Now Contracting Midwestern Fairs and Celebrations

P. O. BOX 241
MT. CLEMENS, MICH.

FOR SALE THE ORIGINAL FLYING SAUCER (MODEL)

Made by Dr. Kay of Glendale, Calif. Perfect working condition. Can be placed in house trailer. The disk the world is talking about, \$2,000 cash for quick buyer. Can be seen at 6333 Miami Place, Miami, Florida, Or contact Floyd G. Frederick, Souderton, Pa.

BLUE GRASS SHOWS

NOW CONTRACTING FOR 1952

SHOWS—RIDES—CONCESSIONS

P. O. Box 621 Owensboro, Ky.
Phone 35321

LESLIE'S TRAILER PARTS and ACCESSORIES

Complete line of Trailer Parts and accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U.S.A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 4 going south, Atlanta, Georgia. Fairfax 2626

LOROW BROS.

WANTED—FREAKS AND WORKING ACTS—WANTED FOR TAMPA, FLA., FAIR AND ALL NEXT SEASON

GIANT—Your ring sales would be terrific. There's never been a giant over this route for the past twenty years. ANATOMICAL WONDER, FAT GIRL, FAT BOY, HALF AND HALF, VENTRILOQUIST, BAG PUNCHER, TOP SPINNER, SERPENTINA, TWO-FACE MAN, MAGICIAN, MUSICAL ACT, STRONG MAN, FIRE EATER, KNIFE THROWER, or any other Acts for Side Show. MUST HAVE WARDROBE. BE RELIABLE AND SOBER, AS WE PAY TOP SALARIES.

Answer by mail, LOROW BROS., BOX 11, NORTH MIAMI, FLA.

COLORED ELKS BLOCK PARTY

West Palm Beach, January 2d Thru January 12

Can place Legitimate Concessions, Clean Shows and Exhibits. Privilege reasonable. (Apples, Popcorn, Grab sold.)

MAC'S FLORIDA BAZAAR SUPPLY

R. 1, Box 370 West Palm Beach

(Telephone 3-3414 between 6-9 Sunday night)

P.S.: Those playing this spot can play Punta Gorda Fair week following with A.M.P. Shows. Lee Houston, come on.

We Wish a Merry Christmas and a Happy New Year

To All Our Friends and To All Showfolk Everywhere

DOWN RIVER AMUSEMENT CO.

SEVERIN HILO, Owner-Mgr.
10138 W. Jefferson, River Rouge, Mich.
Phone: Vinewood 2-1810

WANT—MINSTREL SHOW MANAGER—WANT

OPENING JANUARY 26TH AT THE MANATEE COUNTY FAIR, PALMETTO, FLA. Capable Minstrel Show Manager and Operator with his own organized Troupe, his own Wardrobe and Sound Equipment for the famous KING COTTON CLUB MINSTREL REVUE, one of America's finest framed shows. Our route consists of one of the strongest fair and still date routes in the country. A good high class show will be considered and can make 1952 your banner season.

DOLLY YOUNG, Gen. Mgr., ROYAL CROWN SHOWS
P. O. BOX 515 TARPON SPRINGS, FLORIDA PHONE 5121

SKY-FIGHTER FOR SALE

Also LITTLE-BULGY. Both used 30 weeks, are in perfect condition. Sell separate or both, with or without transportation to highest cash bidder.

D. R. LIGHTFOOT, 3714 Gundry Ave., Long Beach, Calif.

FOR SALE ONE CENTURY FLYER TRAIN

Engine, Two Coaches, 300 Ft. Portable Track, A-1 Condition, \$4,000.00. Terms—Cash.

NELSON BREEZE
FALMOUTH FAIRGROUNDS, P. O. BOX #10, FALMOUTH, KY.

FOR SALE

4 Frame Targets, Cork Guns, Top and Frame and Flash Cloth complete, \$500.00; 1946 GMC Motor Truck, 16 ft. Van Body, new Tires and Motor, \$500.00; 1950 aluminum Plymouth House Trailer, well equipped and clean, \$700.00 cash plus payments.

WALTER B. COX
Municipal Trailer Park, Tampa, Fla.



HOLIDAY PARTY SPECIALS

- MA1—Flat Crepe Hats, full size. Gr. . . . \$ 3.60
- MA2—Metallic Cardboard Hats, fullsize. Gr. 16.00
- MA3—Elaborate Snow Hats, full size. Gr. . . . 28.00
- MA4—Metallic Finish Horns, 7 inch. Gr. . . . 4.00
- MA5—Fringed Metallic Horns, 7 inch. Gr. . . . 5.75
- MA6—Metallic Finish Horns, 14 inch. Gr. . . . 9.00
- MA7—Fringed Metallic Horns, 14 inch. Gr. . . . 11.45
- MA8—Large Metal Noisemakers, 50-pc. asst. 3.25
- MA9—Fluffy American Leis, large. Gr. . . . 10.00
- MA10—Imported Leis. Gr. . . . 1.95
- MA11—Serpentine Confetti, 800 rolls for. 3.25
- MA12—Serpentine Confetti, fire-proof, 800 rolls for. . . . 6.00

Flame-Proof Hinoki Roping
Assorted Red & Green
**16 yd. Hanks,
\$1.75 Doz.**
**60 yd. Hanks,
\$5.00 Doz.**

GENERAL CATALOG NOW READY—
State business when requesting
your copy. 25% deposit required
with all C.O.D. orders.

LEVIN BROTHERS
Established 1886
TERRE HAUTE, INDIANA

MORE BRILLIANT THAN DIAMONDS



"Rutile," not an imitation diamond, but a man-made "Gem" in a class by itself. It is clear in color and has much more brilliancy than a diamond.



Men's 14k gold mounting \$25 additional.
Ladies' 14k gold tiffany style setting \$12 additional.

ELGIN • BENRUS • GRUEN • BULOVA • WALTHAM

WATCHES GUARANTEED LIKE NEW
For men and women, new model watches, case and dials. Reconditioned and guaranteed like new Complete with leather straps.



\$9.95

\$12.95

Above watch with gold plated band, tie holder and cuff links. Neatly Boxed
Heavy 1/20 14K R.G.P. rings with imitation rubies and whites that look like the real thing. Formerly sold to \$36 doz. wholesale. (Tray FREE with every 2 doz.)
Wholesale only—\$1 additional for samples. 25% with order, balance C.O.D. 5-day money back guarantee if not satisfied.



Above watch with 5-pc. set of imported asst. colored stones. Hand set in 14 karat gold plate.

Rhinestone Necklaces, 3-Pc. Boxed Set, \$1.95
JOSEPH BROS. 5 S. Wabash Ave., Dept. B-22, Chicago 3, Ill.
"The Watch and Diamond House"

FREE New Big 1952 Wholesale Catalog

ZERAH BROS. Special!

EXQUISITELY STYLED LADIES DIAMOND CUT WHITE RHINESTONE WATCHES
Brilliantly studded square and Baguette cover... Rhodium finish

\$13.95
IN LOTS OF 3
SAMPLE \$1.50 EXTRA

Beautifully styled Blue Velvet Plush Gold trim box
Retail Price Tag... **\$1.00**
Guarantee Certificate extra

ZERAH BROS. • 602 MISSION STREET • SAN FRANCISCO 5, CALIFORNIA
YUkon 2-0640
25% deposit with order—Balance C.O.D.

DIRECT From The MANUFACTURER! "ROYAL"

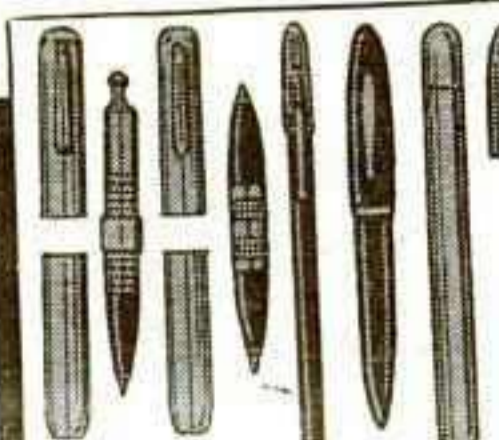
THE KING OF THEM ALL

PRECISION • FLASH • QUALITY

Beautiful three piece set. Hooded point fountain pen, mechanical pencil and guaranteed ball pen. Available in four more colors. Attractively boxed.

GROSS SAMPLE DOZ **\$45.00** **\$4.50**

OTHER SETS UP TO \$72.00 GROSS



- #220L—All metal shiny Brass Light er & Ball Pen comb. . . . \$42.00 gr
- #602T—Two colored all metal shiny Brass Ball pen . . . \$42.00 gr
- #3—Transparent Pencil/ette Ball Pen . . . \$8.50 Gr
- #320—Standard Ball Pen. \$8.50 Gr. Others to \$21.00 gr.
- #8—All metal shiny brass Pencil/ette Ball Pen . . . \$21.00 Gr.

MODERN PEN MFG. CO., INC.
395 BROADWAY, NEW YORK 13, N. Y. CAnal 6-8016

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 15¢ A WORD—MINIMUM \$3

All Classified Advertisements must be accompanied by remittance in full

FORMS CLOSE

THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week

ACTS, SONGS & PARODIES

ABSOLUTELY! YOU CAN MIMIC STARS! Buddy Lewis, famous (Palace) mimic, shows you how in his copyrighted "Secrets of Mimicry," \$1 postpaid. Unicraft, 4932-Eight, Philadelphia. de29

ACCLAIMED MOST COMPLETE COMEDY material service! Catalog free! Regular weekly bargain! Parodies, Special Songs, Bits, Sebastian, 5138 Cahuenga, North Hollywood, Calif. ja19

DISTINCTIVE PARODIES—SONGS: "COLD, Cold Heart," "Sweet Violets," "Too Young," "Danced, Danced," others; list free. Ed Hanley, Box 331, Grand Central Station, N.Y.C. de29

"EMCEE" MAGAZINE—CONTAINING Band, Novelties, Parodies, Monologs, Comedies, Jokes; subscriptions, \$2; add \$1 for four gag-packed back issues. Emcee-B, P. O. Box 983, Chicago 90. de29

AGENTS & DISTRIBUTORS

BIBLES, MINIATURE—SAMPLE, 25¢; 12, \$2; 100, \$12.50; Midget, sample, 15¢; 12, \$1; 100, \$6.50. Frederes, 739 Marshall, Rochester 11, N. Y. de29

BIGGER PROFITS—SELL KOEHLER Business Signs; over 1500 varieties; free catalog; 15 samples; postpaid. Koehles, 335 Goetz, Lemay 23, Mo. de29

BLACK TIRES TO RITZY WHITE WALLS in 30 seconds! Pitchmen, salesmen, you must see this magic white latex coating perform. Here's the clean-up deal for \$2; big dollar seller; costs 25¢; same 15 tire size; 50¢ postpaid; don't delay; limited. Rubber Products Co., Dept. BB, New Haven, Conn. de22

BUY YOUR HOSIERY DIRECT—ALL gauges and denier, from \$1 a dozen and sizes, colors and grades; satisfaction guaranteed or money refunded. S. F. Pollard (5-1741) Co., 1258 Market St., Chattanooga, Tenn. de22

COMEDY SIGNS! NOVELTIES! GUARANTEED laugh provokers! 25 different, \$1, refundable; wholesale prices, promotional ideas accompany. Sebastian, 5138 Cahuenga, North Hollywood, Calif. ja12

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 19, Mass. de29

DELIGHTFUL! ORIENT DELIGHTS! Orient's most famous sweets; dollar per pound; 2 pounds, \$1.50 postpaid! Soffos Candy, 58 Washington, Hoboken, N. J. de29

DO YOU NEED MONEY? \$40 IS YOURS for selling only 50 boxes of our 300 Greeting Card line. And this can be done in a single day. Free samples. Other leading boxes on approval. Many surprise items. Exclusive Stations. Free samples Personalized Stationery, Napkins, Write today: it costs you nothing to try. Cheerful Card Co., 400 White Plains, N. Y. de29

HOLIDAY-BIG-CHRISTMAS FLASH—OLD and young going hysterical over a St. Nick (phony) Buck; one dollar buy. Ken's Bank of Fun, P. O. Box 1257, Louisville, Ky. de29

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for a full refund; exclusive territory to good men; no experience needed. Electric Ad Clock Co., 222 North Jefferson St., Chicago 6, Ill. de29

MAKE PERFUMES AT HOME FROM OUR concentrates; profitable business; information free; men, women, write Carey Laboratories, 1914 Chouteau BB, St. Louis 3, Mo. ja12

SALESMEN, DISTRIBUTORS—FAST SELLING Costume Jewelry, direct from factory; big picture catalog free. Pickcraft, B-19 Bank, Attleboro, Mass. de22

SELL COLORFUL, PERSONALIZED RUBBER DOG TAGS; no stock or investment necessary; we put your customers; particulars free. Patented Products, 20157 Newbold, Bronx, N. Y. de29

SELLING OUT, LOW PRICES—SANDPALS, Shovels, Sunglasses, Beach Hats, Cane, Toys, many others. Auslander, 982-54 St., Brooklyn 19, N. Y. de29

SIGN SALESMEN—HOT, NEW ITEM! Amazing new changeable plastic letters, stick to glass by themselves; send name for free sample. Garee Enterprises, 6912 Hollywood, Los Angeles 28. de22

TALKING XMAS CARDS SALES TERRIFIC! says "Merry Christmas in loud clear voice, also Happy Birthday, Get Well, Hello, Sweetheart; samples 25¢, dozen \$1.20, gross \$12. Allied Sales, 311-C N. Desplaines, Chicago 22. de22

WRITE PRIVATE LABEL DEPARTMENT, Quaker Medicine Co., 220 George St., Cincinnati, O., now for cut rate price list on Herbs, Salve, Tonics, Flavorings, Laxatives, Cosmetics, Liniment, \$6.50 a gross. de22

30 NOVEL GREETINGS—CLEVERLY mimeographed on govt. postal cards, \$1; samples, 10¢. Christian Commercial Foundation, P. O. Box 84, Joplin, Mo. de22

ANIMALS, BIRDS, PETS

FOR SALE—ONE EXTRA LARGE BABOON, beautiful specimen, one hundred dollars; International Truck, good rubber and mechanical; opens to 40 ft. panel front, 300x1; 1 yr. old Rhesus Monkey, perfectly tame; all make complete show, ready to operate. See at Gautier, Miss. Am Eagle Shows, H. G. Hockett. de22

FOR SALE—BEAUTIFUL GIANT RHESUS, male and female; collar and chain broken; very gentle, fine monkeys; 35 dollars each; send half cash. Leo Carrell, Rt. 1, Box 158, Tampa, Fla. de22

FOR SALE—FEMALE EUROPEAN BROWN Bull, beautiful light color; trained for collar and muzzle; small; for training; just imported. Hawthorn-Melody Farms Zoo., Libertyville, Ill. de22

FOR SALE—HAIRLESS COW, BORN JAN. 20, 1949; unusual attraction; details on request. Harry Symes & Son, Walworth, New York. de22

FRESH RATTLESNAKES, \$1.75 PER FOOT; Wildcats, \$22.50; Skunks, \$15; Prairie Dogs, \$5; Mice, \$10 hundred; Rats, \$3.50 dozen. Ray Singleton, Rattlesnake, Fla. de22

GIVE A PET FOR CHRISTMAS—YOUR choice of Baby Rabbits, Cinnamon King-tails or Squirrel Monkeys for \$27.50. Tarpon Zoo, Tarpon Springs, Fla. 50% deposit. de22

LIONS—3 MALES, 2 1/2 YEARS; BEAUTIFUL big animals; perch broken, living together; see here; female black Panther, 2 years; giant male Jaguar, on deposit Philadelphia Zoo; leopard on deposit Milwaukee Zoo. Rare Bird Farm, Kendall, Ill. de29

TWO LIONS, 6 MONTHS OLD; FEMALES; fat and healthy, outstanding stock, \$35 each. Leonard, 116 West Pine, Junction City, Kan. de29

WISHING OUR MANY CUSTOMERS A very Merry Christmas and a Prosperous New Year. Tarpon Zoo, Tarpon Springs, Fla. de29

BUSINESS OPPORTUNITIES

ADDRESS ENVELOPES AT HOME—GOOD pay, easy work; instructions free; stamp appreciated. Cohen, Dept. 11, 141 Bristol St., Brooklyn 12, N. Y. de22

BALLROOM—PISMO BEACH, CALIFORNIA; A real money-maker; equipment and business plus concessions for sale; will grant 5 year property lease. Write Rose-garden Ballroom or phone Pismo Beach 5. de22

BIG MONEY! SPARE OR FULL TIME IN your home. No selling! Spray new miracle finishes; plush and suede, on signs, radios, automobiles, figurines, lamps, toys, etc.; our business is booming; help us fill huge demand; new, easy Flok-Kraft method; materials cost few pennies; you get dollars; free samples; complete powerful money-making plan free; write now. Coast, Dept. B, Los Angeles St., Los Angeles 15. de22

BIG PROFITS WITH COMIC DECALS, ALSO Saucy Pin-Ups, State Tourist Designs, Stock Signs, etc.; enclose 25¢ for generous samples. Box 58B, Morris Hts. Sta., N.Y.C. 53. np

FOR RENT—NEW BUILDING IN HEART of city. Mrs. Anna Sigel, 201A N. Central Ave., Marshfield, Wis. (Available immediately). de22

NAMES AND ADDRESSES OF VARIETY Stores, \$5.50 per 1000; mail tested, guaranteed. Dakosota Sales, 1016 3d Ave., N., Fargo, N. D. de22

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipe. Norbert Ray Co., 3605 South 15 Ave., Minneapolis 7, Minn. de22

RETIRE—\$6,000 A YEAR AT HOME! EASY, refundable pastime; "Rare Secret," 25¢; refundable. McClure, Box 1891, High Point, N. C. de22

START A VENETIAN BLIND LAUNDRY—Profit opportunity for lifetime business; new machine method; free booklet on request. L.B. Co., 442 N. Seneca St., Wichita 12, Kan. ja5

START MERCHANDISE BUSINESS! RETAIL catalogs furnished with your name! Large discounts, free sample! American Wholesale, 1323 E. 103, Cleveland 6, Ohio. de22

TIME IS MONEY! MAKE EVERY WORD count! Study a Dictionary of Maxims for pleasure and profit. Order from the author; \$1 postpaid. Write James Riggberg, 675-S Seneca Ave., Brooklyn 7, N.Y. de22

TWO BITS BRINGS OUR BIG OPPORTUNITY mail for 3 months; includes mail order magazines. Mallo Mailers, 767-B Leith, Flint 5, Mich. ja5

WHERE TO BUY WHOLESALE ELECTRICAL Appliances, Novelties, Costume Jewelry, Cookware Sets, other essential merchandise. Write Distributors 1130 Broadway, N. Y. de22

WOMEN—EARN MONEY AT HOME WITH sewing machine! Full, spare time; details free. Edwards, 3915-BBN 12th, Des Moines 13, Iowa. de22

YOU FOR PRESIDENT OF YOUR OWN credit-collection business; many who answered our ads now have their names on office doors. Franklin Credit, Roanoke 7, Va. de29

FORMULAS & PLANS

25-PITCHMEN FORMULAS, \$1; FORMULA Catalog and Chemical Instruction Sheet, 10¢. J. Belfort, 216 W. Jackson, Chicago 6, Ill. de22

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPCORN MACHINES available! From \$35; Candy Corn Machines, Peanut Roasters, Sno-Cone Machines. Krispy Korn, 120 S. Halsted, Chicago, Ill. ja19

FOR SALE—PRACTICALLY NEW 33' Supreme Display Trailer, with 43 indirect controlled lighted cases, 16" deep, 16" high, 24" long and storage drawers opening with separate locks; interior beautifully finished mahogany; electric brakes, completely insulated. Write for details. Beautiful restaurant living quarters or changed to meet your requirements; very reasonably priced. M. B. Mervis, Room 301, 180 W. Washington St., Chicago 2. de29

Sessions Horse Clock

Electric self-starting sweep second hand clock movement. Horse shoe case, full size horse. Finished in gold, silver or rose gold. Hand-rubbed walnut wood **\$7.25** base Ea.

If not for resale add 20% Fed. Excise Tax. Wholesale Only. Price does not include shipping charges 25% dep. required with order. Write for Free Folders.

COOK BROS. 816 W. Maxwell St. Chicago 8, Ill.

DIRECT From Manufacturer SENSATIONAL VALUE

Beautiful 3-piece set, of hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors. Attractive box.

PER **\$42.00** GROSS
Inc. Tax Sample set \$1.00
Orders filled same day received. Send 25% deposit with order. **PACKARD BALL PEN, 27 E. 22nd Street, New York 10, N. Y. 5PRing 7-7180**

ELECTRIC EYE SANTA

\$69.00 doz.
Sample, \$6.50 ea.

#2042B—27" tall—Santa's eyes blink off and on! In traditional dress with mohair beard. Perfect attention-getting window or counter display. Complete with flasher unit, ready to plug in.

#2041X—Same as above without built-in flasher unit. **\$54.00** doz.
Sample, \$6.00 ea.

25% Deposit, Balance C.O.D.
Phone: ORegon 3-6330

CUTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y.

BEAUTIFUL CROSS

MIRACLE CROSS

When you place the center to your eye you see the **LORD'S PRAYER**

clearly and distinctly. Set with 12 brilliant rhinestones, rhodium finish with 18 in. chain.

#500—A REAL MONEY MAKER
\$6.00 Doz. | **\$66.00** Cross
#999 same as above with 18" Chain **\$4.75** Doz. | **\$51.00** Gr. Nickel Finish.
Please state your business. Deposit with all C.O.D. orders. Samples prepaid \$2.00.

PROVIDENCE RING CO.
49 Westminster St., Providence, R. I.

JUST OFF THE PRESS!

NEW CATALOG

for Engravers • Demonstrators Fair Workers

WRITE FOR YOUR COPY OF CATALOG No. 106

Containing complete selection of engraving jewelry especially for the engraver, demonstrator and fair worker.

Also CATALOG No. 56

Contains most everything in merchandise for the jeweler.

STATE YOUR BUSINESS!

All Orders Shipped Same Day Received

BIELER-LEVINE
5 No. Wabash Avenue Chicago 2, Illinois

ALL PHONES: CENTral 6-7966

SENSATIONALLY PRICED

PRECISION MADE **ELECTRIC SHAVER**

\$1.95 EA. in Doz. Lots

Individually packed in beautiful self-selling counter box with \$19.50 price tag. Each equipped with simulated pig skin pouch.

Terms: 25% Deposit, Balance C.O.D. Sample \$1.00 Extra.

NATIONAL DIST. CO.
222 Calumet Bldg. Miami, Fla.

Big Profits
Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢.

Bart Mfg. Co.
303 Degraw St. Brooklyn 2, N. Y.

FOR SALE—SECOND-HAND SHOW PROPERTY

FOR SALE—SINGLE LADDER HIGH ACT RIGGING, Box 477, Bloomington, Ill. de29
FOR SALE—LATE MODEL SUPER ROLLO-PLANE, two hound five hundred dollars. Jack Garrahan, 845 Anthracite Ave., Kingston, Pa.
FOR SALE—WAGNER & SON STEAM Locomotive and tender; 14-inch gauge, first-class condition, ready to go. R. E. Haney, Haslett, Mich.
FOR SALE—1947 DODGE TRACTOR, excellent condition; good rubber; 28 ft. low boy Fruehauf Trailer, \$795 cash; a real buy; 8 Car Auto Ride plus 3 spare cars, \$300; Kiddie Airplane Swings, \$300; both rides good condition; ill health reason for selling. Mrs. Glen Hockett-Gautier, Miss.
KIDDE RIDE PLANS—\$100 CHAIRPLANE, Auto, Airplane, Boat, Swan Swings, Carousel, Flying Horse, \$5 each; free catalog. Brill, Box 875, Peoria, Ill.
KIDDE MERRY-GO-ROUND WITH MUSIC; Kiddie Gas Train, 180' track; rides in good condition, complete with all equipment to operate. C. Casey, 12 Brooklyn, Batavia, N. Y.
PHILADELPHIA TOBOGGAN MERRY-GO-ROUND; 50 foot diameter, nine different types of animals in three rows, 53 animals altogether. Write Ed Antonacci, Oakford Park, Jeannette, Pa.
POWERFUL 5000 WATT SUN SPOTS (WILL flood); condition like new; Roller Stand, for television, hally or high acts; 24" size, \$75; 18", \$50; 14", 2000 watt, \$35. Lee, 934 N. Lancaster, Dallas, Tex.
PROJECT PANORAM R-I SOUND FILMS—Like ordinary sound films. (Titles do not appear backwards.) Guaranteed details, \$2. 16 Sound Film Serv., 109 S. First, Champaign, Ill.
THEATER CHAIRS, TENTS, PROJECTORS, Bleachers, 1500 Wooden Folding Chairs, 2000 Steel Folding Chairs, Lone Star Seating Co., Box 1734, Dallas, Tex.
20 JUMPING KIDDE MERRY-GO-ROUND, aluminum; bargain. Weld Built Body Co., 59-03 Preston Court, Brooklyn 34, N. Y. Cloverdale 8-0593. de29
35MM. FEATURES—WESTERNS, Comedies, Serials, Specials, LaGrace, Lake City, S. C.

MAGICAL APPARATUS

A BRAND NEW #23 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144-page illustrated catalog. Buyer's Guide, both 50c; wholesale Nelson Enterprises, 336 S. High, Columbus, O. de22
SUB-MINIATURE RADIO PHONE FOR Mentalism; wireless less than sound; easily concealed; illustrated brochure, specifications, price Nelson Enterprises, 336 South High, Columbus, O. de22

GUARANTEED SALES

offers over 500 new assorted styles of BUTTERFLY WING MOSAIC and TURQUOISE JEWELRY
in beautiful settings of necklaces, earrings, brooches, bracelets, pins, rings, etc. Samples from \$1 and up.
Be sure to try our \$25.00 or \$50.00 sample assortment of jewelry. Money refunded when merchandise is returned if you are not satisfied.
Just arrived—Genuine CORAL BRANCH Bracelets, Earrings & Necklaces imported from Italy, \$1-\$2 retailers.
We stand behind our name—No Sales Final—Money back guarantee on all purchases within 10 days if not satisfied. State your business—25% deposit with order, balance C.O.D.
Guaranteed Sales
2 East 23rd St., Room 202 New York 10, N. Y.

bingo SUPPLIES and EQUIPMENT

7 & 10 Color Specials 4-5-6 & 7 ups
Midgets 3,000 series—7 colors Paper & Plastic Markers
Wire & Rubberized Cages
Pencils—Crayons—Clips
5x7 Heavyweight Cards
Electric Blowers & Flashboards
Lapboards made to order

JOHN A. ROBERTS CO. INC. 817 Broadway, Newark, N. J.

NEW Titania Gem

The world's most beautiful gem for men and women in 10K gold mountings. Many styles also mountings and stones, sold separately.
NEW FREE Wholesale Catalogue

DES MOINES RING CO. 1155 26th Street Des Moines, Iowa

LADIES' FULL FASHIONED 51 GAUGE, 15 DENIER, DUPONT NYLON HOSE, \$6.50 Doz.
Packed 1/4 dozen of a size and a shade to a box. Latest shades. Terms: 25% with order, balance C.O.D.
GAINOR SALES CO. 414 Transportation Bldg., Detroit 26, Mich.

MISCELLANEOUS

AUTOMATIC TOASTERS, \$9.97; Beautiful chrome finish, 2 slice, fully automatic, guaranteed for one year, removable crumb tray; 25% deposit with orders; f.o.b. Cleveland; send for special catalog featuring small electrical appliances. J & J Distributing Co., 2143 Prospect, Cleveland 15, Ohio.
NEW, AMAZING POCKET POSTAL SCALE—Automatically weighs letters, rates postage; avoid post office line-ups; send 60c; c.o.d. \$5; Cadillac Sales, 11586 St. Aubin, Detroit 12, Mich.

MUSICAL INSTRUMENTS, ACCESSORIES

CHROMATICALLY TONED HAND BELLS, 18 of them in case, \$150. Will tell how to use them. Unglesby, 2754 Fairfields, Baton Rouge, La.
FOR SALE—NEW AMPRO TAPE RECORDER, Deagaa Chimes, Sleigh Bells, Saucer Bells. Will buy used Magic, small Illusions, Umbrella Trick, Holmes giant Alarm Clock, Ed Myhre, Grand Meadow, Minn.

PERSONALS

FREE—A HANDSOMELY BOUND NEW Testament for you; no obligation now or later. Postcard to STP, Box 132, Romeo, Mich.
IMPERSONATION SUCCESSFULLY taught by mail thru advanced personalized and professional scientific method. Edythe Ferguson, 35 Crescent Ave., Long Beach 2 Calif.

PHOTO SUPPLIES DEVELOPING-PRINTING

CARNIVAL PHOTOGRAPHERS—WE HAVE full stocks Eastman DP Papers, Chemicals, mountings for all sizes; catalog of famous Chickasaw Cameras mailed. Memphis Photo Supply Co., Memphis 1, Tenn. de22
DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices; Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co. 1161 N. Cleveland Ave., Chicago 11, Ill.
LOW COST PHOTOMOUNTS—THREE COLORS to choose from: samples free; price per 100: White, 2x3, \$2.25; Gray, 3x5, \$3; Maroon, 5x7, \$5.50 f.o.b. Penn Photomounts, 335 Woodland Ave., Glenoid, Pa. de22
PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill.
THE EASTMAN IMPROVED TYPE DIRECT Positive Paper available in all sizes. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. de29

HELP WANTED—ADVERTISEMENTS

RATE—15c a Word Minimum \$3
Remittance in full must accompany all ads for publication in this column. No charge accounts.
Forms Close Thursday for the Following Week's Issue

LADY—21-25; INTERESTED IN SHOW business; direct amateur production for old Redpath-Horner Chautauqua Co., U. S. Canada; hotel, meals, transportation plus \$200-\$400 monthly; no similar experience required; permanent; complete training. Write Etta Wilson, 3419 Broadway, Kansas City, Mo. np
SINGLE STICK VENTRILOQUIST, Novelty, Musical Acts; January opening; schools; with cars, Managers, drunks, nix. J. C. Admire Assemblies, Brazil, Ind.
USED OR NEW RIDES AND DEVICES FOR fixed location, also county fairs; send details, pictures. Smullin, Box 1021, Eureka, Calif. ja12
WANTED—TENOR MAN, DOUBLING clarinet; work limited territory; Master musicians, write. Hank Winder, 8333 Cass St., Omaha, Neb. de22

TWO BEAT DRUMMER, LEAD TRUMPET, Third Alto, Double Baritone, Bass Clarinet; state commercial experience; others write for future; one nighters; location, Florida and Deep South. Leader, Box C-5000, c/o Billboard, 2160 Patterson St., Cincinnati 22, Ohio. ja5
WANTED—MEN OR WOMEN THAT CAN read music to train for teaching accordion and guitar. Contact Associated Teachers of Music, Watertown, S. D. ja5
WANTED LEAD TENOR; ALSO STRING Bass, doubling brass; guaranteed salary; Jack Cole, 1125 68th, Des Moines, Iowa. ja5
WANTED—MUSICIANS; OLD-TIME WESTERN, radio, dramatic, piano, clarinet, sax, strings, double parts; open Dec. 26th. Happy Bill's Radio Show, c/o Radio Station, Huron, S. D.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1
Remittance in full must accompany all ads for publication in this column. No charge accounts.
Forms Close Thursday for the Following Week's Issue

AGENTS & MANAGERS

NAME ATTRACTION WANTED IMMEDIATELY by highest type booking agent. Fully qualified to sell the best of auspices and big time houses. My reference, personal management of the biggest names in show business. No matter what your act I guarantee to keep it working. Only name attraction considered. State all in first letter. Address Calvin Frank, P. O. Box 253, Dallas City, Ill. ja12

MISCELLANEOUS

BOOK BOB TOMLINSON—ONE MAN Vaudeville Show; juggler, ventriloquist, musician, rope twirler, accordionist; for all occasions, 162 North State, Chicago, Ill. Tel Dearborn 2-2734. de22
MAN 30, SOME DRAMATIC EXPERIENCE, wants to get burlesque start; 5' 8", 170; might make good comic, hobo or straight; intelligent, amiable; can you help? Make suggestion? Box 1531, Hollywood 28, Calif. de29

MUSICIANS

A-1 ORGANIST—20 YEARS' EXPERIENCE; theaters, lounges, rinks; all types music; extensive repertoire. Address Organist, 136 47th St., Union City, N. J. ja5
AVAILABLE IMMEDIATELY—ELECTRIC Spanish Guitarist (solos), vocalist; have had own combo eight months, working same location; want to join combo that works; married; veteran; age 25; have car. Write, wire Bob Eckler, 1077 S. Broadway, Lexington, Ky. de29
DRUMMER—AVAILABLE IMMEDIATELY; union; experienced, sober, neat appearance; over draft age; cut or no notice; Southwest territory preferred. Wire or write Dave Fredericksen, Gen. Del., Corpus Christi, Tex.
GIRL TENOR SAXIST-CLARINETIST; union; read, fake; available week-ends; or around New York. Zena Latto, 2031 Bathgate Ave., Bronx, New York. de22
OUTSTANDING GIRL ACCORDIONIST—double on vocals, Hammond organ and piano; union; play all types music; reliable, good appearance; age 19. Louise Bowen, Route 3, Ionia, Mich.
STEEL GUITARIST—24; SINGLE, DRAFT exempt; stage, radio, records, television; dependable, sober, strictly professional; desire radio or television and personals; preferably in South; available immediately after Xmas. Danny Holloway, Daleville, Miss.

PRINTING

FREE HOLDER, 1,000 MEMO SLIPS, 3x5", with name, address printed, \$2.65 cash, postpaid; nice business gifts. Success Printers, Rockwall, Tex. de22
RUBBER STAMPS—35¢ PER LINE: YOUR own signature, \$1; Pads, 50¢; Pictorial Stamps, 50¢; Stampico, 8837 Quincy, Detroit 4, Mich. de29
WINDOW CARDS—14x22 AND 11x14. The Bell Press, Winton, Pa. de29
WINDOW CARDS, PROGRAMS, HERALDS; Photo Offset Printing. Cato Show Printing Co., Cato, N. Y. de29
100 LETTER HEADS AND 100 6 1/2 ENVELOPES, Hammermill Bond, five lines copy, \$2.25 postpaid. Dickover Printing-Lithographing, 5233 Cleveland, Kansas City, 4, Mo. ja5
100 8 1/2x11 HAMMERMILL LETTERHEADS and 100 6 1/2 Envelopes, \$2 postpaid; four lines limit. Benneville Printing Service, Box 1931, Pittsburgh 30, Pa.
500 NO. 10 24-LB. WHITE WOVE ENVELOPES, \$5.25; 500 8 1/2x11 20-Lb. Hammermill Letterheads, \$5.25. Mercury Press, Box 69B, Marengo, Iowa. de22

SCENERY & BANNERS

NIEMAN CARNIVAL, CIRCUS BANNERS—The best, not the cheapest; no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago, CA 6-2544. de29

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS, Colors, Needles, Outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83d St., Los Angeles 3, de22
NEW 1952 TATTOO SUPPLY CATALOG and 15 lesson tattoo course information, 25¢. Mill Zeis, 728 Lesley Ave., Rockford, Ill. ja12

WANTED TO BUY

ONE COMPLETE 6 1/2 FT. TIGHT WIRE SET, good condition. Send complete details, price, diagram. Bob Dale, 47 Irving St., Arlington, Mass.
WANTED USED TRICK SADDLE WITH complete trappings. Reasonable and in nice condition. Miss Sandra Becker, 201 Patterson Ave., New Castle, Pa.
WANTED—PONY AND CART KIDDE Ride; good condition; state make, model and price. Orville R. Allison, R.R. 2, Havana, Ill.
WILL BUY PHONOGRAPH RECORDS; collections or dealer's stock; any amount, made before 1940; have thousands for sale; send wants Jacob S. Schneider 128 W 56 NYC

5 in 1 SCREWDRIVER KIT! EVERY MECHANIC, HOME OWNER, CAR OWNER, NEEDS one - WANTS one - BUYS one! Sells On Sight! Precision made from hardened tool steel. Comes complete with plastic pouch. Has a blade for every size and type of screw. Vise-grip chuck locks blades securely in place. \$7.20 PER DOZ. CASH IN NOW! Greatest money-maker in years! No mechanic or hobbyist can resist the appeal of this tremendous buy! Even housewives see the utility and value of 5 SCREWDRIVERS IN ONE! Kit has 3 standard blade screwdrivers and 2 "Phillips" type screwdrivers. Handle holds each blade with vise-like grip. Tremendous orders from dealers prove this the most sensational tool value ever offered. 25% Deposit with order, Bal. C.O.D., F.O.B. Detroit. Write For Our Big Wholesale FREE CATALOG! GEM Sales Co. 533 Woodward Detroit 26, Mich.

NOVELTY SCARFS for GIFTS! SOUVENIRS! SPORT! DRESS! SPORTS Scarfs for Football, Basketball and Winter Sports. Retail \$1 to \$2. STATE & REGIONALS Pictorial Map Scarfs for every state in the union. Retail \$1 to \$2. RODEOS & WESTERNS Colorful designs of lively western motifs. Retail \$1 to \$2. U.S. ARMED FORCES Scarfs for the Army, Navy, Air Force or Marines. Retail \$1 to \$2. Late Special! Confederate Flag Scarfs! Rivoli SCARF & NOVELTY CO. Manufacturers 48 West 37th Street - New York 18, N. Y. I Omgocr 4-5670

POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET 54 x 72 Packed 30 to Case \$3.50 EACH IN CASE LOTS OF 30 \$3.60 Each in Less Than Case Lots \$4.00 for Sample Postpaid Case Lots of 30 No. 140 TOBAS ... \$3.25 No. 144 Midway ... 3.25 No. 145 Marnet ... 4.10 No. 146 Mingo ... 4.10 Less Than Case Lots, Add 10¢ Per Blanket. For Sample Add 50¢ Per Blanket. Write for our New 1951 No. 61 Catalog now. State business in first letter. WISCONSIN DELUXE CO. 1902 N. Third Street, Milwaukee, Wisconsin

ELGIN • BULOVA • BENRUS • GRUEN Brand new 1952 model cases for gents. Rebuilt movements, guaranteed like new. Complete with leather band, 7 Jewel. \$9.95 Lots \$5.69 of 6 Ea. 15-Jewel \$12.65 17-Jewel \$14.65 21-Jewel \$18.95 Gold Plated Stretch Band, 95¢ add. Men's Mesh & Expansion Combination Band, \$1.49 add. Leatherette Gift Box, 75¢ add. FREE This week only—Our newest value-packed catalog. 25% With Order—Balance C.O.D. Open Account to Rated Houses. Wholesale Only. F.O.B. Chicago. MIDWEST WATCH CO. 5 S. Wabash Ave. Chicago 3, Ill.

Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hammocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise Catalog Now Ready—Write for Copy Today IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in. ALCO PREMIUM SUPPLY CORP. 1111 South 12th, St. Louis 4, Mo. GIVE TO DAMON RUNYON CANCER FUND

TO ALL OUR CUSTOMERS...



thanks for a wonderful year and for being so patient when it was necessary to wait a while for us to fill your valued orders. We do appreciate the business you have given us.

Merry Christmas!

TEMPLE COMPANY 708 Sansom Street Philadelphia 6, Pa. Market 7-6519

Big money for Christmas with this outstanding

BENRUS WATCH and JEWELRY SET in Stunning Jewel Case



Nationally advertised Benrus guaranteed watch. 10K Rolled Gold Plate Bezel, stainless steel back and matching Bretton Snake Band with Safety Catch. Smartly tailored 24K Gold Plate Earring and Pendant Jewelry Set—all in a two tier jewel case, as pictured, available in green, blue or wine simulated leather.

Retail price about \$71.50

YOUR PRICE \$24.95

1/2 Dep., Bal. C.O.D. **IMMEDIATE DELIVERY**

Write for complete catalog!

AZCO PRODUCTS CO.
725 Sansom Street, Philadelphia 6, Pa. Phone: WALnut 2-3865

NEW YEAR'S HATS - NOISEMAKERS

Jumbo Noisemakers, per 100 \$ 5.50
8 Inch Metal Horns, per 100 5.50
10 Inch Metal Horns, per 100 6.50
#17 R.W.B. Large Horns, per gross 17.00

NEW YEAR'S HATS

Crepe Form w/Metallic Trim, gross \$ 9.00
Metallic Form Hats w/Trim, gross 10.00
Beautiful Foil Hats, gross 24.00

1/2 deposit with order, bal. C.O.D.

SCHATTUR NOVELTY CO.
144 Park Row New York 7, N. Y. Tel.: COrtlandt 7-8986

Original DELCO PEN BALL POINT

Never Before Sold by Us At This Low, Low Price!

Formerly \$1.98 **12¢ ea.** IMPRINT PRICES ON REQUEST

Satisfaction Guaranteed

DELCO SUPPLY CORP.
116 NASSAU ST., N.Y.C. DI 4-1745

OUR CATALOG IS BRIMMING!

From cover to cover with elaborately boxed real money-making promotional items for Store Workers—Carnival and Fair Workers—Punchboard and Mail Order House specializing in Boxed Pearls and Jewelry Sets—Expansion Ident. Bracelets—Lighters—Men's and Ladies' Zircon and Cameo Rings in Gold Plate—Sterling and Gold Filled.

● OUR CATALOG IS MAILED TO DEALERS ONLY.
● STATE YOUR BUSINESS AND YOUR PERMANENT ADDRESS.

McBRIDE JEWELRY CO.
302 5th Ave., N. Y. 16, N. Y.

Attention Demonstrators and Engravers!

We carry a complete line of boxed and bulk Idents.—Expansion Idents.—Tie Slides—Key Chains—Charm Bracelets and Pendants.

Send for Sample Assortment Today. Catalog Upon Request—State Your Business. 25% Deposit Required on All C.O.D. Orders.

FRISCO PETE "FOR SAME DAY SERVICE" Call FRANKLIN 2-2567
604-606 W. LAKE ST. CHICAGO 6, ILLINOIS

Mdse. Topics

Los Angeles

Sunset House has come out with a printer that prints a name and address or any three lines on stationery, checks or records. The printer and compact "onyx black" case with automatic ink fits into pocket or purse. With the many uses for such an item this should find a ready market among house-to-house workers. Sunset also has Tub-Caulk, a tube of a substance for filling cracks around the bath tub, sink and shower. Sealing is quick and neat with the product applied like toothpaste. . . . Those who use toys will be interested in the set of 50 cowboys and Indians offered by Wild West Toys. Authentic in design, the set includes bucking broncos, chuck wagons, log cabins and everything needed to make a Western scene. Items are made of durable plastic. . . . Freedman Novelties has signed the contract to supply the souvenirs and favors in the Rose Bowl during the New Year's Day game between Stanford and Illinois.

From All Around

Bell Engineering Company, Opa Locka, Fla., presents Barbe-Cutie, a new all-glass, full-vision infrared roasting machine. Measuring 17 by 20 by 27 inches in size, the machine has capacity for eight chickens, or two roasts and four chickens, at an operating cost as little as one and a half cents per chicken. Compact design and appearance permits it to be placed almost anywhere. The product features two motors for safety. Exclusive-design skewers accompany the machine. There are separate juice drains for two different meats. A griddle on top may be used for hamburgers, etc. . . . Parkcraft, Burlington, Ia., manufacturer, reports fine reception by jobbers of the American salt and pepper set featured in their Billboard advertisement in the November 17 issue. . . . A new soft drink dispenser has been announced by Uniflow Manufacturing Company, Erie, Pa., in a variety of models with three-way faucets. The dispenser comes complete with attached cabinet for sirup tanks, which can be removed from the dispenser or be left attached. The produce will give four flavors of carbonated drinks, plus plain soda and ice water. Capacity is large enough to meet any peak period. The machine is designed for use in practically any place where large crowds gather.

For Information Concerning the New Income Tax Laws See Page 3.

Hot Numbers for St. Pat's and St. Valentine's Days!

Special Qualatex Balloons

Cash in on "T'Amour" and the Irish on St. Valentine's and St. Patrick's Days! Pitch PIONEER Qualatex special balloons for both celebrations—3 sizes, 7" plain striped, 9" and 11" round with special red or white Valentine, green or white St. Pat's imprints. Sell fast—easy money. Ask your wholesaler or write The PIONEER Rubber Company, 107 Tiffin Road, Willard, Ohio.

Guaranteed by Good Housekeeping

NEW PRICE

Miracle Cross with Magnified Lord's Prayer. Set with 12 Brilliant Stones. Neckchain to match.

\$5.75 per dozen
Individually boxed—75¢ per doz. additional.

Deposit with order—F.O.B. Providence.

A. Leonard Company
51 BASSETT ST. PROVIDENCE, R. I.

FREE CUT-RATE CATALOG

NOVELTIES, GIFTS, PREMIUMS, TOYS, SUNDRIES, NOTIONS, JEWELRY, WATCHES, ETC.

Deals for Auctioneers, Salesmen, Dealers, Concessionaires. 25 years of Values.

MILLS SALES CO.
901 Broadway New York 3, N. Y.

ATTENTION

All Gift Shops, Department Stores, and Dealers. The latest craze in the country at the lowest price in the country. Immediate delivery.

CONFEDERATE HATS AND YANKEE HATS WITH CROSSED GUNS

These are the original Confederate and Yankee Hats, with crossed guns. Guaranteed first quality and are the real McCoy—Sell on sight—Assorted sizes.

Confederate Flags, 12"x18", Gr. \$21.00
Confederate Decals, per 100 5.00
Per 1,000 45.00
Confederate Flags, 6"x6", Gr. . . . 7.20
Confederate Flags, 6"x10", Gr. . . . 11.00



Sample Hat \$1.00

SEND FOR CATALOG

25% deposit required—money order or cash. We ship same day as we receive orders. Ship all over the world. THIS IS OUR ONLY STORE.

HARRIS NOVELTY COMPANY
1102 Arch Street Philadelphia 7, Pa. Phones: MA 7-9848—WA 2-6970

NEW YEAR party supplies

- Asst. Flat Crepe Hats Gro. \$ 5.50
- Asst. Miniature Hats Gro. 5.75
- Asst. Crepe Form Hats Gro. 10.00
- Large Foil Head Bands Gro. 11.00
- Deluxe Foil Hats, Asst. Gro. 23.75
- Metal Noisemakers, Asst. Box of 50 3.50
- 6 1/2" Cone Horns Gro. 5.75
- 12" Cardboard Horns Gro. 8.50
- 16" Imported Foil Horns w/Tassel Gro. 9.00
- 16" Imported Horns, plastic mouth piece Gro. 10.80
- Metal Tambourines Doz. 2.00
- 10" Blowouts Gro. 1.25
- 16" Blowouts, wood mouth piece Gro. 3.00
- Imported Small Crickets Gro. .58
- Lithographed Crickets Gro. 1.85
- Large Crickets Gro. 4.50
- Confetti—box of 50 bags 2.25
- Serpentine (21 rolls to pkg), box of 50 pkgs. 3.75
- Flameproof Serpentine—box of 50 pkgs. 5.25
- 7" Round Balloons Gro. 3.00
- 9" Round Balloons Gro. 4.45
- 11" Round Balloons Gro. 5.35
- 40x72" Cello. Balloon Shower Ea. 1.75
- Bag 1.75

NEW CATALOG NOW READY

State your business. Prices do not include shipping charges. Include postage with order. 25% deposit required on C.O.D. orders.

KIPP BROTHERS
Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

with it since 1907

ENGRAVERS

No. 100 Men's All Aluminum Idents \$14.40 GR

No. 14 All Aluminum Grab Bag Idents (Not Seconds) \$9.00 GR

"Originators of the All-Aluminum Idents"

MILLER CREATIONS 7739 Avalon Chicago 3
3 Phones: ESsex 5-8877-8-9
DAY & NIGHT SERVICE

Quick Photo Invention!

PDQ CHAMPION PHOTOMASTER

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/4 by 3 1/4 in. Complete easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER. Dept. 58

PDQ CAMERA CO.
1161 N. Cleveland Ave. Chicago 10, Ill.

ILLUSTRATED CARTOON BOOKLETS!

BEAN, FELLOW! BE THE LIFE OF THE PARTY WITH THESE SMALL ILLUSTRATED CARTOON BOOKLETS OF COMIC CHARACTERS \$10, ALL DIFFERENT, \$1 POSTPAID \$5 ONLY, NO POSTAL C.O.D.'S!

REGINALD SALES
1216-BB, Park Row Bldg., New York 7, N. Y.

Genuine Swiss 2 Button Chronographs Guaranteed New

\$3.75 each lots of 4 or more

Control buttons to start and stop sweep second hand. Polish chrome case, leather strap, 2 tone dial. Sample \$5.75.

BULOVA ELGIN BENRUS GRUEN WALTHAM

Precision Rebuilds • Newest Styles

Plain dial 7 Jewel \$9.95
15 Jewel \$12.65
17 Jewel \$14.65
21 Jewel \$18.95
Rhinstone dial, \$1.00 add'l.

10K R.G.P. case with stainless steel back. Dome crystal. Fine grain genuine leather strap. Guaranteed. Plain or rhinstone dial. 25% Deposit on C.O.D. Orders. Wholesale Only. No Retailers. Send for big catalog of fast selling items.

World Wide Watch Co.
181 Canal St., New York 13, N. Y.

Burke Exclusives WORLD'S LOWEST PRICES

\$27.50 EVERSHARP MEN'S GIFT SET

New gold tone caps on genuine EVERSHARP pen & pencil with gorgeous matching money clip, tie bar & cuff links. All in deluxe metal gift case covered with grey pigskin. Satin lined. \$38.00 SET

FAMOUS EVERSHARP DESK-PAC Plus Eternal Calendar Our Price \$23.35

Striking gold & black plastic case opens to convenient desk set with holders for sensational new EVERSHARP Reporter Pen & Pencil.

PEARLS Famous Baroness 3 strand—unbreakable, beautiful luster—rhinstone clasp—Lifetime Guarantee, impressively packaged. Retail \$27.50, 90¢ SET

Min. Ord. \$5. Prices net FOB, N.Y.C. 25% deposit on COD's.

BURKE 10 W. 27 ST. N. Y. C.

HAWAIIAN NUDE DOLL

Made of soft flesh-like plastic rubber—lifelike, over 7 1/4" high. She wiggles, she shimmies, she bumps, she grinds without any mechanical device.

\$12.00 Doz. 3 for \$3.99
Sample, \$1.25 Brunette & Redhead

A SURE LAUGH!

Phoney Fried Eggs (2) \$3.00 Doz.
Double Yolk 2.00 Doz.
Single Yolk 2.00 Doz.
Phoney Swiss Cheese ... 1.50 Doz.

Order from your jobber or send \$4.00 for assorted samples of our complete merchandise. Jobbers—Write for quantity prices. No C.O.D.'s.

PARISIAN ART PRODUCTS
141 Fulton St., Dept. 2, New York 36, N. Y.

Pipes for Pitchmen

By BILL BAKER

HARRY COREY . . . ace of the jam pitch, is reported to be working New Orleans spots to lucrative money counts.

BILL (SLEWFOOT) HANNAH . . . is still at the Windsor Hotel, Phoenix, Ariz., marking his third winter there.

W. C. MORGAN . . . widely known in Pitchdom, is in the package merchandise business in Corpus Christi, Tex., where he has headquartered for the past 13 months. "I've missed the Pipes that Big Al Wilson has not come thru with of late," Morgan pens. "I suppose he's in South America looking for monkeys for next season. Let's also have pipes from some of the gyroscope workers, old and new, and from Phil Kraft, Herb Casper and Dempsey. I've finally completed the package deal that I've been working on for the past two years. At present I'm filling orders received thru Station XEOR, Reynosa, Mexico. Business has been exceptionally good and I'm having a difficult time keeping up with the demand. Plan to work the package at the leading Midwest fairs in 1952."

THE LYONS . . . Chuck and Ann, who worked the fair in Alice, Tex., to good business, were on the road this year for only a brief period, taking in a few late fairs.

LET'S HAVE . . . some pipes from the following pitcheroos: Mary and Madaline Ragan, Box Car Whitey, Harry Flack, Jerry Franz, Ray and Adell Ewyng, Fern Frantz, Matt Goldine, Betty Flynn, Bob Flynn, Phil Craft, A. Jackson Potter, Ken and Greta Reynolds, Horseback Myers, Percy Storme, Jimmy Dougherty, Max Smith, Dot and Dick Richards, Ed Hill, Fred Hudspeth, Bill Westfall, J. B. Clark, Blaine Young, Joe Miller, Fred S. Morrison, A. J. (Jack) Beard, Dave Rose, Jack Young, Eli Kahn, George Tackett, Art J. Saylor, Harry Greenfield, Lou Rosenberg, Sol Addis, Paul Cruger, Eddie E. Gillespie, Cecil Erwin, Paul Dayton, Paul Austin, Little and Big Jimmie Ryan, Jack Lang, Mark and Art Jarrett, Eddie Diebold, Johnny Voight, Tom Kennedy, Eddie Prokop, John Petroff, Lee Randolph, Lester Kane, Art Novotny, Al Porter and Jimmie Lobo.

TEN YEARS AGO . . . in Pitchdom: Spending the holidays in Spokane were Bob and Winifred Langford, Babe and Sam Wipend, Hank and Ted Durham and Lester and Lois Roberts. . . . Annabelle Curver was working glass cleaner to successful turns at the big public market in Portland, Ore. . . . Vern Bradford and Grant Redden opened at the Main & Frank Department Store in Portland, Ore., for the holidays. . . . Stanley Naldrett concluded his seventh week in the H. L. Green Store, Charleston, S. C. . . . John O'Donnell, ace peeler, juicer and knife worker, was working South Carolina towns to good business. . . . Ray Herbers was getting fair returns for his efforts working Indianapolis. . . . T. D. (Senator) Rockwell was working blades at the big public market on Front Street, Portland, Ore. . . . R. Guild Stewart lost his voice for several days because of a growth on his bronchial tube and was complaining how tough life was for a pitchman who couldn't talk. . . . Mary Ragan was vaca-

tioning in San Francisco. . . . Little Johnnie Jennings was touring South Carolina spots to good returns. . . . Bob Posey was located in a Jackson, Miss., store for the holidays. . . . J. B. LeFever was working his gold wire layout in cafes and taverns in Junction

For Information Concerning the New Income Tax Laws See Page 3.

City, Kan. . . . Little Chief Eagle was working the main drag in Los Angeles to sock business. . . . Jake Newhouse was successfully working ink sticks in St. Louis.

Fair Meetings

Continued from page 76

Fairs' Association, Hotel Kimball, Springfield, January 16-17. A. W. Lombard, 21 Jason Street, Arlington, Mass., secretary.

Central New York Association of Agricultural Societies, Syracuse Hotel, Syracuse, January 19. Robert S. Turner, Horseheads, N. Y., secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 20-22. Cliff C. Hunter, Taylorville, Ill., secretary.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, January 18. Mrs. Clyde Kendall, secretary, Greensboro.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 18. R. T. Ragan, Eastman, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 20-22. Harry B. Kelley, Hillsdale, Mich., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 20-22. C. B. Ralston, Box 482, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 21-23. H. C. McClellan, Arlington, Neb., secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, January 21-23.

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 23-25. Charles W. Swoyer, 522 Court St., Reading, Pa., secretary.

North Dakota Association of Fairs, Dakota Hotel, Grand Forks, January 24-25. G. A. Ottinger, Jamestown, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, January 27-29. Clifford D. Coover, Shelby, Mont., secretary.

Oklahoma Association of Fairs, Union Club, Stillwater, January 27-29. Vera McQuilkin, P. O. Box 374, Oklahoma City, secretary.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 28. William C. Lynn, 1 West State Street, Trenton, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. C. R. Heaton, 301 North Broadway, Tyler, Tex., secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 4-5. James A. Carey, State Office Building, Albany 1, N. Y., secretary.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 6-8. F. A. Lashley, Department of Agriculture, Parliament Buildings, Toronto.

OAK-HYTEX NM-10 Multi-Color

HOT HANDOUT!
Workers Available
See your Jobber

The OAK RUBBER CO.
KAVANAHA, OHIO

ATTENTION! PAPERMEN

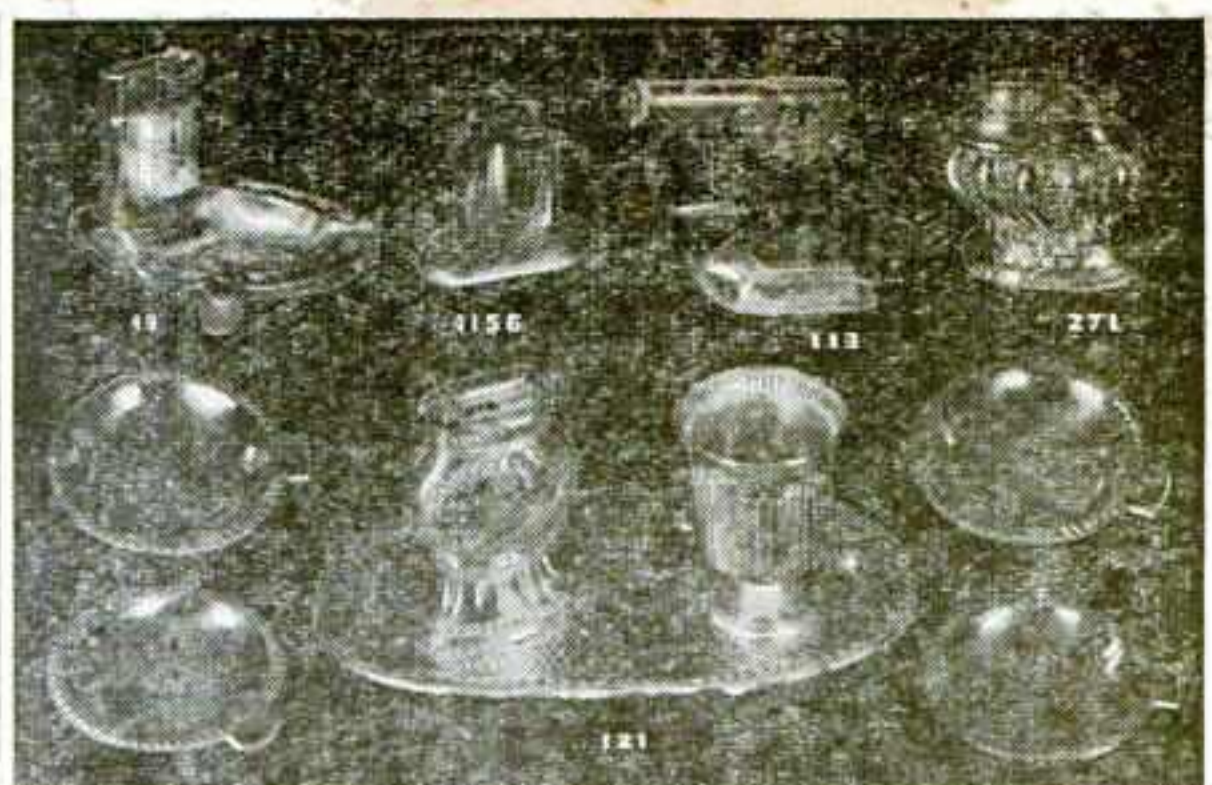
We can issue you authority on a good farm publication for Southern States and on a good stock paper anywhere in the United States.

HUFF PUBLISHERS SERVICE
(Formerly Ed Huff & Son)
P. O. Box 7696 Dallas 10, Texas

Spotlighting THE ROLE OF Auditoriums and Arenas in Showbusiness

A Special Section on AUDITORIUMS and ARENAS

beginning on page 43



IMPORTED LIGHTERS

Send \$5.50 for postpaid set of seven samples and new catalog! =49 Lighter on Horseshoe Shape Ash Tray. Lighter may be removed from ash tray and used as pocket lighter . . . \$ 6.00 Doz.

=121 Seven Pc. Lighter Set (consists of table lighter, cigarette urn, serving tray and four ash trays) . . . 12.00 Doz.

=271 Table Lighter . . . 7.20 Doz.

=113 Non-Automatic Pistol Lighter . . . 5.75 Doz.

=4202 Automatic Pistol Lighter (not illustrated) . . . 6.75 Doz.

=4156 Pocket Lighter . . . 6.50 Doz.

CLOSE-OUT, American-made silver-plated popular-size Pocket Lighter, OPA price marked \$9.25 each . . . 8.00 Doz.

NEW CATALOG NOW READY

State your business. Prices do not include shipping charges. Include postage with order. 25% deposit required on C.O.D. orders.

KIPP BROTHERS Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, IND.

For Fast Selling POPULAR ITEMS

SEE OUR **NEW CATALOG No. 100!!**

JUST OFF THE PRESS!! Full of Carnival Novelties, Premium Merchandise, Costume Jewelry, etc. WRITE FOR CATALOG No. 100!

N. SHURE CO. 200 W. ADAMS STREET
CHICAGO 6, ILLINOIS

ATTENTION, JOBBERS!

EASTER LINE NOW READY

Terrific new Easter numbers of REAL FUR and PLUSH Stuffed Toys, created by one of the oldest and largest stuffed toy manufacturers. Brand new numbers at rock-bottom prices!

SALESMEN: Choice territories open. Liberal commission.

FREE: Send for free catalog and price list of over 100 Easter and year-round sure sellers. State nature of your business in FIRST letter to avoid delay. Write today.

ACE TOY MANUFACTURING CO.
Manufacturers of Fur Stuffed Toys
122 WEST 27TH STREET NEW YORK 1, NEW YORK

NEW! 1951 Catalog

SEND FOR **Free COPY TODAY!**

Our general catalog illustrates the most complete line of Novelty and Premium Merchandise, including Blankets, Electric Appliances, Aluminumware, Clocks, Lamps, Toys, and hundreds of other items.

GELMAN BROS. 110 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

YOU CAN MAKE \$42.00 CASH PROFIT

SELLING ONLY 24 RELIGIOUS NECKLACES

Sells on sight. Miraculous, Sacred Heart and other medals encased in EVERLASTING Plexiglas 18" gold plated chain with lock. Gift boxed. Sample pendant \$1.00 (Retail \$2.50.) Sample sent first class mail for fast delivery. Money-back guarantee. FREE CATALOG of proven best sellers. Write now. Get started at once making big money. Send \$1.00 for sample and catalog.

STEPHEN PRODUCTS CO., 1947 Broadway, Dept. B-32, New York City 23, N. Y.

\$7 Brings Back \$55.00

785% PROFIT ON ULTRA-BLUE STOCK SIGNS!

100 SIGNS, 7"x11"--\$7 (Cash With Order)

Take in orders for these fast-selling "Eye-Catcher" Display Signs from every kind of retail store—large or small—in big town or small city. More than 2000 different slogans—Comedy, General, Religious. Marvellous full or spare time money-maker!

OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR 50¢ EACH!

15 Samples Ultra-Blue Store Signs, 7x11 \$1.00
15 Samples Ultra-Blue Relig' Signs, 7x11 1.00
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00
Above Samples Mailed Postpaid.

L. LOWY 812 Broadway, Dept. 643 New York 3, N. Y.

"LITTLE ATOM" ACTUAL SIZE

WORLD'S SMALLEST PISTOL

Shoots Blank Cartridges—Terrific Bang! Dealers Report Terrific Profits!!! Standard Model (shown above) retails at \$1.95 each complete. Dealers' cost \$12.00 per dz. Deluxe Model, Western Style, Pearl Handle Grips (not illustrated) retails at \$2.95 each complete. Dealers' cost \$18.00 per dz. PACKED 1 DOZEN TO CARBON. NO LESS SOLD if not available through your wholesaler, write

G & S MFG. CO., Dept. B, Nashville 3, Tenn.

GENUINE RACCOON SKIN HATS

These Daniel Boone Hats are Biggest Item of the Year. Available in Small, Medium, Large, to fit every head. Warm Wool Filled Quilted Satin Lining—Heavy Felt Top.

Sensationally Low Priced

SAMPLES \$1.50 plus 25¢ postage

(Prices correct as above . . . listed incorrectly thru typographical error in December 8th issue.)

Xmas orders shipped same day received 25% Deposit on C.O.D. Orders.

VICTOR NOVELTY CO.
759 Sixth Avenue New York 10, N. Y.

WRITE TODAY

For Your FREE Copy of Our New 24-Page Catalog of Xmas and New Year Merchandise.

Our NEW GENERAL MERCHANDISE Catalog is now available. Please specify if you want a copy of this one.

M. K. BRODY

1716 S. Halsted St., Chicago 7, Ill.
L. D. Phone: MOnroe 6-9520
In Business in Chicago for 35 Years

CHRONOGRAPH TYPE

2 Pushbutton Watches in Chrome . . . \$3.75
in Gift . . . 4.25
Men's Sweep Radium Anti-Magnetic . . . 3.25
Same in 7-Jewel . . . 4.25
Ladies' (Nurses) Sweep, Rad., Jeweled . . . 4.10
Same Nurses, 7-J. . . 4.90

Complete Line of 1-17 Jewel, Free Catalog. All brand NEW with 1 year service guarantee certificate. Wholesale only. Minimum order 1 dozen. Genuine leather straps, 15¢ ea.

TRANSWORLD, 565 5th Ave., N. Y. 19

JUMBO BOW TIE

12" long! Terrific party fun novelty! Well made, assorted colors. **SAMPLE \$1.50 POSTPAID**

Wholesale \$7.50 Doz. Postpaid

Remit with order. Prompt shipment guaranteed.

Jobbers! Write for Quantity Prices

D. ROBBINS & CO., 131-B W. 42nd St. New York 18, N. Y.

Never Undersold

Many imitators have copied our "Sunburst"

The original (our own tools and dies) "Sunburst" Necklace and Ear. Set now reduced in price to combat imitations sold elsewhere. Retail for \$7.50 per set. Your cost \$10.50 per doz. sets, boxed. Available in colored center (5 assorted colors), also in black and white, brown and white, imitation Cameo centers and Onyx. This special offer for limited time only.

Also available in Opal, Fire Opal and Black—\$12.00 per doz. sets, boxed.

2 assorted samples sent postpaid \$3.00. State your business. Remittance in full or 25% deposit, balance C.O.D. All merchandise for resale only—Free catalog on request.

STERLING JEWELERS
44 E. Long St. Columbus, Ohio

you haven't LIVED till you've seen.

MODELS Paradise

A NEW EXPERIENCE IN RARE BEAUTY

MOVIES
8 mm., 50 ft. \$. . .
16 mm., 100 ft. \$4 . . .

COLOR SLIDES
5 (2x2) to set \$. . .
5 (4x5) o set. \$7 . . .

PHOTOS
OR SEND 25¢ for sample photo and illustrated folder

JAY ROSS

13563 Ventura Blvd., Dept. BB.
Sherman Oaks, Calif.

Illustrated BOOKLETS

HERE THEY ARE, illustrated comic booklets—just off the press. Good clear illustrations. Send \$1 for 12 booklets and receive FREE two of the larger size 32 page books. Rush a buck for all 14 books to,

AL'S PRINT SHOP
216-F West Jackson Chicago, Ill.

BINGO

Operators, see our new small heavy-weight Cards; take less room; players play more cards; you make more money

Heavy Cardboard Markers 15¢ per lb
Lowest prices on Bingo Supplies.

WARWICK PRESS
WARWICK, R. I.

TABLES & STEEL OR WOOD

CHAIRS

Folding or Non-Folding

Prompt delivery. Minimum order 4 doz. Ask for prices, toll number needed.

ADIRONDACK CHAIR CO.
1140 B'way, N. Y. (27 St.), Dept. 4, MU 3-1385

NOW AVAILABLE

New Line of Pens and Pencils

Send for Price List

STARR PEN CO.
900 N. Franklin St. Chicago 10, Ill.

Letter List

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post
 Allen, Wilbur H. (Books) 15c
 Baker, E. O. (License Plates) 28c
 Dodge, Lena (Book) 17c

- Abston, Curtis
- Adams, Albert E.
- Adams, Mike
- Acido, Sid (Aerial)
- Aiano, George
- Allen, Leslie
- Allen, Mrs. Mildred
- Allison, John
- Anderson, Buster & Pat
- Anderson, Roy
- Anderson, Sig
- Anderson, Wm. (Scoop Bill)
- Andreano, Frank
- Andress, R. M.
- Andrican, Charlie & Peter
- Arbogast, John H.
- Archer, Willard R.
- Armand, Bill
- Armstrong, Army
- Armstrong, Ernest C.
- Arnold, Mac-Joe
- Asher, Chas.
- Aulger, Addison
- Austin, John
- Austin, Whitie
- Austin, William R.
- Ayers, Trouble
- Babbs, Speedy
- Badger, C. V.
- Bailley, Gill Gray (Circus)
- Bain, Mr. Gene R.
- Bammel, Mrs. Betty
- Barton, George
- Barko, James F.
- Baron, Henry F.
- Barrenpohl, Arthur H. & S.
- Barrenpohl, Ervin
- Barrett, Elizabeth S.
- Bartoni, Billy
- Barton, George
- Bates, Mrs. A.
- Bayless, Wm. (Bill)
- Beall, Hiram & Mrs.
- Beardsley, Barbara
- Beck, Don
- Beil, Jack
- Bennett, Edw.
- Bennett, Melvin
- Bentley, Tommy
- Benver, John
- Bergman, Lila
- Bernard, J. M. (Midway Amusement)
- Berns, Harry B.
- Berofsky, Harry A. & A.
- Best, Dick
- Biggs, Jos. Burke
- Bishop, R. H.
- Blaire, Zora
- Bonde, Clinton
- Borgie, Joe
- Bostwick, Grover
- Boswell, Fred C. & Mrs.
- Boswell, Mrs. Mabel
- Boude, Clinton F.
- Boulton, Frenchy
- Bozza, Thomas M.
- Braconner, Henri
- Braz, W. M. (Hed)
- Brewer, J. C.
- Brod, Morrie Gladys
- Brooks, Mrs. Robt.
- Brown, Elwood
- Brown, Johnny Tex
- Brown, Ted
- Brown, Wheeler
- Bruce, Geo.
- Brudden, Don
- Buck, Alice M.
- Bungarner, W. L.
- Burke, Geo. & Agnes
- Burke, Rattler
- Burns, Joe
- Bush, Chas. Irving
- Bush, Capt. & Mrs. Roy
- Butler, Whitey
- Bybee, Jas. H. & G.

Post
 Gerard, Mrs. Edna 18c
 Herther, Clarence (License Plates) 28c
 Parms, Welden (Photograph) 12c

- Doss, Jimmie
- Douglas, Ed
- Drain, Mr.
- Drouson, Frank Doss
- Dudley, Sherman (Harlem Cubana)
- Duncan Jr., Douglas
- Duval, Gerald
- Eckhart, Bennie & Margaret
- Edwards, Joe C.
- Egenton, E. L.
- Ehler, Richard
- Elam, Rufus William
- Elder, Charlie Waldo
- Ellis, Dick & Lee
- Ellis, Ray
- Elrod, Pat E. D.
- Emerson, Harry
- Enos, Phil & Mrs.
- Etsel, C. J.
- Evans, Eunice
- Evans, Harold (Manheim)
- Evans, Thos. A.
- Evans, Mell
- Evell, Peggy
- Fairfield, Merle
- Farris, Pearl
- Fay, Jimmy
- Feldman, Bernard & Mrs.
- Fingar, Roger
- Fink, Helen B.
- Finnel, Jim
- Fogleman, S. A.
- Forde, Wm
- Forest, Frank
- Forsythe, Fred M.
- Fowler, Bennie
- Fowler, Billie
- Fowler, Don
- Fox, Harry J.
- Fox, Helen B.
- Fox, Thomas J.
- Frank, Chas.
- Frank, E. J.
- Frank, Bill
- Frazier, Clarence
- Fugett, Carl (Wild West Rodeo)
- Furr, Clarence
- Garden, Bob
- Garrison, Betty
- Garrison, Wayne
- Gauvreau, Delphis H.
- George, Mrs. John
- Giardera, Angela
- Gilbert, Mrs. Adrienne (Bugsie)
- Gimmore, Johnny
- Girouard, Curley & Penny
- Givens, Edw. A.
- Goldstein, Abe
- Goralick, Samuel S.
- Gordon, Charles L.
- Gordon, Del & Babs
- Grant, Bobby
- Grantham, Buttons
- Gray, Gill
- Gray, Howard
- Greene, Ruth A.
- Green, Ralph, Mgr.
- Greene, Eddie
- Griffin, Herbert Lee
- Grimm, Harry (Tiny)
- Groll, Billie
- Groll, Bob
- Grunert, Fred (Green)
- Gudath, Bronnie
- Gudner, Paul
- Gunn, Leonard
- Gunn, Mike
- Hager, James Russell
- Hall, Chas P.
- Hall, Walter J.
- Hall, Ward
- Halligan, Leona
- Hairstead, Roy
- Hamilton, Norman
- Hammond, Bob
- Hancock, Bill (Shows)
- Harmon, Charley
- Harmon, Rex
- Harper, Pug & Mrs.
- Harris, Bob
- Harris, Eddie (Clown)
- Harris, Harry & Pearl
- Harris, Manley S.
- Harry's Greater Shows
- Hartenstine, Chas
- Hasson, Thomas
- Hastings, Mrs. Matilda
- Hawkins, Mrs. Pearl
- Haves, Smiley
- Haynes, Danny
- Haywood, Mary Lois
- Hazard, Bob
- Hazen, Benny
- Headley, Arthur C. (Peanuts)
- Heath, Paul R.
- Heath, Raymond
- Hebert, Raymond
- Hendricks, Clyde
- Hennessey, Red
- Herdie, William & Mrs.
- Hern, Gary
- Herrington, Betty
- Herrington, Sam
- Herrington, Geo. L.
- Higginbotham, Mrs. Irene
- Hill, Edw.
- Hill, Norman A.
- Hilward, Jimmy
- Hockett, Glenn
- Hockett, Dorothy
- Hockett, Herbert G.
- Hoffman, Al
- Hoffman, Cliff
- Holbrook, W. R.
- Holcomb, Charlie
- Hollis, William H.
- Houston, Lee
- Howard, Ethel
- Howard, Johnny & Mollie
- Howard, Wm. (Bill)
- Hubbard, Mrs. Betty
- Humphries, Dick
- Hunt, O. E.
- Hylton, E.
- Isaleky, Uppit
- Isom, Clyde
- Jackson, W. S.
- Jacobson, Hennie
- Jernigan, J. W. (Red)
- Johnson, A. F.
- Johnson, Ed & Earle
- Johnson, Earl
- Johnson, Gene (Serpentina)
- Johnson, James
- Johnson, Nancy
- Johnson, O. D.
- Johnson, Stacy H.
- Johnson, E. S.
- Jones, Doc
- Jones, George & Jewel
- Jones, Harry
- Jones, Jack
- Jordan, Jess
- Joy, Mrs. Harold
- Justice, Donald
- Kahntrif, Morris
- Kaiser, Mrs. Unice
- Kane, Robert N.
- Kanoff, Michael
- Keefe, George W.
- Kelly, George (Magician)
- Kelly, John
- Kelly, Kathryn K.
- Keener, Benjamin & Mrs.
- Keener, Ruby
- Kerr, Charles E.
- Kerschner, Clarence
- Kerschner, Otto (Dutch)
- Kindell, Herbert

Post
 King, Hazel
 King, J. A.
 King, Peaches
 Kinko & Mrs. (Clown)
 Kirkey, M. C.
 Kiser, E. R.
 Kish, Lou (Clown)
 Kitchin, Josh & Mrs.
 Kite, Gene
 Kleban, Clayton
 Kleban, Harry
 Knox, Clifford R. & Gussie

- Korje, Jack
- Koscielny, Kasimir
- Kosterman, Ralph H.
- Krug, Patricia Jane
- Kuhn, Eddie (Circus)
- Kutz, Lillie
- La Barie, B. & Barry
- La Page, Paul A. J.
- La Rue, Lash
- La Vier, Curly
- adv Diane
- Lambert, Connie
- Lane, Thomas H. & Mrs. Lang, R. E.
- Langworthy, R. C.
- Lankford, Lester & Mrs.
- Larkin Jr., Michael J.
- Laughlin, Bob
- Lauffield, Jr., Clyde B.
- LeMere, William M.
- LeRoy, Mrs. Anna
- LeTang, Leo
- Leach, H. M.
- Leah, Nahja
- Leason, Joe
- LeBeauf, Ovilla
- Lee Bros.
- Lee, Charlie
- Lee, Robert
- Leonard, Harry
- LeRoy, Stanley
- Lewis, Jo Jo & Mrs.
- Lewis, Sammy
- Lilly, Slim & Mrs.
- Lilly, Mrs. W. E.
- Link, Clarence
- Linkhair, J. W.
- Line, William B.
- Lippman, Eddie
- Lipskey, Morris & Grace
- Little, Carroll Martin
- Litts, Gus F.
- Litts, Gus F.
- Loeb, Charlie D.
- Loeghe Julius
- Low, Donald Myron
- Lyons, Sam & Mrs.
- Mac Neil, Mrs. John
- McCabe, Vince
- McCaskey, R. J.
- McClung, Leo
- McClung, Mack
- McCracken, Walter G.
- McDonald, Frank B.
- McDonald, Kenneth J.
- McGinley, Barbara
- McGregor, Bobby
- McHenry, L. C.
- McIntosh, Dave & Grace
- McIntyre, Bill
- McKee, Mickey
- McKinley, H.
- McManis, Dan
- Madigan, Edward P.
- Magee, Pat & Mrs.
- Mairid, Chuck
- Malm, M.
- Malone, Ernest
- Mandell, Tomny
- Mandrake, Leon & Velvet
- Manning, Pee Wee & Mrs.
- Manno Joseph T.
- Marburger, Gene
- Marino, Tony
- Mark, Mrs. Lucille
- Marke, Frank W.
- Marsh, Jesse B.
- Marshall, Leo & Mrs.
- Martin, Benny
- Martin, Johnnie & Beasie
- Martin, Kurt
- Martin, Willie Arthur
- Masse, C. W.
- Mathers, Don
- Maynard, W. W.
- Mead, Wilbur Eugene
- Meadows, Dudley D.
- Meeks, Danny
- Mercer, Eugene
- Mercy, Al & Mrs.
- Merit Shows
- Meyer, Earl F.
- Meyers, Earl & Mrs.
- Miller, C. M. (Red)
- Miller, Chuck
- Miller, Eddie
- Miller, Irvin C.
- Miller, Mrs. Paul
- Miller, Wanda L.
- Miller, William E.
- Miligan, Ted
- Miliken, Leona A.
- Milsap, Hazel
- Minor, Frank
- Mitchell, Frank
- Mitchell, Mrs. George
- Mitchell, Stricker
- Mooney, Tom & Mrs.
- Moore, Addie & Denny
- Moore, Harvey
- Moore, Harry E. & Mrs.
- Moore, Ma Belle
- Moore, Mrs. Marie & Patsy
- Morris, A. W. & Mrs.
- Morrison, C. L.
- Mundy, Marvin
- Murphy, Donald
- Murray, George
- Murray, George & Mrs. (Drome) & Mrs. Myers, William, Beasie
- Nash, Fred
- Neese, Pete
- Neville, Edgar T.
- Newland, Dee & Mrs.
- Newmann, Larry
- Newville, Louis
- Nicholas, Green E.
- Nicholas, Steve
- Nicholas, Tom
- Nienaber, Robert J.
- Nifan, Ernest
- Nimerick, Bert
- Nixon, Paul E.
- Noble, G. W.
- Norman, Charles
- Norman, Charlie
- Norman, Ed.
- O'Connor, Mrs. Betty
- O'Connor, Joseph A.
- O'Donnell, Mickey
- O'Warty, Robin J.
- Owen, Osmond S.
- Oizewski, Charles
- Oswens, W. E.
- Oswens, Red & Mrs.
- Oswens, Whitty & Mrs.
- Pannebaker, George & Mrs.
- Parker, Bob K. & Mrs.
- Parker, Herbert
- Parks, Kenyon F.
- Parks, Ray
- Parshall, B. J.
- Partello, Winn & Mrs.
- Pasterczyk, Eddie
- Patterson, W. S.
- Patton, Cliff & Mrs.
- Patty, Thomas
- Peal, Joe
- Peppers, F. W. & Mrs.
- Perry, Charlie & Mrs.

Post
 Perry, Mrs. Lucile
 Peters, Frank E.
 Pettus, Bert
 Petty, Roy B.
 Phelan, Peter J.
 Phillips, Bob
 Pierce, George H.
 Pinkston, Jas. W. & Jean

- Politz, Johnny
- Porter, Ernest & Mrs.
- Porter, Glen
- Porter, J. W.
- Price, Mac
- Saroudis, Nellie
- Seaves, Bob
- Putteet, Steamer & Mrs.
- Qualls, Mrs. Bee
- Rae, Ginger
- Rafferty, Mrs. James
- Rafferty, Mrs. Carrie
- Ragan, Madeline
- Ramyana, Dr. Korda
- Ravelli, Blanche R.
- Ray, Charley
- Redding, Mr.
- Reed, Chas. & Mrs.
- Reeves, F. H. "Toots"
- Reilly, Jack
- Reinhardt, George
- Renaud, Thos. & M.
- Rhoades, William
- Richard, Richard
- Rice, A. C.
- Richards, Percy S.
- Riding, Mary
- Riley, Mrs. Lucille
- Riley, R. T.
- Ritchey, Kenny
- Rives, Albert
- Robinson, Bill
- Robinson, John & Mrs.
- Rochette-Cannon
- Rochman, Albert
- Rodgers, Jack (Clown)
- Rollins, Tex & Mrs.
- Root, Mrs. Marjorie
- Rose, Shanon
- Rousseaux, Duke
- Ruah, Jake
- St George, Raymond
- Sammis, Lou
- Sanders, Joseph Q.
- Saxe, Mr. Reggie
- Schmid, Martin
- Schofield, Blackie "Tex"
- Schultheis, Bud
- Schulz, John C. & L. L.
- Scott, Stanley
- Sears, Bobbie Jo
- Sears, Jack & Francis
- Shelley, Howard P.
- Senior, Glen & Mrs.
- Sherrill, Wm. J.
- Sexton, Lillian
- Shaeffer, Billie
- Shaffer, Jimmie
- Shaffer, William & Mrs.
- Shamshak, Nick
- Shanto, Earl & Hilda
- Shapran, Frank
- Shaw, Mrs. Doris
- Shaw, William & Mrs.
- Shea, A. C.
- Sheaks, Jack & Mrs.
- Shelton, Julius (Pat)
- Sherrill, Harry
- Sherowski, Harry
- Sherry, Mrs. Jerry
- Shipley, Earl
- Showalter, Mrs. Allen
- Shumaker, Ray & Mrs.
- Shuster, J. B.
- Simmons, W. F.
- Simpson, Jimmie (Dutch)
- Simpson, Lee
- Sisk Jr., C. E. & Mrs.
- Skibness, Rod
- Slate, G. B.
- Slaughter, Kenneth & Mrs.
- Smaglick, Harry & Mrs.
- Smith, Mrs. (Smiley)
- Smith, Frank Loren
- Smith, Jim & Evelyn
- Smith, Karl M.
- Smith, Mike
- Smith, Roger M.
- Smith, William R.
- Snyder, Whitey & Mrs.
- Soloman, William
- Sorsens, Henry & Mrs.
- Sorsens, Ida
- Sommers, Mrs. Sylvia P.
- Sowden, J.
- Sparkman, Bob
- Sparks, Ray
- Spencer, A. E.
- Spears, Andrew
- Sprague, Mrs. Ralph
- Spring, Tony & Art
- Stanley, George G.
- Stanley, Gus
- Stanley, Little Bud
- Stanton, Doc
- Starkey, Mildred
- Steele, Eddie
- Steele, Robert
- Stennett, Wm. T.
- Stephens, Harry & Mrs.
- Zorn, Martin

Post
 Stern, Elton E.
 Stevens, Bob (Bally Bros.)
 Stevens, Jolly Bert
 Stevens, Leslie Hayden
 Stevenson, Syd
 Stewart, Loretta
 Stover, James & Mrs.
 Stuber, Mrs. Josephine
 Stutzman, John R. & Edna E.
 Styles, Russell
 Summers, Silas London

- Sumrall, Mrs. James
- Swan, W. L.
- Swanson, C. O. & Mrs.
- Sylvester, Ernie
- Sylvester, S. G.
- Tate, Lester A.
- Taylor, Billy
- Terrill, Mrs. Tom
- Thomas, Frank & Mrs.
- Thomas, Frederica
- Thomas, Hobart W. & Mrs.
- Thomas, Michael & Mrs.
- Thompson, George & Rachel
- Thompson, Sylvia & Tommy
- Tilghman, Earl
- Tirza (Wine Dancer)
- Tolley, Virgil
- Tomania, Al & Mrs.
- Townsend, Cal
- Trazzini, Frank V.
- Tripp, Edward V.
- Turner, Chic
- Turner, Ewan Hewitt
- Turner, Lee C.
- Turner, M. D.
- Tuttle, Robert
- Tyler, Virgil
- Tyler, Clinton & Mrs.
- Ulrich, John
- Underwood, Ted & Mrs.
- Uriling, Dr. Serge T. (an exposition Show)
- Van Scoyk, Marshall Lavearne
- Valter, Buddy
- Vandike, Alvin & Lowell
- Vega, Domingo
- Vickers, Mrs. John
- Villemarie, Jos. R. & M. C.
- Vincent, Jack
- Vogt, Don
- Vogt, Robt. & Judy
- Volera, Stan
- Waller, Jr., Mr. Jesse
- Walsh, Eddie
- Walton, Mr. Lou
- Watson, Show Mgr. (Side Show)
- Warwick, Stan & Mrs.
- Waymire, Scotty Lew
- Webb, John
- Weber, William (Curley)
- Weinstein, Louis
- Wenck, Harry
- Wells, S. E.
- West, Forrest W.
- West, Jack
- West, Julian
- Whitely, J. W.
- Whiteside, A. R.
- Williams, Glendon & Mrs.
- Williams, Johnny & Mrs.
- Williams, Lou
- Willmoth, Berdean
- Wilson, A. (Dutch)
- Wilson, D. & Connie
- Wilson, E. W. Gen. Mgr.
- Wilson, Harry E.
- Wilson, Loyd (Wilson Greater Show)
- Wilson, Tex (Bucket Builder)
- Wiltse, Cash
- Winchell, Cliff
- Wingert, Mr. Billy
- Wingfield, Harry
- Wolf, Verne
- Wolfe, J. Wesley
- Wolfe, Wm.
- Woods, Betty
- Woods, Eddie
- Woolsey, Floyd S.
- Workman, Nate
- Wright, Diane
- Wright, Jack (Cowboy)
- Wright, Stan
- Wuertlicher, Johnny
- Wryck, Robt.
- Vance, Beeman & Mrs.
- Yark, Ben
- Yoder, Mrs. Floyd
- Young, Carl
- Young, Bob
- Young, Joseph F.
- Young, Slim
- Zorda, Frank
- Zorn, Martin

PUSH CARDS

Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE

W. H. BRADY CO., Mfrs.
 Established 1914
 CHIPPEWA FALLS, WISC.

JAR DEALS and MATCH PAK DEALS

PUNCHBOARDS PREMIUMS

Make BIGGER PROFITS WITH Galentine!

WRITE FOR CIRCULAR

GALENTINE NOVELTY CO.
 SOUTH BEND 24, IND.

SALESBOARDS

600 \$5 Dollar Board Prof. \$12.00 \$ 69
 1000 \$5 Double Fin Prof. 24.00 \$ 85
 1000 25 Charlie Prof. 50.00 \$ 85
 1440 10\$ Barrel Board Prof. 34.00 \$ 119
 1500 Blank Boards 1.15

1000 25 J.P. Charley, Tk. Prof. \$52.00 \$ 115
 1000 10\$ J.P. Money Prof. 50.00 1.15
 1000 \$5 J.P. Boards Prof. 25.00 1.49
 1200 \$5 J.P. Boards Prof. 29.00 1.59
 1000 \$5 Girlie Boards Prof. 29.00 1.89

DELUXE SALES CO., BLUE EARTH, MINN.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column

No charge accounts

Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill. fe9

JUST OFF LOCATION — 4 ROWE IMPERIALS, 8 col., \$50; 8 Rowe Royals, 8-10 col., \$60; 5 Rowe Presidents, 10 col., \$80; 2 L X, 10 col., \$50; 1 DuGrenier, 8 col., \$30; 1 L X, 8 col., \$30; all 20¢ operations. Write J. G. Haskew, 422 E. Second South St., Morristown, Tenn.

LATEST APT SKILL GUN, \$19.50; STAND, \$5.50; Bally Defender, \$32.50; three Chicoin Pistols, Flash Bowler, Belgian Pool, Box Score, location, \$79.50 each; Seeburg Ray Guns, \$39.50; Bating Practice, \$42.50; Aft-Alcrafta, Pollard Golf, \$17.50; APT Game, Hunters, F's, \$9.50; 1/2 deposit. Woodrow McLennan, 2149 Campbell, Detroit, Mich.

I WANT TO BUY USED A.M.I. EQUIPMENT; one to 100 A.M.I. boxes, 5¢, 10¢, 40¢ Select; one to 100 A.M.I. Hideaways, 40¢ Select; A.M.I. Bargriffs; equipment must be in top shape. Write, wire, Jim Louis, 9918 Jasper Ave., Edmonton, Alberta, CAN. ada

SACRIFICE SALE—ALL FOR \$500.00; slightly used (few like new) Nut Bowl Jr. 5¢ Vending Machines and 60 lbs. Cashew Butts. Richard Hetzel, Rt. 5, Box 305, Port Orchard, Wash.

SHIPMAN CANDY MACHINES, \$29.50; Shipman Gum Machines, \$12.50 (new); U. S. P. 100 Grand St., Waterbury 2, Conn. ja5

STAMP FOLDERS—DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery; write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. L0cut 7-1448. de29

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low prices; immediate delivery. Write for prices and samples. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

STAMP MACHINE FOLDERS AT LOWEST prices; send for samples and prices. Braun Manufacturing, 171 E. 92d St., New York 28, N. Y. fe16

STAMP FOLDERS—DIRECT FROM MANUFACTURER; lowest prices, immediate shipment; write for prices and samples. Flatto Manufacturing, 5436 S. W. Eighth St., Miami 44, Fla.

WANTED—GENCO BINGO ROLLS. Will pay \$55 each if clean and in good condition. System Amusement Co., 810 W. Second Ave., Spokane, Wash. de22

WANTED—ADVANCE CIGARETTE VENDERS; state quantity and lowest cash with order price. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. np

WANTED BY EXPERIENCED OPERATOR— 50 latest model Phonographs, 25 Pin Tables and Arcade Equipment to operate on automatic or rental basis. Box C-503, c/o Billboard, Cincinnati 22, Ohio.

WANTED—100 GROETCHEN IMPRES, LATE Mutoscope Photomatic and close-out Salesboards. Stewart Sales Co., 2120 S. State St., Salt Lake City, Utah.

WE CAN USE ARCADE EQUIPMENT— Ray Guns, Art Shows, Peeps, Voice-a-Graph, Punch Bags, etc. Must be ready for location; prices must be right. Call or write National Amusement Co., 903 Court St., Portsmouth, Va. Phone 76444 or 79459.

WILL TRADE TURF KINGS (LIKE NEW) for Music, Cigarette or any other Coin Machine Equipment. Runyon, 123 West Runyon St., Newark 8, N. J. de29

22 POP SEZ 10¢ POP CORN—ONE LIKE new, mint pop; Pop Sez Warmer Vender; make offer. George Antiller, 2119 West L, San Angelo, Tex.

Attractions Build

Continued from page 76

the health regulations and provisions for sanitation recommended by the Division of Animal Industry of the State Department of Agriculture," he said. "Keep livestock classifications and prize lists up to date; appoint as superintendents of the several livestock departments, men who are well qualified and who will work in the interests of educational values and the livestock industry, and in staging a livestock show, the announced schedule of judging should not be changed except in cases of unusual emergencies."

Dr. G. M. Browning, of the Agricultural Experiment Station, Iowa State College, called on fairs to help bring the story of soil conservation to the people. Erosion has seriously damaged many thousand acres of fertile farm land in Iowa, he said.

"The soil conservation district commissioner, county extension director and soil conservation service personnel are anxious and willing to work with any groups in programs that will foster better land use and conservation," Browning said. "I am sure that fair managers, by checking with these representatives, will find them most co-operative in the preparation of material that can be used to advantage toward better understanding of our land use and conservation problems and at the same time be a valuable addition to the over-all educational exhibits that are sponsored by all fairs."

Best Session

Best attended session during the two days was on Monday afternoon, when Robert L. Larson, Iowa's attorney general re-affirmed the State's concessions policies. Other speakers included Arthur Brayton, of the Des Moines Chamber of Commerce, who welcomed the fairmen; Jerry Line-weaver, Extension Department, Ames, who spoke on "Youth Activities for County Fairs," and the secretary-treasurer's report, delivered by E. W. (Deak) Williams. C. C. Nichols, Cresco, led the community singing, which opened each session.

Key speaker at the annual banquet Tuesday night was Gov. William S. Beardsley. Clyde A. Hanna, president of the association, served as toastmaster. Following dinner, a show was staged including Nita and Peppi, hand balancing; Marinos, trampoline; Paul Rogers, juggler; The Barons, Risley; Paul Steadelman, emcee and ventriloquist; Heloise Martin, novelty dance; Matt Tuck and Company, acro; Keith Killinger's band and gal lines.

- Belmont, Anthony
- Bernstein, William
- Blois, Fannie
- Browne, Whitey
- Brunette, Gerald H.
- Ceylon, Joe
- Coleman, Bob
- Corcoran, Vivian
- Coranzio, Mr. & Mrs. Guido
- Dickson, Candy
- Emmerling, Alex
- Farris, Mr. & Mrs. C. D.
- Gray, Clifford H. (Flash)
- Groll, Bob
- Hazen, Richard
- Jerome, Paul
- Kalafus, Peter-Paul
- Knight, Miss Sonny
- Kopl, John
- Leahny, Charles (Buck)
- Martin, June
- Mendell, Harry
- Patrick, Betty
- Pell, Tommy
- Perron, Mrs. Peggy
- Pine, Mrs. Dorothy
- Restall, Goldy
- Rockwell, George
- Rustine, Louis
- Shoemaker, Robert P.
- Simerly, Lloyd
- Synex, Norman
- Texas Ramblers
- Velasco, Loleta
- West, Miss Evelyn
- Miller, Arthur I.
- Miller, Berni
- Morro, Hank
- Narin, Chas.
- Powers, Babe
- Powers, L. D.
- Schenk, Pete
- Speedy & Douglas
- Stafford, Chuck & Helen
- Watson, Harry
- West, Donnie
- Wilson, Harvey T.
- Ennis, Elyvyn
- Evans, Della & James
- Evans, Mr. & Mrs. Less
- Evans, William E.
- Evell, Peggy
- Fildes, Harry F.
- Finger, Roger
- Finnella, Louis & Darlene
- Fitto, Tex
- Forrest, Guy
- Francis, Mr. & Mrs. Dave
- Frantz, Mr. & Mrs. R. L.
- Fulton, Gale & Marian
- Glover, Mr. & Mrs. John J.
- Golden, Mrs. Helen C.
- Goering, Sidney
- Greene, "Bingo"
- Gregg, E. J.
- Grubbs, Bob
- Guelnder, Paul
- Guthrie, Mr. & Mrs. Fred
- Hagar, Carl
- Haley, H. D.
- Haley, Mrs. Irene
- Haley, Mrs. Jerry
- Hanasaki, Mr. & Mrs. Frank
- Hanzlick, Mr. & Mrs. Harrison
- Harrison, James R.
- Harvey, Mrs. J. P.
- Harvey, Mrs. Josephine
- Hastings, Wm.
- Harper, W. J.
- Haywood, Mrs. C. H.
- Haywood, Mr. & Mrs. Lee
- Haywood, Mrs. Zona
- Heath, Mr. & Mrs. Bob
- Henderson, Lester
- Henderson, Mr. & Mrs. Lee
- Hiles, William Edward
- Hobbs, Mr. & Mrs. Curly
- Hodges, Charles H.
- Hook, Ed
- Hook, E. R.
- Howe, C. J.
- Hunt, Charles
- Huber, Mrs. Inez
- Humphrey, Joe
- Huff, Myrtle Beard
- Hyland, Mrs. Melita
- Reel, Mickey
- Renton, Mr. & Mrs. Al
- Reynolds, Duke
- Ridings, W. T.
- Rumero, Rickey
- Rocco, Mr. & Mrs. R. W.
- Roe, William A.
- Rogers, Jack
- Rumore, Rickey
- Soavier, Roy
- Sanders, Bud
- Sandusky, A. D.
- Schott, Jack
- Scott, Rusty
- Shuffelt, Fred
- Simon, Leon J.
- Simons, Joseph S.
- Smith, Kenneth E.
- Smith, Shortley
- Smith, Wm. D.
- Snecht, O. L.
- Stacy, Mr. & Mrs. Stanley
- Staley, Loyal G.
- Stanko, Mr. & Mrs.

Calendar for Coinmen

December 17—Amusement Machine Operators' Association, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
 December 17—Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.
 January 3—Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.
 January 3—Summit County Music Operators' Association, monthly meeting, Akron Hotel, Akron.
 January 3—Milwaukee Phonograph Operators' Association, monthly meeting, Deutsch's Restaurant, Milwaukee.
 January 7—Illinois Amusement Association, monthly meeting, 208 N. Madison Street, Rockford, Ill.
 January 8—California Music Guild, monthly meeting, 311 Club, Oakland.
 January 8—Automatic Phonograph Owners' Association, monthly meeting, Sheraton-Gibson Hotel, Cincinnati.
 January 9—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.
 January 9—Music Operators of Northehr Illinois, monthly meeting; site to be announced.
 January 10—Michigan Automatic Phonograph Owners' Association, monthly meeting, Macabees Building, Detroit.

Gen. Vending Sets New Game Delivery

To Study Future Expansion in Field; Names Empire Coin Regional Distrib.

BALTIMORE, Dec. 15.—General Vending Sales Corporation here announced deliveries on Old Hilltop, an entirely new jumbo pin game which combines all the features developed on the Winner game plus the animation of a horse race. The game is not a conversion, and has all new factory parts, new cabinet, and new wiring color coded to match existing circuits. Firm has appointed Empire Coin Exchange, Chicago, as Western and Midwestern regional distributor, and General Vending is serving as Eastern regional distributor.

Old Hilltop introduces two new ideas to jumbo play called the Preakness Race and Parlay. On the race feature, which applies after the entry flash button has been pressed, the next coin brings the show, place and win Preakness entries to the starting position. Additional coins advance horses one or more positions and when any of three entries reach the finish line (as indicated by animation on the backglass) the corresponding playfield section becomes wild. Next when all three sections become wild all seven selections light and the player receives several advantages, including all holes becoming winners. The Parlay play takes place after all selections are illuminated and the feature unit is held. Then additional coins light letters of the word P-A-R-L-A-Y for still more play

advantages. Actually, the animation on the backglass not only indicates the progress of race and the stage of the game, but serves as a play stimulator.

General Vending Sales has been one of the leading industry firms for 26 years. It was founded by Harry Hoffman and George Goldman, who put out the first games in Baltimore. Its president, Irv Blumenfeld, joined the organization in 1940 after eight successful years of Baltimore operating. It was at that time the firm became a major distributor of coin-operated equipment. The firm built a 15,000 square foot building to its own specifications in 1946. General Vending has served most of the major game and music manufacturers as distributor in Maryland, Virginia and the District of Columbia.

Blumenfeld stated the release of Old Hilltop was a limited one and was a move made by the firm as a hedge against equipment shortages in the first part of 1952. The game already has been well received in many Eastern locations. General Vending's future activities in this new field are dependent on the over-all progress of the game. However, as Blumenfeld pointed out, the firm already has a reputation as a developer of new play ideas for amusement products. Several of

(Continued on page 94)

Coin Exports Running 95% Above '50; Music Sales Soar

WASHINGTON, Dec. 15.—Marked by heavy trading in new as well as used games and music machines, American firms shipped 2,018 units with an aggregate value of \$452,892 for foreign coinmen in August, according to figures released this week by the U. S. Department of Commerce. The total recorded a 69 per cent dollar gain over the previous month when 1,813 venders, games and jukes valued at \$261,180, were exported, bringing the January thru August total to \$3,390,769 or 95 per cent ahead of the same eight months period in 1950. Last year \$1,725,253 worth of equipment was exported.

A break down of August exports showed 650 music boxes, with a total sale price of \$301,263 were shipped to foreign operating and distributing companies. The bulk of these went to six countries: Venezuela (162—\$94,805); Cuba (159—\$92,059); Belgium (92—\$34,855); Philippines Republic (22—\$14,710); Canada (103—\$14,956), and Switzerland (20—\$12,125). Other countries, not listed because they spent less than \$10,000 (The Billboard, November 3), accounted for the remaining 92 machines, valued at \$37,753.

Games

In the games' division, most of the purchases were by Canadian firms. Of the 990 units shipped in August, 468 went to coinmen in

the provinces. Dollar-wise, Canadian companies spent \$69,256 of the \$117,878 which made up the game total. Only three other countries made purchases in excess of \$10,000 during the month. They were Cuba, 178 for \$15,845, France, 206 for \$13,035, and Japan, 33 for \$10,200.

Canadian firms also dominated vending sales in August and accounted for 252 merchandisers with an aggregate value of \$13,970. The remaining 126 units, worth \$18,781, went to unlisted countries.

With four months of exports still to be recorded, prospects for an all time record year now appear excellent. One of the biggest factors in the dollar total in August was the trend toward both new and late model equipment which naturally commanded higher prices. This switch was

TRIPLE-PLAY

Game "Tilts" Sailor Into Cincy Pokey

CINCINNATI, Dec. 15.—A pinball game "tilted" one of the Navy's apprentice seamen right into the hands of suburban Price Hill's gendarmes and an overnight stay in the poke: Tuesday (11). The resourceful sailor, Herman Clark, finding all other entrances locked, dropped thru a skylight to gain admittance to a restaurant where, he said, he formerly was employed and where he desired to visit a friend.

When Clark made his descent he landed on the pinball game which was tilted in the process and resulted in flashing lights and the screaming of sirens supplied by the local police squad which arrived on the scene to arrest him as a burglary suspect.

Clark, who admitted he had been drinking, said: "I have played the game on occasion before, but this time it registered tilt and the next thing I knew police were all over the place." Clark is due back at the San Diego, Calif., Naval Base today. Police early Wednesday (12) were considering turning him over to military authorities to give him an opportunity to explain his misadventure.

expected to be stressed in the months ahead as foreign companies, fully aware of the curtailed output of U. S. coin machine plants, scramble to purchase as much equipment as domestic companies can possibly earmark for export. Meanwhile, American plants have reaffirmed their interest in the development of overseas marts by again pointing out they will be as co-operative as the circumstantial limitations permit.

Chi Coin New Pin-Bowling Games Shipped

Combines Action Of Shuffle Plus Five Ball Play

CHICAGO, Dec. 15.—Chicago Coin Machine Company thru Owners Sam Gensburg and Sam Wolberg announced this week initial deliveries on King Pin, the first five-ball type game to incorporate authentic features of the shuffle game. Game has fly-away pins, scores like regulation bowling and flippers and offers players 10 frames for a single coin.

Playfield of King Pin is a sharp departure from orthodox five-ball (Continued on page 89)

Switch Keeney 6-Way Fields

CHICAGO, Dec. 15.—J. H. Keeney & Company is now delivering its 6-Way Bowler with Formica playfields, Sales Manager Paul Huebsch announced.

Game has 20-30 scoring, tallies all splits, spares and strikes, protected lite-up pins and is on dime play. Earlier model of 6-Way Bowler was made with conventional plywood playfield with layer of reinforced Masonite underneath to eliminate puck rumble.

The shuffle game is available with either 8 or 9½-foot length playfields

Portland Biz Groups Back Game Operators

PORTLAND, Ore., Dec. 15.—A wide range of Portland business interests this week were aligned with game operators, beset by a city commission policy of demanding that tavern owners, seeking license renewals, agree to ban game operation from their establishments.

These interests circulated a resolution urging the State Liquor Control Commission to bypass the city commission regulation.

Signatories to the resolution were Oregon Food Merchants Association, Portland Retail Trade

Bureau, Oregon Beer Distributors Association, Associated Restaurants of Oregon, Pacific Northwest Chefs Cuisine Association, Local Joint Executive Board of Culinary Workers of Portland, Hotel Association of Portland, Brewers Institute of Oregon and Kenton Businessmens Club.


In an effort to carry city commission favor, many tavern operators signed pledges promising to bar games if their licenses were renewed. A large number, however, refused.

Meanwhile, a three-judge circuit court began consideration of a petition for an injunction involving a city ordinance which, if enforced, would require removal of all games from taverns by the first of the year.

RESERVE SHOW SPACE EARLY

CHICAGO, Dec. 15.—Coin Machine Institute's convention committee advised operators this week to make their hotel reservations for the show as soon as possible to avoid last minute confusion and disappointment. The 1952 Coin Machine Exposition is scheduled for February 4-6 at the Hotel Sherman here.

CMI Executive Director Dudley Ruttenburg stressed coinmen should write directly to the Sherman, where space has been set aside, or other local hotels and specify the reservation is in connection with the CMI event.



A Special Section on
AUDITORIUMS
and ARENAS
beginning on page 43

SOMETHING NEW

Formica Field Becoming Key Shuffle Unit

CHICAGO, Dec. 15.—The Formica playfield, introduced on Chicago Coin's 6-Player Bowling Alley (The Billboard, September 15), not only has become virtually a standard item for new shuffle games now coming off the line but also has taken its place as a favored replacement item on older units.

The first company to specialize in Formica replacement playfields was Edelco Manufacturing & Sales Company, Detroit. Currently this firm has tops for United's 2, 4, 5 and early 6-player Shuffle Alleys; all Chicago Coin shuffle games except its 6-player; Universal's (Continued on page 89)

Plan New Licenses For Buffalo Trade

BUFFALO, Dec. 15.—New application forms for owners and distributors of coin-operated amusement machines will be issued here in the near future. In the meantime, there will be no new licenses granted for operating the machines.

These steps were decided upon this week at a meeting called by Mayor Joseph Mruk, who has been acting license director since the resignation of John P. Rollek. The latter was convicted last week on extortion and conspiracy charges.

Mruk met with city officials and a representative of the Erie County district attorney's office and the group decided to have

new applications prepared and distributed to owners and distributors of machines. Mruk said the applications would be screened carefully and that no licenses would be granted until considerable study of the pinball licensing situation was made.

No new licenses for amusement machines have been issued here since a bribery scandal broke several months ago. Thirteen officials, including policemen, were indicted on charges of conspiracy, bribery and extortion in connection with alleged protection of illegal pinball machine practices.

Coin Machine Exports

August, 1951

Country	Total		Phonographs			Venders			Av. Price		
	No.	Value	No.	Value	Av. Price	No.	Value	Av. Price	No.	Value	Av. Price
Canada	823	\$ 98,182	103	\$ 14,956	\$145	252	\$13,970	\$55	468	\$ 69,256	\$148
Venezuela	162	94,805	162	94,805	585
Cuba	159	92,059	159	92,059	579
Belgium	270	50,700	92	34,855	379	178	15,845	89
Philippine Rep.	22	14,710	22	14,710	669
France	206	13,035	206	13,035	63
Switzerland	20	12,125	20	12,125	606
Japan	33	10,200	33	10,200	309
Other Countries	323	66,076	92	37,753	...	126	18,781	...	105	9,542	...
TOTALS	2,018	\$452,892	650	\$301,263	...	378	\$32,751	...	990	\$117,878	...

Mid-State Sets New Scoreboard

CHICAGO, Dec. 15.—Mid-State Company here announced thru Bruno Kosek that regular deliveries have started on a new compact coin-operated shuffleboard scoreboard called Shuffle-Score.

The new unit is available on either nickel or dime play and scores 15 points for single and 21 on doubles play. Designed for wall mounting, Shuffle-Score lists for \$74.50.

Candy Firms Pushing Free-Case Deals; 3 Drop Prices

Competition, Inventories, Lower Volume Force Sales Promotions

CHICAGO, Dec. 15.—In the face of increased competition, continued top-level production to meet the nut and resultant relatively high inventories, many of the nation's candy manufacturers are offering round-about price reductions in the form of free deals to stimulate sales.

Where out-and-out price cuts have not been made, as in the case of at least three firms during the past several weeks, the deals take the form of a free case on 20 or 24-case orders, up to two free cases on 25 or more case orders and marking down pack lists via "promotional allowances." In each instance the end result is anything from a nickel to a 30-cent reduction in per-case cost.

The extra or free-case deal has been standard procedure in the industry in both pre and post-war years, and the number of such offerings vary with the season, the amount of new merchandise on the market, etc.

This year, in spite of uncertain marketing conditions in many lines, and with a sellers' market

returning for a growing variety of manufactured goods, the candy-maker continues to find it necessary to push up or maintain his sales volume by one or a combination of such promotions. Whatever form or title the promotion may take, like the outright price reductions, each boils down to just that—a price cut.

Usually staple bars—old-line items with a firmly established trade name and a good acceptance record—are not a factor in the case deals. Thus, some top-flight manufacturers find it advisable to push one or more bars in a multiple bar line while keeping their leader item or items off the free-case table. For this same reason, most of the firms making such deals are the smaller companies, but a smattering of the leaders trying to establish a new item or promote a slow-moving one continue to be factors.

While case deals fade to a minimum during January thru April, and are now largely a minor factor during summer due to the growth of special warm-weather

lines, they crop up in varying numbers in the fall months thru December. Basically, they follow the demand trend.

Examples

An example of the free-case offer is that of Mason, Au & Magenheimer, which delivers two free 120-count packs with every 27-case order, resulting in what amounts to a 30-cent-per-case reduction. In this instance, the order must be for 27 cases, but the purchaser is only billed for 25 cases. Most deals deliver free cases over

(Continued on page 89)

Fred Hebel Corp. Buys Groetchen Tool

CHICAGO, Dec. 15. — Fred Hebel, president of Fred Hebel Corporation, announced the purchase of the plant and equipment of Groetchen Tool & Manufacturing Company this week to facilitate production of the FHC ice cream vender. The Groetchen name will be retained, but as a division of FHC, while Richard Groetchen will head the newly created Groetchen Broil-O-Matic Company, leasing space at the same location, 126 North Union Avenue, to produce its automatic cooker.

Hebel stated the Groetchen personnel was being retained, with FHC executives also unchanged; William H. Meyenberg, treasurer, Clinton S. Davis, vice-president, and Jerome Moravec, secretary.

For the past year, Groetchen Tool has been a contract manufacturer for FHC, along with Era Tool & Engineering Company, Franklin Park, Ill., and Sanitary Refrigeration Company, Fond du Lac, Wis. Latter firm supplies cabinets for the ice cream machine; both will continue to supply FHC as previously.

Hebel said that some parts fabrication will be undertaken at its new Groetchen division, with all final assembly taking place in the newly acquired plant. Also, FHC will continue to fulfill defense contracts previously awarded Groetchen Tool.

The delivery schedule on the five-selection FHC ice cream vender, which now lists for \$825 f.o.b., Chicago, for the present continues on a 90-day basis.

Popcorn Industry Sets Goal ---A Billion-Dollar Year

CHICAGO, Dec. 15.—The head of the A. B. C. Popcorn company in Chicago told the National Association of Popcorn Manufacturers' convention here that the organization is setting a goal of a billion-dollar year within the next five years.

William H. Beaudot, who was elected president of the association, told the 1,000 delegates attending the seventh annual convention that popcorn sales will reach \$350 million in 1951.

Van Myers, president of the Wometco Florida movie chain and a newly elected director of the NAPM, told the group that popcorn now is outselling candy for the first time in his theaters.

Beaudot based his prediction of an upturn in sales on the better flavor of hybrid corn and better understanding by the public of the food value of popcorn. The NAPM president said:

"Within the last 10 years popcorn has changed from just a concession confection to a standard food item in the American diet."

Rowe Prexy Named Polio Drive Exec

NEW YORK, Dec. 15.—Robert Z. Greene, president of the Rowe Corporation, has been named chairman of the coin and vending machine division of the National Foundation for Infantile Paralysis in Greater New York, it was announced this week. The goal of the current polio drive in this city is \$4,000,000.

During 1952, Beaudot said, the association would concentrate on selling the value of popcorn as a food.

Those attending the convention, which also was the group's third annual international exposition, included commercial manufacturers, processors, jobbers, brok-

(Continued on page 89)

SuperVend Inventory Bought By TEMCO, Contract Mfrs.

Acquire Rights to 1,796 Units For \$510,000 in Forced Sale

NEW YORK, Dec. 15. — New verses were added to the SuperVend saga this week as the Texas Engineering & Manufacturing Company took title to 1,796 completed three-drinkers and began feeling out prospective purchasers for a package sale of the entire inventory.

TEMCO, at a private sale Monday (3) in Dallas, gained full rights to the venders with an untopped bid of \$510,000 on warehouse receipts. Earlier (November 30) the manufacturer, who had produced the machines on contract, informed the three successive holders of sales rights to the cup units that the sale would be held in an attempt to recover approximately \$700,000 past due.

Those advised were Judge M. M. Miller, of the SuperVend Corporation; Mike Hammergren, of the SuperVend Sales Corporation, and J. W. Coan, of Coan Manufacturing.

Bert Howard, executive vice-president of TEMCO, stated Thursday (13) that the warehouse receipts were held by his company as collateral on the indebtedness. Here on a business trip, Howard said the bid of \$510,000 was the initial offer entered by TEMCO to get the sale under way. He stressed that it had only a nominal relationship to what his firm considered the true value of the machines.

In addition to the \$700,000 said to be owed TEMCO, Howard as-

VENDERS FACE NYLON FIELD

CHICAGO, Dec. 15.—The nylon vending field, still in its infancy, is facing tremendous market possibilities.

American women annually are buying more than 52 million dozen pairs of nylons. This is more than 600 million pairs of nylons which bring in approximately \$750,000,000 yearly at retail prices.

According to statistics, women and teen-agers buy an average 12 pairs of nylons each year and individually spend a total of about \$18 annually on hosiery.

NATD Forms Research Div.

NEW YORK, Dec. 15.—Formation by the National Association of Tobacco Distributors of a market research division was announced this week by Joseph Kolodny, managing director. Using the panel survey technique, the new division will provide research service for member and non-member manufacturers whose products are distributed thru wholesaler channels. Harden E. Goldstein has been named head of the new division.

At the same time, the association announced the resignation of Bernard Sless, effective December 28. Sless, who headed the recently formed NATD vending machine division, leaves to enter a new venture. His successor will be named shortly after the first of the year.

Stoner Nips Rumor About Production Of New Univendors

Firm Will Build to Full Extent Of Materials, Adelberg Announces

AURORA, Ill., Dec. 15.—Stoner Manufacturing Corporation declared this week it is producing Univendors "to the full extent of allowable production under government regulations." The statement was prompted by rumors within the industry that the firm had stopped production on its candy vender line.

Clarence Adelberg, vice-president, said that Stoner had shipped equipment during the past 60 days to approximately 225 customers in all parts of the country. This announcement, Adelberg said, was intended "to nip in the bud certain rumors as well as any misunderstandings" the firm's customers might have regarding Stoner's current position.

Stoner has available productive capacity many times that which it is presently able to utilize be-

cause of government restrictions, Adelberg declared.

Materials Controlling Factor

"We are prepared and most anxious, and will at the earliest possible moment utilize this available productive capacity in order to produce Univendors to meet the extremely heavy demands from our customers," he added. "The continued reduction in our production program is controlled solely by government regulation. It is not of our making."

Stoner was one of the first of the vending machine manufacturers to be awarded prime defense production contracts, and Adelberg pointed out that "in order to accommodate the production of these items (for Army Ordnance) we have expanded our facilities to the extent that this military production does not interfere with our civilian production.

"Military production," Adelberg said, "would not interfere with our civilian production were we permitted to manufacture many

(Continued on page 89)

Vt. Hits Second Cig Price Hike

MONTPELIER, Vt., Dec. 15.—Cigarettes sold in vending machines in Vermont should cost only 1 cent more a package than they did before the new 1-cent tax went into effect November 1, James J. Carney, director of the Vermont Office of Price Stabilization, announced.

He said it had come to the attention of the Vermont OPS office that in some vending machines where cigarettes had previously been sold for 23 cents, the per pack price is now 25 cents. There should be only a 1-cent change, as only the tax of that amount can be passed on, as in the case of cigarettes sold over the counter, Carney said.

Test Illinois Tax On Cigarettes

CHICAGO, Dec. 15.—The constitutionality of Illinois' cigarette use tax, designed to stamp out mail order evasion of the State's 3 cents per pack tax, is being tested in the Illinois Supreme Court.

The case was taken to the Supreme Court when the State Revenue Department appealed a temporary restraining order issued by the Superior Court enjoining the State from enforcing collection provisions of the use tax.

The State Legislature passed the tax this year in an effort to curb evasion of the regular 3-cent levy thru mail-order purchases.

In arguments before the Supreme Court, the State contended the law was a valid use of the Legislature's power to tax a privilege such as the consumption of cigarettes.

The opposition argued that smoking was not a privilege but a right, and that the use tax was a tax on interstate shipments of cigarettes.

The State Revenue Department estimated that Illinois lost some \$3,500,000 annually in tax revenue on cigarettes "imported" from Indiana, Missouri and other States prior to enactment of the use tax.

Alco-Deree Co. Resumes Candy Mart Output

CHICAGO, Dec. 15. — Alco-Deree Company, following re-introduction of its refrigerated candy vender last September, has also resumed output of its non-cooled Candy Mart model. Latter, using the same cabinet and drum-type and vending mechanism of the cooled model, differs appearancewise only in the use of a glass face panel which exposes the dispensing units. Both offer seven selections.

According to W. S. Deree, president, the Candy Mart constitutes about one-fourth of total candy vender output, with remainder being cooled models. Assembled from parts on hand following discontinuance of vender production in 1950 and from newly fabricated parts, monthly output has been about 200 units for the past two months.

The non-cooled model lists for \$228.50, including stand; refrigerated model, \$499.50.

American Tobacco Ups Hoffman to New Post

NEW YORK, Dec. 15.—H. J. Hoffman has been promoted to sales manager in charge of the newly created section of Pennsylvania and Ohio for American Tobacco Company.

Hoffman, formerly a district manager for American Tobacco at Cleveland, will have his headquarters at Pittsburgh.



TOPPER DELUXE
With Plastic Side Display Windows
Case of 4 \$56.00
Single 14.90

Topper Standard With Plastic Globe.
Case of 4 \$48.00
Single 12.25

COMPLETE VICTOR LINE IN STOCK!

CHAMPION NUT & CHOCOLATE CO.
1194 Tremont St. Boston, Mass.

READY FOR DELIVERY NOW!



1c or 5c ACORN ALL-PURPOSE BULK MERCHANDISER
Featuring the new **WHITE FLASH** BRUSH HOUSING

CLARE SALES COMPANY
120 W. Jackson St., Phoenix, Ariz.

THEM WAS DAYS 55 YEARS AGO

ST. LOUIS, Dec. 15.—Chase Candy Company, which offered \$75 for the oldest invoice any of its customers could produce, got one from 55 years ago.

The invoice, dated April 10, 1896, recorded among other items the sale of a pail of jelly beans at 9 cents a pound and a pail of home mix at 6½ cents a pound. The buyer, J. Noll & Sons, of Bethany, Mo., ordered \$12.30 worth of assorted candies from G. W. Chase & Son, manufacturers of Electric Brand Confectionery.

Chase's \$75 offer—in honor of its 75th anniversary—brought many responses from Midwest firms which claimed they bought Chase candy during every year of its existence.

OPS Rules Out For Candy Men

WASHINGTON, Dec. 15.—Office of Price Stabilization instructions issued recently set \$250,000 annual gross sales as the division point between large and small candy manufacturers.

The instructions, issued under the Capehart amendment to the Defense Production Act of 1950, give manufacturers with \$250,000 or less gross sales two choices. They may file for a price adjustment or remain under the old General Ceiling Price Regulation.

Manufacturers with gross sales of more than \$250,000 annually must file forms 8 and 100 with OPS by December 19, 1951.

Manufacturers were allowed to file price increase requests under the Defense Production Act's Ceiling Price Regulation 22. Many did not file because of a preference for the original price ceilings and a postponement of the deadline date.

Now all candy firms—except small manufacturers—who did not file under CPR 22 must file under the new regulation, SR 17.

Vend-Goods Wages Upping Steadily

WASHINGTON, Dec. 15. — Hourly wages have been on a slight but steady increase in industries making goods sold in vending machines and industries producing vended products, it was revealed this week by the Department of Labor. Ice cream firms saw hourly wages rise from \$1.39 in July to \$1.40 in August, and to \$1.42 in September. Sugar industry paid average hourly wages of \$1.50 in August and \$1.52 in September. These wages, however, are slightly below July hourly wages of \$1.53.

Cigarette makers paid hourly wages of \$1.37, \$1.38 and \$1.39 in July, August and September respectively. In the tobacco and snuff industry, hourly wages rose from \$1.21 in July to \$1.22 in August, and \$1.24 in September. Hourly wages in bottled soft drink plants, however, stayed at about \$1.23 over the three months, with only a tiny fraction of a climb, Labor Department reported.

Candy Group OK's Trainina Program

ATLANTIC CITY, Dec. 15.—The Board of Directors of the National Candy Wholesalers Association, Inc., has approved continued participation in the confectionery industry's committee on sales training education.

The directors' approval make available to both member and non-member NCWA wholesalers the training program described as Balanced Selling.

The sales program is the work of the Joint Committee on Distributive Education of the Confectionery Industry formed two years ago to take over training work originally started by the National Confectioners' Association.

Cost of the program, enthusiastically praised by the directors, has been shared by the NCWA and the NCA. Teachers are furnished by local, State and Federal governments—usually without cost.

TEXANS TAKE TO JAVA

Coffee Venders Prove Basis for Plant Route

WACO, Tex., Dec. 15.—That good placement of coffee vending machines and careful co-operation of management can show a volume of 900 cups per week has been demonstrated by Southwest Vending Service.

The three-year-old firm, operated by Eugene Collins, Richard West and Melvin Patton, is currently operating 15 Rudd-Melikian Kwik-Cafe venders and 45 bottled drink venders. To date, coffee venders have shown the greatest return and the market has grown swiftly since the first unit was installed. Result, Southwest Vending has a waiting list of 25 or 30 industrial firms.

Placement Plan

"We went about placement with far more care than usual," Gene Collins pointed out. "First, in calling upon the operators of several large industrial plants in the area, we pointed out the fact that coffee venders installed on the premises would do away with much time normally wasted in 'coffee breaks' as well as the nuisance of brewing coffee here and there around the building.

"We explained that the coffee venders were one of the more expensive types of vending equipment which we could offer, and that we would install them only if we were given an excellent location. We also asked assurance that the machines would not be defaced or subjected to vandalism and that proper refuse receptacles would be supplied for cups, etc. In return we guaranteed fast, immediate service, regular inspection, and where the 10-cent cup price was charged, a commission of 30 per cent to be applied to employees' benefit, welfare funds, or other purposes if desired."

Locations

Among the first plants to contract with Southwest vending service for such installations were the huge door and window sash factory of the Cameron Wholesale Lumber Company, one of the largest in the world, the Western Biscuit Company, the Rainbow Bakery, the Jones Company and a huge printing plant.

"In each case, for the first two weeks of operation, Southwest Vending mechanics were on the scene at least once daily to check over the machines, to keep them immaculately clean and to observe the efficiency of the location," Collins said.

"One of the plants went so far as to mimeograph a set of instructions on how to operate the coffee vender and to distribute these among all employees.

"We have had little difficulty at any location, inasmuch as the coffee vender has been well appreciated—and it has been this sort of care in making the initial installation, which has made the venders seem desirable to other locations.

"On the strength of coffee venders, Southwest Vending Service

Nat'l Peanut Week Ad Drive Planned

WASHINGTON, Dec. 15. — A nationwide advertising and publicity campaign is expected to swell peanut product sales during National Peanut Week, February 3-9.

Peanut product processors and manufacturers will conduct their individual brand-name campaigns in the annual sales drive reinforced by general promotion handled thru the National Peanut Council here.

A Publishers' Auxiliary survey last summer ranked National Peanut Week fifth in the preference of newspaper publishers. A main feature of the week will be the selection of Hollywood stars Bob Crosby and Jo Stafford as Peanut King and Queen for 1952.

To Add Meters in NYC

NEW YORK, Dec. 15. — After 90 days of test, city officials have tagged the parking meter program here a success and have asked for appropriations permitting wholesale installation of new equipment. Fifteen hundred meters were tested. New traffic authorities want to place an additional 13,000. They estimate the new machines will pay for themselves out of take within six months and then earn a net revenue of \$2,288,000 yearly.

has been able to win a long list of soft drink vender locations in plants which have heretofore banned them altogether."

Volume at most of the industrial locations, as well as at several locations on military bases near the Central Texas city, has approximated 900 cups per week, according to Collins, necessitating continuance of the "daily service" policy. The company operates 14 drink venders at James Connally Air Force Base, seven miles north of Waco, and currently has two coffee venders in service, each of which is adding a considerable amount to the post exchange non-appropriated funds for airmen's entertainment and service.

Partner's Skills

"We consider ourselves particularly fortunate in coffee vending in the diversified talents of the organization," Collins, who is a mechanic, said. West is an electrician with a background of electrical designing and installation, and Patton is an accomplished salesman who can effectively set up the routes which his partners and routemen service and maintain.



IF YOU ARE LOOKING FOR THE BIG MONEY ... THIS IS IT!

Today's hottest money-maker. OPS are amazed at the earnings which are two to three times greater than ever experienced in this field. Big capacity holds over 500 pieces ten column wide selection, tab gum, candy coated gum, 1c chocolate bars, fruit bars, fruit charms fast, easy, front load servicing positive, simple, fool-proof delivery tested and proved on location.

THE NORTHWESTERN CORPORATION
829 S. ARMSTRONG STREET
MORRIS, ILLINOIS

30 DAY MONEY BACK TRIAL

Northwestern MODEL 49
1c-5c-10c
Prices LESS THAN 25¢ \$17.35
LESS THAN 100¢ \$17.15
100 OR MORE \$16.95
F. O. B. Factory

GUARANTEED USED MACHINES

DELUXE 1c and 5c Combination	\$12.95	MASTER, 5c	\$7.45
MODEL 29 PORCELAIN, 1c	7.45	SILVER KING, 1c or 5c	7.45
MODEL 23 BALL GUM PORCELAIN, 1c	7.45	ESQUIRE, 1c	6.95

MERCHANDISE AND SUPPLIES

ZENOBIA PISTACHIO, Jumbo Queen	5.70	VIRGINIA PEANUTS	5.36	BALL GUM, All Sizes, (200 Lbs. Min.), Prepaid	Per Lb. \$.26
ZENOBIA PISTACHIO, Fancy Shell	.48	SPANISH PEANUTS	.28	ADAMS GUM, All Flavors, 100 Count	.42
ZALOOM PISTACHIO, 4-Star	.70	ALMONDS, 480 Count, 5 Lb. Vac'um Packed	.85	WRIGLEY'S GUM, All Flavors, 100 Count	.47
ZALOOM PISTACHIO, Vendors Mix	.60	ITALIAN CHICK PEAS, Roasted and Salted	.25	BEECHNUT GUM, 100 Count	.57
ZALOOM PISTACHIO, 3-Star	.48	RAINBOW PEANUTS	.28	SUCHARD CHOCO, LATE, 200 Count	1.20
CASHEW, Whole	.40	BOSTON BAKED BEANS	.28	HERSHEY'S CHOCO, LATE, 200 Count	1.30
CASHEW, Butts	.55	JELLY BEANS	.28		
MIXED NUTS	.53	LICORICE LOZENGES	.25		
		M & M	.39		

Complete Line of Parts, Supplies, Stands, Globes, Brackets, Charms, etc.
1/3 Deposit, Balance C.O.D.
Time Payment Plan Available—Trade-Ins Accepted.

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • GEDney 8-3600

Don't Delay... Order NOW!

From LITTLE ACORNS mighty INCOMES grow

ACORN
The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends all bulk mdse. — nuts, gum balls, candy, charms.
- Polished, easy-to-clean merchandise chute.
- Tamperproof Held by top lock and body clamps only
- Guaranteed mechanically weighs less than 7 lbs.

DISTRIBUTORS:
Choice Territories Still Open—Write, Wire, Phone!
East & Midwest
M. J. Abelson, gen. sales mgr.
1349 5th Ave., Pittsburgh AT 1-6478
Pacific Coast Distributor
Operators Vending Machine Supply
1023 Grand Ave., Los Angeles

AK manufacturing co., inc.
1411 Knightsbridge Ave., Culver City, Calif.

CHARMS—Proven Sales Boosters
Write for Complete Price List!

Karl Guggenheim inc.
33 UNION SQUARE • NEW YORK 3, N. Y.

GIVE Voluntarily TO

MARCH OF DIMES

FIGHT INFANTILE PARALYSIS

FOR PATIENT CARE RESEARCH EDUCATION

JANUARY 2-31



VICTOR'S JUMBO UNIVERSAL
(With Side Display Windows)
900
BALL CAPACITY.
JUMBO-SIZE BALL GUM.
100 Count Per Pound.

TODAY'S FASTEST SELLING BULK VENDING ITEM

\$14.70 Each
Lots of 100

\$31.40 per case of 2

Contact your **VICTOR** Distributor

VICTOR VENDING CORP.
5701-13 W. Grand Ave.
Chicago 39, Illinois



JUMBO SPECIAL
Cap. 2375 of 210 Count Ball Gum
Price less than you think
Pay for in 20 weekly payments
Write for details

ROY TORR LANSDOWNE, PENNA.
Servicing and Financing Operators Since 1910



READY FOR DELIVERY NOW!

1c or 5c **ACORN**
ALL-PURPOSE BULK MERCHANDISER
Featuring the new **WHITE FLASH** BRUSH HOUSING

Empire COIN MACHINE EXCHANGE
1012 Milwaukee Ave. • Chicago 22, Ill.

DISTRIBUTING OPPORTUNITY

SUCCESSFUL manufacturer of automobile and truck burglar siren alarm systems now expanding distribution nationwide. Alarm proven most efficient, low priced, offers liberal profits; results in continued income from service contracts. Consult any insurance broker regarding the advantages of an alarm system. Many local fleets equipped. Other nationwide fleets now awaiting distributors in all cities.

BOX NO. 701
C/O THE BILLBOARD
1544 Broadway, New York 19, N. Y.

Candy Sales In '51 Equal '50, Says Gott

CHICAGO, Dec. 15.—The president of the National Confectioners' Association says the candy industry will close out 1951 with dollar sales equal to and possibly greater than 1950 despite government restrictions and confusion. And looking ahead to 1952, Philip P. Gott asserted the candy industry would face continued government controls and increased competition both within and without the industry.

Altho dollar sales this year were equal to last year's, Gott said reports from the industry territories indicated profits per dollar sale would be less. Poundage sales, he asserted, also would be less by 3 to 5 per cent.

Gott cited four factors as exerting the most restriction on the industry during the year: Government price controls; government agriculture price support; the higher cost of living, higher taxes and a buyers' boom that failed to materialize, and publicity against school children eating candy.

However, the NCA head said 1951 also saw increased recognition by the Armed Forces of candy as a food and the possibility of new developments from the pooling of technical and research knowledge.

In 1952 Gott said the industry would face greater competition from products such as ice cream, soft drinks, cookies, corn snacks and special bakery products.

However, because of plant expansions and mergers the production potential of the industry in the coming year will be enormous, he declared. All evidence indicates the price of candy ingredients will not drop, he added. He pointed out that higher prices were being asked by the sugar industry.

City Votes 2c Tax on Cigs

NEWPORT NEWS, Va., Dec. 15.—A hotly contested ordinance taxing cigarettes 2 cents a package was passed by the City Council here by a vote of three to two.

A protest organized by the National Tobacco Tax Research Council among retailer, wholesalers, consumer and labor groups failed. The City Council now is preparing petitions for a referendum vote on the tax.

The Newport News city manager said, in support of the tax, that the extra revenue was needed to pay salary increases to city employees.

WASHINGTON, Dec. 15.—Number of glass containers shipped during October totaled 9,186,000 gross, a drop of about 5 per cent below September shipments of 9,633,000 units, but approximately the same as the 9,212,000 shipped in October 1950, Department of Commerce announced this week. Shipments of returnable beverage containers totaled 284,849 during October.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Dec. 15	Issue of Dec. 8	Issue of Dec. 1	Issue of Nov. 24
Adams 1c, 6 Col.			\$14.50	\$14.50
Adams 4 Col. 1c.			14.50	14.50
Advance Candy	\$25.00	\$25.00	25.00	25.00
Ajax Hot Nut, 5c or 10c.	6.95		39.50	39.50
Columbus 1c Ball Gum.	6.95			
Columbus 1c Nut.	6.95			
Columbus Duo 5c Twin.			15.00	15.00
C-8 Electric	185.00	175.00	175.00	
DuGrenier Challenger	85.00	85.00	85.00	
DuGrenier Champion, 9 Col.	92.50	92.50	92.50	92.50
DuGrenier Model W, 9 Col.	85.00	85.00	85.00	85.00
DuGrenier Model H, 6 Col.			35.00	35.00
Esquire 1c.	6.95	6.95		
Exhibit Card Vendors.			15.00	15.00
Foot Vibrator.	119.50			
Keeney 9 Col. Elec.	185.00	175.00	175.00	
Kirk's Astrology Scale.	85.00	85.00	85.00	85.00
Kwik Shoe Shine Machine.		79.50	79.50	79.50
Lawrence 5 Compartments.	22.50			
Lehigh PX 10 Col.			139.50	139.50
Lo Boy Scale.	50.00	50.00	50.00	50.00
Master 5c.	7.45	7.45	10.00	10.00
Master Novelty, 1c.			8.50	8.50
Master 1c and 5c Comb.			10.00	10.00
Monarch (8 Col.)	85.00	85.00	85.00	85.00
National 9A			75.00	75.00
National 930	85.00	85.00	85.00	85.00
National 9 Col.	95.00	95.00	89.50	89.50
National 950	120.00	120.00	95.00	95.00
Northwestern 33 Ball Gum.	6.95	7.45	7.50	7.50(2)
Northwestern Deluxe 1c and 5c.	13.95	13.95	15.00	15.00
Northwestern Model 39, 1c.	7.45	7.45	7.50	7.50
Northwestern Model 40, 1c.			5.95	5.95
Pop Corn Sez.	89.50	89.50	49.50	89.50
Rowe Candy.	85.00	85.00	85.00	85.00
Rowe Crusader (10 Col.)		145.00	145.00	145.00
Rowe Gum & Mint 5c.			19.50	19.50
Rowe Imperial (8 Col.)	80.00	80.00	69.50	80.00
Rowe President.	85.00	85.00	85.00	85.00
Rowe Royal (6 Col.)	85.00	85.00	85.00	85.00
Rowe Royal (8 Col.)	125.00	125.00	125.00	125.00
Rowe Royal (10 Col.)	85.00	85.00	85.00	85.00
Shipman Stamp, 1c & 3c.			22.50	22.50
Silver King 1c Ball Gum.	6.95			
Silver King 5c Nut.	6.95			
Silver King 1c Nut.	6.95			
Silver King Bulk, 1c or 5c.	7.45	7.45	8.00	8.00
Silver King Charm King 1c.			8.00	8.00
Silver King Hot Nut 5c.			12.50	12.50
Shoe Shine Machine.			39.50	39.50
Siros Brush-Up.	75.00	75.00	75.00	75.00
Toppers 1c Ball Gum.	6.95			
Uneeda Model A (9 Col.)	87.50	87.50	87.50	87.50
Uneeda Model E (9 Col.)	75.00	75.00	75.00	75.00
Uneeda (9 Col.) Model 500	97.50	97.50	97.50	50.00
Uneeda (15 Col.) Model 500.	79.50	85.00(2)	79.50	85.00(2)
Uneeda Pak E 8 Col.			89.50	89.50
Uneeda Pak Model 500				
7 Col.	130.00	130.00	89.50	130.00
U-Select-It	35.00	49.50	35.00	49.50
Victor Model V, Cabinet Type			8.95	8.95
Victor Model V, Globe Type			8.50	8.50
Yu-Chu Ball Gum, 1c.			5.00	5.00

Peanut Men Confer On 1952 Program; Urge Gov't Change

WASHINGTON, Dec. 15.—Peanut industry representatives conferred with Washington officials last month on the 1952 government peanut program and for the first time nearly all branches of the industry agreed that peanuts should not be considered an oil crop.

Most of the industry felt peanuts should be considered a food. Almost all suggested transferring the federal peanut program from the Fats and Oils division to the division dealing with farm products as edible foods.

Individual group and association conferences were held in the two days prior to the official hearing November 28. At the same time federal-state committees representing the Agriculture Department in the administration of the program, submitted suggestions on the 1952 program to department officials.

Suggestions by the field agents were presented at the official hearing by George L. Prichard, head of the Fats and Oils division.

A joint industry committee suggested that the nine associations represented—three regional grower associations, three regional sheller associations and three processing associations—name three members each to a committee to confer with Agriculture Department officials on the 1952 program.

National Confectioners' Association members attending the meetings were William Olsen, Curtiss Candy Company, Chicago; Walter Richards, Tom Huston Peanut Company, Columbus, Ga.; Harry Goldenberg, Goldenberg Candy Company, Philadelphia, and Philip P. Gott, NCA president.

Emerson Puts Out 2 New Candy Bars

NEW ROCHELLE, N. Y., Dec. 15.—Emerson Candy Company here has put on the market two new 10-cent candy bars, Royal Treat and It's a WOW.

Leonard Shapiro, president of Emerson, said the Royal Treat will be made of Brazil nuts encased in a chocolate topping. It's a WOW will be made of a thick chocolate coating over Brazil nuts, almonds and coconut.

Both bars will be packed 24 to a box.

New Coin Laundry Co.

SACRAMENTO, Dec. 15.—Apomat Company, Inc., has been granted a State charter here to engage in the installation and operation of coin metered laundry equipment in multiple dwelling units in Sacramento County. Authorized capital was listed at \$74,000. Incorporation papers were filed by Fred Pierce, 211 Financial Building, Sacramento. Directors are H. A. Andresen and Margaret V. Andresen, 1357 40th Street, and F. R. Pierce, 4323 G Street, all of Sacramento.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
THIS YOU'VE GOTTA USE
As a feature attraction
★ ★ ★ ★ ★ ★ ★ ★ ★ ★
The "Eyes" Roll Around
★ ★ ★ ★ ★ ★ ★ ★ ★ ★
ROLLING EYES CHARMS
★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Another new EPPY idea
★ ★ ★ ★ ★ ★ ★ ★ ★ ★
12 assorted Plastic Charms with "printed faces" AND two MOVING EYES.
★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Inside your machines, they LOOK OUT at the customer—and make the CUSTOMERS LOOK AT machines. Such attraction makes for ACTION at your machines.
★ ★ ★ ★ ★ ★ ★ ★ ★ ★
\$10.00 per 1,000
F.O.B. Jamaica, N. Y.
★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Sam, Geo. & Sid EPPY—the brothers with The Most, The Best and The Newest Ideas in Charms.
★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Samuel Eppy & Co., Inc.
91-15 144th Place, Jamaica 2, N. Y.
★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Victor's Topper Deluxe
Cabinet Style with Side Windows, 4 to case \$56.80; Single \$14.90; 5 a m p l e loaded with Gum & Charms \$19.50 each.
F.O.B. Toledo, O. Brings in about \$15.00
5c or 10c Victor's Built Custom Built Universal. The best 5c Vendor on the market!
\$31.40 case of 2. Glass or Plastic Globes.
Complete Victor Line. Get on our Mailing List FREE! Send name and address. Charms, Supplies and Parts.
ARTHUR GRAEFF CO.
3121 Strathmoor Toledo 14, Ohio
Two new Victor Vendors being introduced for January. Write and ask.

Try **VICTOR** Once and you will BUY **VICTOR** ALWAYS ORDER TODAY!
VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa.
Phone: LOcust 7-1448

WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISE GAMES, ETC.
CHARMS
Large #2 Size—Per 1,000
PLASTIC SILVER COPPER
\$1.99 \$3.33 \$3.43
We reserve the right to limit quantity.

STANDS
All steel—aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weight 17 lbs.
\$3.25 each
We are factory distributors for all leading makes of **VENDING MACHINES.**
Parkway Machine Corp.
715 Ensor St. Baltimore 2, Maryland

BRAND NEW LUCKY BOY VENDORS
\$9.75 Lots of 5 \$9.50 Ea.
Lots of 10 \$9.25 Ea.
MODEL Lots of 25 1c or 5c \$9.00 Ea.
Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum. Fully Guaranteed.
1/3 Deposit, Balance C.O.D.
BLOYD MFG. CO.
VALLEY STATION, KY.

Charms
Paul A. Price Co.
220 Broadway, New York 38, N.Y.

CIGARETTE MACHINES
Uneeda Model 500, 15 Col., 425 Pack Cap., King Size Included \$85.00
Uneeda Model 500, 9 Col., 350 Pack Cap., King Size Included \$77.50
Uneeda Model A, 9 Col., 270 Pack Cap. \$87.50
Uneeda Model E, 9 Col., 275 Pack Cap. \$75.00
DuGrenier Champion, 9-11 Col., 350 Pack Cap., King Size Included \$92.50
Rowe Imperial, 8 Col., 240 Pack Cap. \$80.00
Rowe Royal, 6 Col., 240 Pack Cap. \$85.00
\$2.00 ADDITIONAL FOR SILVER & QUARTER OR KING SIZE VENDING
CANDY MACHINES
Adv. Candy, 40 Bar Cap. \$25.00
Vendall Candy (New) Write
ROWE TAB GUM
5 col., 1c, 400 cap., with mounting bracket \$22.50
KING SIZE COLUMNS INSTALLED IN ALL CIGARETTE MACHINES
TOP EQUIPMENT UNCONDITIONALLY GUARANTEED
1/3 DEP. WITH ORDERS, BAL. C.O.D. Parts and Mirrors available for all makes and models.
CONVERSIONS
ANY MAKE OR MODEL CIGARETTE VENDOR TO 25c OR 30c VENDING —TRADE PRICES—

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW
166 Clymer Street, Brooklyn 11, N.Y. • EVERgreen 7-4568

Supplies In Brief

Sugar Report

WASHINGTON, Dec. 15.—Latest sugar market reports showed 7,190,834 short tons of sugar, raw value, distributed by primary distributors in the U. S. during the first 11 months of this year, compared to the 7,620,921 short tons distributed over the same period last year. Department of Agriculture also reported 1,168,602 short tons on hand November 1, compared to 1,161,340 on hand at this date in 1950.

Quantity of sugar imported into the country this year thru November 30, totaled 7,245,158 short tons, raw value, compared to the 7,875,850 tons in the period last year, according to Agriculture.

More Sweets

WASHINGTON, Dec. 15.—Confectionery sales by wholesalers reached \$1,435,000 during October, a climb of 14 per cent above sales in October last year, and an increase of 13 per cent over sales in September this year, Department of Commerce reported this week. First 10 months of this year saw cumulative sales 9 per cent above the same period in 1950. Commerce also reported that October inventories of confectionery wholesalers were \$828,000, a rise of 4 per cent from September, and 8 per cent above October, 1950.

Cup Output

WASHINGTON, Dec. 15.—Paper cup production during October totaled 3,707 tons compared to the 2,417 tons produced in September, Department of Commerce announced this week.



Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume, Combs, Sanitary Products or other Merchandise?

ADVANCE is the Vendor for You! The 1-column model (illustrated) vends flat cartons up to 1/2"x2"x3 1/4" long — or round cartons up to 1 1/4" diameter x 3 1/2" long. The 2-column model handles round cartons up to 3/4" diameter x 3" long. Regularly furnished for 1c, 5c, 10c or 25c operation. Separate cash box — and Advance Coin Detector with automatic coin return when machine is empty.

Want more information? Write today to...
J. SCHOENBACH
Factory Distributor of Advance Vending Machines
1645 Bedford Ave., B'klyn, 25, N.Y.
PResident 2-2900.

GET * NEWER CHARMS

Lower prices from America's largest Charm manufacturer. Over 40 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

PENNY KING CO.
415 Neptune Street
Pittsburgh 20, Pa.

Chase Candy Buys Nutrine

CHICAGO, Dec. 15.—Stockholders of the Nutrine Candy Company here voted overwhelmingly Monday, December 10, to accept a purchase offer by the Chase Candy Company of St. Louis (The Billboard, December 1).

The stockholders voted to put into effect immediately a plan for liquidation of Nutrine which was outlined in a recent stockholders' letter.

Under the terms Chase acquires Nutrine and the sales organizations of the two firms will be merged. Nutrine's name will be retained by Chase.

Nutrine's 400,000 shares of stock outstanding at \$5 each will be sold to Chase.

W. A. Yantis, president of Chase, predicted a bright 1952 for Chase because of the expanded sales which will result from the merger.

Chase's original purchase offer was made in November and was immediately accepted by two of Nutrine's largest stockholders. It was announced then that upon completion of the sale, Ralph A. Wenger would continue as board of directors chairman of Chase; that W. A. Yantis, president, would become vice-chairman of the board, and that Neal V. Diller, president of Nutrine, would be named vice-president of Chase.

Chi Coin Games

units. Nine kicker bumpers and a single roll-over button set up in the traditional bowling pin triangle are situated in the middle of the playing area. A ball hitting any of these simulated pins immediately registers with the fly-away pins resulting in the same effects as if they had been hit.

Game has actual pins plus 20-30 scoring for spares and strikes. Strikes may be made by dropping a ball in either of four knockout pockets when the strike sign is lit. Similarly spares are made when the spare sign of the same pockets is illuminated. Game is equipped with flippers near the bottom of the playfield which not only aid in scoring but have a marked effect on the speed of play.

Player gets just as many balls as is necessary to complete 10 bowling frames. However, one of the most important aspects of the game from the operator's viewpoint is that a game is usually completed by shooting three of four balls and in rare instances by a single ball. This oddity was the result of special designing for stepped-up scoring. Thus, by combination plays, it is possible for the patron to make several strikes or spares on each ball he shoots. For each time a strike or spare is made, the fly-away simulated pins immediately reset and the scoring goes on to the next frame.

One play stimulator on King Pin is applicable only in the 10th frame. In this stage of the game the two bottom strike-spare pockets score double.

Something New

Twin Bowler; Bally's Speed Bowler and Hook Bowler and early Keeney shuffle games. Another company to recently set itself up as a leading Formica top distributor is World Wide Distributors, Chicago.

Formica playfields have had a key part to play in the shuffle game refurbishing business, a division of the trade expected to expand rapidly next year. Leader in this field thus far has been Banner Specialty Company, Philadelphia (The Billboard, December 15). The main feature of Banner's initial product, Match-a-Score, is its new shuffle play principal, one of the secondary items which has paved the way for the success of the game is its new Formica top.

Peak Turn-Out

showing results, he said. As in recent meetings, the December confab saw the ranks increase; this month by one member. The January MONI meeting will be held Thursday (10) at the same location, the Wing & Fin Club, Route 12, near Volo, Ill., as was the December meet.

CIGARETTE PRODUCTION 37 1/2 BILLION IN OCTOBER

NEW YORK, Dec. 15.—The tobacco industry produced more than 37 1/2 billion cigarettes in October, a jump of 25 per cent over October, 1950, and the second highest monthly production rate ever achieved by the industry.

The highest production rate in a single month was set in August several years ago when more than 39 billion were manufactured.

However the industry produced a record breaking 590,615,652 cigars in October, 36,839,199 more than were produced in the previous month of October, 1950. This was an increase of 6.55 per cent.

Over-all, the tobacco industry produced 4,811,644,658 cigars in the 10-month period ending with October. This was an increase of more than 193 million or 4.20 per cent over the corresponding period last year.

During the same 10-month period, cigarette production reached 322 1/2 billion, a jump of 16 1/4 billion or 5.31 per cent over the same 1950 period.

SuperVend Inventory Bought

Continued from page 86
actually begun between TEMCO and interested parties could not be learned this week.

Howard would only admit that part of his reason for coming here from Dallas was business relating to the SuperVend venture.

The original SuperVend Corporation, incorporated in May, 1947, made quick progress in the industry but soon ran up against a number of unforeseen problems. Even before the first machine was brought out, top-level disagreement forced a management shuffle. Judge Miller, Texas oil and

cattle man who backed the enterprise, intended then to develop the company for his son, Orville. But the young Miller met an untimely death in an auto accident December 22, 1948.

Judge Miller, who made it clear that he had no intention of remaining active in the vending industry, retained control, however, until January, 1950, when national sales and manufacturing rights were turned over to a new firm, SuperVend Sales Corporation. The latter company was headed by Mike Hammergren, former vice-president and general sales manager of the Rudolph Wurlitzer Company, who brought into the organization a number of his former associates in the phonograph industry. Following settlement of a patent infringement suit SuperVend sales made some deliveries, but in May of this year a superseding arrangement was made between Judge Miller's firm and Coan Manufacturing (The Billboard, June 9).

At that time the inventory of completed but unsold machines were reported to total 1,821. Apparently, therefore, only some 25 machines have been sold since that date.

Bottlers Select Williams as Head

WILMINGTON, Del., Dec. 15.—Wallace Williams, of the Canada Dry Bottling Company, has been elected president of the Delaware Bottlers' Association.

Others elected at the association's annual meeting were Samuel Felix, of the London Dry Bottling Company, vice-president; Benjamin Caplan, of the Printz Beverage Company, treasurer, and Frederick G. Smith, of the Pepsi-Cola Bottling Company, secretary.

Chosen as directors were Harry Mundorff, of the Mundorff Beverage Company, New Castle County; John R. Townsend, of the Nehi Bottling Company, Dover, Kent County; Harry Sidlow, O-So Grape Bottling Company, Sussex County.

Joseph Goldstein, of the Clicquot Club Bottling Company, was named director-at-large.

Stoner Nips

Continued from page 86
times the amount of Univendors that we are now producing and shipping."

Added Facilities

Adelberg referred to an addition to Stoner's manufacturing facilities in Aurora which greatly enlarged the firm's productive capacity, thus enabling it to build to the limit of allowable vending machine production despite its substantial volume of military work.

Of the future outlook, Adelberg said Stoner would continue to build and ship Univendors to the maximum permitted by the National Production Authority.

Charter Vending Firm

SACRAMENTO, Dec. 15.—Davidson Bros., San Diego, have been granted a State charter to engage in vending thru automatic vending machines, candy, cigarettes and confections in San Diego County. Authorized capital was listed at \$25,000. Incorporation papers were filed by Nathan E. Gillin, 6253 Hollywood Boulevard, Hollywood. Directors are Davre J. Davidson, Henry R. Davidson and John T. Lumpp, all of Los Angeles.

Exhibit Reps Get Jet Guns For Showings

CHICAGO, Dec. 15.—Distributors of Exhibit Supply Company this week were shipped showroom samples of Jet Gun, the new type moving target gun game introduced at the Trade Show of the National Association of Amusement Parks, Pools and Beaches convention last month (The Billboard, December 1).

Designed in an upright cabinet, Jet Gun offers the player an unlimited number of simulated machine gun bursts at constantly moving jet planes. An all skill unit, part of the challenge of the game is the number of hits the player can make in a specified time. All scoring is automatic.

Key feature of Jet Gun is that once a plane has been hit, it appears to drop then recovers its equilibrium and players have opportunities to make additional hits on the plane targets.

Candy Firms

Continued from page 86
and above the number stated on the order; thus a 20, 24 or 25-case order would be shipped as a 21, 25, 26 or 27-case delivery but billed per the original order.

Hoben Candy Company has a promotional allowance system in effect; on the basis that the operator is promoting the brand via his venders, this "advertising" allowance drops the firm's 120-counts from \$3.60 to \$3.45.

Price Reductions

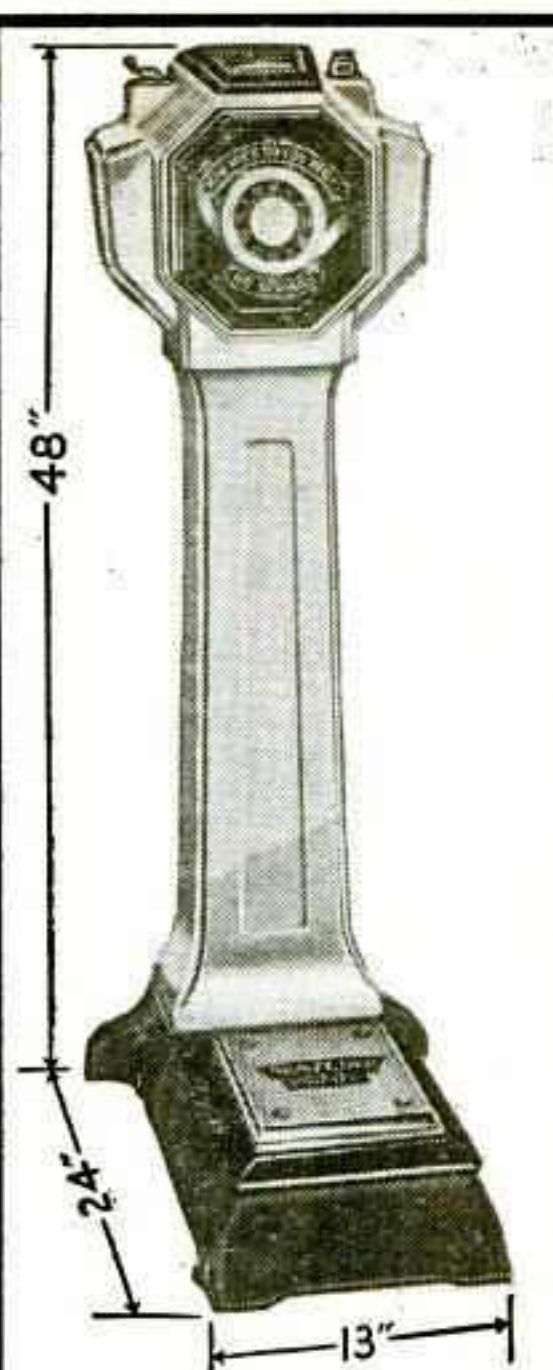
Straight price reductions have been effected in recent weeks by Cadbury-Fry of America, a 25-cent drop to \$5.50 on its dime packs; James O. Welch Company, a 12-cent reduction on 100-count Coconut Bars bringing case cost to \$2.88, and Elizabeth Candy Company (subsidiary of Life Savers Corporation), which reduced its Scoop bar 100-count a nickel to \$2.45.

Popcorn Industry

Continued from page 86
ers, distributors, theater venders, retail poppers and leaders in allied industries.

Oliver Koeneman, of the Old Vienna Products, St. Louis, was elected vice-president; Harry T. McNamara, of the Blue Star Foods, Rockford, Ill., was re-elected treasurer, and Thomas J. Sullivan, of Chicago, was named executive vice-president.

Symbolizing its entry into the international field, the group elected Canadian Syd Spiegel, of Super-Puff Popcorn, Ltd., Toronto, to the board of directors. Paul Mercy, of the Automat Company, Yakima, Wash., also was elected a director.



\$25 DOWN
Balance \$10 Monthly

ALL WEATHER SCALE FOR OUTSIDE LOCATIONS

WRITE FOR PRICES

Invented and Made Only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

Immediate Delivery!
NEW Northwestern 49 Special

Cuts Costs and Servicing Time in Half

Less Than 25¢ \$17.35
Less Than 100¢ \$17.15

Over 100 \$16.95

AVAILABLE IN 1¢ OR 5¢ PLAY. PLEASE SPECIFY WHEN ORDERING. WE TAKE TRADE-INS LIBERAL ALLOWANCE

Terms: 1/3 Deposit, Balance C.O.D. Write to Dept. V for complete list and prices of coin operated equipment, supplies, charms, etc.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA.
LOmbard 3-2676

MERRY CHRISTMAS TO ALL

Victor's Topper Deluxe

Only \$13.20 each (10¢ or more)
Sample \$14.95

Glass or Plastic Globes, UNEQUALLED FOR VENDING: BALL GUM, CANDY, PEANUTS, CHARMS, SALTED PEANUTS, ETC.

LOWEST PRICES on BALL GUM, CANDY, CHARMS, stands. We stock all parts and supplies.

"TRY THE BEST, TRY VICTOR'S"
WRITE TODAY!

H. B. HUTCHINSON JR.
860 North Ave., N. E., Atlanta, Georgia

Wurlitzer to Keep Current Phonographs in Production

Material Situation Plus Market Trends Prompt Company's Policy

NORTH TONAWANDA, N. Y., Dec. 15.—After an analysis of current market conditions and trends in the phonograph field, the Rudolph Wurlitzer Company has announced it will keep its Models 1400 and 1450 in production "regardless of any future additions" which may be made to the firm's line of juke boxes.

Wurlitzer's intentions were announced this week by Ed Wurgler, general sales manager. Said Wurgler: "We reached this important decision after a careful analysis of market conditions, costs and business trends in the commercial phonograph field. The acquisition of tools and dies for new models is at present so dif-

ficult as to be almost impossible."

In a written statement of Wurlitzer's policy—which runs counter to the firm's usual practice of bringing out a new model every 12 months—Wurgler commented:

"We have been notified by the government that the materials for the manufacture of juke boxes will be stringently reduced for

the first quarter of 1952. How long this curtailment will continue is anybody's guess. We are presently in production on phonographs which hold a dominant position in the field, and it would be poor policy to discontinue them."

Wurgler pointed out that the number of new phonographs rolling off production lines is continually shrinking.

(Editor's Note: The National Production Authority has banned all new models after February 1, 1952, which require tooling, and thus far has given no indication it intends modifying that restriction.)

"For some months now," he said, "we have told the music operators thruout the United States that they could expect a serious shortage in automatic phonographs. That we have reached this position is obvious to everyone."

"In order that the operator may continue in business, we are extending the production of the 1400-1450 phonographs. This will allow us continued use of the dies and tools which we now have on



ED WURGLER

JUKE RENTALS

Tele, Costs Curtailing 1-Nite Stands

CHICAGO, Dec. 15.—As it has since the first big television year, 1949, home juke box rentals have continued to nosedive during the holiday season, a round-up of operators specializing in this phase of the music business indicated this week. In areas where television has not yet become a factor, however, home-party rentals have held up compared to the early postwar years.

Replacing the private home as the chief rental customer, operators agree, are plants and offices where Christmas celebrations are held, and public halls when a club, association or other group leasing the premises does not use an orchestra.

Also, the higher cost, more complicated equipment now in use necessitates a higher rental fee, thus discouraging many private would-be renters. Too, the high labor cost, and usually the need to pay overtime to employees delivering, servicing rentals, acts to cut down profits on such business, it was pointed out.

Over-all, the home rental phase of a juke box operations does not now have the same importance, and does not garner the same earnings, as it did in the prewar, war and early postwar years. Result has been that many operators have eliminated the service altogether, with the majority of others reducing it to a bare minimum.

Nebraska Automatic Phonograph Operators' Association

1430 South 13th Street, Omaha
 OMAHA, Dec. 15.—The Nebraska Automatic Phonograph Operators' Association, Inc., held their regular quarterly two-day gathering at the Hotel Pawnee, North Platte, Neb., December 1-2. Hap Marble acted as host.

The business meeting was held the second day with informal gatherings and discussions the first day. It proved to be the best

Cincy Ops Stage Gala Yule Party

300 Attend 10th Anniversary Shindig; D-Jockey Vows Close Support of Group

CINCINNATI, Dec. 15.—An estimated 300 members, guests and personnel of allied industries attended the Tuesday night (11) 10th annual Christmas party of the local Automatic Phonograph Owners' Association in the Victory Room of the Sheraton Gibson Hotel. The occasion also marked the 10th anniversary of the association. At least 50 late reservations were turned down due to lack of space in the room, officials said.

That the operators outdid themselves this year in staging their largest and most elaborate Christmas affair was evident in much favorable comment from those who have attended local parties in the past.

From the first, the APOA realized that the existence of the automatic phonograph business depended upon public good will, and since the association's inception, much of its efforts have been channeled along lines designed to make the public, press, city officials, disk jockeys and the music business in general have a better understanding of the automatic phonograph trade.

That the association is succeeding in its efforts was evident Tuesday as Nelson King, WCKY, Cincinnati, d.j., and party emcee, in speaking for all local jocks, pledged close co-operation with the APOA. King pointed out that the radio, record-making and general music trade must realize that the juke box is an important factor in American life because it exploits songs and creates demand for them.

So many records are going v d.j.'s, said King, that the jockey does not have time to give the

disks sufficient spins to learn their potential.

Co-Op Plan

Then he announced a plan, originated by the APOA and local jockeys, under which information on current tunes will be pooled. Record companies will be asked to work with d.j.'s by telling them what disks are the plug tunes and what is going to be done to ex-

(Continued on page 92)

N. Y.-Area Ops' Nut \$3,000,000 in 1951

Payments Good, Say Factors Who Finance 5,000 Phonos in Year

NEW YORK, Dec. 15.—Term loans to finance juke box purchases in the Greater New York area will total well over \$3,000,000 this year. This cumulative figure is given as a "conservative estimate" by major factoring concerns, who estimate it represents transfers of some 5,000 machines.

The firms defined the Greater New York area as comprising New York, New Jersey, Connecticut and parts of Pennsylvania. The \$3,000,000, tho, does not include short-term notes, granted usually by local banks, nor does it include

the activities of fringe finance concerns or financing done by distributors themselves. Taken together, activities of the latter might add considerably to the total.

Despite the substantial amounts owed by operators, factoring firms report payments are unusually prompt, delinquencies rare, and the need for resorting to repossession "practically nil." The phonograph industry represents a much safer investment than many other industries in this territory, they assert.

Spokesmen cited the following as among the reasons for current

(Continued on page 92)

MORE CHI JUKE ROUTES IN 1951

CHICAGO, Dec. 15.—The number of juke box operations here increased during the past year, according to classified telephone listings in the new issue of the Red Book.

Total number of music firms increased to a new high of 71 during 1951, compared with 66 in the 1950 Red Book. Many of the operations, for reasons of competition within the city itself, have expanded routes to near-by suburban areas and to high traffic all-season highway eateries and taverns while retaining headquarters in the city proper.

Set Canadian Seeburg Rep In New Hdqtrs.

TORONTO, Dec. 15.—Reg Gilchrist, of R. C. Gilchrist Company, Ltd., Canadian distributors of Seeburg, has opened new offices near the city's main shopping district.

A Seeburg Selectomatic 100 is displayed in the store windows. On the wall of the office, which is laid out in an inverted "L" shape, is painted a large map of Canada, on which most of the major offices of Canada have been marked.

Gilchrist's office is furnished with the most modern office furniture, presented to him by his staff.

Behind Gilchrist's private office is a section which he has named the "Monte Carlo" section, since besides displaying the Seeburg machines, there are also displayed pinball machines.

At the rear in the workshop, a special bench has been set up for visiting coin-machine operators to repair their machines. Gilchrist says they will be allowed the use of the bench at any time, and his firm will have any or all tools available to the operators, all without charge. Parts needed for the repairs also will be supplied.

A complete parts department completes the layout of the newest coin-machine office in the city.

Plan Rock-Ola Regional Meet In New Orleans

Ship 50-Selection Wall Box Samples For Distrib Shows

CHICAGO, Dec. 15.—Rock-Ola Manufacturing Company will hold its regional distributor meeting in New Orleans January 10-11, Art Weinand, vice-president and director of sales, announced Thursday (13). Sample of the firm's new 50 selection wall box (The Billboard, December 8) were shipped this week for distributor showings around the country.

The regional meet will draw Rock-Ola representatives from Florida, Georgia, Alabama, Mississippi, Texas, Louisiana, Tennessee, North Carolina and South Carolina. Weinand and Lou Sebastian, factory regional manager for the South and Southwest will be on hand to lead the discussion and explain 1952 company policy.

Peak Turn-Out For Illinois Ops' Meeting

CHICAGO, Dec. 15.—With a record attendance of 40 operators this year, the Music Operators of Northern Illinois' December meeting Thursday (13) was termed one of the most successful to date. President Robert Lindel, of General Music Company, attributed the high turn-out to increased member interest following creation of a formal executive staff earlier this year (The Billboard, October 27).

Discussion highlights included the trend toward greater selectivity in manufacturers' 1952 phonographs, the current crop of hit records and special play promotions for the holiday season.

Andy Hesch, vice-president and head of A. H. Entertainers, reported along with top attendance, a new high in member co-operation was indicated. The association membership drive has been

(Continued on page 89)

8-TO-THE-BAR; TAP CUSTOMIZES JUKE BOX PLAY

CHICAGO, Dec. 15.—A unique juke box play promotion gimmick is being used by an enterprising tap owner, heading the Cloverleaf Bar on the North Side. To accomplish his "design for more play," he checks each week with the phonograph routeman to make certain there are waltzes, four-four time and boogie woogie (eight beat) tunes on the selection panel.

The gimmick: Whenever there are three people lined up at the bar, the tap man shills a waltz on the juke (representing three-to-the-bar), and when he counts an even eight along the mahogany, he selects an eight-to-the-bar number. And he makes it a point to mention the reason for the selection to his patrons.

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:

THAT NEW TAX LAW (II). Provisions affect filing of joint returns—a Billboard round-up (General Department).

PROM SELLS AT 40 CENTS. Latest diskery in the low-priced field will retail for small tab (Music Department).

DISK EXECS PONDER COPYRIGHT PROBLEM. Should royalties be paid on pre-1909 tunes is RIAA question (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.



A Special Section on
**AUDITORIUMS
 and ARENAS**

beginning on page 43

S. D. Operators to Discuss OPS, Bryson Bill at Parley

MOBRIDGE, S. D., Dec. 15.—Office of Price Stabilization regulations and the Bryson Bill are the two major problems to be discussed by the South Dakota Phonograph Operators' Association at its annual election meeting here in January.

Harold Scott, secretary-treasurer of the association, said the OPS ruling prohibiting dime, three-for-a-quarter play and the Bryson Bill are "matters of great concern" to the State group.

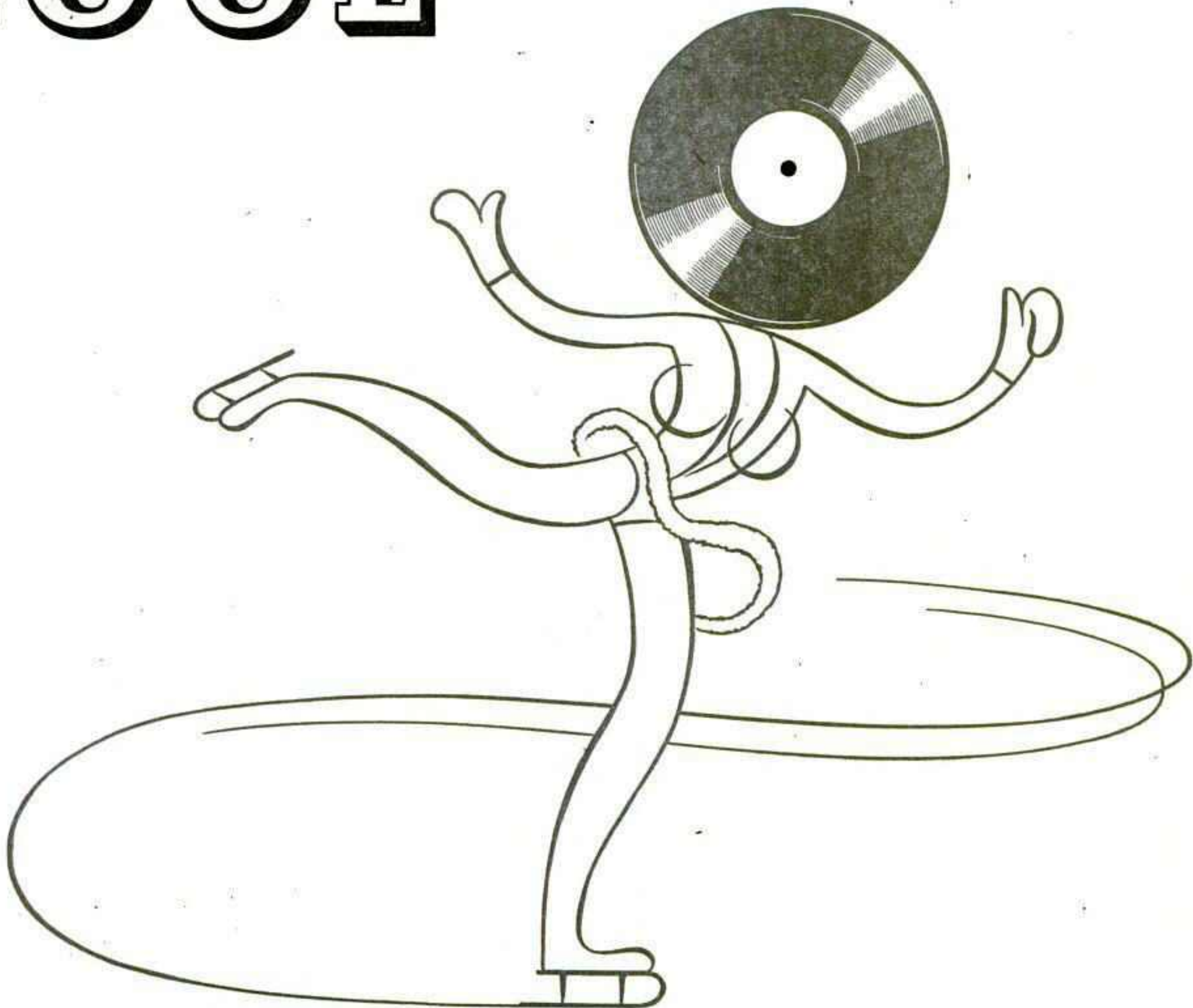
The Bryson Bill, which would impose a performance tax on juke

boxes, has aroused the opposition of operators and juke box manufacturers across the nation.

Matters of particular concern to South Dakota operators also will be discussed at the meeting which will be held January 6-7—weather permitting—in the Brown Palace Hotel.

The association in Nebraska, North Dakota, Minnesota, Iowa and Wisconsin have been invited to send representatives to the meeting. Distributors serving the South Dakota area also have been invited to display equipment.

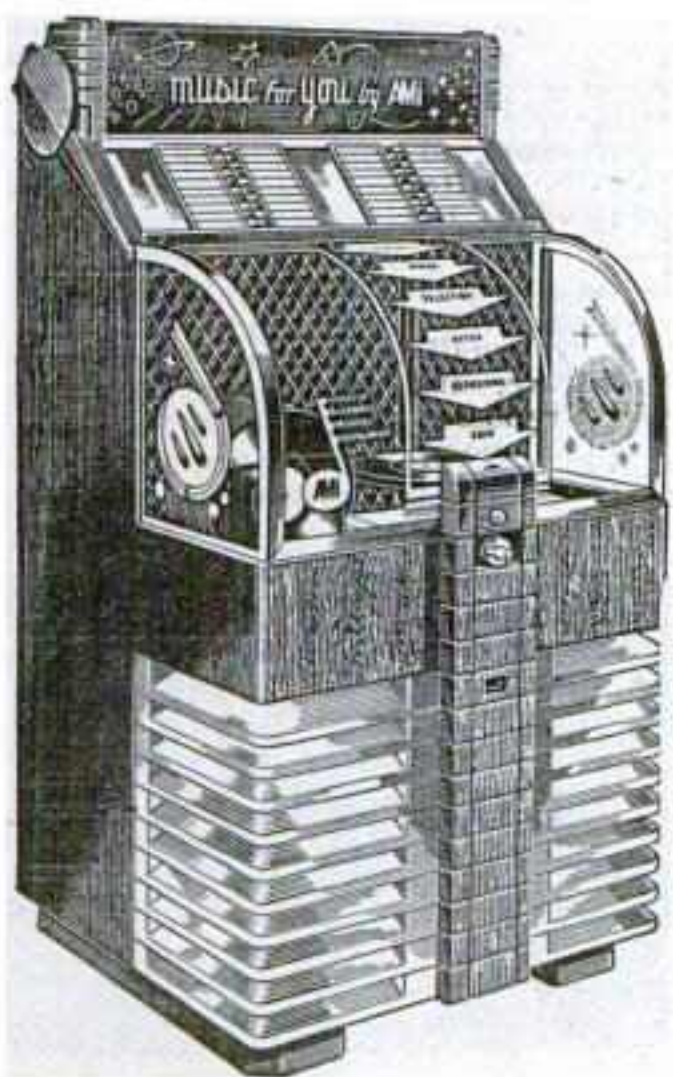
COOL



Records thrive in the new Model "D's" record chamber where temperatures stay at room level.

Shielded even from the low, low heat generated by the "D's" new five-tube amplifier, records are protected from heat damage.

Interior lighting, top and bottom, uses only 50 watts in all of cold, safe light for double protection



AMI *Incorporated*

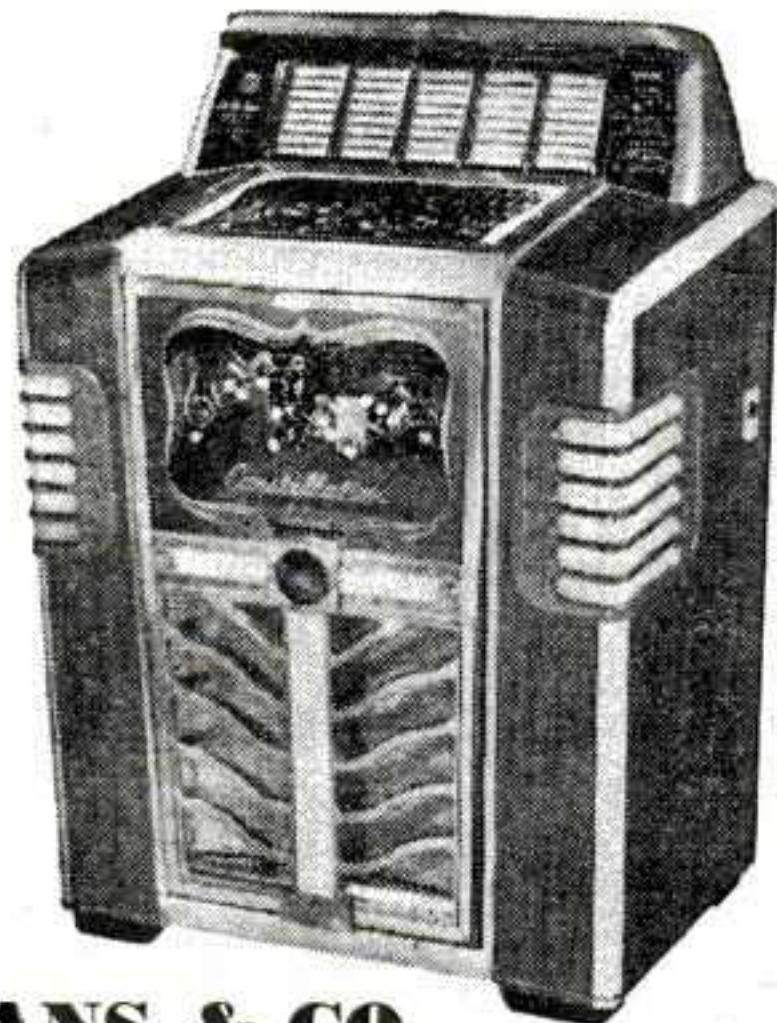
GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

One Thing You Can Be Sure of . . .

EVANS' 20/40 CONSTELLATION

If there's anything you can depend on in these uncertain times, it's the Constellation Phonograph. Thanks to Evans' enduring Quality of construction, design, engineering and tone, trouble free performance is a practical certainty, even through extended periods of shortages. To keep your future profitable operate Constellation, the Phonograph Built with Your Future in Mind!

See your Evans Distributor or write Factory direct.



Sincere Wishes
for a
Joyous
Christmas

H. C. EVANS & CO.

1556 W. CARROLL AVE.

CHICAGO 7, ILLINOIS

SEE EVANS' COIN MACHINE AD, PAGE 102

MUSIC SYSTEM SPECIALS

- Seeburg 148ML, Blonde \$299.00
- Seeburg 146S or M 139.00
- Wurlitzer 1015 175.00
- Wurlitzer 1250 439.00
- Seeburg Wallboxes,
Postwar, 3 Wire 18.50
- Wireless W1-L56 12.50

IMMEDIATE DELIVERY

1/3 Certified Deposit, Balance C.O.D.

MUSIC SYSTEMS, Inc.

10217 Linwood
Detroit, Mich.

2600 Euclid
Cleveland, O.

RISTAUCRAT S-45

The Only
Successful
Small Music Box
Ever Made



Try This Proven
Profit Maker on
Your Locations

Ristaucrat, Inc.

1216 E. Wisconsin Ave.

Appleton, Wis.

GIVE *Voluntarily* TO
MARCH OF DIMES
JANUARY 2-31



For
**PATIENT CARE
RESEARCH
EDUCATION**

THE BILLBOARD Index of Advertised Used Machine Prices

● **Music Machines**

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Dec. 15	Issue of Dec. 8	Issue of Dec. 1	Issue of Nov. 24
AIREON				
Coronet 400	\$79.00	\$79.00	\$79.50	
Coronet 500	159.00	159.00	159.00	\$159.00
Deluxe	49.00	49.00	49.00	49.00
AMI				
Model A	325.00	295.00	295.00	299.00 345.00
Model B	425.00 445.00	495.00	445.00 495.00	
Model C	500.00			
MILLS				
Constellation	175.00	175.00	175.00	175.00
Empress	39.00	39.00	39.00	39.00
PACKARD				
Manhattan	75.00 125.00 149.50	125.00 149.00	125.00 149.00	125.00 149.00
ROCK-OLA				
Commando	39.00	39.00	39.00	39.00
Deluxe 39				65.00
Playmaster	69.50	69.00	69.00	69.00
Super 40				65.00
39				65.00
1422	99.00 125.00(2)	99.00	99.00	99.00 139.00
1426	155.00 159.00	159.00	159.00	159.00 185.00
1428	299.00	299.00	299.00	319.00
1432	500.00			
1950 50 Selection		650.00	650.00	650.00
SEEBURG				
Classic	49.00	49.00	49.00	49.00 49.50
Colonel	59.00	59.00	59.00	59.00
Envoy	69.00	69.00	69.00	69.00
Gem	49.00	49.00	49.00	49.00
Hi Tones				59.00
48 Hideaway	130.00			
H-146 M Hideaway	150.00 179.00	179.00 189.00	179.00 189.00	175.00 179.00
H-148 M Hideaway	229.00 250.00	229.00 249.00	229.00 249.00	189.00 200.00
H-246 M Hideaway	199.00	199.00 219.00	199.00 219.00	229.00 249.00
Hightone ES	59.00	59.00	59.00	350.00
Major	49.00	49.00	49.00	49.00
Regal	49.00	49.00	49.00	49.00
46 Hideaway	90.00			45.00 49.00
146		195.00	195.00	195.00
146M	139.00 179.00	139.00 179.00	139.00 179.00	139.00 179.00
146 S	139.00	139.00	139.00	225.00
147		225.00	225.00	195.00
147 M	229.00	169.00 229.00	169.00 229.00	229.00 300.00
147 S		149.00	149.00	169.00 225.00
148 M	319.00	319.00	319.00	229.00 300.00
148 M1	299.00 349.00	299.00 349.00	299.00 349.00	149.00 199.50
1941 RC Special	79.00	79.00	79.00	275.00
8800				395.00
9800				79.00
WURLITZER				
24 Record			44.50	
500	49.00	69.50	49.00 69.50	49.00 69.50
600	49.00	49.00	49.00	69.50
600K	49.00	49.00	49.00	49.00
600R	49.00	49.00	49.00	49.00
700	79.50	79.50	79.50	79.50
750	99.00	85.00 99.00	85.00 99.00	85.00 109.00
780	79.00	79.00	79.00	79.00
800	79.00	79.00	79.00	79.00
850	59.00	59.00	45.00 59.00	45.00 59.00
950	49.50	49.50	64.50	
1015	175.00 179.50	169.00 179.50	169.00	175.00 179.50
	195.00 199.00	195.00 199.00	179.50(2)	195.00 199.00
	200.00 210.00	200.00 225.00	195.00 199.00	199.50 200.00
	250.00	250.00	200.00 210.00	225.00 250.00
			225.00 250.00	
1017	200.00 250.00	250.00	250.00	199.50 259.00
1080	195.00 199.00	199.00	199.00 200.00	175.00 199.00
	199.50 200.00			
1100	310.00 365.00	365.00 369.00	365.00(2)	325.00 365.00
	369.00 370.00	375.00(3)	369.00	369.00 395.00
	375.00(2)	379.50 395.00	375.00(2)	
	379.50 395.00		395.00	
1250	439.00 495.00	495.00	495.00	499.50
Victory	39.00	39.00	39.00	39.00

N. Y.-Area Ops

Continued from page 90

stability at the operating level:
1. The quickie operator, looking for a fast buck, has about disappeared from the picture. Those remaining are seasoned in the complexities of the business or, if newcomers, have been able to master its essentials thoroly.
2. Because of reduced production, or otherwise, operators have cut down on purchases of new equipment and are able to write off what they do buy more easily.
3. Especially where higher-priced phonographs are concerned, route owners don't splurge unless they have locations ready and waiting for the machines. Since these units usually produce good revenue, their owners more often than not are able to pay for them out of earnings.

General finance pattern here calls for an average of 25 per cent down payment on the purchase price. The remainder is financed for an average of 12 to 14 months. Down payments sometimes are as low as 20 per cent, and monthly installments occasionally run as high as 18.

One factoring firm stated that the amount of installment paper in 1951 will about equal the total for last year, altho it seemed less machines were being sold. He squared this apparent contradiction by pointing out that operators are financing a greater proportion of their purchases than a year ago, a theory distributors will back up.

The trend, this spokesman asserted, has been to ever-rising costs of operation since the end of World War II. Putting it another way, he estimated an operator today has to invest 20 to 25 per cent more than he did about five years ago to realize the same dollar value.

Wurlitzer to Keep

Continued from page 90

hand, as well as an assurance that some phonographs can be delivered to the trade."

This does not mean, Wurgler stated, that Wurlitzer will abandon such phonograph developments as it has been working on.

"We have not lost sight," Wurgler said, "of the fact that to be successful in any business one must continually move ahead. Our designers and engineers are continually at work on developments which we expect will prove revolutionary in our field. When we will be able to incorporate these new developments into our production is dependent upon the availability of materials and relaxation of governmental restrictions."

Neb. Phono Ops

Continued from page 90

meeting held since the association organized eight months ago.

A large public relations program is being started. This is being topped off by changing the name of the association to Music Guild of Nebraska, Inc., and will be followed by working out a constant contact with disk jockeys and newspapers, giving them the local top 10 from the juke boxes to be given to the public as such.

The next get-together will be held the last Saturday and Sunday in March at the Fort Kearney Hotel, Kearney, Neb. Mrs. Morten, Morten Amusement Company, will be hostess. Howard Ellis, Secretary-Treasurer

ROCK-OLA
Rocket

BASIC ROCK-OLA TIME-TESTED TROUBLE-FREE CHANGER. FASTER, IMPROVED MECHANISM WITH FEWER OPERATING PARTS. PLAYS BOTH SIDES OF 25 RECORDS—OFFERING 50 SELECTIONS.

ROCK-OLA MFG. CORPORATION
800 North Kedzie Avenue
Chicago 51, Ill.

WURLITZER TO CONTINUE MODELS 1400 AND 1450 IN LINE

WILL UTILIZE CURTAILED MATERIAL ALLOTMENTS TO BEST SERVE WURLITZER OPERATORS

The amount of critical materials allotted to Wurlitzer for phonograph production has been substantially reduced. To utilize these materials to your best advantage as a Wurlitzer Operator, Wurlitzer plans to continue the Models 1400 and 1450 in its line regardless of any future additions to it.

What it means to you is this!

You will still be able to buy 24-record, 48-selection, all-speed Wurlitzers, recognized as the finest phonographs available...the right size for any location—styled to stimulate play and engineered with such proven money-making features as high speed cycling and single button selection.

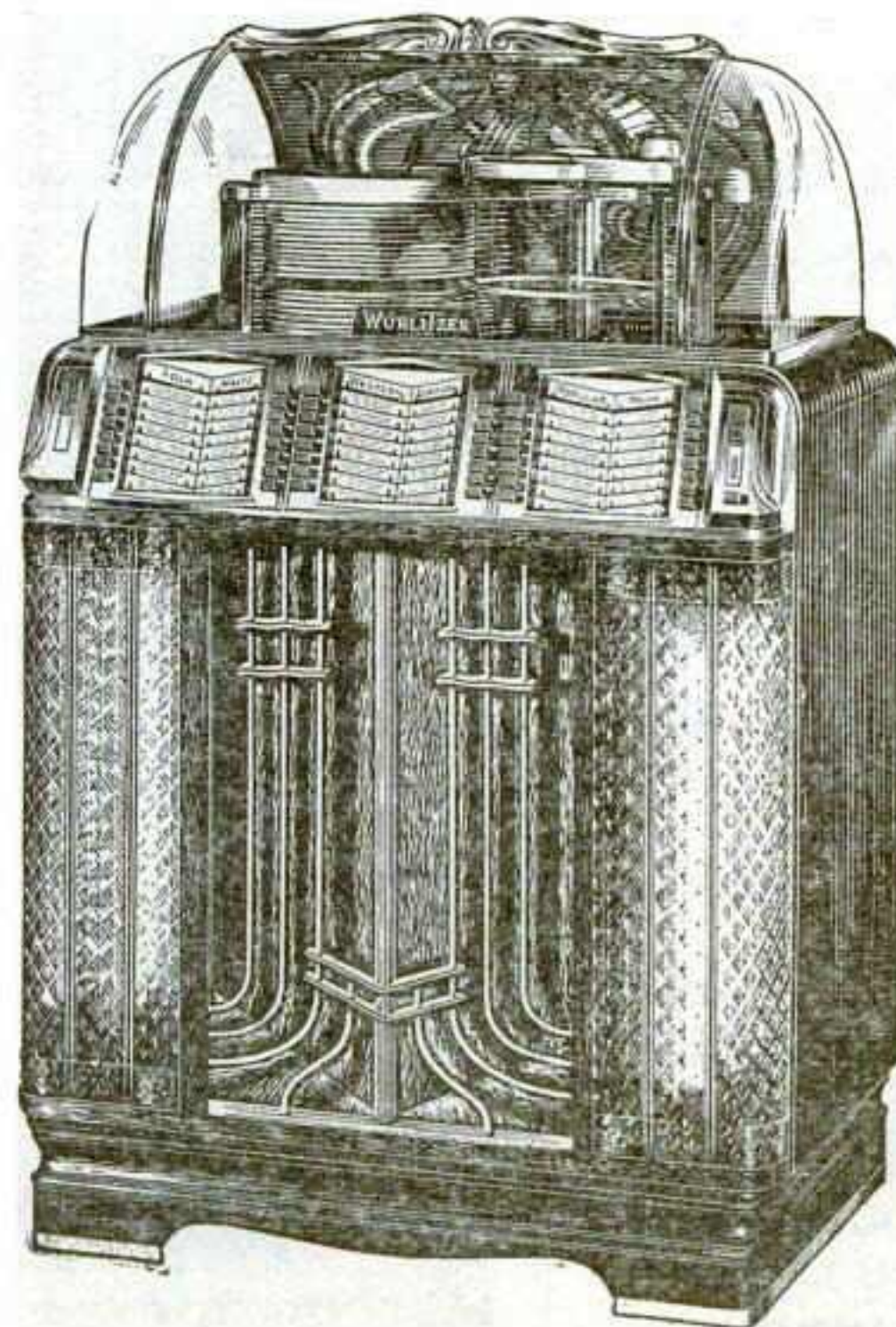
With the 1400 and 1450 you can still use your present library on 78 RPM—or—you can convert to 45 RPM and play current hits with the terrific customer appeal of watching the small records in action.

We at Wurlitzer believe that continuing these two great models in our line is definitely to your advantage—and will reflect to your profit.

We further predict that, in the face of ever stiffening restrictions, the demand for Models 1400 and 1450 will far exceed the supply.

We suggest that you review your routes—inventor your equipment—and then see your Wurlitzer Distributor AT ONCE.

The Rudolph Wurlitzer Company
NORTH TONAWANDA, N. Y.



YOUR BEST ALL AROUND INVESTMENT
ALL-SPEED WURLITZERS

New Basketball Game Produced By Tele-Skill

NEW YORK, Dec. 15. — Set-Shot, a new coin-operated game built around the basketball theme, has been placed in production by the Tele-Skill Company, a Brooklyn firm recently organized to design and manufacture competitive-play amusement devices.

Housed in a showcase-type cabinet, the game is completely enclosed except for the glass sheeting in front. Thru this the players (two compete against each other for high score) view the simulated basketball court, realistically decorated in six colors.

Spotted on the playfield are 12 "wells," six to a side, into which free-rolling ping-pong balls fall. Any ball which has settled in a well may be snapped toward the opposing basket by tapping the appropriate control in front of the machine. Levers are oriented so that the ball is directed at the basket, but skill is required in depressing the control with just the right pressure to prevent the ball from falling short or overshooting the mark.

Spinner Action

In the center of the field, which is slightly depressed, a spinner tosses balls, that have escaped falling into the wells, back into play. The spinner stops revolving after a minute and a half, bringing the game to a quick halt until another coin is inserted. As scores are made, points are racked up on an illuminated scoreboard on the real panel. If one of the players scores 20 points before the time limit has expired, the game shuts itself off automatically.

All electrical control equipment is fitted on a drawer-type board which may be pulled out as a unit for servicing. Set on four legs, Set-Shot stands 6 feet high and occupies 4 by 2 feet of floor space.

Tele-skill principals are Ben Frankenstein, Murray Director, Robert Cronk and J. J. Hill. The firm also is producing Air Hockey, a unit formerly manufactured by Cronk in another enterprise. Factory and offices are at 1 Joralemon Street, Brooklyn.

Frankenstein said Set-Shot, altho primarily produced for the arcade market, also will be offered as a location piece. Deliveries will begin early in January. The Mike Munves Corporation has been named distributor.

General Vending

Continued from page 85

the features suggested by the firm's officials have been included in equipment made by Chicago game manufacturers.

Empire Coin Machine Exchange is headed by Gil Kitt. In business for over 10 years, Empire Coin has become one of the biggest volume distributing houses in the country, both domestically and in foreign countries.



JUST OFF LOCATION!

WURLITZER 1015	\$179.50
WURLITZER 1100	379.50
WURLITZER 950	49.50
BALLY TURF KINGS	299.50
BALLY CHAMPIONS	99.50
BALLY CITATIONS	74.50
BALLY BASEBALL	79.50
WMS. DOUBLE HEADER	69.50
MUTO. PHOTOMATIC	550.00

COVEN DISTRIBUTING CO.
3181 Elston
Chicago 18, Ill.
Independence 3-2216

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Dec. 15	Issue of Dec. 8	Issue of Dec. 1	Issue of Nov. 24
ABC (United)	\$260.00 295.00 325.00 335.00(2)	\$295.00 325.00 350.00	\$250.00 325.00 350.00	\$325.00 350.00
Advance Rolls (Genco) (roll-down)	39.50	39.50	39.50	39.50
Alice in Wonderland (Gottlieb)	39.50	39.50	39.50	39.50
Aquacade (United)	39.50 49.50 79.50	49.50 89.50	49.50 89.50	49.50 89.50
Arizona (United)	99.50	99.50	99.50	99.50
Ballerina (Bally)	27.50	40.00	27.50	27.50
Bango (Chicago Coin)	49.50	49.50	49.50	49.50
Banjo (Exhibit)	49.50	49.50	49.50	49.50
Bank-a-Ball (Gottlieb)	119.50	119.50	99.50	119.50
Barnacle Bill (Gottlieb)	49.00	49.00	39.50	39.50
Basketball (Gottlieb)	89.50	95.00	89.50	95.00
Basketball Champ (Chgo. Coin)	275.00	275.00	275.00	275.00
Basketball (Chicago Coin)	225.00	225.00	225.00	225.00
Be Bop (Exhibit)	114.50	114.50	84.50	114.50
Bermuda (Chicago Coin)	34.50	34.50	34.50	15.00
Big Top (Genco)	79.50	75.00	79.50	79.50
Black Gold (Genco)	49.50 59.50	59.50 65.00	59.50 69.50	59.50 69.50
Blue Skies (United)	50.00	54.50	34.50	54.50
Bomber (Chicago Coin)	124.50	124.50	124.50	124.50
Boston (Williams)	95.00	104.50	84.50	104.50
Bowling Champ (Exhibit)	65.00	79.50	79.50	79.50
Bowling Champ (Gottlieb)	325.00	335.00	74.50	375.00
Bright Lights (Bally)	365.00(2) 375.00(2)	365.00 375.00(2)	375.00(2)	275.00 375.00
Broadway (Bally)	69.50	69.50	185.00	185.00
Buccaneer (Gottlieb)	69.50	69.50	44.50	69.50
Buffalo Bill (Gottlieb)	49.50	55.00	79.50	64.50
Buttons and Bows (Gottlieb)	69.50 79.50	79.50	64.50	79.50
Camel Caravan (Genco)	69.50 85.00	69.50 85.00	69.50 85.00	69.50 85.00(2)
Campus (Exhibit)	49.50	114.50	114.50	114.50
Can Can	39.50	39.50	39.50	39.50
Canasta (Genco)	119.50	119.50	84.50	119.50
Carnival (Bally)	32.50 55.00 69.50	69.50	69.50	69.50
Carolina (United)	49.50	59.00	49.50	49.50
Catalina (Chicago Coin)	29.50 39.50	29.50 39.50	29.50 39.50	29.50 39.50
Champion (Bally)	69.50 75.00 99.50(2)	69.50 75.00 125.00	65.00 69.50(2)	69.50 99.50 100.00
Cinderella (Gottlieb)	39.50 45.00 49.50	39.50 49.50	39.50 49.50	39.50 49.50
Citation (Bally)	50.00(2) 74.50(2)	64.50 95.00	40.00 65.00 74.50	65.00 74.50 134.50
College Daze (Gottlieb)	95.00	109.50	109.50	90.00
Coney Island (Bally)	400.00	435.00	44.50	44.50
Contact (Exhibit)	44.50	44.50	39.50	44.50
Control Tower (Williams)	130.00	130.00	130.00	130.00
Cover Girl (Gottlieb)	24.50	24.50	24.50	24.50
Crazy Ball (Chicago Coin)	29.50	45.00	29.50	29.50
Dallas (Williams)	49.50	79.50	49.50	79.50
De-Icer (Williams)	99.50	119.50	104.50	119.50
Dew-Wa-Ditty (Williams)	39.50	45.00	39.50	39.50
Double Feature (Gottlieb)	89.00	94.50	94.50	94.50
Double Shuffle (Gottlieb)	89.00	94.50	94.50	94.50
Dreamy (Williams)	99.50	124.50	104.50	124.50
El Paso (Williams)	49.50	74.50	49.50	74.50
Fighting Irish (Chicago Coin)	115.00	139.50	104.50	139.50
Five Star (Universal)	225.00(2) 250.00(2) 275.00(2) 295.00(2) 335.00	225.00(2) 250.00(2) 275.00(2) 295.00	275.00(2) 295.00(2) 300.00	195.00 275.00 280.00 295.00
Floating Power (Genco)	49.50	54.50	49.50(2)	49.50(2)
Flying Saucers (Genco)	129.00	129.00	145.00	145.00
Four Horsemen (Gottlieb)	125.00(2)	125.00(2)	75.00	79.50
Football (Chicago Coin)	75.00	80.00	79.50	79.50
Freshie (Williams)	114.50	114.50	114.50	114.50
Georgia (Williams)	144.50	144.50	144.50	144.50
Gizmo (Williams)	40.00	40.00	40.00	40.00
Gold Cup (Bally)	40.00 64.50(2) 75.00	64.50 75.00	50.00 64.50	50.00 64.50
Golden Gloves (Chicago Coin)	94.50	94.50	94.50	94.50
Grand Award (Chicago Coin)	55.00	55.00	69.50	69.50
Harvest Moon (Bally)	69.50	69.50	69.50	69.50
Harvest Time (Genco)	100.00	129.50	115.00	129.50
Hawaii (United)	19.50	19.50	19.50	19.50
Hit Parade (Gottlieb)	29.50	29.50	29.50	29.50
Hot Rod (Bally)	149.50	149.50	89.50	149.50
Humpty Dumpty (Gottlieb)	29.50	49.50	29.50	49.50
My-Roll (Bally)	60.00	60.00	60.00	60.00
Jeanie (Exhibit)	99.50	99.50	99.50	99.50
Jockey Special (Bally)	30.00 54.50(2) 64.50	54.50 64.50	40.00 54.50	54.50 64.50
Joker (Gottlieb)	119.50	119.50	119.50	160.00
Judy (Exhibit)	119.50	119.50	119.50	119.50
Jumbo (Bally)	37.50	50.00	40.00	79.50
Just 21 (Gottlieb)	79.50	79.50	79.50	79.50
K. C. Jones (Gottlieb)	110.00	110.00	110.00	110.00
King Arthur (Gottlieb)	99.50	124.50	99.50	124.50
King Cole (Gottlieb)	59.50	59.50	59.50	59.50
Knock Out (Gottlieb)	99.50 119.00 140.00	154.50	154.50	125.00 154.50
Lady Robin Hood (Gottlieb)	39.50	39.50	39.50	39.50
Leap Year (Marvel)	34.50	34.50	34.50	34.50
Line Up (Keeney)	195.00	225.00	175.00	239.50
Lite-A-Line (Keeney)	250.00 295.00(2)	250.00 325.00	295.00(2) 325.00	295.00 325.00 365.00
Lucky Inning (Williams)	79.50	99.50	79.50	99.50
Madison Square Garden (Gottlieb)	145.00	145.00	145.00	145.00
Major League Baseball (United)	39.50	39.50	39.50	39.50
Majors of '49 (Chicago Coin)	79.50	79.50	79.50	79.50
Manhattan (United)	25.00	22.50	22.50	22.50
Maryland (Williams)	49.50	99.50	49.50	99.50

	Issue of Dec. 15	Issue of Dec. 8	Issue of Dec. 1	Issue of Nov. 24
Mercury (Genco)	\$72.50	\$114.50	\$72.50	\$114.50
Mermaid	175.00	175.00	175.00	175.00
Merry Widow (Genco)	29.50	39.50	29.50	39.50
Monterrey (United)	22.50	39.50	22.50	39.50
Moon Glow (United)	39.50	49.00	39.50	49.50
Morocco (Exhibit)	49.50	49.50	49.50	49.50
Oasis (Exhibit)	129.50	129.50	129.50	129.50
Oklahoma (United)	70.00	85.00	70.00	85.00
Old Faithful (Gottlieb)	125.00	135.00	144.50	104.50
One Two Three (Genco)	49.50	59.00	49.50	49.50
Paradise (Gottlieb)	49.50	49.50	49.50	49.50
Phoenix (Williams)	69.50	69.50	69.50	69.50
Photo Finish (Universal)	75.00 99.50	85.00 139.50	99.50 139.50	85.00 139.50
Pin Bowler (Chicago Coin)	139.50	139.50	139.50	139.50
Play Ball (Chicago Coin)	124.50	124.50	124.50	124.50
Playtime (Exhibit)	84.50	84.50	84.50	84.50
Puddin' Head (Genco)	59.00	59.00	59.00	59.00
Punchy (Chicago Coin)	165.00	165.00	165.00	165.00
Quarterback (Williams)	89.50(2) 94.50	89.50(2) 100.00	89.50(2) 94.50	89.50(2) 100.00
Rainbow (Williams)	45.00	45.00	45.00	45.00
Rancho (Bally)	54.50	54.50	39.50	54.50
Red Shoes (United)	99.50	99.50	99.50	99.50
Rip Snorter (Genco)	49.50	49.50	34.50	49.50
Robin Hood (Gottlieb)	99.50	119.50	119.50	119.50
Rocket (Genco)	99.50	119.50	119.50	119.50
Rockette (Gottlieb)	154.50	154.50	154.50	154.50
Rondeau (United)	39.50	39.50	39.50	39.50
Roundup (Bally)	69.50	69.50	69.50	69.50
St. Louis (Williams)	70.00	79.50	59.50	79.50
Sally (Chicago Coin)	54.50	54.50	54.50	54.50
Samba (Bally)	50.00	50.00	50.00	50.00
Samba (Exhibit)	59.50	59.50	59.50	59.50
Saratoga (Williams)	49.50	60.00	49.50	49.50
Screwball (Genco)	39.50	39.50	39.50	39.50
Select-a-Card (Gottlieb)	60.00	79.50	79.50	60.00
Serenade (United)	39.50	39.50	39.50	39.50
Shanghai (Chicago Coin)	49.50	49.50	34.50	49.50
Shantytown (Exhibit)	79.50	109.00	109.50	109.50
Sharpshooter (Gottlieb)	69.50	89.50	89.50	74.50
Shoo-Shoo (Williams)	159.50	159.50	159.50	159.50
Show Boat (United)	55.00	59.00	69.50	69.50
South Pacific (Genco)	75.00	109.00	100.00	109.50
Special Entry (Bally)	20.00	50.00	50.00	54.50
Speedway	35.00	35.00	35.00	35.00
Spinball (Chicago Coin)	29.50	49.50	29.50	49.50
Stadium (Como)	49.00	49.50	49.50	135.00
Stardust (United)	49.50	49.50	49.50	49.50
Stop and Go (Genco)	139.50	139.50	139.50	139.50
Stormy (Williams)	29.50	49.50	29.50	49.50
Summer Time (Gottlieb)	30.00	39.50	30.00	39.50
Sunny (Williams)	49.50	49.50	49.50	49.50
Super Hockey (Chicago Coin)	59.50	70.00	70.00	70.00
Super World Series (Williams)	229.50	325.00	325.00	325.00
Swanee (Exhibit)	49.50	59.50	59.50(2)	59.50(2)
Sweetheart (Williams)	134.50	134.50	134.50	134.50
Tahiti (Chicago Coin)	69.50	79.50	79.50	64.50
Telecard (Gottlieb)	49.50	79.00	49.50	79.50
Tennessee (Williams)	29.50	29.50	29.50	29.50
Texas Leaguer (Keeney)	40.00	40.00	40.00	40.00
Thing (Chicago Coin)	119.50	119.50	89.50	119.50
Three Feathers (Genco)	59.50	69.50	75.00	69.50
Three Musketeers (Gottlieb)	69.50	75.00	75.00	115.00
Thrill (Chicago Coin)	27.50	45.00	27.50	27.50
Total Roll (Genco) (roll-down)	39.50	39.50	39.50	39.50



for better buys * * * buy * * * McGinnis

YOU CAN DEPEND ON ROY FOR QUALITY RECONDITIONED EQUIPMENT

Table listing various coin machine models and their prices, including Merry Widow, Cover Girl, Catalina, etc.

WE SHALL BE PLEASED TO DEMONSTRATE THIS NEW EQUIPMENT

ROY MCGINNIS CORP.

2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

To our many friends

A Very Merry Christmas and Happy New Year

EXCLUSIVE GOTTLIEB, WILLIAMS AND SEEBURG DISTRIBUTORS



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS

Merry Christmas!

VIBRO VITA PRODUCTS CO.

Ridgefield, New Jersey

Mfrs. of Shuffleboard Weights and Fas-Glyde Wax

Ship Edelco's Bowling Game

DETROIT, Dec. 15. — Edelco Manufacturing & Sales Company here has started shipments of its two player bowling game, Star Bowler, which develops its action from a round ball about five inches in diameter.

Playfield of the game comes in lengths of from 8 to 13 feet and is the platform type, two feet above the ground. Star Bowler has 20-30 scoring and gives players 10 frames for a dime.

Williams Bows

Continued from page 95

when the moon has been hit by a rocket.

Another key scoring unit on the Williams game is a four-step bonus point set up which ranges from 50,000 to 200,000 points. At the start of a game this unit is on the maximum point mark and decreases in 50,000 point blocks when certain bumpers are hit or a ball goes thru 50,000 point roll-over switches.



Merry Christmas!

DAVID ROSEN

Exclusive A.M.I. Dist. Ea. Pa. 855 N. BROAD STREET PHILADELPHIA, 23, PA. PHONE: STEVENSON 2-2903

THE BILLBOARD Index of Advertised Used Machine Prices

Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses.

For this week's prices consult the used machine advertisements in this issue.

Large table listing various bowling and shuffleboard equipment models and their prices across different issues of The Billboard.

EMPIRE

COIN MACHINE HEADQUARTERS!

America's Largest Coin Machine Distributor

BRAND NEW CLOSEOUTS!

- List of items for sale: Bally Turf King \$445.00, ChiCoin Thing 140.00, Watch My Line 175.00, Univ. Shuffleboard 249.50, UnitedSkeeAlley 219.50, Horse Shoes \$195.00, UnitedSkeeAlley 219.50

5-BALLS

- List of 5-ball machines: Keeney Holiday, Gott. Niagara, Univ. 5 Star, Bally Spot Lite, Wms. Hayburners, Wms. Sea Jockeys

DALLAS

- List of Dallas machines: Bowling Champ, St. Louis, Univ. 5 Star, Jack Rabbit, Chickie Sam, Rebutl, Scientific, Ten Strike, Quarterback, Exhibit Dale Gun, Exh. Shuffleboard, Bowl, Flash Hockey, Mercury 13-Way, Ath. Scale, Heavy Hitter, Chi. Hockey, Poker and Joker, Chi. Coin Bango

TUCSON

- List of Tucson machines: Harvest Moon, Buccaneer, Rancho, Sally, Magic, Blue Skies, Ali Baba, Ballerina, Summertime, Bank-a-Ball, Stormy, Triple Action, Cinderella, Carolina, Spin Ball, Moon Glow

HUMPTY D.

- List of Humpty D. machines: Trinidad, Sunny, Star Dust, Trade Winds, Wisconsin, Paradise, Contact

WANTED! Coney Island, Turf Kings, Late 5 Balls, 2 and 4 Player Shuffle Games, Bing-a-Roll

MUSIC

- List of music machines: Evans Constellation, Wurlitzer 1100, Wurlitzer 1015, Wurt. 1017, Hideaway, Wms. Music, Mite, New

CONVERSIONS

- List of conversion services: Keeney Bowling Champ, 2 player for shuffleboards, Flyaway Pin Conv., United Shuffle Alley, Super S.A., Double S.A., close-out price, ea.

CIGARETTE VENDERS

- List of cigarette vendors: Factory Reb., 25¢, 1 King Size Col., Unedapak, Rowe Royal, National 930

FORMICA REPLACEMENT TOPS

- List of formica replacement tops: For Chicoin Games, For United, 8 Foot, 2, 4, 5 & 6 Players

One-Half Deposit With Order, Balance C. O. D. or Sight Draft.

Empire Coin MACHINE EXCHANGE

1012-H MILWAUKEE AVE. CHICAGO 22, ILL.

SEND FOR ILLUSTRATED CATALOG

Coinmen You Know

Continued from page 95

machines boast high capacity, over 400 bars.

Fred Hebel, FHC Corporation president, announces production of its ice cream bar vender will be at a steadier flow now that the firm has purchased and taken over the Grotchen Tool & Manufacturing Company facilities.

Victor Vending Corporation is pushing ahead on production on its two new wooden cabinet bulk vendors, the Baby Grand for bulk Chiclets and the Jumbo 100 for 100-count ball gum. Harold M. Schaefer, president, reports initial operator reaction and first shipments on both units indicate the innovation will click.

According to Jimmy Martin, James H. Martin & Company, shipments on the DuGrenier cigarette machines thru its eight State Midwest territory are gaining. Martin also cited satisfactory response from operators on its own Little Candy Store candy vender. Harold Burt, Silver-King Corporation, is keeping output of its bulk units at adequate levels from its Aurora, Ill., plant.

Dole Valve Company is promising something new in the juice vender field. A. G. Roewade, dispensing division's sales manager, thinks the introduction may be made within a few months. Mars, Inc., reports hyped operator interest in its line of dime bars.

Robert Lindelof, General Music Corporation, Skokie, states the Music Operators of Northern Illinois' December meeting, held last week, was attended by practically all of the group's 40-odd members. MONI is currently pushing a membership drive.

Philadelphia

Al Rodstein, Banner Specialty Company, has received distributor inquiries from firm's Match-a-Score shuffle game from Maryland, New York, Illinois, Missouri and Canada. However, demand from Pennsylvania, he adds, has been so steady that he has decided to delay further distributor appointments till after New Year's Day to allow expansion of the assembly line and thus insure prompt deliveries to all areas. Rodstein says operators with Match-a-Scores on location have been impressed by its mechanical performance and steady earning power.

Indianapolis

Coin-Cailloutte, Inc., Wurlitzer distributors, report difficulty in getting wall boxes. In fact, wall boxes are off the market for the present, according to Dick Wagner, manager of the branch. Wagner, however, says business is not bad by any means, and during his recent visit over the State, calling on operators, he placed a number of phonographs.

The Janes Record shop has been decorated for the yuletide. Special plans are in the making for an all-time high on the sales of records. A large stock of albums, Christmas records and a complete stock of holiday merchandise is on hand to meet demands.

Southern Automatic Music Company has on display the AMI model D juke box, that is meeting with good demand, according to Sam Weinberger, head of the concern. There is a large assortment of games on display, including Gottlieb's Globe Trotter, Williams

Arcade and Sea Jockey and many other games.

Juke box collections are holding their own, according to operators, and many replacements are being made with the late models in the better spots.

New York

Joe Hirsch, manager of the Associated Amusement Machine Operators of New York, is being congratulated on all sides for arranging one of the year's top industry events last Sunday (9). About 250 ops, distribs, their guests and others associated with the industry attended the association's second annual affair at the Gilded Cage, local night spot.

Dave Simon, of Simon Sales, came in for special appreciation. For he, with the co-operation of United Manufacturing, picked up the liquor tab. No small amount, that. Sol Gottlieb, of D. Gottlieb, came in from Chicago for the occasion. Next event on the AAMONY calendar is an election meeting, scheduled for mid-January.

Abe Einbinder, of Meadowbrook Amusement, will host a wedding reception for his daughter, Esther, in February. Preparations are already underway. Mrs. John Connolly, whose husband operates the Connolly Music Company, suffered a slight heart attack last week. Jack Troy, of Trojan Amusement, Kingston, N. Y., was here on a shopping trip with his son, Collins.

Leo Willens, Ralph Hotkins and Sam Goldsmith will be the hosts when Capitol Projectors, manufacturers of Midget Movies, holds open house December 24-29 at its new headquarters, 556 West 52d Street. Bob Jacobs, formerly with Riteway Sales, is associated with Dave Lowy, of Dave Lowy & Company.

Another open house skedded for the coin trade, this time for those in the tobacco end, will take place Thursday afternoon (20) at the new offices of the Cigarette Merchandisers' Association, 290 Madison Avenue. Matty Forbes, executive director, will head the reception committee. Sam Kresberg, of Automatic Products, has left for a Florida vacation.

With Max Levine, of Scientific Machines, expected to announce soon the unit that will herald his return to activity in the coin machine field, he is readying plans to display the piece at the forthcoming coin machine institute show, Chicago. Levine has signed for four booths at the CMI meet.

Harry Berger has completed a major overhaul at West Side Distributing to make room for increased conversion work and zooming premium business. The shop area has been moved further up coin row to another store, where it is being run under Herbert Nurse, foreman. And Berger's private office has been relocated near the rear of the main store to allow greater space for display of games and novelties.

Mike Munves reports a new flurry of activity at his supply house with the receipt last week of several hundred games. The units, now to be put thru the extensive Munves' refinishing process, were purchased from recently closed arcades in Atlantic City and up-State New York.

Barney Sugerman, of Runyon Sales, is planning a formal showing of the new 80-selection AMI phonograph in mid-January. Meyer Parkoff has sent out invitations to all Atlantic New York staff members in the outlet's three offices to attend a special Christmas party at the Belmont-Plaza next Thursday (20). Harry Rosen, partner, will come up from Florida to attend.

Bridgeport

Joseph N. Friedman, operator of the Crystal Palace and one of Connecticut's busiest coinmen, completed his term as State grand chancellor of the Knights of Pythias and was tendered a banquet last week by his own lodge, Col. Harry Cutler Lodge 77, in the Hotel Barnum. Over 100 members were present.

Arthur A. St. Pierre, head of the Nutmeg Novelty Company, was recently elected alderman on the Socialist ticket. This is his first venture into politics.

Detroit

Lou Nemes, manager of Music Systems, Inc., Seeburg distributors, is sending attractive desk calendars to his business friends as a Christmas greeting. Ben Okum, founder of O-Kay Vending Company, left Sunday for a trip to the New York market, leaving his partner, Alan Smith, in charge of operations here. Ben's daughter Charleen was married Sunday (9) to Allen Rose, salesman for Mercury Distributors, record and television distributing firm.

Al Weidman, Weidman National Sales Company, reports new cigarette vendors in big demand, with orders now being booked for April and May delivery. Walter Palecheck of the Coin-Meter Detroit Company, returned from the north woods, disappointed after not even getting a sight of a deer. Arthur Gallo of the G and G Vending Company, is another trophyless Nimrod. Jean James of the Strong Vending Company, also missed his buck.

Meyer (Red) Saperstein, of Reliable Vending, Paul Gold and Paul Chover, of Michigan Vending Company, and Warren Ayers, of Vendo Company, are rehashing the events at the Cleveland convention. Ray Merritt, who has been operating popcorn, cigarette and candy vendors for some time, is expanding his diversification with the addition of gum and peanut machines.

Mickey Zanet, Confection Cabinet Corporation, is back from trips to Grand Rapids and Cleveland. Ben Lefkowitz, of the Auto City Candy Company, is back on the job after hospitalization.

Bernard Palugi, who has been managing the Arcade at Edgewater Amusement Park for his family since 1939, has sold the operation to the Wagner family, owners of the park. Palugi and Frank O. Bertani, a brother-in-law, are operating the Woodward Amusement Company's downtown Arcade, and are planning to install the new Mutoscope four-quarter photo machine.

Irving B. Ackerman, counsel for the Michigan Automatic Phonograph and Detroit Shuffleboard association, is resting for a few days at the Battle Creek Sanitarium, prior to taking on the "battle of Washington." John C. Westerdale, director of league play for the Detroit Shuffleboard Association, has moved headquarters of the Shuffleboard Secretarial Service from McNichols Road to the West Side suburb, Dearborn, at 15336 West Warren Avenue.

Hartford, Conn.

The Atlantic-New York Corporation has expanded its present parking facilities, Mac Perlman reports. John Colucci, of Mattatuck Music, Waterbury, Conn., in town on a business visit, reported that his son, John Jr., is in the U. S. Coast Guard Reserve.

Ralph Colucci has a new Cadillac. His nine-year-old twin sons, Ralph Jr., and Robert, are sports enthusiasts. They can talk baseball at the drop of a big league (Continued on page 98)

WORLD WIDE

Highest Values—Lowest Prices

ACE COIN COUNTER New—Improved, feather-light. Makes collections so much easier. Counts pennies, nickels, dimes and quarters. Weight approx. 8 lbs. A limited amount available. Price \$125	WILLIAMS SHOOT THE MOON Sensational Action! Has famous proven tilt reset feature—more thumper bumpers! A sensational high scoring, imaginative game. Price \$34.50	FORMICA PLAYFIELD Screened—for all 51 United 2, 4, 5 and 6 player shuffle games, including Chi. Coin and Universal. Modernize your games NOW. Increase in play appeal. IMMEDIATELY installed in 15 minutes.
--	--	---

Thoroughly SHUFFLE

UNITED FIVE PLAYER	\$305
FOUR PLAYER	295
TWIN REBOUND	195
DOUBLE EXPRESS	95
SINGLE EXPRESS	50
SHUFFLE ALLEY With Flyaway Pins	35



Reconditioned GAMES

WILLIAMS DOUBLE HEADER	\$95
DELUXE BOWLER	40
SINGLE BOWLER	25
BALLY HOOK BOWLER	\$275
SHUFFLE CHAMP	75
SPEED BOWLER	50
SHUFFLE BOWLER	25

MISCELLANEOUS EQUIPMENT EXH. GUM PATROL \$235.00 EXH. SIX SHOOTER 165.00 CHGO. COIN PISTOL 125.00 WMS. STAR SERIES 125.00 QUIZZER W/FILM 110.00 DALE GUN 95.00	BALLY SPOTLITE New 1 Card, 5 Ball Replay Sensation In-Line Skill Scores. Thrilling Spottem Feature. Popular Advancing Scores. Extra Ball Feature New Four Corners Score. Selective Button Play. Powerful Play Appeal. Write for Price.
---	--

CHICAGO COIN HORSESHOES BRAND NEW TWO PLAYER REBOUND SHUFFLE GAME. \$195.00

WILLIAMS SEA JOCKEYS Sensational sea racing game—3-dimensional speedboats in thrill-packed race. 3 selections for one coin!	EXHIBIT'S NEW JET GUN 30 to 40 shots at airplane targets! Machine gun action. Exciting! Timely! Special time adjustment feature.	WILLIAMS MUSIC MITE 45 RPM 10 selection phono. 5c or 10c play. Has 40 play accumulator. Brand new, original cartons.
---	--	--

KEENEY 4 PLAYER BOWLER ATTACHMENT Bowler attachment for 18, 20 or 22" SHUFFLEBOARDS.	6 PLAYER BOWLER ATTACHMENT Rebound for short SHUFFLEBOARDS.
--	---

BINGO 5 BALLS

NEW Bally SPOT LITE United LEADER Keeneey HOLIDAY Bally BROADWAY— Write for Price.	RECONDITIONED Bally BRIGHT LIGHTS. \$345 United ABC 295 Keeneey LITE-A-LINE... 275 Universal 5 STAR 250
--	--

Exhibit's Mechanical SADDLE HORSES
 Sensational PROFIT MAKER in Amusement Parks, Drive-In Theaters, Country Clubs, Dept. Stores, 5 & 10c Stores, etc. BIG BRONCO—54" over all height. CO—54" high. Trotts, gallops; cast aluminum horse, genuine leather saddles.

ROCK-OLA '52-'50 PHONOGRAPH
 Easily changeable to any combination play—New beautiful cabinet design—Modernistic coloring—top and bottom—75 or 45 RPM.

WORLD WIDE DISTRIBUTOR
 Chicago 2330 N. Western Ave.
 Phone: Verglade 4-2300

"Central Ohio Coin Quality Buys"

United—LEADER United—COUNTY FAIR United—ZINGO Keeneey—LITE-A-LINE Bally—BRIGHT SPOT	KEENEY 4 PLAYER CONVERSION FOR SHUFFLEBOARDS Now Delivering GOTTLIEB'S GLOBE TROTTER	SHUFFLE ALLEYS NEW Keeneey—6 PLAYER Chi. Coin—6 PLAYER United—6 PLAYER Gonco—SHUFFLE TARGET
New WINNERS FUTURITY TURF KINGS	KEENEY ELECTRIC CIGARETTE VENDORS with Changer	ONE BALLS WINNERS PHOTO FINISH CITATIONS CHAMPIONS GOLD CUPS
KEENEY CLOSEOUTS BINGO GAMES Lite-A-Line (New)... Write 5 Star (Used)... \$250	WRITE, WIRE OR PHONE FOR PRICES—ADAMS 7254 CENTRAL OHIO COIN MACHINE EXCHANGE 525 S. HIGH—COLUMBUS 15, OHIO	

WALL MODEL ELEC. SCOREBOARDS
 Small compact unit (15-21 pts.) **\$79.50**
 Center Overhead, 2-faced—fits all shuffleboards... **\$115.00** (Horsecollar 15-21-50 pts.)

FACTORY CLOSEOUTS!
FLY-A-WAY PIN CONV. \$24.50
 FOR UNIV. TWIN BOWLER, CHICAGO BOWLING ALLEY AND UNITED SHUFFLE ALLEY & Electric Motor Driven.

E. Z. Bowl Conv.
 Official bowling scoring. Easy to install. Fast rebound action..... **\$99.50**

MARVEL MFG. CO. 2845 W. Fullerton Ave., Chicago 47, Ill. Tel.: Dickens 2-2424

FIGHT INFANTILE PARALYSIS
GIVE Voluntarily TO MARCH OF DIMES
 JANUARY 2-31

Merry Christmas!

SHUFFLE GAMES

Shuffle Express
Chicago Coin Bowling Alley
Universal Twin Bowler
Deluxe Bowler
Speed Bowler

\$49.50 EACH

NEW GAME SPECIALS

Tri-Score **WRITE**
Stop 'n' Go **USED**
Dale Gun \$69.50
All Star Baseball 49.50

Take Your Choice
\$24.50 EACH

NEW LOW PRICES!

Cinderella \$39.50
Black Gold 59.50
Sarasota 49.50
Wisconsin 39.50
Triple Action 29.50
Merry Widow 39.50
Screw Ball 39.50
Trade Winds 39.50
Spin Ball 29.50
Crazy Ball 29.50
Catalina 29.50
Stormy 29.50
Dew-Wa-Ditty 39.50

FIVE-BALLS

Monterrey \$39.50
Summertime 39.50
Virginia 29.50
Tennessee 29.50
Dallas 49.50
Maryland 49.50
Lucky Inning 79.50
Rondeau 39.50
Major League Baseball 39.50
Moon Glow 39.50
Aquacade 49.50
El Paso 49.50

NEW LOW PRICES!

Camel Caravan \$69.50
Three Feathers 69.50
Floating Power 49.50
Champion 49.50
Samba 59.50
Morocco 49.50
Swanee 59.50
Alice in Wonderland 39.50
Lady Robin Hood 39.50
Humpty Dumpty 29.50
Telecard 49.50
Hit Parade 29.50

TERMS: 1/3 Deposit, Balance C.O.D.

Exclusive Distributors SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan.

S. L. London Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. DIVISION 4-3220
2605-7 HENNERIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

Warmest Season's Greetings and sincere good wishes for a Happy New Year

WANTED! CASH OR TRADE: CONEY ISLANDS

RECONDITIONED SHUFFLE GAMES

Bally Shuffle Line \$250
United 4-Player 290
United 5-Player 325
United Twin Rebound 215
Keeney Double Bowler 125
Keeney League Bowler 265
Keeney Big League Bowler 285
Williams Double Header 110

RECONDITIONED ARCADE EQUIPMENT

Jack Rabbit \$ 75
Late Dale Guns 80
Chicago Coin Goatee 80
Evans Bat-a-Score 95
Exhibit Six Shooter 195
Bally Hv-Roll 60

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: Buckingham 1-6466) CHICAGO 14

Cincy Ops Gala Yule Party

Continued from page 91

exploit these songs. Operators, in turn, will keep in close contact with d.j.'s on the progress of a particular song, supplying them with what information they have, and ask the jockeys to keep spinning a song until it is proved a hit or a failure.

This plan is based on the realizations that both operator and d.j. receive many requests for songs. A comparison of information, it is felt, will give a truer picture of what the public wants to hear and be of benefit to both. Thus the d.j., by playing the hottest songs, is apt to increase his listening audience. The operator, by using the same disks, will likely get more plays on the machines.

King urged close co-operation with operators by all divisions of the music trade and, in particular, by the record makers, pointing out that their co-operation with operators and support of them is one of the cheapest forms of advertising they can buy.

Following the banquet, Charles Kanter, APOA president and operator of Ace Sales Company, welcomed the guests, extended the season's greetings and noted the association's aims—to offer clean entertainment and to create good will and better understanding between the public and operators. In the latter field, it was pointed out, the association has had notable success thru its participation in drives for the Damon Runyon Cancer Fund, the Sister Kenney Polio Foundation and many other charitable endeavors.

Flanking Kanter at the speaker's table, which was decorated with roses, carnations and Christmas greens, were Mrs. Kanter; Sam Chestek, APOA past president, Diamond Vending Company; vice-president and Mrs. Nat Bartfield, B. W. Novelty Company; secretary-treasurer and Mrs. Phil Ostand, K & O Music Company, and Mr. and Mrs. King.

Immediately preceding the introduction of special guests and

d.j.'s the association presented its three officers with gifts in appreciation of services rendered during the year, the presentations being handled by Kanter and King.

Wired Greetings

Telegrams and letters of greetings and good wishes were read from Al Denver, president, Automatic Phonograph Association, New York; Sidney H. Levine, counselor, Music Operators of America; Eddy Howard, Mercury artist; Pee Wee King, Victor artist; Irv Green, Morrie S. Price and Art Talmadge, Mercury Records, Chicago; Melody Enterprises, Detroit; Automatic Music Operators' Association, Miami; Morrell Miller, president of the Youngstown, O., operators' association; J. W. Haddock, president, AMI, Inc., Grand Rapids, Mich., and J. Fontana, of the Cleveland operators' group.

King and Kanter then introduced the many d.j.'s and guests in attendance. These included Dick Hagemann, WKRC-TV; Don Davis, WLW; Walter Phillips, WCPO; Johnny Reznor, WSAI; Leo Underhill, WKCY; Ernie Waits, WSAI; Rex Dale, WKCY; Tommy Sutton, WING, Dayton, O.; George Winters, WKCY; Bud Chase, WKRC-TV; Pete Allen, WKCY; Cal Wallace, WZIP, Covington, Ky.; Betty Geisler, WCPO librarian; Mrs. Essie Ruff, WKCY librarian; Charlton Wallace, Cincinnati Times-Star; Barney Rapp, Barney Rapp Agency; Mr. Lenin and Mr. Moseley, RCA Victor, New York; Lloyd Hughes, Morse Music, New York; Leonard Wilson, Shapiro-Bernstein, New York; Al Salupo, Vending Machine Service Union, Local 122, AFL; R. Morris, Kane, Morris & Brandt, APOA legal counsel; Mr. and Mrs. B. A. Bruns and Al Schneider, The Billboard; Howard Kessell, Bernie Pearlman, Johnny Miller and Jim Wilson, King Records, Inc.; Maurie Rose, Columbia Records Distributing, Inc.; Melvin Kahn, Mid-States Records, Inc.; Sam Klayman, Supreme Distributing Co.; Peter Goyak, Capitol Records, Inc.; Verne Hawks, Decca Distributing Corporation; Ike Klayman, A.&I. Distributing Co.; John McFadden, Permo, Inc.; Joe Weinberger, Southern Music Co., Inc.; Leonard Goldstein, T. & L. Distributing Co.; Harvey Hobbs, Shaffer Music Co., and William Marmer, Sicking, Inc.

APOA put on its most elaborate floorshow, not only offering a lot of local talent, but flying in Jimmy Wakely and Wesley Tuttle, Capitol Records' topnotch Western folk artists, for the occasion. With King emceeing in capable fashion, the show got off to a fast start with Ernie Lee and Judy Perkins, WLW folk artists. They were followed by Tuttle; Eddie Smith, King Records pianist; Ruby Wright, King vocalist; Wakely, and Betty Holiday, singer from the Latin Quarter, Newport, Ky., nitery.

Lucky Ops

During the evening a drawing was held among operators for a \$100 discount on purchase price of four jukeboxes and the machines were Sicking, Inc., Rock-Ola; Southern Automatic, AMI; Shaffer Music, Seeburg, and T. & L. Distributing, Wurlitzer. Lucky ticket holders were Ray Bigner, Bigner, Inc.; Mrs. Weiner, B. W. Novelty; Sam Gerros, Gerros Music, and Harry Hester, B. & H. Vending.

Helping to make the party a success were the attractive room and table decorations. Along one side of the room were phonograph displays by the Rudolph Wurlitzer Company, Rock-Ola Manufacturing Company, J. P. Seeburg Corporation and A.M.I., Inc. On hand to assist Kanter in welcoming guests was Mrs. Eleanor Batte, APOA office secretary. The association and two firms extended

Coinmen You Know

Continued from page 97

ball park program. Walt Semagin is handling advertising and promotion for The Record Shop, which is owned and operated by the Coluccis.

Several hundred persons, including many representatives of coin machine firms in the Hartford metropolitan area, attended a press reception honoring crooner Tony Bennett's initial State Theater, here, vaudeville engagement. Francis E. Stern, president of Stern & Company, Hartford Columbia Records distributor, was chief host. Guests included Ralph Colucci, Seaboard Distributors Corporation; Mac Perlman, Atlantic-New York Corporation (Seeburg distributors), and Lenny Berens, Seaboard.

Raymond DiVerniero, doing business as the Amore Amusement Corporation, New Haven, a firm selling amusement equipment, has been adjudged bankrupt in U. S. District Court. He listed \$14,017.96 in debts and no assets. The main debts were \$3,607.30 to Mrs. Connetti Amore; \$2,000 to State Music Distributing (Hartford); \$1,905.63 to Coin Machine Acceptance Corporation, Chicago, and Dr. Michael D'Amico.

Pittsburgh

Morris Vincour, president, Monarch Music Company, reports that having an adequate parts inventory will help greatly in the future should new equipment be curtailed. Meyer Abelson, general sales manager, American Distributors, returning from a two weeks' trip to Los Angeles, found the weather here even better than in L. A. Monroe Greene and

the season's greetings with gifts. The APOA gave pocket lighters as party favors for the men and metal bracelets, to which were attached miniature lighters, to the women. Permo, Inc., gave a package of phono needles to each operator, while a pack of Old Gold cigarettes was at each table place, courtesy of the manufacturer. At one end of the hall was a bar and refreshments.

Other members attending included Leonard Kanter, Atlas Music Co.; William Strout, Automatic Music Co.; Abe Villinsky, A & B Music Co.; Sam Gerros, Arcadia Sales Co.; James Drivakis, Atlas Amusement Co.; John Denhart, Able Sales Co.; James Alexander; Ray Bigner, Bigner, Inc.; Al Lieberman, B. W. Novelty Co.; Harry Hester, B. & H. Vending Co.; Philip Bussard and O. Crawford, B. C. Amusement Co.; Abe Salman, Globe Games; Fred Engel, Engel Automatic Sales Co.; John Toney, Hilltop Music Co.; Mrs. Dolores Ganzmiller, Lincoln Amusement Co.; Jerry Levy; Robert Metzger, Metzger Enterprises, Inc.; Charles McKinney, Max Moeckel, Abe Maius, Frank Michaels; Luke Nicholas, Nicholas Music Co.; Milton Cole, Ohio Specialty; Robert Bernstein, Robert Music Co.; Norton Robinson, Supreme Novelty Co.; Bernard and Richard Stillmaker, Stillmaker Amusement Co.; Howard Schwartz; Ted Goldstein, T. & L. Distributing Co.; Dave Tavel and Joe Westerhaus, Westerhaus, Inc.

COIN RADIOS WANTED

Must be low in price

P. GUTTER

1071 E. Livingston Columbus, Ohio

NEW! Sensational! KEENEY'S 6-CARD-Extra Coins HOLIDAY 5-BALL REPLAY



IT'S KEENEY'S HOLIDAY for HEAVY PLAY and BIG PAY!

Brand New!
"SPECIAL" MULTIPLE TRIPLE SCORING FEATURE
BOOSTS NOVELTY PROFITS TO AN ALL-TIME HIGH!

"SPECIAL" BUTTON "REPLAY" BUTTON

Order FROM YOUR KEENEY DISTRIBUTOR

J. H. Keeney & CO. INC.
2400 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS

SHUFFLE GAMES		Wms. Double Header	
BALLY—		Header	\$109.50
Speed Bowler	\$ 49.50	Genco Glider	30.00
Bowler, F.P.	49.50	Genco Shuf.	
Baseball	89.50	Target	199.50
		Univ. Twin Bowler	49.50
UNITED—		Universal Super Twin Bowler	99.50
Twin Rebound	\$219.50	SHUFFLEBOARD SUPPLIES	
Twin Express	169.50	Shuffle Game Wax, Case (12)	\$ 3.30
Shuf. Alley		Fast Wax, Case (12)	4.50
Express	45.00	Pucks (Set of 8)	14.00
Shuffle Alley, F.P.	29.50	Score Sheets, 10 Pads	7.50
Four Player	275.00	Fluorescent Lights, pair	17.50
Shuffle Alley	29.50	Used Wall-Type Scoreboard	79.50
KEENEY—		Adjusters	18.50
League Bowler, 8'	\$235.00	Mero Wall Type Unit	59.50
League Bowler, 9 1/2'	245.00		
Bowling Champ	185.00		
4-Way Bowler	249.50		
ROCK-OLA—			
Shuffle Lane	\$ 30.00		
Shuffle Jungle	59.50		

CIGARETTE MACHINES
NATIONAL \$95.00 ea.
930, 950 and 750
DuGRENIER CHALLENGER .. \$85.00

ROCK-OLA SHUFFLEBOARDS
18-20 ft. In Excellent Condition. SPECIAL! \$109.50

PURVEYOR Shuffleboard Co.
4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

Joseph Blonstein, partners, Coin Machine Agency, having completed a business trip thru West Virginia, left on a trip to Johnstown and Altoona.

Melvin Berman, general manager for Tri-State Automatic Merchandising Corporation, says that he understands any thought that would prompt businessmen to be more enterprising, he nevertheless feels theater owners would be much better off with vending machines and other equipment of that type operated by a reliable concessionaire. . . . Progress is the great security in vending, says Walter Frank, manager, Bev-O-Matic Company.

More people on-the-go would give vending machines a greater volume, says Harry Rosen, president, Milk Vending Service Company, at Wilkesburg. . . . You don't have to be big in the vend-

ing field to get along, says Glen Gillette, but you do have to be rugged in order to get along and operate. . . . There's more than one way to expand, says Fred Vowinkel, Fred's Vending Service. If you get stuck, sell some of your route, then switch over and build it up the way you want it.

No one knows better than your employees the value of good will, Joseph McGlenn points out.

Rich Makison, who heads Rich's Music Service at Greenville, Pa., was in town. . . . Sidney Reinwasser, general manager, Pittsburgh Coin Machine Exchange, is constantly on the go as Christmas nears. . . . George Mansour reports biz has been picking up quite a bit, so much in fact that he has had to stick pretty closely to his knitting. . . . One good way of telling whether your location will insist on service is not to look at

the establishment, says Morris Moskowitz, partner, Sidmor Vending Company, but determine whether it is selling a fine type of merchandise.

Raymond W. Watts, district manager, Mills Automatic Merchandising Corporation, reports a much better influx of business resulting from peoples' receiving their Christmas funds checks early.

Oliver Volpe, of Liberty Music in McKeesport, Pa., taking an interest in Bill Farrell's disking of "Cry." . . . Johnny Desmond's "Hands Across the Table" and the new Robert O. Lewis version of "Grand Central Station" are getting the once-over. . . . Christmas singles business is up over last year even among firms with no special Christmas favorites. . . . Jimmy Morgan, of Fairmont, W. Va., picking up supplies. . . .

Among those being rushed nowadays, yuletide biz started back November 19, where normally it starts December 10; people evidently afraid they wouldn't get what they wanted if they waited.

Walter Frank, manager, Bev-o-Matic Company of Homestead, Pa., says it is well to have experienced servicemen who are ingenious in repairing machines.

Morris Moskowitz, partner, Sidmore Vending Company, says location owners believe that since they are dealing either in pennies or in nickels in having vending machines around, they should be serviced more often than once in several months, else the location isn't getting its share of income from the space.

An analysis of locations around the holidays shows that people then are looking for something

extra and not just playing for novelty, says George Sopira, Service Rental Coin Machine Company.

Joseph McGlenn says good workers appreciate good working conditions more than some people realize and will make a special effort to acquire them. . . . Jake Dobkin, of Dobkin Bros., in Wheeling, W. Va., really goes for phonograph records and consistently is one of the best of the ops. . . . Operators are picking up copies of "Auld Lang Syne" to put on the boxes from December 15 until after New Year's.

When "Sin" came out—Eddie Howard's version—Elmer Willetts really blanketed the boxes in the tri-State area almost two weeks before other operators got the tune. He picked up records flown into Pittsburgh by Air Express and distributed them personally.



YOU'RE "HONEYMOONING" with MORE EARNINGS WHEN YOU OPERATE

NIAGARA

GOTTLIEB'S

NEW BALL TRAP

Lights "Pop" Bumpers for point scoring when balls are trapped. 4 Balls trapped awards Replay. *Fast Play!*

INCREASING BUMPER VALUES

Hitting Bumpers in rotation increases their scoring values!

ROLL OVER DISPLAY BUTTON

Lights to score replays when 1 to 6 Bumper Sequence is completed. *Skill Play!*

A TORRENT OF ACTION & FLASHING SPEED with 4 "POP" BUMBERS—2 FLIPPERS—2 CYCLONIC BUMBERS!

SEE YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality"

Season's Greetings and Best Wishes for a Happy New Year

Subscribe Now!
52 BIG ISSUES, \$10
Including 8 Special Issues

"To me The Billboard is the only and by far the best magazine of its kind on the market. Your coverage of music is not to be excelled. I have been reading The Billboard for years and find it to be very accurate and very good. I especially like the way you pick the hits."

Basil R. Mumma
Kalamazoo, Mich.



THE BILLBOARD 803
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

Name
Address
City Zone State
Occupation

Capitol Projector

Corp.

WISHES EVERYONE

SEASON'S GREETINGS AND A PROSPEROUS NEW YEAR

An invitation is extended to all to attend the opening of our NEW OFFICES AND FACTORIES at
556 WEST 52nd STREET
NEW YORK CITY

We are having Open House from

DECEMBER 24 to 29, 1951

The celebration was planned with you in mind. It's our way of saying "Thank You."

CAPITOL PROJECTOR CORP.
356 WEST 52nd ST., NEW YORK 19, N. Y.

FOREIGN BUYERS

- We are exclusive export distributors for top manufacturers including GOTTLIEB, WILLIAMS and GENCO.
- We now stock a minimum of 400 PIN GAMES at all times as well as a complete stock of MUSIC MACHINES and ARCADE EQUIPMENT.

REMEMBER! FOR EXPORT IT'S INTERNATIONAL!

FREE PRICE LIST AND HANDY ORDER FORMS

INTERNATIONAL AMUSEMENT CO.

5 Parkhurst Street, Newark 2, New Jersey
EXCELSIOR Bigelow 8-9707 IMPORTERS

HIDE-AWAY PHONOGRAPH SALE

Thoroughly Cleaned, Reconditioned, Repainted and in A-1 Condition.

- 1 Seeburg H-248 \$204.50
- 2 Seeburg H-146, ea. 169.50
- 1 Seeburg, Pre-War 90.00
- 1 Rock-Ola 1424 139.50

Seeburg W-1-E-56 Wallboxes, ea. 12.00
Distributing Co. 1321 Central Parkway
Cincinnati, Ohio PHONE: MA 8751



'LEN'
PHONE: MA 8751

ROCKET to NEW HEIGHTS OF PLAY
and EARNINGS
with Williams



SHOOT the MOON

**"SUPER-SONIC" BALL
SPEED AND ACTION**

Advance Rocket from Launching Platform to the Moon!



"POWER CONTROL" CHANNELS activate Thumper Bumpers for advance-Rocket Action!

"ROCKET-POWER" THUMPER BUMPERS

advance Rocket toward Moon when hit in 1 to 5 Rotation!

"POWER RELEASE" SIDE CHANNELS advance Rocket when lit. Also light up for Replays when Rocket reaches the Moon!

FLASHING SIGNAL PANEL increases scores and awards!

"RESERVE POWER" CHANNELS at bottom of playfield for last minute Rocket advances!

FLIPPERS • HIGH SCORE

**SEE IT — BUY IT AT
YOUR DISTRIBUTOR NOW!**

Best Wishes for a
**Merry
Christmas!**



**CREATORS OF
DEPENDABLE
PLAY APPEAL!**

4242 W. FILLMORE STREET CHICAGO 24, ILLINOIS

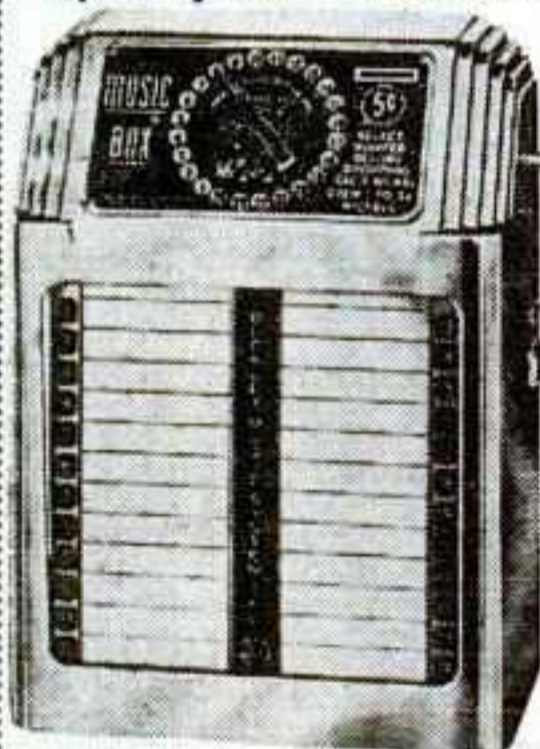
**PLAN NOW
TO ATTEND**

**FEB. 4-5-6
Hotel Sherman
Chicago**

**International
COIN MACHINE
EXHIBITION**

Sponsored By
COIN MACHINE INSTITUTE
134 N. LaSalle St. Chicago, Ill.

**BETTER
BUYS
BUCKLEY WALL
and BAR BOXES**
Specify 5c or 10c Play



\$24.50

BUCKLEY MFG. CO.
4223 W. Lake Street, Chicago 24, Illinois

Merry Christmas
and a
Happy New Year

MIKE MUNYER

577 10th Ave. (at 42nd St.)
New York 18, N. Y. BRYANT 9-6677

FOR SALE

Coin Machine Route—Record and Appliance Store. Will sell all or just route All late Seeburgs, AMI's, Bear Guns, Pinballs, Shuffle Games. Write
BOX D-100
c/o Billboard, Cincinnati 22, O.

**ELECTRIC
SCOREBOARDS!**

Small, compact Wall Model (15-21 pts.) \$ 74.50
Center Overhead, 2 faced (Horsecollar—15-21-50 pts.) 115.00

22' New Maple Top SHUFFLE BOARDS, incl. crating \$149.50
22' Masonite Die Stock Tops, including crating 75.00
CHICOIN GOALEE 74.50
Keeney 4 Player Puck Ref. 249.50
Keeney Duck Pins. 125.00

Chicoin Shuffle Horseshoes \$239.50
Genco Shuffle Target 189.50
KWIK Shoe Shine Mach., black and brown 79.50
Pucks, set of 8 9.50
Two-Faced Pucks, ea. 1.29

Fluor. Lights, set of 4 \$ 12.00
Fast Wax, doz. 4.00
Chicoin Bowl Alley, w/ jumbo pins, Ea. 79.50
Univ. Twin Bowlers, w/ jumbo pins, Ea. 79.50
Univ. 5-Star, Keeney, Life-a-Line, Ea. 225.00

WANTED!

Coney Island Bright Spot Bright Light

MID STATE COMPANY
2349 Milwaukee Ave., Chicago 47, Ill.
Tel.: Dickens 2-3444

Exclusive **AMI** Season's Greetings
Distributors in Kentucky, Indiana, Southern Ohio
"The House that Confidence Built"
**SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.**

ESTABLISHED 1923
735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio
240 Jefferson St., Lexington 2, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind.
129 W. North St., Indianapolis, Ind.

SEEBURG 100's PHONOGRAPHS WRITE

NEW KEENEY 6-PLAY and 4-PLAY SHUFFLEBOARD CONVERSIONS—WRITE

EXHIBIT BIG BRONCHO Sensational Horse Ride WRITE

EXHIBIT JET GUN Futuristic 3-Dimension Targets WRITE

UNITED 5-PLAYERS \$315.00 with Formica Tops ... \$340

WALL MODEL SCORE UNITS MONARCH \$69.50 KEENEY \$89.50

SEASON'S GREETINGS AND BEST WISHES FOR A HAPPY NEW YEAR
Clayt Nemeroff **MONARCH COIN MACHINE, Inc.** Charley Pieri
2257-59 N. LINCOLN AVE., CHICAGO 14, ILL. Phone: Lincoln 9-3996-7-8



DON'T BUY SUBSTITUTE ALUMINUM DISCS
ORDER DIRECT FROM MANUFACTURER
MAKE SURE YOUR

METAL TYPER MACHINES

EARN TOP MONEY
Original Parts and Supplies.
WRITE FOR PRICE.

STANDARD METAL TYPER CO.
1318 N. Western Ave. Chicago 22, Ill.

The 1st ANIMATED PIN-BALL BOWLING GAME

IT'S NEW!

IT'S REVOLUTIONARY!

IT'S ORIGINAL!

Chicago

Coin's

KING

PIN

Animated "FLY-AWAY" PINS

10 FRAMES COMPLETE GAME

2
SUPER
FLIPPERS

A GAME
OF
SKILL

SCORES
LIKE REAL
BOWLING

"KICK-OUT"
POCKETS

FAST
ACTION
BUMPERS

SEE YOUR DISTRIBUTOR ABOUT "KING PIN"

FAST PLAY!
AVERAGE TIME
1 1/4
MINUTES

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD
CHICAGO 14, ILLINOIS

SHUFFLE ALLEYS

BALLY	SHUFFLE LINE	\$175.00
	BASEBALL	95.00
	SHUFFLE CHAMP	85.00
UNITED	SINGLE REBOUND (Authentic Scor.)	125.00
KEENEY	LEAGUE BOWLER (Four Way)	195.00
	DOUBLE BOWLER	95.00
UNIVERSAL	TWIN SUPER (Fly-a-Way Pins)	75.00

WRITE—WIRE—CALL

REDD DISTRIBUTING CO., INC.
298 LINCOLN STREET
ALLSTON 34, MASS. AL 4-4040

GUARANTEED USED ONE BALLS

Ready for Location at Lowest Prices

TURF KING	\$299.50
WINNER	199.50
CHAMPION	99.50
PHOTO FINISH	99.50
CITATION	74.50
GOLD CUP	64.50
JOCKEY SPECIAL	54.50

1/3 deposit with all orders

SICKING, INC.

America's Oldest Distributor
Established 1895
1401 Central Pkwy.
Cincinnati 14, O.

WRITE for PRICES!

ZINGO—NIAGARA
SEA JOCKEYS—SPARK PLUGS
AND ALL LATE 5 BALLS

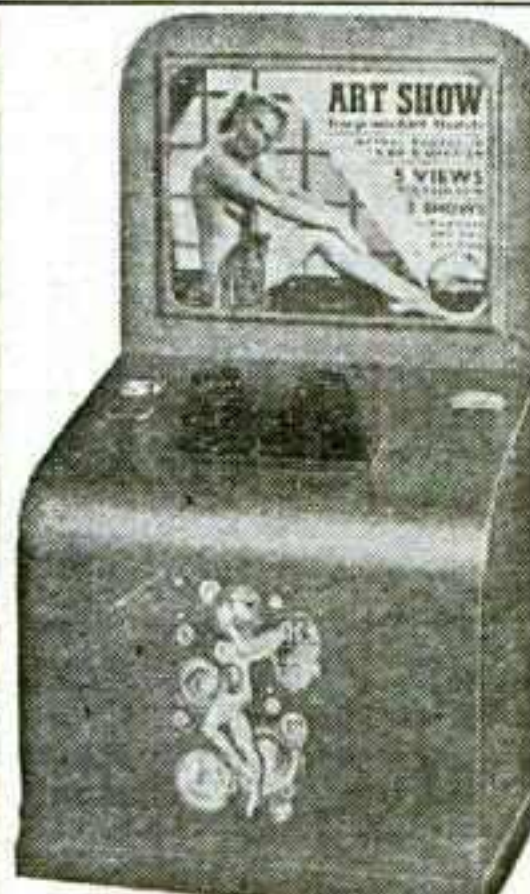
ALSO ARCADE MACHINES

Lehigh Specialty Co.
826 N. Broad St., Philadelphia 30, Pa.

NEW RACE HORSE GAME FOR PRIVATE CLUBS

Not coin operated; write for details on your letterhead.
CLOSEOUT: Brand-new Pinball Games at only \$99.50 each.

WEBB CORP.
4958 West Chicago Ave., Chicago 51, Ill.



Art Show is a 5c Coin Operated, Better Than Panorams, \$59.50 Each; In Lots of Ten or More, \$49.50.

FOR BETTER BUYS... BETTER BUY NOW USED VENDORS

Jzed Keeney	\$185.00	10 Silver Kings, 1c Nut	\$6.95
9 Col. Elec.	269.50	10 Silver Kings, 1c B.G.	6.95
New Keeney	185.00	5 Silver Kings, 5c Nut	6.95
9 Col. Elec.	85.00	40 Northwestern 1c B.G.	6.95
Used C-8 Electric	85.00	10 Columbus 1c Nut	6.95
Monarch 8 Col., used	85.00	25 Columbus 1c Nut	6.95
Rowe Royal 10 Col., used	85.00	12 Lawrence 5 Compartment, Mdse.	22.50
Rowe President, used	85.00	10 Toppers, 1c B.G.	6.95
Uneda 15 Col., used	85.00		
National 930, used	85.00		

ARCADE EQUIPMENT

Air Raider	\$125.00	Panoram with Peek	\$250.00
Shoot Your Way to Tokio	100.00	Kirk's 5c Ast. Scale	85.00
Chi. Coin Hockey	75.00	Chi. Coin Pistol	100.00
Evans Ten Strike	75.00	Phil. Toboggan	350.00
Photomat, Late Quizzer & Film	160.00	Ski-Ball	75.00
Dale Gun	85.00	Seven Hi-Pool	75.00
Siros Brush Up	75.00	Batting Practice	75.00
Silver Bullets	150.00	Chicken Sam	105.00
Western Baseball	85.00	Ace Bomber	95.00
Texas Leaguer	40.00	Boomerang	45.00
Pitchem-Batem	175.00		
Mut. Fishing Well	125.00		
Super World Series	325.00		
Magic Pen	100.00		

ONE BALLS

Winners, New	\$325.00
Turf Kings, New	425.00
Used	275.00
Citations	95.00
Champions	125.00
Gold Cups	75.00
Special Entries	50.00

LINE UP GAMES

A.B.C.	\$325.00
Brite Lights	365.00
3-4-5	265.00
Five Stars	225.00

Terms: 1/2 deposit with all orders, balance C.O.D.
AMI
NOW DELIVERING MODEL D

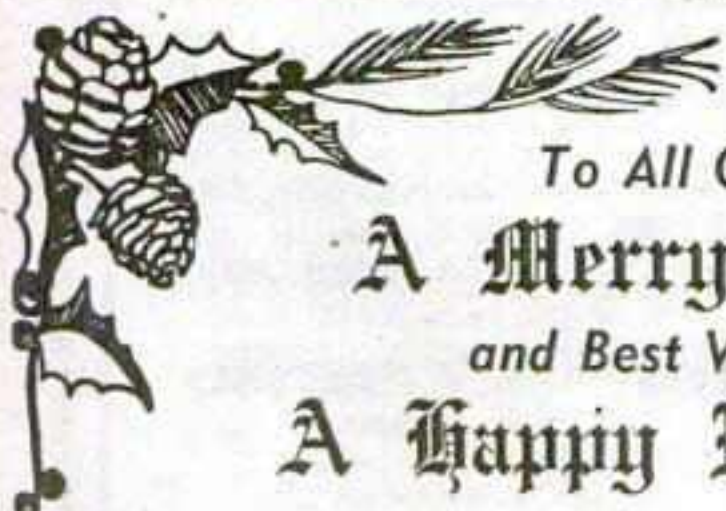
Distributors for Northern Ohio



M. S. GISSER
Sales Manager

Cleveland Coin MACHINE EXCHANGE, INC.

2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715



To All Our Friends
A Merry Christmas
and Best Wishes for
A Happy New Year!

ATLAS MUSIC COMPANY
CHICAGO • PITTSBURGH • DES MOINES

Here's a game that's got everything!

Bally

SPOT-LITE

NEW 1-CARD 5-BALL REPLAY SENSATION!

"IN-LINE" SKILL SCORES
3-IN-LINE, 4-IN-LINE, 5-IN-LINE

THRILLING "SPOTTEM" FEATURE

POPULAR ADVANCING SCORES
FAMOUS FOR PLAY-APPEAL AND EARNING-POWER

EXTRA BALLS FEATURE
WITH NEW PROGRESSIVE SUSPENSE IDEA

NEW "4-CORNERS" SCORE

SELECTIVE-BUTTON PLAY

Words cannot describe the powerful play-appeal of SPOT-LITE. You must see SPOT-LITE... see the great combination of "in-line" scoring and famous Bally button-play features. You'll see why SPOT-LITE is the greatest money-maker in the 5-ball class.

See SPOT-LITE at your Bally distributor today.



FUTURITY
all the profit-proved play-appeal of Turl King
PLUS NEW FUTURE-PLAY SHUFFLE-LINE
SHUFFLE-BOWLING ACTION PLUS "IN-LINE" SCORING

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

DAVIS Guarantee

- ✓ Mechanism overhauled
- ✓ Worn parts replaced
- ✓ Amplifier reconditioned
- ✓ Speaker inspected
- ✓ Tonehead renewed
- ✓ Cabinet professionally refinished

BUY GUARANTEED PHONOGRAPHS WITH THE "FAMOUS DAVIS" 6 POINT GUARANTEE

SEEBURG		WURLITZER		AMI	
148ML	\$349	1100	\$369	Model "D." New	Write
148M	319	1080	199	AIREON	
147M	229	1015	199	500 Coronet With Tonal	\$159
146M	179			ROCK-OLA	
H148M Hideaway	229			1426	\$159
H246M Hideaway	199			1428	299
H146M Hideaway	179				

Phonographs Listed Below Available in Complete and Good Working Order at Low Prices Quoted—Or With Davis 6 Point Guarantee for \$35 Additional per Machine.

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special \$79	750 \$99	1422 \$99
Envoy 69	780 79	Playmaster 69
Colonel 59	800 79	Commander 39
Major 49	850 59	Empress \$39
Hightone 59	500 49	AIREON
Classic 49	600K 49	Deluxe '46 \$49
Regal 49	600R 49	400 Coronet 79
Gem 49	Victor 39	PACKARD
		Manhattan 76 \$149

WALL BOX SPECIALS

Seeburg W1-L56, 5c, Wireless, Refinished	\$12.50
Seeburg 3W2-L56, 5c, 3 Wire, Refinished	15.00
Seeburg W4-L56, 5c, 10c, 25c, Wireless, Refinished	37.00
Seeburg 3W5-L56, 5c, 10c, 25c, 3 Wire, Refinished	39.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

DAVIS DISTRIBUTING CORP.
SEEBURG FACTORY DISTRIBUTORS
738 ERIE BLVD. EAST - SYRACUSE, N. Y. - Phone 5-5194
BRANCHES IN BUFFALO • ROCHESTER • ALBANY



ATTENTION

ALL FOREIGN BUYERS

You can be sure of top quality equipment and prompt and efficient service when you order from us. We have a complete selection. Send us your requirements.

JOE ASH

WE ARE EXCLUSIVE WURLITZER DISTRIBUTORS IN SOUTH JERSEY, S. E. PENNA. & DELAWARE.

1/3 Dep., Bal. C.O.D., F.O.B. Phila.

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad Street, Philadelphia 30, Pa. Phone: Fremont 7-4495

"You can always depend on Active—ALL WAYS"

REAL BUYS

DELIVERY NOW

Bally Bright Spots & Spot Lites Exhibit's Big Bronco & Jet Gun United's Leader, Touchdown & Play Shuffle Alleys

ONE BALLS
Turf Kings (Like New) \$245.00
Turf Kings (New) 425.00
Champions 65.00

CLOSE OUTS—5 BALLS
Genco's Tri-Score \$175.00
Chicago Coin's Play Ball 95.00

UNITED AMUSEMENT COMPANY
3410 Main Kansas City 2, Mo.

BRAND NEW PINBALL GAMES

in original factory crates.
PLAY BALL, 10c play, Chi. Coin. \$99.50
STADIUM, 5c play, Como Mfg. Co. 99.50
Write for info on new RACE HORSE GAME for Private Clubs. No coin chute.

WEBB CORP.
4958 West Chicago Ave., Chicago 51, Ill.



A Merry Christmas to All

and to All a Good Year!

H. C. EVANS & CO.

See Evans' Constellation Ad on Page 92



BADGER'S Bargains

"Often a few dollars less—Seldom a penny more."

NEW EQUIPMENT ON OUR FLOOR

Keeney's Holiday Bally Bright Spot Williams Arcade
IMMEDIATE DELIVERIES Bally Futurity Williams Sea Jockeys
Williams Sparkplug Keeney 4-Way Bowler Keeney 6-Way League

SPECIALS

Reconditioned Phonographs
Late Seeburg 100's Write Rock-Ola 50
Rockets \$595
Wurlitzer 1250 495
Wurlitzer 1100 375
A.M.I. Model B 495
Wurlitzer 1015 195
Williams Music Write

WANTED TO BUY

Seeburg 100 Selectomatic
Seeburg 100 Wall Boxes
Exhibit Big Broncos
Arcade Equipment
Late 5-Ball Machines
Seeburg Bear Gun
Bally Coney Island
Send List and Best Price.

BRAND NEW CLOSEOUTS

Univ. 5 Stars \$350
Keeney Lite-A-Line 325
Univ. Winners 300
Bally Turf King 400
Watch My Line 175
Chi Coin Thing 150

PROFITABLE MUSIC, GAME, AND ONE-BALL ROUTES AVAILABLE IN SUNNY SOUTHERN CALIFORNIA. WRITE FOR DETAILS.

BADGER SALES CO., INC.
2251 WEST PICO BLVD.
LOS ANGELES 6, CALIF.
Phone: DU 7-2243

BADGER NOVELTY CO.
2546 N. 30TH ST.
MILWAUKEE, WIS.
Phone: Hilltop 5-3030

GENCO
2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

UNITED'S

SIX PLAYER VETERAN SHUFFLE-ALLEY

ONE TO SIX CAN PLAY (10¢ Per Game Each Player)
FAST REBOUND ACTION • 20-30 SCORING

HIGHEST SCORE

300	300	300	300	300
200	200	200	200	200
100	100	100	100	100
90 9	90 9	90 9	90 9	90 9
80 8	80 8	80 8	80 8	80 8
70 7	70 7	70 7	70 7	70 7
60 6	60 6	60 6	60 6	60 6
50 5	50 5	50 5	50 5	50 5
40 4	40 4	40 4	40 4	40 4
30 3	30 3	30 3	30 3	30 3
20 2	20 2	20 2	20 2	20 2
10 1	10 1	10 1	10 1	10 1

UNITED'S 6 PLAYER DeLuxe SHUFFLE ALLEY

PLAYERS 1 2 3 4 5 6

FRAMES 1 2 3 4 5 6 7 8 9 10

NEW FORMICA PLAYBOARD
ADDS BEAUTY AND DURABILITY

NEW HI-SCORE FOR THE WEEK FEATURE
PLAYER WRITES NAME ON BACK-GLASS

NEW JUMBO DISAPPEARING PINS

STRIKE or SPARE
FLASHER LIGHTS

CAN PICK-UP
7-10 SPLIT

**HIGHEST-SCORE
KEY-CONTROL**

SIZES

8 FT. BY 2 FT.

9 FT. BY 2 FT.

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR



Seasons Greetings...

*from the J. P. Seeburg Corporation
and its nation-wide
distributing
organization*

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
1500 N. Dayton Street
Chicago 22, Illinois

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS