

The Billboard

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Record Business Spirals; Sets Fast Industry Pace

50-MIL WRONG, ROSE QUILTS

NEW YORK, Dec. 2.—The Billy Rose column, *Pitching Horseshoes*, running in the *Daily News* and other papers for the past few years, will sing its swan song with the Monday (4) issue. Rose, who is recovering from a minor operation, said, "The doctors have been waving cardiograms at me and warning me to take it easy. And besides I have a couple of bucks." The column *Pitching Horseshoes* started as paid ads to hype biz at his Diamond Horseshoe. Recently thru the Bell Syndicate the column had a readership of over 50,000,000 spread thru the U. S. and 38 foreign countries.

50G Windfall For Scripters In Fresh Pact

NEW YORK, Dec. 2.—A windfall which may total up to \$50,000 will benefit radio writers as the result of an agreement reached this week by the Radio Writers' Guild (RWG) and the networks. The agreement calls for pay raises for scripts broadcast during the past 11 months. Raises apply to the minimum base agreement covering web writers providing for minimum script fees—increases range from 11 per cent to 33 1/2 per cent. Strip shows—five-a-weekers—went up from \$200 to \$218.75; half-hour sustainers went from \$150 to \$200 and \$250 to \$300 commercially.

Jukes To Get 45 Disks Despite Vinyl Shortage

NEW YORK, Dec. 2.—Major diskeries are confident that they can continue to press 45s, even should the supply of vinyl and

Jo, Aury Wax For Columbia

HOLLYWOOD, Dec. 2.—Jo Stafford's initial duet diskings for Columbia Records was cut yesterday with Gene Aury. Pair teamed on *My Heart Cries for You*, already a big seller for the label in the Guy Mitchell version. Columbia is rushing the release of the Stafford-Aury record in an effort to pick up additional sales. Miss Stafford, whose duet disk sales with Gordon MacRae on Capitol were high, is slated for additional duet sessions with various Columbia artists.

CBS-TV Lures Top Scripters From H'wood

Signs 8, Sees Big Expansion as Door Now Stands Ajar

NEW YORK, Dec. 2.—CBS-TV is in full swing in a concerted drive to lure top Hollywood scrippling talent into video writing ranks and in the past several weeks has succeeded in getting eight to accept assignments. As a result, the network anticipates that it will be able to expand its Coast writer ranks rapidly now that the door has been opened.

Among the scripters who have written recent CBS-TV shows are Herman Mankiewicz, Catherine Turney, Hy Kraft, Sir Herzog, Doris Gilbert, Eddie Ellsler, Felix Jackson and De Witt Bodeen. Peter Milne is expected to take an assignment shortly. These scripters are concentrating mainly on several CBS-TV programs—*Studio One*, *Suspense*, *Sure as Fate*, *Danger* and the *Somerset Maugham Theater*.

Most of them have come to New York to settle where they can be on hand for immediate assignment, if anything is available. While they can't get the kind of loot Hollywood pays, especially for adaptations, the rapid consumption of video material makes certain they will have an opportunity to work more frequently in addition to possibly peddle a few legit scripts.

Term Deals

The CBS-TV master plan is to lock up these top-flight scripters (Continued on page 3)

STORMS TAKE HEAVY TOLL OF SHOWBIZ

NEW YORK, Dec. 2.—Show business all over the country was trying to recover this week from a spate of natural disasters that cost theater owners, park operators and talent many millions of dollars. In the East it was a storm at times reaching hurricane proportions that took the heaviest toll. The near-Midwest area, particularly around Pittsburgh and Cleveland, was hit by unprecedented heavy snowfall. On the Pacific Coast floods did the harm. Theaters, night clubs, drive-ins were shut down; routing schedules for acts were disrupted; some talent made their dates but sans costumes or scenery; television service firms went bankrupt. (For details about storm damage, see stories on page 2 and in departments in this issue.)

War Sets Off Buying Spree At Park Meet

CHICAGO, Dec. 2.—Developments on the Korean-Manchurian border during the annual outdoor showbiz conventions in the Hotel Sherman this week sparked a buying spree at the trade show of the National Association of Amusement Parks, Pools and Beaches, one of the several trade organizations which held their conventions simultaneously at the Sherman. The border outbreak gave added force to the belief that many shortages loom, and park men, particularly, made many purchases. Trial sales for the show were reported in excess of recent years and classed as of near-record proportions.

The brisk buying was made in the face of lower registration, as snowstorms, which hit along the Atlantic Coast and thru the Central States, prevented many from attending not only the NAAFPB convention but also the meetings and social events of the Interna-

Legit Musical Producers Use Nets To Catch Angels

By Hal Webman

NEW YORK, Dec. 2.—Stem legit musical producers have taken on a new tack in making the rounds of the show angel circuit for financial backing. Inspired by the \$225,000 investment of National Broadcasting Company (NBC) in Irving Berlin's *Call Me Madam*, the producers have been pitching for angels' backing by announcing

that they have secured "radio network" financing.

The implication to potential investors is that either NBC or CBS are the financiers, since only these two can offer a combination of radio, TV and record coverage for the legiters. Particular, the underplayed, emphasis is made that the original-cast album recordings has been secured in this manner.

Tax Yield Tops '49 In 4 Fiscal Months

Lush Disk Grosses Contrast With NSG Status in Other Amusement Fields

NEW YORK, Dec. 2.—The record industry, coming into the 1950 home stretch, promises to wind up the year with the strongest sales figures since the boom year of 1947. This is apparently the greatest comparative comeback of any facet of the amusement business, the disk industry's vitality in many ways outpacing radio's struggle to maintain itself against TV, the film industry's attempt to stabilize

itself and the night club-vaude industry's efforts to keep in the black.

Receipts from the disk tax for the current fiscal year are falling along at a rate 60 per cent above last year, according to a report from the Bureau of Internal Revenue this week. For the first four months of the 1951 fiscal year (July thru October of 1950) col-

MEDIUM-BOB DISKS PAY OFF

Hits Not Only Nickel Catchers, Survey Shows

NEW YORK, Dec. 2.—The well-worn axiom that only seven to 10 records in a juke box get 60 to 75 per cent of the play, and the remaining disks in the machine serve as fill-ins and merely pick up a scattering of nickels, is fast being discredited here by opera-

tors of 45-r.p.m., 100-selection phonographs.

A spot survey among such operators this week brought to light

tional Association of Fairs and Expositions, the Showmen's League of America and the American Carnivals' Association.

Higher railroad rates, coupled with other factors, caused one Midwest railroad carnival to call it quits this week at the conventions. The Imperial Shows made the decision when the route which looked for it didn't add up sufficiently strong to carry the current high railroad move costs.

There were other factors in the spout-tossing, but the difficulties of railroad now existing was the paramount one. With Imperial out of the competitive picture, two truck shows, the Royal Crown Shows and the 20th Century Shows, came out of the convention with routes which, up until the full impact of the present high costs of railroading were felt, would definitely have been in the railroad show classification.

For details of the outdoor conventions, turn to the Outdoor Section.

TV Networks In Open Feud; DuM. Vs. ABC

NEW YORK, Dec. 2.—A rare instance of one TV web attacking the publicity policies of another network occurred here this week when DuMont took a public swing at ABC. The beef followed DuMont's renewal of *Cavalade of Stars and Cavalcade of Bands*, both hour-long shows sponsored by Drug Store TV Productions, Inc.

Earlier, DuMont charged, AEC had spread the word that it was getting *Stars* away from DuMont.

Decca Decks 1-Day "Guys" With Speed

NEW YORK, Dec. 2.—Decca Records plans to take a fling at recording the original cast package of *Guys and Dolls* in a single all-day session Sunday (3). Goal of the speed-up is to get the album out on the market in time for the fall-end of the Christmas season.

Diskery is planning to give the show, which was greeted with some of the critics' warmest verbiage in some time, as full a disk treatment as possible. Current plans call for the diskery to slice 14 selections from the show. These will be issued on seven 10-inch 78 and 45 r.p.m. disks, and on a single 12-inch long-playing platter.

Recording will include all of the regular casters, including Robert Alda, Vivian Blaine, Sam Levene, Isabel Bigley, Stubby Kaye and Pat Rooney.

And original-cast packages have become a major financier's consideration since the success of *South Pacific* and *Kiss Me, Kate* on records. Original-cast packages, if successful, represent money in the show backers' pockets as well as a potent exploitation force for a legit.

At this point it is difficult to get

Billboard Backstage

by Joe Csida

Made Hollywood last week for the first time in a much longer stretch than I ever should permit to go by again. Quarters at 6000 Sunset Boulevard, where our West Coasters hole up, is still the happy, homelike place it was the last time I came out. Benign brother Abbott continues to puff his Meerschmum and dispense his own peculiar brand of soft pressure leadership. And Lee Zhitto still seems to be running neck and neck with Louella Parsons for "The Newspaper Guy With the Most Friends" title, tho I hasten to add that Lee's approach differs substantially from Miss P's. Ed Grassek (whom we plan to shooch back to New York shortly) and Bud Richards continue merrily to preach the gospel and Connie Horner dispenses charm to in-person and on-the-phone callers, as well as perform sundry other important functions in the shop. And Joe Bleeden is a new reporter on the Hollywood beat to whom we're looking for some nice things.

Trip Too Short

One mistake about the trip was making it for just five days. Tuesday thru Sunday. Many, too many old friends to see and get with in that short period. But the little time I had with the few of them I could see was pleasant, and as always, helpful and informative. John West is comfortably ensconced in his NBC Western division headquarters. Has bought a house and by the time this sees print will be reunited with his family. A real bappy thing for John, who has done more traveling in the past year than most busy execs in the business.

Mets-Old Friends

Peggy Lee had solid opening at the Coconut Grove Tuesday night and Billy Daniels an equally impressive Mocombo bow-in. Henri Rene, our old stablemate at RCA Victor, is doing a fine job running the record company's West Coast a. and f. operations, ably assisted by secretary Betty Byrne, who fears no music man. Met dynamic Louis Snader, who has some daring pioneering ideas on making TV film, and has already canned 207 three-minute subjects. More about Snader in the news columns from time to time, no doubt. A guy who bears some watching.

Had an interesting session with Hal Roach and son, able movie makers who figure to make a real dent on the video front. Maybe TV is all New York at the moment, but nobody in Hollywood has any doubt that it's eventually going to go heavily film, and that most of that film will come where it's come for so many years. Could be.

Also had a pleasant visit with RCA West Coast headman Hal Mang, who keeps an even, charm-loaded disposition while rattling with some of the knottiest problems known to any job anywhere.

And several interesting sessions (Continued on page 39)

FCC May Hear Another Gripe Vs. Richards

WASHINGTON, Dec. 2.—Federal Communications Commission (FCC) General Counsel Benedict Cottone is expected to appeal to the full Commission the verdict yesterday (1) by Commissioner Edward Webster denying Cottone extra time to oppose the G. A. Richards motion for an immediate initial decision in the KMPC case.

Cottone had petitioned for an extension until December 20 of the time given him to reply. Richards' counsel, Hugh Fulton, opposed an extension on the grounds that it would defeat the purpose of the KMPC motion—to end the Richards case without continuing with hearings on WGAR and WJR.

Sacks Named RCA Veepee

NEW YORK, Dec. 2.—The board of directors of the Radio Corporation of America (RCA) this week elected Manie Sacks as staff vice-president of RCA. The appointment was announced by David Sarnoff, chairman of the board.

Sacks joined RCA February 1 to assume a specially created post as director of artists relations for the RCA Victor division and NBC. He came to RCA after 10 years with Columbia Records where he was a veepee in charge of popular artists and repertoire.

ANY HASSLE & DURANTE GOES HUNGARIAN, SEE?

NEW YORK, Dec. 2.—A couple of days before Jimmy Durante's recent TV show, he, Lou Cohen, his manager, and Eddie Clayton left the NBC studios walking west. As the trio reached Broadway a man carrying a brief case grabbed Durante.

Cohen struggling way back and Clayton behind him thinking it was an autograph hunter, paid little attention until Durante gave them the office to come on up. Both boys hurried over.

"This is my manager, Mr. Jones," said Durante pointing to Cohen. "This is an agent who has a very interesting offer I want you to listen to."

The agent who said he was the exclusive booker for Zimmerman's Restaurant made this offer to Durante. "I can give you \$300 a night for four nights starting Saturday. There may be some trouble with the musicians, but I think we can straighten it out."

Cohen, playing straight, said they had another offer for \$250 a night. "Well," said the agent, "don't let the \$50 stand in the way. I think we can make a deal. We'll give you something off on your meals and things will work out okay." Cards were exchanged, the deal was to be confirmed later and the agent left.

On Wednesday (29) night's TV show, Durante forgot one of his lines where he was supposed to heckle the NBC officials. They were struck speechless when Durante ad libbed, "Don't you NBC people start getting tough. I gotta 'n offer from Zimmerman's Hungarian Restaurant. Maybe there isn't a lot of money in it. But there's a lot of contentment."

Pitt Showbiz Reeling After Double Trouble

PITTSBURGH, Dec. 2.—Already reeling from its recent 48-day newspaper strike, show business here took it on the chin again when a 30-inch snow storm struck the city last Friday (24). The city was still digging out Thursday (30), and every branch of showbiz was badly hit.

In legit, the Nixon was heading for a record week with the showing of *I Know My Love* and the theater was sold out for the last three performances of the Luncheon engagement when the storm struck. Approximately 100 people braved the storm for the Friday showing, and the two Saturday showings, and about 75 apiece. The company was able to get out of town, but the sets and wardrobe were left behind and the show was put on in Detroit Monday with drapes serving as the set.

The new show, *Blossom Time*, managed to get its people into town but its sets were tied up in the railroad yard. The show was tentatively scheduled to open Thursday but when Mayor David L. Lawrence ordered a road blockade to keep people out of town during the emergency, owner Gabe Rubin decided not to play the show at all after conferring with the Shuberts, and the company left Thursday for Toronto. The week will be played off later in the season.

BILLBOARD AD GIVES MAN CAR

CHICAGO, Dec. 2.—Gadget king Robert Kahn was being interviewed at Ches. Parve, over WGN's Chicago at Night show, when he told of a gadget he concocted a year and a half ago. He said he ran a spot ad in *The Billboard* "and we got in a terrific response from the whole country."

"And now," said the announcer, "You're driving a Cadillac?"

"A small one," answered Kahn.

RCA Strike Settled in Quick Talks

CAMDEN, N. J., Dec. 2.—RCA Victor execs and officials of Local 241, International Federation of Technical Engineers (AFI-), late last night reached an agreement on contract negotiations affecting approximately 480 draftsmen and technical workers at RCA's Camden plant. It was stated that the strike had been settled, subject to final ratification Sunday (3) by the union.

The settlement was reached at a meeting with Federal Mediator Peter-Manoo in Philadelphia. Local 241 members walked out.

Washington Once-Over

By Ben Atlas

WASHINGTON, Dec. 2.—American Society of Composers, Authors and Publishers' (ASCAP) top hit tune in this city might now could easily be *Wanna Be Loved*. The fact is that the capital has quietly fallen in love with ASCAP.

How the colossus of all music royalty collection agencies has managed to shed its monopoly reputation and captivate everybody here, from President Truman on down, is one of Washington's most lifting success epics. After decades of sulking behind dyspeptic localists who belated newsmen like plague-carriers, ASCAP began donning a new look here two years ago during its worst throes with the Justice Department. Some of the Society's lawyers were quietly sent on a long rest, and ASCAP opened a fancy account with one of Washington's most brilliant public relations firms, Arthur Newmyer & Associates. The ASCAP melody has lingered harmoniously along the Potomac ever since.

Paris Peek

By Art Rowan

PARIS—Maurice Chevalier says that Billy Wilder, of Hollywood, has made him a most attractive offer which he is seriously considering if and when his present one-man show folds. Brown Derby and Lindys of Paris is the Club de Paris at 4 Rue Jean Mermoz, where top performers gather when everything else closes.

Michele Morgan, Rita Hayworth, Ted Lawrie, Carmen Amaya, Eric Von Stroheim, Michele Auclair, Bernard Brothers (George Bert and Pierce), Peter Sisters, Nicholas Brothers, Libby Holman and Step Brothers are just a few of the mighty who gather nightly there. Monsieur Miranda, owner, thoroly understands and appreciates showfolk.

Old Home Week

Frank Morgan, ex-G.I. flyer who operates an eatery billed as "Morgan of Oregon," ran a display ad day before Thanksgiving, inviting all his friends for turkey and drinks on the house. We went and found ourselves transplanted back to the States. Juke box blaring out *Red Hot Mama* and bill of fare featuring chili con carne, hot dogs and hamburgers. Morgan is playing to a packed house all the time.

Ran into Sam Yates, Binnie Barnes and William Saal in the Lido. Saal tells us that he and Yates are here to get the latest Errol Flynn flick in the can if they have to stay here forever. Appears as if Flynn's vertebrae sprained in a fall on his wedding day, are holding up production at an enormous cost to the insurance company.

Dick Smart, vocalist, is booking himself into one of the best singing jobs in France. . . Mervyn Leroy resting and enjoying the show at Carrolls. . . Aly Khan and Rita Hayworth leave Paris for a four-month big game hunt thru Africa. Itinerary includes Spain, Morocco, Egypt, Syria, Iraq, East Africa and India.

Garcin-Friday Shed

Pierre Louis-Guerin and Rene Fraday, co-producers at Club Lido, leave here January 3 to book new (Continued on page 39)

Admish Taxes Below 1949's

WASHINGTON, Dec. 2.—Collections from the admissions and cabaret taxes continued to run behind last year in October, the Bureau of Internal Revenue reported this week. The drop for both from a year earlier, however, was slight, indicating a possibility that the downward trend is easing.

The admissions tax accounted for \$35,148,922 in October, a decline of \$26,455 from October, 1948. Cabaret tax collections totaled \$3,539,781, a scant \$29,302 less than a year earlier.

The October decreases in admissions and cabaret receipts placed them almost in a class by themselves as far as excise receipts are concerned. Only a half dozen of the two-sore excises registered declines.

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myer's whiz-bang outfit has had any direct connection with such matters as the Justice Department's revised consent decree, which gave monopoly-condemned ASCAP a relatively good break. The anti-trusters who wrote the decree are a judicious, well-insulated lot. And the Newmyer people are much too adroit to intrude in that sort of thing even if they could.

Backstage Embassy

But the Newmyer firm has served skillfully as a backstage ambassador, seeing to it that ASCAP's praises are entertainingly sung at appropriate intervals in the capital. When some international experts confabbed here recently on a global copyright treaty, they were treated to an ASCAP dinner party, brightened by such gilt-edged ASCAP-ers as Rudolph Friml, who flew from California for the event. Friml took time out for a good-will fall at the Blair House, where his interview with Truman left Friml with only one avowed disappointment—he didn't hear Harry play the piano.

There was the National Press Club party for ASCAP last year, when the performing rights society was still up to its musical ears in the consent decree negotiations. For nearly two hours Rodgers and Hammerstein led an all-star troupe in regaling an appreciative audience of capital newsmen and government bigshots, including the chief of the anti-trust division.

When Jules Collins, ASCAP sales manager, addressed a luncheon meeting of the D. C. Advertising Club this week on his favorite topic, his audience likewise was carefully sprinkled with government nabobs. Collins made no secret of ASCAP's new-look theme. "We used to hide our light under a bushel, always refused to talk," he said, "but now we're glad to."

Stiff Controls Up

The grim twist of events in Asia has brought swift preparations for the stiffest federal controls yet. The full impact will be felt by the entertainment world, which government economists consider to be fairly well girded for the blow. An electrifying shift in plans and objectives is taking place all along Constitution Avenue. Between emergency sessions at the National Production Authority (NPA), one official told an inquiring newsmen, "I can't tell you a damned thing we're gonna do except that we're gonna tear up a lot more blueprints."

By the year's end almost all metals will be blanketed by cut-back orders, with copper getting (Continued on page 39)

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NEW TELE RATES STILL UNDER PAPER, MAG PAR

NEW YORK, Dec. 2.—Despite the forthcoming hike in TV time costs, the relative price of buying into video as compared with newspapers and magazines is coming down, according to an analysis prepared by the NBC sales planning and research department. The report shows that even with the new rates, the web will supply a lower cost per thousand than top magazines and circulation on about the same level as that of the papers. A breakdown, using the estimated TV circulations as of next January 1 and the TV cost based on the new rates follows:

City	TV Station & Newspaper	Circulation	Cost per 1,000
New York	WNBT	2,030,000	\$1.53
	Daily News	2,241,880	1.26
Chicago	WNBQ	830,000	1.99
	Tribune	933,517	3.90
Los Angeles	KNBH	820,000	2.01
	Times	394,134	4.52
Philadelphia	WPTZ	725,000	2.21
	Bulletin	723,589	3.48
Detroit	WWJ-TV	421,000	2.61
	News	453,684	4.34

Following is a comparison of circulation and cost per thousand of the NBC-TV web with leading weeklies. Cost per thousand for the web is based on the new aggregate gross evening rate of \$36,300 for 63 outlets. The magazine figure is based on new rates for a four-color page. All publications listed have recently raised their rates.

Medium	Circulation	Cost per 1,000
NBC-TV Network	10,500,000	\$3.46
Life	5,361,567	4.60
Saturday Evening Post	4,069,220	4.18
Look	3,200,000	4.94
Colliers	3,161,018	3.84
Ladies' Home Journal	4,564,101	3.83
Woman's Home Companion	4,059,383	3.57
McCall's	3,807,101	3.59
Good Housekeeping	3,010,383	3.52
Better Homes and Gardens	3,460,401	3.87
American Home	2,813,804	3.84

Ayer Adopts 16mm. Outlet; Slide Set-Up Seems Hopeless

NEW YORK, Dec. 2.—The N. W. Ayer Agency has been forced to adopt a policy of putting eight and 10-second commercials on 16mm. film because of hopelessly diver-

gent standards of slide specifications at TV stations across the country.

Prior to his exodus from Ayer to McGann-Erickson Friday (1), radio-TV production head Don McClure assembled a complete report on the agency's questionnaire survey of TV slide specifications, as answered by every TV outlet in the country. The results were abysmal; some stations even contradicted themselves when defining their own slide facilities. A top NBC engineer termed the results "fantastic" and attributed the ignorance to the "extreme youth

NO SEE, NO GLEE

NBC Installs Monitor for Studio Yocks

NEW YORK, Dec. 2.—Problem of comics playing to "cold" theater and studio audiences—largely because the audiences can see very little of the performances, has prompted NBC-TV to install a large monitor in the Center Theater here. The monitor will be full screen size, with the same dimensions as used for de luxe film house screens.

Both in TV studios and theaters, the stages are so cluttered with equipment that the audience is hard put to see anything going on. This is worsened by the fact that the theater stages are cut up into smaller pieces for various sets, taking the action even further away from the in-person audience.

The result has been damaging to several comedy shows. Although the audience could hear, via the p. a. system, they couldn't see. Thus they didn't laugh and the reaction both in the theater and at homes was spoiled, giving viewers especially the idea the shows were falling flat.

If the monitor works out at the Center, which because of its cavernous size is especially tough to play, it may be duplicated at other NBC-TV origination points.

Petry Preps Slide Facilities Survey

NEW YORK, Dec. 2.—Radio-TV station representative, Ed Petry, is readying a survey of his own video outlets' commercial slide facilities, in a move prompted by N. W. Ayer's recent disclosure of extreme variances in spot specifications listed by TV stations across the country. The Petry survey will utilize major portions of Ayer's audio-video questionnaire, augmented by additional data inquiries.

The station rep outfit hopes to compile a set of co-ordinated spot standards, on the basis of its find-

NBC Shapes Daytime Video Plans; Four Soapers Skedded for Early '51

NEW YORK, Dec. 2.—The early-daytime TV philosophy of NBC-TV was beginning to take shape this week, with a brace of four soap operas all but set, to be rounded on either side by 60 minutes of other type programming. The three-hour operation, skedded for the 10 a. m. to 1 p. m. period, will be launched next year, some-

time between February and April. Exact date operation morning will be launched depends on factors outside of NBC's control, namely sponsors. The web is unlikely to jump in until at least 90 minutes to two hours are fully sponsored. The attitude is that the effectiveness of daytime video needs no further evidence and there is no need for the network to sustain shows in order to prove a point particularly in view of the new talent scales. The web is faced with other problems, notably lack of studio space, but top execs this week said they could begin on very short notice. All that's needed are a few signed contracts. The NBC thinking with regard to TV soap operas seems considerably different from that of CBS. The latter web, in preparing the debut of First Hundred Years for Procter & Gamble (P&G), is going all out on expensive production mounting and permanent sets. NBC on the other hand is striving to bring in its soapers at little over \$5,000 weekly, with minimum expenditures on production and maximum effort on story line, camera work and thesping.

Four soapers most likely to be put into the middle hour, 11 a. m. to noon, are two web packages, a Carol Irwin show and a Ted Ashley item. All four represent dif-

ferent approaches to the soaper problem, which Fred Wile, director of TV production, says the web is determined to lick once and for all in 1951.

Hawkins Falls, adapted from an evening half-hour show, has been

GF Up in Air, Tab Likewise

NEW YORK, Dec. 2.—Indications this week were that General Foods (GF) would not pick up the tab for half the radio sponsorship of the Brooklyn Dodgers baseball games on WMGM here next season. Last year Schaefer Beer was the sole bankroller of the telecasts of the contests and shared the bill for the AM coverage with GF.

The price for the radio and TV rights, however, has been upped, and while Schaefer already has renewed with the Dodgers on the same basis, GF is balky at paying the higher charge. If GF should not partially sponsor the Dodgers games, it might also affect its bankrolling of the Saturday afternoon home Dodgers games, which were heard on the CBS web last season.

SAG and TVA Parley Flops, Hope Remains

NEW YORK, Dec. 2.—Despite failure of this week's Coast "peace" meeting between the Screen Actors' Guild (SAG) and Television Authority (TVA), George Heller, TVA exec sec. Friday (1) voiced the hope that settlement of the jurisdictional fight still may be effected. "We owe it to performers," Heller declared.

Nevertheless conflicting versions of the meeting were made by the two groups. SAG (see below) said TVA's pitch was retrogressive; TVA said it eliminated points to which SAG previously objected, including the elimination of joint meetings and an arrangement for joint negotiations. The SAG charged that TVA still was attempting to wrest control of the film performers' union.

HOLLYWOOD, Dec. 2.—Bubble of peace between Television Authority (TVA) and Screen Actors' Guild (SAG) burst this week after the Screen Guild's board of directors meeting with TVA execs failed to settle the TV jurisdictional dispute. SAG's board claimed TVA had nothing new to offer.

Feeling of confusion which followed the joint session is reflected in the SAG board's rejection statement:

"The latest TVA proposition amazed the Guild because, rather than attempting to find a reasonable basis for settlement of the dispute, it was a retrogression from previous peace proposals."

"It is a complete mystery to the Guild board as to why George (Continued on page 8)

CBS-TV Lures Top Writers From Pix

Sees First 8 as Paving Way to Expansion; Plans Term Deals

Continued from page 1

In term writing deals which would give them four to six assignments at one clip. The web now has such arrangements with the Reginald Denham-Mary Orr combo, Alvin Sapinsky and Halsted Welles among others.

But the stumbling block to such a deal is that the writers must be acceptable to the various producers and directors handling CBS-TV programs. After, however, the Coast writers have finished several acceptable scripts that have won the respect of the

production execs, then CBS-TV will step in and arrange term writing deals.

Jerry Horwin, CBS-TV script head, is handling the deals for the web.

WOR Weighs TV Shake-Up

NEW YORK, Dec. 2.—In an effort to jock up its daytime video ratings, WOR-TV, New York, is mulling a full-scale shake-up of its daytime TV programming schedule. The station's program execs will meet Monday (4) to formulate a detailed plan for general time switches.

The project was reportedly sparked by unsatisfactory ratings chalked up by the Barbara Welles video show at 10 a. m. The fem is a big draw on WOR's afternoon radio broadcasts, and the feeling is that her TV airer is handicapped by its present time slot. In line with this, the station has already arranged to go on the air half an hour earlier, so that Miss Welles' show will be preceded by a "warm-up" period.

Beginning Monday (4) WOR will program a public service film from 9:30 to 10 a. m. Monday thru Friday and at 5:15 p. m. Saturday and Sunday.

Well, Here's One Fight NBC Won

NEW YORK, Dec. 2.—NBC-TV today scored a public relations coup by monopolizing the video seminar at the annual convention of the Public Relations Society of America. Although CBS tried to get into the act, NBC was able to get the door slammed, with six top NBC execs delivering the addresses to the group.

The 300 public relations chiefs of top corporations who will attend, after hearing from the NBC brass, will be taken for a look-in at a rehearsal of an NBC-TV show. Speakers include Bill Brooks, Pat Weaver, Ed Mudden, Ernest Walling, Francis McCull and Richard Smith. It may be good p. r. for NBC, but is it good p. r. for the p. r. society, insofar as future p. r. with the other webs are concerned?

Announcing

THE BILLBOARD'S THIRTEENTH ANNUAL RADIO AND TELEVISION PROMOTION COMPETITION

Now is the time for all good promotion men to come to the aid of their function. Competition for the advertising dollar grows keener by the day and the value of alert, aggressive promotion mounts in direct proportion. The Billboard's Annual Competition permits all broadcasters and all telecasters to

PROMOTE YOUR PROMOTION

The Competition is open to all AM, FM and TV stations and networks—regional or national—in the United States, its possessions, and Canada. Entries may be submitted for EITHER OR BOTH the following two categories:

AUDIENCE—SALES PROMOTION

Promotion directed toward improving or maintaining your sales position . . . or promotion directed toward maintaining or increasing your audience.

PUBLIC SERVICE PROMOTION

Promotion of your public service programs.

IMPORTANT NOTE: The Competition is not concerned so much with the programs themselves, however laudable they may be, but in the promotion undertaken in their behalf.

CLOSING DATE FOR ALL ENTRIES IS JANUARY 15, 1951

If you have not already received the entry form mailed your station write for one today to

Radio-Television Editor
THE BILLBOARD
1564 Broadway
New York 19, N. Y.

PROMOTE YOUR PROMOTION

Stations desirous of entering BOTH divisions MUST send in two entries

A SINGLE ENTRY CANNOT BE ENTERED FOR BOTH CATEGORIES

Entries are to be submitted in whichever of the following divisions is appropriate:

- NATIONAL NETWORK
- 50,000 - WATT STATIONS
- 250 TO 1,000-WATT STATIONS
- REGIONAL NETWORK
- 5,000 TO 20,000-WATT STATIONS
- FM STATIONS
- TELEVISION STATIONS

RCA'S NEW TRICOLOR TV TUBE UNVEILED IN WASH.

Research Veep Sees Improvement; FCC Not Invited to D. C. Showing

WASHINGTON, Dec. 2 — Unleashing a new public relations offensive in the color-TV war, RCA will stage an unveiling here Tuesday (5) of its improved tricolor tube which, on the basis of a preview, gives a brighter large-screen picture than the Federal Communications Commission (FCC) witnessed at the last color demonstration here in the spring.

The FCC has not been invited to next week's demonstration, which will be an invitation-only

affair for the press and electronics manufacturers. The Commission is already chewing its collective nails on the sidelines as RCA grabs the spotlight for the obvious purpose of showing manufacturers that they would be wise to await perfection of RCA's compatible big-screen color rather than venture into production under the CBS system, should the CBS standards be upheld by the courts.

Dr. E. W. Engstrom, RCA vice president in charge of research, told *The Billboard* today, and will emphasize at the demonstration Tuesday, that by doubling the number of phosphor dots in the tricolor tube it has been possible to obtain a number of major improvements in the picture. "The red phosphors," he said, "are good enough so that filters are no longer needed. That, too, is how we have

achieved a very much brighter picture.

"We recognized last April that there were too few phosphor dots, and that this had limited the picture brightness on so large a screen as 16 inches. We have changed nothing fundamental in our system since it was first demonstrated. What we have been doing step by

SLIMY STUFF

Oil Gushes Riches for Hope, Bing

NEW YORK, Dec. 2 — Investments made in Texas oil properties by Bob Hope and Bing Crosby are said to be paying the performers more dough than many of their theatrical activities.

According to inside report, royally checks paid Slim Nese and the Granger last month came to \$50,000 each; the month before, \$47,000. Hope and Crosby own quarter interests in the wells involved, other partners being Texas oilmen.

Juciest part of the petroleum pelt, instead of the two actors are

Chesterfield Rides Tandem

NEW YORK, Dec. 2 — Chesterfields this week made a double buy into NBC's tandem radio sales plan. The tobacco firm bought two participations each in five shows: *Magnificent Morning*, *The Big Show*, *Seven Directors Playhouse*, *Duffy's Tuxes* and *Dangerous Assignment*.

Current contract is a short-term deal extending thru the holidays. However, the bankroller has an option to continue the deal if so decided, and may make its decision after seeing how things go during the trial.

ROSY PROSPECTS

Sees Future Big for TV Film Makers

HOLLYWOOD, Dec. 2 — Hal Roach Sr., one of the film industry's pioneers, sees an ever brightening future for the TV film trade. Roach, two years ago, abandoned theatrical film production in turn to TV pix. While his studios at first operated at a loss, a dozen separate production companies now use his facilities, in addition to himself filming the *Magnavox* series plus rafts of commercial spots.

Two 15-minute strips shows are now on the planning boards and are getting sponsor attention. First is a cliff-hanger serial *La Perla di Pauline* and is being considered by American Home Products Corporation. Other is entitled *Impy and Angie* and will use live actors paraded as kid doll characters against a background of oversized rear projection figures. Production on both is expected to get underway in 1951.

Magnavox hour-long films are produced on a \$25,000 per pic budget and are shot within four and a half days. Roach is also dickering with Eastern agencies to film hour shows now being produced live in New York. Commercial spot client list includes Bulova, Chevrolet, Falcstaff Beer, Max Factor, Ivory Soap, Drene Shampoo and Tide. Bulova's demands alone found Roach delivering over 100 spots for that account.

Tele pic producers leasing Roach's lot facilities include Bing Crosby Enterprises, filming *Fire-side Theater* for Procter and Gamble; Jack Chertok's Apex Films and *Lone Ranger*.

TIME COVER PLUGS COLOR

NEW YORK, Dec. 2 — The Time cover story this week on CBS Prexy Frank Stanton describing the color dispute between RCA and CBS is rated one of the top publicity breaks ever achieved in the field.

The story is highlighted by a picture (partially in color) of the web president.

VIDEODEX REPORTS CLASS C TV CUTTING COSTS IN HALF

NEW YORK, Dec. 2 — A Videodex cost analysis, prepared for *The Billboard*, shows that it costs far less to deliver an audience in Class C time than to get a similar rating in Class A time. The following study of five programs, all in Class C time, airing in four different cities, shows the number of homes ratings and cost per 1,000 homes achieved by these slottings. It also shows the cost of these same shows to reach 1,000 homes if aired in Class A time. (See story this page.)

City	Time	Station	Program	Rating	No. Homes	Cost Analysis—(Time Costs)		Same Rating as Class A Time, Cost 1,000 Homes
						Cost 1,000 Homes	Cost 1,000 Homes	
COLUMBUS	12 p.m.	WLWC (Class C)	Fifty Club	3.0	10,000	\$11.21	\$22.50	
CINCINNATI	12 p.m. (C)	WLWC	Fifty Club	14.3	22,000	7.50	15.00	
DETROIT	3 p.m. (C)	WCFB-TV	Paul Depe	8.0	12,800	9.75	17.50	
CHICAGO	3 p.m. (C)	WVTV	Pat 'N' Johnny	6.0	19,000	12.63	18.93	
CHICAGO	11 a.m. (C)	WGN-TV	Barbara Bartley	3.2	30,000	7.50	15.00	

Low-Budget TV Films Click; More in Plans

NEW YORK, Dec. 2 — With client reaction extremely favorable, execs at Kenyon & Eckhardt this week were considering filming many more of their TV programs as a result of the success of the filmed *The Three Musketeers* last week on CBS-TV.

Made at the Hal Roach studios on a budget of about \$3G, which compares with its live costs, the film registered nicely as well as a big-budgeted Hollywood movie in quality and, more important, revealed that good films could be brought in at a figure commensurate with what the medium can pay. The program was made for Magnavox, K. & E. has two more on order for Ford Theater, also telecast on CBS-TV.

According to agency brass, the

TV films now can be used in "a million other ways" besides its initial TV viewing. The most obvious use of the film is to have local dealers buy time on the local TV stations for the same film. Since Ford already has film programs of theater movies on local TV outlets, the films made for the CBS-TV show could easily go into secondary use on these programs. This could be done, the J. Walter Thompson Agency handles the WOR-TV Ford show.

Another result of the employment of more TV films would be to give the live production units a longer time between shows, so that stronger live dramatic programs could be mounted. Each time TV films are reshowed, the cast and scripters usually get another fee.

TV-ER BESTS HOLLYWOOD

Fairbanks Footage Outstrips Majors?

NEW YORK, Dec. 2 — Video films completed within the past month by the Jerry Fairbanks Film Studios in Hollywood and New York are believed to total more film footage than that completed by any Hollywood major studio during the same period. This is held as a forerunner of the extent to which TV footage will outdistance theater production in the future, according to Bob Lawrence, veep in charge of Fairbanks' Eastern operation.

In Hollywood Fairbanks completed four half-hour Bigelow carpet pic, one hour-long Christmas film for Father Patrick Peyton, the half-hour Edgar Bergen TV debut and a number of half-hour piano lesson films featuring Frankie Carle.

Also Two-Parters

In addition, Fairbanks' Coast studios turned out one or two-reelers—virtually all in color—for Dodge, Plymouth and Oldsmobile; an animated featurette for Metropolitan Life Insurance and the *Crusader Rabbit* animation series. Next week Fairbanks is starting production on *Buckskin Rangers*, which he will syndicate himself. The theory is that it is only thru syndication such shows, especially with rerun advantages, that film producers can really score for big loot.

In the same 30-day period Fairbanks' Eastern studio, opened earlier this year, produced 31 spot announcements. Some were animations and others live.

"Canned" in Day

Lawrence declares that TV film

Wynn Tops TBA Panel

NEW YORK, Dec. 2 — Ed Wynn heads a list of 21 speakers lined up for the Television Broadcasters Association's (TBA) annual television time Friday (8) at the Waldorf-Astoria.

Wynn, who spoke at TBA's first TV convention in 1944, will discuss *Television—As I See It Six Years Later* as the principal speaker at the luncheon session.

production, especially on dramatic shows, is bound to increase because it presents a highly favorable budget aspect. Fairbanks can now get a half-hour show into the "can" in one eight-hour shooting day. The previous best on this was around three days. Part of the edge, according to Lawrence, stems from the studio's development of the multi-cam system, whereby three cameras shoot the same scene simultaneously, obviating retakes, permitting much more editorial choice and providing long, medium and close-up simultaneously. It also permits cuts from one camera to another, a great time-saver.

Lawrence also believes TV stations will ultimately back production of their own films, theorizing they can underwrite shows with local sponsorship and then earn additional profits thru syndication. He has had one such station inquiry recently, he added.

Sponsors Find Fringe Time Is Near TV Audience Top

Class B and C Slots Often Pay Off as Well as A, Survey Shows

NEW YORK, Dec. 2 — Sponsors looking into video's so-called "fringe" time periods are finding that they can get a better shuffle for their buck in Class B or C time than in Class A. In terms of cost per 1,000 viewers, bankrollers are learning that anytime seems to be a work time in video homes, and the lower B and C time rates make them particularly good buys. This is the conclusion reached by a Videodex survey prepared for *The Billboard* by Jay K. Graham Research, Inc.

Up to now, Class B and C time has been used mainly for kinescopes, films, spots and local shows. With the pressure on the webs for more availabilities, however, there

already is a heavy network drift into the so-called marginal time slots. The high potential of such periods is noted in this study, which examines pre-5 p.m. hours, using September Videodex figures to note the set-in-use percentage, ratings, number of homes using TV during such hours and cost per 1,000 homes.

The comparisons of cost per 1,000 homes in accompanying box clearly show that marginal periods are capable of delivering audience on a parity or beyond Class A time. Even in cases where ratings are achieved in Class B or C time, however, the selling value of the commercial message depends on viewers being potential consumers.

FTC FROWNS ON TV

Says Misrepresentation In Plugs Is on Increase

WASHINGTON, Dec. 2 — Television plugs are becoming noticeably worse from the standpoint of misrepresentation and deception, the Federal Trade Commission (FTC) reported this week. TV ads being set aside for further investigation are proportionately higher than newspaper and magazine plugs, while the radio commercial continues to be the fair-haired child at the commission.

In its latest report on ads examined, the FTC said that over 7 per cent of all TV ad continuities examined during a 30-day period were tabbed for a probe as being possibly deceptive. In contrast, radio plugs due for investigation comprised only 2.06 per cent of the total examined. Corresponding ratios for newspapers and magazines were 5 per cent and 6 per cent respectively.

TV Increasing

In recent weeks FTC has found an increasing number of suspicious TV plugs, the 7 per cent total being twice as high as in July. Magazine ads probed are also on the increase, but radio and newspaper

ads have been fairly consistent over the past year.

Nevertheless TV ads have yet to be mentioned in the filing of a formal FTC complaint. Radio plugs, however, have been an important part of several major FTC dockets, including the proceedings against the nation's largest cigarette makers. The most recent case involving radio ads was polished off a few weeks ago when the maker of a leading brand of aspirin was ordered to cease and desist from using alleged misrepresentations about the product.

Radio Boners

Among the matters frowned upon by the FTC in radio ads have been misrepresentations that a long-standing price has just been lowered—"now only 15 cents"—that a group other than the manufacturer is sponsoring the program, and that an established price is being lowered temporarily.

FTC officials think that generally advertising is being conducted on a pretty high plane, and that most of what trouble occurs comes from the uncoding search for superlatives. The agency finds that most advertisers are willing to cooperate when misleading ads are brought to their attention, though they disagree with the FTC about what is misleading. Cases of deliberate fraud in radio-TV advertising are practically nonexistent, FTC-ers say.

ABC Gets Uplift; Bra Firm Buys TV

NEW YORK, Dec. 2 — Quest-Shen Mark Bras this week purchased 7-7:15 Mondays, Wednesdays and Fridays beginning January 1 on ABC-TV. The sponsor will program a women's chatter show featuring Jacqueline Susann, wife of Irving Mansfield, CBS-TV producer.

The buy will mean a half hour of women's programs in the 7-7:30 time as Faye Emerson will follow in the 7:15-7:30 segment on ABC-TV on the same days. Harry Jacknick is the agency for the new show.

(Continued on page 8)

AFRA Wax Pact Sets Increases To 400 Per Cent

E.T. Firms Okay New 2-Year Plan; Reverts to Nov. 1

NEW YORK, Dec. 2.—The American Federation of Radio Artists (AFRA) this week negotiated a pact with the transcription firms and libraries that brought its members increases upwards of 100 per cent and in several cases as high as 400 per cent.

Whereas members of a choral unit of nine working for library services in the past received a minimum of \$18.50 per man, they now will get \$50; units of five to eight who were paid \$31.70 each will receive \$63.40; groups of two to four who were salaried at \$39.60 individually will be getting \$79.20. Soloists who were paid a minimum of \$52.80 will now receive \$105.60. The new agreement also deleted the definition of a soloist which was that he must sing at least 32 bars.

In the pact decided upon with transcription firms the openers must pay another fee after 13 weeks of use, as compared to 26 weeks in the last contract.

Actors and announcers are to be paid a minimum of \$15 for one-minute spots and \$20 for two-minute spots. Singers will receive double their present rates.

Rates Up to Parity

The union has brought its rates up to parity with live commercial rates. Sound effects men who were paid \$9 an hour, will now be taking

(Continued on page 8)

BILL LAWRENCE TAGGED BY U. S.

NEW YORK, Dec. 2.—Crooner Bill Lawrence, of the multi-programmed Arthur Godfrey unit, this week passed his physical and was classified 1-A in the draft.

The vocalist is now on the road with one of Godfrey's touring units. He has not received word of when he will be inducted. No replacement has been selected to take Lawrence's singing spot.

Int'l Silver Eyes Daytime Video Field

NEW YORK, Dec. 2.—Newest advertiser to gander the daytime video field is International Silver. The company this week auditioned a twice-a-week quarter-hour show starring Betty Furness, currently airing on ABC-TV in *Penthouse Party*. The format is a success story interview stanza.

The agency is Young & Rubicam, with the package put together by Lester Lewis.

NBC-TV Clicks With Kate Smith Show As First House-Built Money-Maker

NEW YORK, Dec. 2.—NBC-TV is on the verge of passing a miracle. It's about to make money on a big-budget house-built television program—the Kate Smith hour-long daytime five-a-week series, to be exact.

Indications are the web might be sold out on the 20 quarter-hour segments of Miss Smith's program within a week or so. Latest ac-

count slated to move in is Hunt Foods, which yesterday (Friday) was reported due to sign next week for three shots weekly. Earlier, Procter & Gamble bought three and Jergens two. NBC has other orders in the house for the program but can't confirm them until the Hunt deal is closed.

If Hunt does sign, it will leave NBC with six open 15-minute spots. They are expected to go before the end of the year. Even if they shouldn't, however, NBC will be making a modest profit. The program itself, without time, sells at \$2,800 a quarter hour, with discounts allowed for multiple buys. With 14 periods sold, the

gross would be \$39,000 less discounts. The show is budgeted at \$30,000 weekly.

Sponsor line-up on the stanza includes P. & G., Jergens, Chesborough, Durkee, Cora Products, American Home and Milt Maid plus the Hunt probability. It is also believed likely that P. & G. will expand to five periods weekly if its present buy pays off.

WASHINGTON, Dec. 2.—One of the most serious rifts in the history of the Federal Communications Commission (FCC) prevails in the wake of charges hurled this week by Commissioner Frieda S. Hennock that assistant general counsel Harry Plotkin and the rest of the legal staff have been holding back on educational TV and showing favoritism to commercial TV. Miss Hennock's charges, which electrified the otherwise dull TV allocations hearing in the Commerce Department auditorium, were leveled at Plotkin, but the Commissioner indicated that she thought the rest of the Commission has been dragging its feet.

In the main the increase was due to the web's Baseball Game of the Day series, which chalked up 3,200 local sponsors this summer. (Continued on page 8)

AM TURNS THE OTHER CHEEK

NEW YORK, Dec. 2.—Tradesters, this week, were watching with interest the programming plans of two New York radio stations, both of whom are incorporating shows about TV on their respective schedules.

Beginning Monday (4), WINS is spotting a 15-minute video chatter show, *TV Tattler*, in the 6:15 p.m. time slot, immediately preceding the big TV programs. Charlie Starke emcees the new airer, which is scripted by Dick Winters. Meanwhile, Lou Frankel, general manager of FM station WFDR, is readying another video format for radio. The FM airer may be handled by Bob Landry, editor and publisher of *Space and Time*, advertising news letter.

Benny Defers 2d TV To Jan.

NEW YORK, Dec. 2.—Jack Benny's second appearance on TV has been set back again, this time to January. The comic, who was slated to be seen December 10 on video, last week told the agency, Batten, Barton, Durstine & Osborn, that he would be available a week later.

This week, however, it became apparent that Benny wouldn't be able to make the postponed date. It is believed his European trip interfered with the preparation of a second TV program.

ABC-TV Dating "Judy"

NEW YORK, Dec. 2.—ABC-TV has optioned video rights to *Date With Judy* and will screen a test kine shortly. The script is being done by Aileen Leslie, film writer who owns the package and does the AM version. The show was sold by Ted Ashley and Ira Steiner.

Showerman Exits NBC for F&P Job

CHICAGO, Dec. 2.—I. E. (Chlek) Showerman December 11 will join Free & Peters as TV sales manager. He will supervise sales activities for all seven offices, and headquarters in New York.

Showerman, with NBC for 22 years, resigned as v.p. in charge of the central district with the transfer last week of Harry C. Kopf, NBC v.p. to head network operations here.

FCC FACES RIFT

Miss Hennock Charges Com'cial TV Favoritism

WASHINGTON, Dec. 2.—One of the most serious rifts in the history of the Federal Communications Commission (FCC) prevails in the wake of charges hurled this week by Commissioner Frieda S. Hennock that assistant general counsel Harry Plotkin and the rest of the legal staff have been holding back on educational TV and showing favoritism to commercial TV. Miss Hennock's charges, which electrified the otherwise dull TV allocations hearing in the Commerce Department auditorium, were leveled at Plotkin, but the Commissioner indicated that she thought the rest of the Commission has been dragging its feet.

WABD, WPIX In Grips for Yank Games

NEW YORK, Dec. 2.—Which TV station will carry the New York Yankees baseball games next summer was unsettled this week, with WABD, Du Mont outlet which has aired the games thus far, striving to hold off an attempt to garner them by WPIX. The latter station already is set with the New York Giants, but since the Yanks and Giants are never in town on the same date, it would be feasible for the New York Daily News station to carry both clubs.

A Du Mont exec said this week that WABD has a firm contract with the Yankees, extending at least thru 1951. However, the team is known to feel uneasy about its TV situation, with the growth of daytime web telecasts, and the possibility that it may suddenly find itself without an outlet should the Du Mont web recapture the time from WABD. Officials of WPIX are eager to grab the World Champs, and have been pitching hard. A decision is likely after the end of the Florida big league baseball meeting starting next week.

in that most stars, were they used on one or two shows, would be unable to get additional dates, with CBS, therefore, actually bringing them greater financial returns. CBS, it is understood, is also willing to sell the names at less than it's paying, absorbing the loss itself.

The "four-in-one" deal is being welcomed both by advertising agencies, which welcome the additional marquee value, and by talent agencies who are eager to close one deal encompassing four shows.

Mutual's Co-Op Sales Gain 28%, Time Hiked 40%

Ball Game Aired Supplied 3,200 Local Sponsors

NEW YORK, Dec. 2.— Mutual turned over 40 per cent more of its air time to co-op advertisers this year than last, and sales results to date show a 28 per cent hike over the web's 1949 co-op figures, according to Bert Hauser, Mutual's director of co-ops.

In the main the increase was due to the web's Baseball Game of the Day series, which chalked up 3,200 local sponsors this summer. (Continued on page 8)

on Capitol Hill, a move developed to force the FCC to make a thorough study of school video problems and report to Congress. Sen. John Brieker (R., O.) introduced a bill calling for this action.

Miss Hennock touched off the FCC fight at the hearing when she objected to Plotkin's line of questioning of educator witnesses who were petitioning for reservation of TV channels for schools and colleges. Miss Hennock accused Plotkin of "aiding commercial interests." Plotkin, in objecting, asked the Commission to decide the matter. After a brief executive session, Acting Chairman Rosel Hyde said the Commission believed Plotkin's questions were necessary for the record. Miss Hennock announced she dissented and added that FCC engineers and legalists "have not done five minutes work in behalf of educators."

Several similar exchanges not only between Miss Hennock and Plotkin, but also between the commissioner and some of her fellow commissioners broke out at the hearing work on. On one occasion when Commissioner George Sterling was questioning a witness, Miss Hennock interjected an answer, and Sterling angrily declared, "Educators can speak for themselves." Miss Hennock retorted that the Commission has handed out the low bands without giving the educators a chance to be heard and she asserted she was determined not to let that happen again.

WLVW
700 ON YOUR DIAL
THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

Allen's Nix of Comedy Hour Leaves NBC With 2 Aches

NEW YORK, Dec. 2.—Fred Allen's decision to drop out of the NBC-TV Sunday night *Comedy Hour*, sponsored by Colgate-Palmolive-Peet, has imposed a double-headed problem for the network. NBC had been looking for one replacement to pinch hit for Dean Martin and Jerry Lewis, now it must seek two. In addition, the web is wide open on the show as of January, altho bookings are set thru this month.

The strange part of the Allen situation was that while one of his staff told some of the New York dailies Thursday (30) that the comic was checking out, NBC still has had no official word. As a result, it was taking the attitude that until Allen made it official, he was still in the running.

It is believed that a major reason in Allen's decision was his

own disappointment in his TV appearances, coupled with the fact that the work load for the once a month stanza has been as much, or more, than that involved in his weekly AM shows. Still another element has been the difficulty in coming up with an acceptable formula, Allen feeling that his matter would be a leisurely paced half-hour show rather than an hour revue.

Health Problem

Allen also has had considerable trouble with his health. This delayed his taking a year's sabbatical and his practice of taking a thorough physical exam after each videocast. He has been warned by his doctor to lay off TV because it has been debilitating him.

NBC execs offer the opinion that Allen may feel he is letting them down by bowing out after his next show and that he accordingly took recourse to the press to let 'em know. Allen is said to feel obligated to NBC, which kept him under contract during his lay-off and subsequently made its facilities available for TV testing.

Bookings on the *Comedy Hour* now run as follows: Eddie Cantor, December 3; the Hartmanns, December 10; Allen, December 17; Bob Hope, December 24, and Cantor to wind up the year. Reports that Bobby Clark would not be brought back for another show, slated for January, are denied by NBC. This means that so far, only Cantor and Clark are set for January.

NBC is resubmitting Jerry Lester as a possible substitute for Allen. Lester had been pitched at Colgate before but was nixed.

SPONSOR STARS ON MBS SHOT

NEW YORK, Dec. 2.—Louisiana Sen. Dudley J. LeBlanc, the "Lafayette King, is buying a half hour of time on the Mutual web January 12 to air a testimonial dinner from Hollywood in honor of himself.

The one shot, which will air from 9 to 9:30 p.m. full network, will cost the senator about \$17,000, less discount. The Majestic Advertising Company, Houston, is the agency for Hadaacol. Probably the first radio show in which a guy will double as sponsor and star. And at those prices!

ATC To Rep Coast Agents In Radio-TV

NEW YORK, Dec. 2.—A talent agency set-up to represent a group of Coast agents in radio and TV this week opened offices locally. Called Agents TV Corporation (ATC), it will handle the acting, directing and scripting properties of more than 20 top independent Hollywood agents, including Eddie Siltor, Edward Sherman and Frank and Vic Orsatti. This makes available for video employment a considerable number of movie names freed by the present slack in the film industry.

Names for Sale

The ATC is peddling such film thespas as Ward Bond, Lee Cobb, Spring Byington, Laraine Day, Margaret O'Brien, Dennis O'Keefe, George Sanders, Charles Winninger and Scott Brady; among directors, Robert Florey, Andrew Stone, Ray Enright, Lew Landers and Byron Haskins; among writers, Octavus Roy Cohen, Joel Malone, Curt Siodmak, Adele Commandini and Leopold Atlas.

The new agency outfit will push the packages of its various members and create new live shows by putting together some of the talent in its large stable. The chairman of the board and chief backer of the ATC is W. R. Frank, producer of the films *The Great Dan Patch* and *Cry Danger*.

New Adventures of Sam Spade

Reviewed Friday (1), 8:30-9 p.m. EST. Sustaining on NBC. Producer-director, William Spier; script by William Spier and staff; NBC director, Don Rickles. Cast: Steve Dunne and Lucretia Tuttle. Music scored by Lud Kluskin; music director, Robert Ambrose; announcer, Don Rickles.

Dashiell Hammett ought to be ashamed to collect his royalties, insofar as the new edition of *Sam Spade* is concerned. It's not just that Howard Duff no longer plays Spade, as good a bit of casting as radio ever turned up; Steve Dunne is no Duff, but he's adequate, albeit without the bite, cynicism and toughness that the old Spade had. The "new" Spade, at least in the edition caught, had little of the taut plotting, brittle dialog and *cherechez la femme* flavor which were its hallmarks in other seasons.

Time was when Spade followed a formula which seldom varied from week to week, and despite the fact that one knew it, it was good listening. The sexy dame who wrestled Spade two falls out of three invariably wound up with a bullet in her bowels to the approval of Spade's conscience (to his glands rebelled), while the two mingled words of regret about future trysts which were not to be.

Now the scripting seems to seek greater originality, but in departing from successful pattern only falls closer to the level of the average whodunit. Apart from the title and the two lead characters' names, there's little to tie this show up with the old stanza which features "radio's best-known detective."

Tame Staff

Oh, there were a few double entendres, but they'd be lame stuff to the old Spade, who counted it a slow show if there weren't a couple of couch episodes. This one merely mentioned a secretary in a plushy office "who had a flushiness all her own," and had Spade walking into the gal's apartment while she was in the shower. When she emerged he casually remarked he was merely doing detective work, and already had found out plenty.

But he only knocked one character down—even the he did it twice, to make up for lack of numbers. And the plot was on the tired side as much as the scripting. There are those who complain that the tough, gory, cynical whodunits have no place in radio. However, if they had to be wiped out piecemeal, the last to go should have been the old Spade. This one hardly fits into the category at all. *Sam Chase.*

I Fly Anything

Reviewed Wednesday (29), 8:30-9 p.m. Sustaining via the ABC web. Producer, Cy Fisher. Director, Clark Andrews. Script, Arnold Perl. Featuring Dick Haymes.

I Fly Anything begins with a distinct asst. Its switch brings vocalist Dick Haymes to the mike as an actor. The vocalist's

Hollywood acting experience is reflected in the fine way he punches home his lines. There, except for a twist ending, the program's effectiveness ends. Dockery Crane, Haymes's character, is a combined Frank Merriwell, Clark Gable, Superman and Sam Spade rolled into one. He should find his metier with kids. They want to believe such people exist. But otherwise the formula is cliché, the plot, on the program caught, fantastic, the pacing too hyped up except for a dope fiend and the result not for this world.

Sentimental Yarn

The sentimental story told how Dockery and his faithful pal (his ever-lovin' secretary wasn't along on the trip) flew a dear "little old lady" to Milwaukee where she was presumably killed by a time bomb. The hot rod found that the bomb was planted by a two-timing husband who was taken care of by the law. The twist wind-up, however, was that the wife was alive and legally untouchable. She, it developed, was the real villain of the piece.

TV is furnishing a good many radio dialers with a good measure of escapism. It might barely be possible that AM dialers would like to hear something believable, at least something more believable than what *I Fly Anything* offers. *Leon Morse.*

It's a Mystery to Me

Reviewed Sunday (5), 10-10:15 p.m. Sustaining via WNEW. New York. Producers—scripters, Vivian Jacobs and Hal Hackaday; director, Steve White; critic, Bret Morrison. Guest: George Harmon Coxe. Announcer, Bill Gordon.

WNEW's *It's a Mystery to Me*, with radio's *Shadow* on hand for commentary, presents inside information on what's new among the whodunits, and an interview with a noted detective story writer. Instead of merely being informative, the first half of the program becomes just a continual plug for various mystery stories. Some sound criticism of these books would not be amiss.

With George Harmon Coxe, an old whodunit hand, being interviewed, the second half of the show was by far the better. While his comments on fashioning tales of terror were interesting, they weren't enough to sustain the entire program. It seems obvious that some dramatizations of the mysteries recommended are needed. The listener can learn about new mysteries from the newspaper book review sections. Morrison was a capable radio version of a critic.

It is understood that WNEW plans to include both dramatizations and criticism in future shows, which should undoubtedly give the proceedings a substantial lift. *Leon Morse.*

TV Mailbag

Reviewed Monday (20), 8:45-9 p.m. CST, via WBKB, Chicago. Sponsored by Major Aircoach Systems. Producer, Folger S. Decker; director, Dick Liesendahl. Cast: Bob Kubicek, Pat Cooper. Guest: Tommy Bartlett.

There's nothing wrong with TV Mailbag that some rehearsal won't cure. Bob Kubicek is editor of the *Chicago TV Forecast*. Miss Cooper is his wife and editorial assistant.

The basic idea is fine for a 15-minute show. In a set depicting the magazine office, Miss Cooper reads letters from readers asking questions about TV. Kubicek answers them. The fan who wrote the best letter of the week was introduced and sent on her way for a dinner date with Tommy Bartlett, guest on the show.

Bartlett has his hands full with radio's *Welcome Travelers* and has kept out of TV. But off this brief appearance, he shows definite video possibilities. He was photogenic and completely at ease. He showed none of the bumptiousness that often marks radio emcees' stabs at TV.

Commercials were routine, with shots of Bartlett in an airliner seat as background for a straight travel spiel. Show bogged worst when Kubicek, obviously lacking rehearsal, hesitated and looked around the studio for some place to throw the commercial cue. When they work out the mechanics they'll have a good 15-minute show. *Jack Mabley.*

Kirkwood-Goodman Show

Reviewed Wednesday (29), 7:45-8 p.m. over WOR, New York. Producer-director, Roger Bower. Cast: Jim Kirkwood, Lee Goodman. Participating spots.

This is a fairly pleasant across-the-board platter and chatter seg, but that's about all. Trying to squeeze a couple of disks, a spot commercial, sound effects and comedy platter into a 15-minute ailer doesn't give anybody or anything enough of a chance to show. As a result the seg winds up in the "neither fish nor fowl" category.

The musical selections used do not seem to follow any pattern, with pops, standards and novelties coming up at odd intervals. Disk fans will find little reason for listening to the show because of the hedge-podge musical programming and since the disks are often spun without any identifying intro. Could be, tho, that there are listeners who just want a smile at that time of evening.

Kirkman-Goodman chatter varies between yock-provoking and just plain dull. On the show caught the team discussed a high school year book and the class cut-up who "cut up the teacher and

Wedding Day

Reviewed Sunday (26), 2:30-3:30 p.m. CST. Sponsored by Kay-Whitney Motors thru Walter Rubins Agency, via WBKB, Chicago. Producer, Kirby Hawkes; announcers, Pat Vance and Win Gottschalk.

This show consists of televising a wedding from the showroom of a West Side Kaiser-Frazer dealer. With a good time spot, it probably will draw an audience, just as auto accident attracts crowds.

The show was too long, was loaded with commercials, and seemed sacrilegious to anyone who associates dignity with the wedding ceremony. Opening shots were of bride and groom pulling up in front of the showroom in new Henry J's. They walked inside for a lengthy interview with Pat Vance, new chief head, and Vin Gottschalk, announcer. Bride and groom were nervous and obviously impatient to get on with the marriage, but had to answer endless inane questions about how they met, who proposed to who, and so on.

The ceremony itself lasted about 12 minutes, was done in good taste and scored with good close-ups of bride and groom. But the second the ceremony ended the newlyweds were rushed to a table loaded with tie-in gifts. The bride's first words as a married woman were endorsements of her gown, a cake and her flowers. The whole effect was one of revulsion at the announcer and a feeling of "Why don't they leave the kids alone."

Pool Video

In the last 10 minutes, Mrs. Vance was supposed to be interviewing relatives and friends of the couple, but the viewer saw mostly posteriors as crowd milled in front of the cameras. Fadeout was shot of the newlyweds walking out of the showroom into a new Henry J., off on their honeymoon. Inasmuch as it was a bitter cold, snowy day, and both bride and groom drove off without their coats, with no baggage, no one believed they would drive any further than the back door of the auto showroom.

Commercials were outside shots of new cars, plus lengthy blackboard discussions of time payments. To the sponsor's credit, drapes were used as backdrops so that the working part of the showroom was not evident during the wedding. The show definitely has curiosity value, but whether the sales return will offset the disgust engendered by cheapening the wedding ceremony is questionable. *Jack Mabley.*

Mystery File

Reviewed Sunday (26), 7:30-8 p.m. EST. Sustaining via ABC, New York. Director, George Weist; writer, Bernard Dougall; emcee, Walter Kiernan. Panel: Kay Kyser, Hi Brown, Harold S. Hoffman. Announcer, Charles Wood.

Mystery File is a new quizzer based on an old parlor game. Emcee Walter Kiernan spins a brief series of mystery yarns and asks a guest panel to solve them by asking "yes" and "no" questions. In all cases the solutions rest on Kiernan's tricky wording of the problems (i.e. "A beggar's brother died and left the former all his money. How could the beggar collect if the dead man's brother wasn't mentioned in the will?" Answer: The beggar was a woman.).

The show started slow, since the guest panelists (Kay Kyser, ex-Governor Harold Hoffman, radio producer Hi Brown and a former member of the audience) seemed rather unsure of the tricky gimmick. Once cognizant of the reverse-thinking involved, tho, the panel picked up the pace considerably. On the preem program the panelists were too earnest to be easy in their answers, but future ailers should reflect wittier repartee.

On the credit side, Walter Kiernan handled the emcee chore with his usual quiet self assurance and urbane charm. Audience-wise, the quizzer should prove a literate rival for the ears of dialers who crave weightier fare than offered by Amos 'n' Andy or Phil and Alice. *June Bundy.*

the principal." That kind of stuff just can't be the big-city material. While the team can handle their lines well, they are in sore need of material. *Joe Martin.*

Can You Top This?

Reviewed Tuesday (28), 9:30-10 p.m. Sponsored by Mogen David Wine Company thru Weiss & Geller, Inc. WJZ-TV, Producer, Senator Ford; director, Marshall Diskin; announcer, Ward Wilson. Cast: Harry Herschfield, Senator Ford, Joe Laurie Jr., Peter Donald.

This ancient entertainment will soon be approaching the median age of the jokes in which it deals.

It differs not a little in form or content from its radio days, way back when, except that it is now being photographed. Peter Donald is still the devil's advocate, delivering listener-submitted japes for the witty committee to top. Donald really belts into the pale little gags, delivering them with winks, smirks, dialect, naturalistic documentation and the indomitable zeal of the cornered trooper.

Joe Laurie Jr., Senator Ford and Harry Herschfield then proceed with jokes of their own to agitate the laughmeter, clearly a highly sensitive instrument, whose needle jiggles insanely when the audience laughs, titters or chuckles. The experts' efforts are often on a par with the submitted samples; nothing, that is.

Incidentally, we have a theory about the audience's easy risibility, the very life blood of the show: The sponsor is the Mogen David Wine Company. The way we figure, Ward Wilson, the moderator, warms up the spectators by handing them each a jug of Mogen David, and gets them all anesthetized and laughing-happy. Fact is that the camera wasn't on the audience once during the show; it performed nothing but close-ups of the jokemasters. Probably can't risk FCC censure, showing a studio full of barreled onlookers. If they're not drunk, why do they laugh? *Jerry Weisler.*

Tales of the Black Cat

Reviewed Tuesday (28), 10:30 to 11 p.m. EST. Sponsored by New York District Ford Dealers Association, Inc., thru J. Walter Thompson, via WCBS-TV. Producer, Bruce Anderson; director, Jon Fogel; writer of live material, Sumner Weinbaum; host, James Monks; films produced by Crosby Enterprises.

This is a local show, aired in New York by the Ford dealers on behalf of the firm's new models. It consists of second-run TV films, shown originally on Fireside Theater, and bought by the sponsor from CBS, which now has the rights. The Fireside Theater films consist of 15-minute dramas and, as presented here, they are preceded, divided and followed by a brief live interlude and film commercials.

The live portion of the show has radio-legit actor James Monks stroking a black cat whence the show derives its title. While this sets the mood nicely for the yarns, which basically are adaptations from classic writers (public domain, of course), some of the lines Monks speaks are something short of sensational; in fact, they seem out of the corn crib. A bit more mood and less forced attempt at droll humor would seem in order. Film shorts used on the preem were the old German folk tale, *Gernelshausen*, and one of Chaucer's *Canterbury Tales*. No royalties paid on these. *Sam Chase.*

The Chaplin Theater

Reviewed Thursday (30) 7:15-7:30 p.m. EST. Sustaining via WPIX, New York. Producer, Warren Wade. Emcee, Freddie Bartholomew.

WPIX has a sure-fire audience pull in The Chaplin Theater. The station has lined up 13 silent Chaplin films, teeing off with *The Immigrant*. The old movie televised with surprising clarity. Chaplin films are noted for the pleasure they take in seeing the "Little Tramp's" celluloid comedies over and over, so this series should attract a sizable following in weeks to come.

In view of the show's 15-minute time limit, emcee Freddie Bartholomew made his intro speech brief. The set supposedly depicted his private projection room. *June Bundy.*

Starlight Theater

Reviewed Thursday (29), 8-8:30 p.m. Presented by Johnson's Wax thru Needham, Lewis & Brorby via CBS-TV. Producer, Martin Ritt; director, Yul Brynner; scripters, Thomas Bell and Norman Krasner; sets, Nelson Baume; music, Frank Heibel. Cast: Wendy Barrie, Frank Albertson, Barbara Baxley, Bobby Nick, Barbara Ann Wiggington, Rudy Bond, Harry Davis and Elmer Lehr.

As Johnson's Wax, the sponsor of the *Starlight Theater*, is making its pitch to the mop wielders in the household, its program is slanted primarily with the woman viewers in mind. This is bringing to video a hybrid form of drama which is only a step above soap opera and a considerable distance below the usual standard of the medium.

Before You Came Along, the program caught, told the story of a man whose wife deeply felt her lack of physical beauty. Husband met an old flame and, after a spat at home, paid a visit to revive the old fires. There, following a great deal of adolescent dialog in which he made a pitch to continue the recently resumed friendship, he learned to his surprise that the gal has him confused with another old flame of hers. His ego punctured, he returned home with flowers and candy for his wife.

If the show intended to tip wives off to the fact that, to secure their marriage relationships they must remember their husband's name, it does. But if it intended to shed the least bit of light on the problems of the wedded state, it was less than superficial.

In spite of its sophomoric scripting and adolescent characterization, the play was very well produced and acted. Frank Albertson, formerly a perennial juvenile, plus a moustache, acquitted himself very creditably in an older role. Barbara Baxley, as his frau, handled her unpleasant part skillfully. And Wendy Barrie, in a Park Avenue version of the femme fatale didn't have too much to do, but was her usual competent self.

The Johnson commercials displayed a new tool, called a Glo-Coster, which is supposed to make for less scrubbing. There was much talk about its benefits, but less talk and some actual demonstration might be more effective. *Leon Morse.*

Broadway Open House

Reviewed Wednesday (29), 11-12 p.m. over NBC-TV network. Sponsor, Anchor Hocking Glass Company; agency, William H. Weintraub; producer, Hal Frisby; director, Joe Heron; writers, Cal Herd and Herb Sargent. Cast: Wayne Howell, Wally Cox, Jane Harvey, Andy Roberts, Gehrig and Weissmuller, the Honeydramers and Milton DeLugg's orchestra.

With Morey Amsterdam out of the Monday-Wednesday slots on this across-the-board show, NBC is fishing about for an adequate replacement. Whether Wally Cox is the boy, however, depends upon the net's and sponsor's desire to attract a completely different class of viewers from those who stayed with Amsterdam or those who catch the Jerry Lester segments on the other three nights. Basically, Cox is a very funny man, selling a style not often seen. He isn't, tho, an emcee—and the format requires one. His didactic brand of humor is a complete switch from the slapstick stuff that Open House viewers have been watching. Maybe that's what the producers want—but is it what the viewer wants?

Production Uneven

As for the rest of the show, production and direction is anything but good. While the package is meant to be an informal hunk of entertainment, it doesn't follow that anything goes. Certainly adequate rehearsals would have prevented such things as a close-up when a long-shot is required.

Gehrig and Weissmuller dance duo, making its bow on the show, was one of the finest terp teams seen on video in a long time. If they can continue to come up with routines like their silent films bit, they're headed for big things. Vocals by the Honeydramers, Andy Roberts and Jane Harvey were top flight. Wayne Howell's stint is somewhat of an enigma. He handles announcing and some straight-man chores, but not enough of each to put him in any niche other than that of a fill-in. Milton DeLugg's combo handles the musical backing adequately.

Commercials are filmed, plugging participating local brewer's bottled wares. *Joe Martin.*

Another Look

Brief criticism and comment re tv shows previously reviewed in detail

Jack Benny

CBS, Sunday (26)

Jack Benny will have to do better than this if he wants to buck NBC's Big Show competition. The comedian and his veteran cast were all in there pitching, but the script fumbled the ball on the old "local joke" format. The entire show was built around Benny's excursion to the USC-UCLA game in Los Angeles. In comparison with the average radio show, of course, it was hilarious. But for Benny the airer was definitely below par. The comedian's multiple references to the Brown Derby never exactly convinced Eastern listeners, and it's doubtful this regional treatment was any more effective. Benny's sole reference to his competition was a snide crack to Phil Harris. "My only regret is I have but one band leader to give to NBC." June Bundy.

CBS Views the Press

CBS, Saturday (25)

The usually sturdy CBS Views the Press—which kills no punches in reviewing the editorial tactics of the New York press—itsself displayed dubious editorial judgment last week. Major part of the program was devoted to a straight report on Editor and Publisher's survey showing what happens in a metropolitan area when a strike forces suspension of the dailies, in this instance Pittsburgh.

Deprived of the press, Pittsburgh's citizens told in minute detail just what they missed, and CBS Views the Press noted this, citing percentages mourning the lack of comics, obits, radio-TV logs, etc. The trouble was that so many percentages were listed that the net result to a listener was prize confusion, with only one fact shining thru—absence of a daily press is a paralyzing experience.

The CBS staff that prepares the program (it's then tape recorded by one of the CBS newsmen) might have displayed better judgment by capitalizing the survey and offering one or two points in an illustrative fashion.

The show wound up on a good note, when CBS caught Time, which had caught John McLean re-running an old and phony country paper gag, in an error of its own. Time said McLean was a New York World Telegram columnist. Actually, he writes for the Journal American.

Press airs over WCBS, New York. Might be a good idea to try and adapt it for a local WCBS-TV video offering. Jerry Franken.

Lux Radio Theater

CBS, Monday (26)

In a surprise casting move, Phil Harris stepped into flicker star Dan Dailey's role in this radio adaptation of the 20th Century-Fox film musical, *You're My Everything*. The band leader-comic was up against some tough acting competition from his leading lady, Academy Award winner Anne Baxter, but he managed to hold his own with surprising ease.

As the 1920 song and dance man, Harris, of course, was fully equal to his musical scores on *Varsity Drag* and other hit tunes from the '20s and '30s. His restrained emotion in the scenario's serious moments, that was a pleasant surprise. With an expert assist from Miss Baxter, the usually brash comedian even managed to be convincing in the love scenes. Incidentally, Harris's frau, Alice Faye, could have filled in nicely if Miss Baxter hadn't been available. The script itself lost quite a bit of color in its transition to radio, since the technical movie version cashed in heavily on the visual nostalgia of the flapper days, via gag costumes, silent movie sequences and elaborate musical productions. On the commercial side, Miss Baxter delivered a personal plug for Lux, an extra chore which seems to go with the contract for Lux leading ladies. June Bundy.

The Shadow

Mutual, Sunday (26)

Now in his 19th year on the air, *The Shadow* is still slithering along—as snide, snickering and rough on rats as ever. However, in this particular little scare saga, he was out-classed for horror honors by the villain of the piece, a well-mannered maniac, who called his fem victims "Lucy" and always snipped off a lock of their hair for remembrance sake, first slit-

ting their throats, of course. Then the sentimental slayer wrapped the tresses around a bouquet of "blood red" roses and sent them to his next victim.

There were three murdered maidens in all, and there would have been a fourth if the Shadow hadn't put in a rather belated appearance during the last three minutes of the program. What with screams, madmen and assorted mayhem, the series doesn't line up as the type educators approve of, but the kids love it. The Fitch shampoo plugs were mercifully devoid of any hair-raising copy puns. June Bundy.

America's Town Meeting

ABC, Tuesday (28)

The doughty female member of the Federal Communications Commission (FCC), Frieda Henneck, virtually blew her knees out on this week's edition of *Town Meeting* over her favorite proposition that educators should get 25 per cent of the remaining TV channels. Her opponent was Dr. Ernest Dichter, former consultant for CBS and currently a consultant to some of broadcasting's larger bankrollers. Dichter also grew slightly heated in the course of the exchanges.

Dichter's opposition to the channels-for-educators plan stems from his argument that it would be wrong to have a complete division between commercial and educational shows. He said sponsors there would lose any feeling of responsibility for standards of material, while the educational channels probably would draw a total of 3 per cent of the audience. He opined that current commercial shows like *The Goldbergs* and *Hopalong Cassidy* teach more in terms of a philosophy of living than a full-scale lecture could.

Figures Don't Lie

Miss Henneck cited a frightening array of statistics on the num-

ber of murders, crimes and similar sinister influences aired during a single week by Los Angeles stations. She said that, while not all TV shows are bad, there is a tendency by programmers to underestimate the public. With only 2,000 more channels to be filled, she urged that TV not be made the exclusive medium of advertisers. Video being the most potent force for influencing people, she pleaded for its use as "an electronic blackboard, not just an electronic billboard." One TV screen, she said, is worth an entire library shelf.

Dichter suggested a joint council of advertisers and educators, wherein the latter could advise the former how best to get over ideas in the course of commercial presentations. Miss Henneck immediately vetoed this idea as a substitute for educational channels, saying, "If educators don't want crumbs; they've already been kicked around 17 different times." As for airing educational shows on outlets under commercial control, she noted that already most time has been sold. The audience attending the broadcast seemed overwhelmingly on the side of Miss Henneck. Sam Chase.

My Friend Irma

CBS, Monday (27)

Marie Wilson's dizzy blond characterization is a standard radio commodity by now, and the producers are understandably reluctant to monkey with a successful formula. As a result, the show grows more stylized every week. The plotting and dialog of each sequence is irritatingly predictable. Fortunately the thesping is still top-notch, with Cathy Lewis continuing to act as the airer's talent mainstay. The actress quietly sets a smart pace for the entire show with her opening monolog, and both she and Marie Wilson manage to inject the most stereotypical gag with a spontaneous delivery. The plot on the stanza caught revolved around one of Al's weird business deals and, in line with the producers' stay-as-you-are policy, every one of the series' standard characters was dragged into the story. June Bundy.

TV Talent and Show Tips

Silent Movie Show

Silent movie programming on video could be "personalized" by lining up a veteran movie man or woman as emcee. A commentary, shedding authentic light on what went on behind the scenes in the early 1910's and 1920's, would certainly enhance the value of the old reels. Television is filled with ex-Hollywood personnel of the old school. For instance, Tom Gallery, Du Mont's sales head, used to play the human hero in Rin Tin Tin's old cliff-hangers, and of more recent vintage, Don McClure, new radio-TV production manager for McCann-Erickson, was one of the soldier boys in *All Quiet on the Western Front*. Jackie Coogan, of course, would make a perfect emcee for a round-up of Charlie Chaplin pictures. From a commercial standpoint, the series might furnish a good contrast peg to plug current movies. J. B.

Isabel Bigley

A Broadway debut which should be bound to spark booking interest is that of Isabel Bigley in *Gyps and Dolls*. A splendid voice, plus an amazing ingenious projection, stamps her as top-flight ingenue material for TV spots. Any youngster who can completely captivate Stern audiences for over two hours in a Salvation Army uniform has charm on the ball to the nth degree. La Bigley is a find in all entertainment brackets. B.F.

Jan Farrand

TV talent scouts can profit by a look-in at the Morocco Theaters these nights to catch an exceptionally fine young comedienne in a frolic called *The Relapse*. Jan Farrand Stern-debuts with acting stints on the West Coast and with the Brattle Players, of Cambridge, Mass. She packs poise, ability and salesmanship, and her wages should be equally highly salable via video. Her record tabs her equally at home in drama or farce. It is even rumored that she plays a meap pianoforte. B. F.

Tommy Bartlett

Tommy Bartlett's few appearances on interviews in Chi TV mark him as a good prospect to do as good or better in TV than he does on AM with his *Welcome Travelers*. Guesting on premier of *TV Mailbag* on WGN-TV Monday (27), Bartlett pulled a stiff show out of the doldrums with a load of personal charm and warmth. He was completely at ease. His cherubic face and wide grin are extremely photogenic, and should click with females without alienating the men. His years on *Welcome Travelers* should make it a cinch for him to go before the cameras without a script and handle a natural, unaffected show in the Chicago style. J. S.

Al (Jazzbo) Collins

WNEW's newest platter spinner, the dapper, bewhiskered jockey, who makes a fetish out of looking "different," would be an effective TV performer on the basis of appearance alone. He also spins a lively line of mike chatter, liberally sprinkled with "hep" lingo. Musicwise, his disk selections are in tune with his nickname, and his radio jazz show should be 10 times as colorful on TV. He'd also be a good emcee bet for the madder type video variety hours. J. B.

Ross Harvey

Ross Harvey, a thin faced, slim, youngish lad, would make a double-edged bet for many small budgeted TV shows. The boy's a clean hooper and also does a clever act with love birds. Ross handles the birds skillfully, making them walk up and down his arm while he dances, etc. Good novelty. B. S.

Rey and Gomez

Rey and Gomez are one of the best Flamenco teams recently caught. The team is good looking and has an act that appears to be as commercial for American audiences as it probably is for the aficionados. B. S.

Another Listen

Brief criticism and comment re radio shows previously reviewed in detail

Kraft Theater

NBC-TV, Wednesday (29)

Considerable time has passed since *The Billboard* reviewed *Kraft Theater*. The Kraft drama programs have rated topside in TV legit-angled fields. A reporter could wish that he could currently look, see and listen—to beat the drum. Perhaps he hit the wrong program.

In all events, as of Wednesday (29), on the 9-10 p.m. hour via WNBC, the program predicated little except opportunities for some competent Stern projections. The play, *Windows*, by John Galsworthy, is a choice that a pew-sitter can or can't take in stride. From this armchair it is dull as hell and an adaptation by Howard Lindsay, plus production and direction by Maury Holland, didn't help it on its way.

Miss Sullivan Bows

Sometimes a reviewer thinks that material is selected for casting. Valerie Taylor, ex-Gioconda Smile, gets the lead nod in *Windows*. But actually she has little to do. It is young Joyce Sullivan, ex-Abbey Players, making her local TV debut, who takes over the top slot. Miss Sullivan can act, but unfortunately she does not photograph too well—or this can be the fault of the camera. Lex Richards makes a sufficiently acceptable hero, and there are other good contributions from Rex O'Malley and Mercer McLeod.

Entertainment-wise, the Wednesday (29) offering was on the tepid side—stale and little action. If it must be Galsworthy, there is better stuff to be selected than *Windows*.

Ed Herlihy announced as usual. The regular sight plugs for Kraft Cheese products were in evidence. Bob Francis.

Jimmy Durante

NBC-TV, Wednesday (29)

After his opening smash, everybody wanted to know whether Jimmy Durante could do it again. Answer: He not only can; he did. There seems to be no mistake about it—Durante's for tele and tele's for the nose. Durante, more than any of the other comics NBC-TV head Pat Weaver has got his meat-looks into, has established himself as master of the medium. Maybe it's because he's so accustomed to playing to intimate audiences; maybe because he has the combination of freedom and visibility which neither radio nor films could give him in combined form. But whatever it is—the guy socks over like none of his contemporaries has managed. This is really Mr. Television, for sure.

Chances are, too, that producer Joe Santley rates high in the Durante clique. First, he lets the East Side Cyrano be himself. And more important, he doesn't load the show with a lot of needless production trappings, which would be out of place as a monoco in Durante's kisser. Mainly, the formula seems to be to provide each show with enough theme to insure it's hanging together, and then give Durante good supporting talent to play against. This show, his two supports were Candy Candido and Helen Traubel.

The *Prussy Cat Song* number with Candido's trick vocalities scored well, but it was with the *Metop* star that the show really boomed. The idea of dressing Durante a la Lauritz Melchior to counterpoint Miss Traubel's Wagnerian everything (notably voice and dimensions) was a wonderful comedy concept, and except for the soprano's tendency to giggle at the point of annoyance, played beautifully. The attempt to show Shaw and Lee and their union talking to tie things together didn't score at all, altho there should be a spot in video for these two vaude vets. The middle commercial for Motorola, gagged up as on the Durante premiere, was in itself an amusing interlude, as well.

The best measure of this show and its star, tho, was the fact that Durante was on for maybe 50 minutes, maybe more. It sped by—voom! And you wanted more. Jerry Franken.

Bob Hope

NBC-TV, Sunday (28)

Bob Hope's latest outing featured the troupe which just returned with him from a run in Korea, and was played to a studio audience of screaming. The result was a great camp show, but left something to be desired as video entertainment. Altho Hope himself was in considerably better form than in previous TV outings, flashing ease and personality, the body of the program itself was weak in visual terms. Altho the talent involved was good, the sketches were strictly G.I. and the presentation seemed aimed at the live audience.

The sketches all had G.I. themes: Hope, the fancy-dan air force major, test-flying a plane at 2,000 miles per hour; Hope, the G.I. stuck for 32 months in the Aretia, and Hope, the public sailor, scolded into volunteering military secrets by Marilyn Maxwell. There were some funny moments, but all wound up somewhat on the flat side.

La Maxwell's Lovely

Miss Maxwell looked lovely in cavorting thru the spy sketch and in dueting on *Darby*. *Baby, That's Love* with Hope, with a few lavender lines winding up the number. The Hi Hatters, two Negro dancers, did some neat precision work, with Hope joining them in a bit of terping. Jimmy Wakely rang the bell with his Western yodeling. Acro dancer Judy Kelly, a round, firm and fully packed lass who must have been a great fave over seas, was excellent, but her mannerisms were just a mite too cute for TV. The Tailor Mails, fem trio, did a competent job of *Orange Colored Sky* and exhibited sufficient looks and selling ability to warrant further video shots. Les Brown's band was okay on *I've Got My Love To Keep Me Warm*.

Nelson Case was excellent in his spiels for *Frigitaire*. Sam Chase.

Geo. Shearing Quintet

The Shearing group scored last year in its one appearance on Ed Sullivan's show, but road commitments have kept it from cashing in on the date. The outfit's back in town now, tho, and would be equally effective on a variety program or a more intimate type guest shot. Musically the Shearing group (vibes, bass, electric guitar, drums and leader on piano) is a happy blend of commercial showmanship and astute musician-ship. The blind pianist shines on solo routines and could parlay light patter, a la Alec Templeton. J. B.

Louise Terry

This tall, self-possessed young lady was first discovered on Robert Q. Lewis's *The Show Must Go On*. In a second appearance on the comic's daytime show, she proved that her act which is a female of the amazing Mr. Ballentine (comic magician) has a sufficient quota of entertainment value to rock televiewers. The gal has a sharp-tongued, dry wit which delivers plenty of yocks. She should be a good bet for a spot on a big time variety show. She's ready. L. M.

NEGRO TALENT FOR TELE SHOT

HOLLYWOOD, Dec. 2.—All-star Negro talent is being lined-up for a one-shot TV deal Friday (15), bringing to a close the Los Angeles County X-ray Foundation's nine-month survey here. KOWL disk jockey Joe Adams is picking the acts for the KFI-TV half-hour telecast and will emcee the program.

One-minute video spots (film) are being cut by TV. Ads of Los Angeles to be in with the drive. Personalities such as Louis Armstrong and Lena Horne have been tentatively penciled in. Flack Al Warren is producing the show.

Air Checks

Brief but important radio news

Yoder KNBC Gen. Mgr.

Lloyd Yoder, head of KOA, NBC affiliate in Denver, has been moved over to KNBC, NBC affiliate in San Francisco, as general manager. No replacement has been named for Yoder at KOA as yet.

Hawley to Ayer

Mark Hawley has succeeded Don McClure as director of TV production for N. W. Ayer, New York. McClure moved into the radio-TV production manager post at McCann-Erickson Friday (1). The Ayer gang tossed a farewell party for McClure Tuesday (28) night at the Dorset.

Babbitt to Korn

J. M. Korn, Inc., Philadelphia advertising agency with heavy billings in radio and television, last week set Gil Babbitt in to head up its radio and television department. Agency for many years has been one of the heaviest local buyers of air and video time for its clients. Babbitt had been with WCAU and WPEN, and with Mutual in New York.

Tide Coming In

Procter & Gamble last week was expected to shift the sponsorship of its Jack Smith-Dinah Shore strip, 7:15-7:30 p.m. on CBS, from its Oxydol and Drefit divisions to its Tide division. The switch will mean that Benton & Bowles will supervise the show rather than Dancer, Fitzgerald & Sample, the present agency.

Stuart Sues

Lyle Stuart, author and extra-trade paper reporter, has filed suit against WINS, New York; Julia Dagnon and "Big Joe" Rosenfield, charging he was falsely labeled a communist on one of the latter's recent broadcasts. According to Stuart, who is asking \$50,000 damages, the alleged libel occurred November 17 when Rosenfield read a letter over the air

from Miss Dagnon, which stated "Lyle Stuart is a Communist." Stuart also charges that, following the letter-reading, Rosenfield told his listeners, "This letter expresses my sentiments beautifully." Stuart authored "God Wears a Bow Tie," a supposed expose of a show business trade editor.

Actors Co. in "Big Show"

NBC radio program veepee, Bud Barry, this week inked a deal with the Actors Company for a weekly dramatic opus to be made part of "The Big Show." Actors Company is the joint enterprise of several film stars, including Bill Ferrer, Gregory Peck and Rosalind Russell, who will appear on "The Big Show" entry December 17. The filmsters will do excerpts from plays and films, as well as some originals. They also will appear in other portions of "The Big Show," with two to four members of the company involved each week. The deal was set thru agent Don Sharpe, representing Actors Company.

Eyes TV Sports \$\$

California State Athletic Commission is sharpening its tax knife for a 5 per cent slice of TV rights money received by sports arenas. Bill, similar to one now in effect in New York, is being drafted for the 1951 Legislature and will be patterned after the New York measure. Commission claims it must ask for a share of the sports TV rights melon to make up for declining gate revenue.

Newsman's Prose

ABC has cut an audition record in Hollywood of Gene Fowler's radio series, "Special Edition." The series involves dramatizations of outstanding fiction turned out by top newspapermen. Fowler produces and serves as host.

J&G Inks 4 Clients

Jay & Graham Research, Inc., has signed four more agency clients for its Videodex television reports. New subscribers are Dancer, Fitzgerald & Sample; Cecil & Presbury; Erwin-Wasey, and Duane Jones.

Rheingold Buy of Trommer Nicks CBS TV 'Treasury' Seg

NEW YORK, Dec. 2. — The Rheingold purchase of the South Orange, N. J., Trommer Brewing property this week short-circuited plans for the former beer firm to sponsor Treasury Men in Action on CBS-TV in the Tuesday 10:30-11 p.m. slot. Because of the financial outlay involved, Rheingold decided against bankrolling a video program.

The acquisition, however, will materially enlarge the company's ability to produce its product. After the property has been fitted into the Rheingold organization, it will probably mean that the company will have to further enlarge its already heavy advertising expenditure and then TV will become a main artery. Foote, Cone & Belding is the agency for Rheingold.

NBC Revamps Sun. Sked for Musical

NEW YORK, Dec. 2.—Because of a commitment made in order to get the Hornel business—the account had been on ABC and then shifted to CBS—NBC tomorrow (Sunday) is revamping two hours of its Sunday afternoon AM program Hornel show is the Hornel all-girl musical outfit, and NBC agreed to program music before the show took to the air at 3 p.m. As a result, Dimension X is being canceled, at least temporarily, with First Piano Quartet airing in the half-hour preceding Hornel. Other changes find the University of Chicago Grand Table shifting to 1 p.m., Ted Grant's American Forum at 1:30 and the Catholic Hour at 2.

AFRA Wax Pact

home \$14 for the first hour and \$1.70 for each hour afterwards. The union has great restricted doubling by getting the industry to accept a limitation that states that 15-minute and half-hour shows cannot use more than two doubles and that hour programs no more than three. There is now a minimum fee of \$25 for auditions, a charge never in previous contracts. The agreement, which is retroactive to November 1, will run for two years.

NBC Shapes Daytime Video

Continued from page 3

headed by Ted Mills, as representative of the "Chicago school" of production. Al McCleery, daytime TV producer, is producing-directing a stanza titled Family Doctor, which will utilize his theater in the round dramatic technique—no sets at all, emphasis on close-ups. John Haggart is scripting. Carol Irwin, as ex-head of the Young & Rubicam daytime division, is doing an item titled Candy and Bill, a domestic comedy based on Ladies' Home Journal stories. The Ted Ashley package features the "name" approach, with Susan Peters starred in a show titled Miss Susan.

The Hawkins Falls group turned out five nine shows in five days, to see whether serials could be produced under actual work conditions.

They report it possible. The Susan Peters stanza will get the kine treatment on the Coast. Ashley is producing, with Sam Jaffe associate producer. Five kines will be made within the next couple of weeks. The web is continuing to investigate the possibility of originations from Philadelphia and Cincinnati, but these are reported not as far advanced as the four shows mentioned.

The opening hour, 10 to 11 a.m., probably will be divided into two 15-minute segs and one 30-minute show. Latter may be a combination entertainment-service show done in conjunction with Good Housekeeping (GH) magazine, NBC personnel have been working with GH editorial people for several months, seeking a means of

adapting the magazine's features into commercial TV fare. The two 15-minute shows which would lead off probably will be of a novelty nature, with nothing set as yet.

Variety Program Planned

The noon to 1 p.m. hour, following the soapers, is planned as a big-time variety show, with some audience participation features and room for insertion of a couple of news breaks. Even here, however, NBC's policy will be to keep the cost down lest the show price itself out of the market.

The only pessimistic notes at the web on its daytime plans come from the uncertainties of the international situation, its effect on sponsors' budgets and the lack of studios. The likely passage of the excess profits tax is regarded as a favorable omen, however.

Mutual's Gains

Continued from page 5

However, Hauser points out that, once sold, many of the baseball sponsors have bought time on other Mutual co-ops, particularly on the network's new co-op venture, Football Game of the Week. Later already has 550 local advertisers.

In a special sales directive to all Mutual stations, Hauser has compiled two separate listings of the web's current co-op sponsors by programs and by type of business. The latter shows a total of 819 advertisers (excluding Game of the Week sponsors) and more than 21 different types of businesses, including 167 motion picture agencies and auto supply and repair companies.

The "by program" listings shed an interesting sidelight on the amount of loot lugged home by some of Mutual's co-op artists. Talent fees on these participating shows range from 25 to 40 per cent of the web's evening-hour rate.

Top figure is chalked up by commentator Fulton Lewis Jr., whose estimated annual take is around a quarter of a million dollars. Lewis's average sponsor total is about 350 and at one time he was backed by 601 co-op advertisers. The lucrative value of the co-op artists fluctuates at a somewhat alarming range, as evidenced by the Kate Smith situation.

Two and a half years ago the singer, who draws a \$4,000 weekly guarantee, was pulling in \$10,000 a week for Mutual. Today her program is down to 75 sponsors, and, sales or no sales, the network is stuck with that \$4,000 guarantee.

Mutual's other co-op shows include Behind the Story, Cecil Brown, Bill Cunningham, Cedric Foster, Gabriel Heatter's Matibag, Robert Hurligh, Ladies' Fair, Mutual Newsreel, Reporters' Round-up, Rod and Gun Club and Tell Your Neighbor.

Ayer Adopts 16mm.

Continued from page 3

and inexperience" of the industry's average TV technician.

Switch From Slide Ayer decided to switch from slides to 16mm. when a final check of returns showed that varying requirements of the stations would require the firm to make up more than 14 different types of slides for one single station identification announcement at a total cost greater than 16mm. The only other alternative was for Ayer to send artwork out to the stations and have them reproduce the slide. However, Ayer had already tried that, and according to McClure, the tests were unsatisfactory to both client and agency since "it was impossible to control quality of reproduction."

SAG and TVA

Continued from page 3

Heller, of Television Authority, asked for a meeting with the Guild board, and flew from New York to Los Angeles to attend the meeting. At the Guild board meeting Wednesday night Mr. Heller had no plan to offer.

"Instead, there was presented to the Guild board a proposition by Ken Carpenter, of TVA, which was almost identical with a TVA proposal rejected by the Guild more than a year ago. In its latest proposal, TVA broadened its demands and asked for more than had been asked in other plans advanced during the last year. In brief, the latest TVA plan demanded that, in addition to TVA retaining 100 per cent control over live television shows, the Screen Actors' Guild relinquish to TVA 50 per cent control over all televised motion pictures."

Slimy Stuff

Continued from page 4

concerned, is that the tax structure nets them much more out of the oil coin than they'd wind up with with comparable pay from showbiz activities. Reason is that greater deductions can be made on oil investments — on the theory that such money tends to "improve the soil"—than can be made on theatrical income. Both Hope and Crosby, in the latter category, of course, come under the highest tax brackets.

the Cincinnati market. Coco the Clown, 7 a.m. across the board, hits 28 per cent men. Fifty Club, at noon, gets 20 per cent men. Circle Two Ranch at 4:15 p.m. gets 19 per cent men.

RCA's New Tricolor TV

Continued from page 4

step is to fulfill the promises we originally made—that there would be sharp improvements."

Better Tube RCA's improved tricolor tube, as previewed for its Tuesday unveiling, gives a much brighter picture and somewhat better clarity. While representing a fair-sized step in improvement, the picture still cannot be considered quite as good as CBS's but the RCA picture has the advantage of being larger-screen, direct-view and compatible with 525-lines monochrome, in contrast to CBS's 405-line smaller-screen incompatible picture.

RCA engineers are not claiming perfection in their picture. In fact, they are stressing that there is still a great distance to go, but they are emphasizing that improvements are being steadily and swiftly made.

With FCC's Columbia color standards still shelved pending the court's ruling and with manufacturing supplies being lost to civilian production because of stepped-up defense work, RCA is obviously in a position to keep the door ajar for its color system as long as output of CBS color sets is held in suspension. The FCC itself is on record as stating it would prefer a compatible color system and would vote for one that is proved to be superior to CBS's color picture.

Still Far To Go

Anyone viewing the tricolor tube in its latest phase is likely to have some reservations as to just how much better it is than when it was last demonstrated. Unbiased observers are likely to agree with Dr. Engstrom to the extent that the improvement is sufficient to warrant the latest showing, but the conclusion is sure to prevail that there is still a distance to go.

Also actual preparations for the demonstrations began early this week, shipment of tricolor tube sets from RCA's Princeton labs, where private previews have been staged,

was delayed. RCA technicians will barely squeak thru to put on the Tuesday 10:30 a.m. showing. The demonstration might possibly suffer from lack of sufficient testing. Receivers are located at the NBC's studios in the Trans-Lux Building, while the program Tuesday will be performed from the web's TV studio in the Wardman Park Hotel where the TV tower is located.

CHICAGO, Dec. 2.—There are no indications yet that the three-judge federal court hearing the CBS-RCA color fight is ready to give a decision. It is felt that the decision will come by December 21, but probably not much before then.

The judges will rule on the RCA motion for a temporary injunction blocking the beginning of CBS commercial color telecasts pending a full court hearing on the FCC decision. They also will rule on a CBS motion to throw the case out of court, allowing CBS to proceed. They took the motions under advisement November 16.

The three judges, J. Earl Major, Philip L. Sullivan and Walter J. Labuy got another 66 pages to mull over this week when RCA filed a brief in reply to other briefs filed by the FCC and CBS. The RCA brief set forth that it is willing to back with its money and reputation its confidence in the RCA color system.

"The confidence is based on months of field testing under conditions which the record shows closely approximate normal commercial broadcasting conditions," RCA stated.

Sponsors Find

Continued from page 4

women), and Vanity Fair (4:30 p.m., 71 per cent women). How daytime shows fare in reaching a masculine audience is evidenced by three examples from

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The same studio that has faithfully served you for over 13 years with maximum reductions as good or better than your originals now offers large blow-ups mounted on heavy cardboard at very low prices. Send for complete price list and samples, etc.

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SACEM Inking CAPAC in '51, FAC in Cold

France, Canada To Get 4 Seats; Bilingual Org Bid a Gesture

TORONTO, Dec. 2. — As predicted in the December 2 issue of *The Billboard*, SACEM, French performing rights society, will sign with Composers, Authors & Publishers' Association of Canada (CAPAC) for 1951.

The deal is expected to be sealed at a CAPAC board meeting Friday (8). CAPAC will also elect officers. As was also predicted here, four of the seats will go to French Canadians.

The Federation of Authors of Canada (FAC), newly created bilingual Canadian performing rights society, is definitely out of the picture for 1951. The new society has withdrawn its application to the Canadian Copyright Appeals Board for a tariff. The interpretation here that FAC was intended only as a gesture is thus borne out.

Cromwell Files "Tzena" Ouster

NEW YORK, Dec. 2.—A general denial of all allegations and a request for dismissal of the Mills Music action for alleged infringement of the tune, *Tzena*, was filed this week by Howie Richmond's Cromwell Music in U. S. District Court. Meanwhile, Cromwell filed a counter-claim against Mills and a notice for the examination of Isacher Miron, whom Mills claims is co-writer of the tune.

Included in the Cromwell defense are allegations that Miron and Julius Grossman were not original writers of the tune, that the music has been in the public domain for years and that the melody, theme, rhythm and lyric content of the Mills version were not new or original material. Cromwell also claims that Miron and Grossman copied or appropriated substantial portions from prior works and assigned to them all rights to *Tzena*. *Tzena*, Examination of Miron is scheduled for Thursday (7).

La Smith Inks National Pact

NEW YORK, Dec. 2.—National Records this week signed Kate Smith to an exclusive long-term recording contract, according to National chief Al Green.

The warbler's first releases under the National label will be *Little Betty Baby* backed by *The Same Old, and Ave Maria* backed by *The Lord's Prayer*. Miss Smith was last pacted to MGM Records.

2d Licensor Dickers With SCA on Rights

NEW YORK, Dec. 2.—Screen Composers' Association (SCA), still dickering with the American Society of Composers, Authors and Publishers (ASCAP) for credits for movie background music, has been approached by another licensing organization for both domestic and foreign performing rights.

The unidentified licensing organization which has entered a bid for the track cleffers is reportedly one which is always on the lookout for additions to its repertory from any quarter.

WHAT'S A ZERO TWIXT RIVALRY?

NEW YORK, Dec. 2. — A sage sales manager of a top waxery, commenting about the reports of fabulous sales of disks on competing labels, remarked:

"The only difference between 100,000 and 1,000,000 with those other record guys is a single zero."

Carle Signs With Glaser

NEW YORK, Dec. 2.—Joe Glaser's Associated Booking Corporation (ABC) signed Frankie Carle this week to a term management contract, the pact coming as a surprise to the trade.

Carle's paper with the General Artists Corporation (GAC) expires February 13; band agencies have been negotiating with him thru his attorneys, Zissu and Marcus, and his personal manager, Warren Perri, for seven months, when word got out that he intended to leave GAC. The Music Corporation of America (MCA) was known to have the inside track; Glaser came in as strictly a dark horse and a late entry at that, but the deal he offered is reportedly considerably more attractive than that of the nearest competitor.

Carle's last GAC booking will be an eight-week stand at the Hotel Statler beginning December 29. ABC will take over as soon as the Statler stand ends.

Carle had been with GAC since he left Howard Hecht to form his own band nearly a decade ago, and has been one of the country's top orkers from the start. Other ABC band properties include Russ Morgan, Les Brown, Lionel Hampton and Elliot Lawrence.

GAC is currently grooming a plan to displace Carle. The agency is keeping the identity of the replacement under wraps until he's ready to go.

Decca Yields 12 1/2c Dividend

NEW YORK, Dec. 2. — Decca Records' board of directors this week declared a regular quarterly dividend of 12 1/2 cents per share of the 776,000 outstanding shares of capital stock. The diskery's current business continues to move at a rate which is ahead of last year's take for the comparable period.

At the end of the nine-month period of the current year, the diskery's earnings were 30 per cent ahead of the take for the same period last year.

Fran, Ezio A Disk Team

NEW YORK, Dec. 2.—Fran Warren will fly in the Coast on December 13 for a two-day recording session with Ezio Pinza. The thrush will do the projected Victor album of songs from Pinza's first celluloid venture, *Mr. Imperium*, along with the Metopera-turned-movie star basso.

Cab Preps Unit For S. A. Date

NEW YORK, Dec. 2. — Cab Calloway will reorganize a 15-piece band for a four-week date in South America. Calloway, who has been working with a quartet for the past year or so, has been booked to play a government celebration in Uruguay. The fiesta runs for a month beginning February 3. The band will work in the country's capital city, Montevideo.

Prior to his South American jaunt, Calloway will play 30 one-nighters during the month of January. He will work as an entertainer and emcee on a package which includes a beauty contest and a dance band.

Calloway has been linked to a Regal Records' contract. Diskery specializes in rhythm and blues wax, and Calloway will steer r. and b. type material.

MUSIC

Recording Industry Booms; 1950 Biggest Since 1947

July-October Tax Yield \$2,133,879; 60 Per Cent Above 1949 Period

Continued from page 1

collections amounted to \$2,133,879 as compared with \$1,442,371 for the same period last year.

If the present rate continues, traders are speculating how closely the 1951 fiscal year may come to the 1947 level of some \$8,500,000. The last three fiscal years showed successive declines of about \$1,000,000 annually to

reach a low of \$5,500,000 in the 1950 fiscal year.

October is usually a less-than-average month for disk tax collections, but October, 1950, brought in \$568,002—a gain of \$135,798 over the preceding October and the fourth highest month in the past 15.

The continuing gain in tax col-

lections over the past few months, which directly reflects a similar gain in disk sales, indicates that the early apprehensions over the possible deleterious effect of the news spreads were unfounded.

Diskeries are now coming into a particularly lush period—the majors and Indies being set for a Christmas rush far exceeding that experienced last year. Christmas merchandise, given the benefit of highly geared promotion campaigns by many diskeries, is already moving rapidly. Evidence of the lush year has been accumulating for some time, with financial reports within the last few weeks lending strong evidence to the picture.

Decca, for instance, in its financial report for the first nine months (Continued on page 14)

NBOA SLUGGING FOR LEVY KAYO

Briefs Park Men on Tax Tussle Negotiations With ASCAP, BMI

CHICAGO, Dec. 2.—Directors of the National Ballroom Operators' Association (NBOA), meeting in emergency session here November 28-27, decided to put full steam behind legal and legislative attempts to eliminate terpeluces from their present classification with amusement spots which are paying the 20 per cent cabaret tax. The nine board members agreed that hardships imposed by applying the 20 per cent bite on amusements and services within a ballroom threaten the future of the dance city.

In a talk before the National Association of Amusement Parks, Pools and Beaches convention this week, Tom Roberts, NBOA legal counsel, told park men that the terp orgs will require their full co-operation. Approximately 125 of the park org membership operate ballrooms which are taxable.

Roberts told park men that it is wishful thinking to believe that they might escape the bite of the Treasury Department. In certain areas in the country, internal revenue collectors have held off taking out the cabaret tax from ballrooms within their jurisdiction, because of the recent appeal by T-men from Judge Henry Gravens' decision, which ruled in the case of Birmingham vs. Geer that ballrooms are not taxable. Since the ruling of the Circuit Court of Appeals two weeks ago, Roberts explained that the brake is off and that collectors will start taking the 20 per cent slipend. The Appeals Court ruled against NBOA and overruled the Gravens decision (*The Billboard*, November 18).

NBOA Asks Writ Roberts said that NBOA has petitioned for a writ of certiorari from the Supreme Court (*The Billboard*, December 2), emphasizing that only 10 per cent of such petitions for a review of past court decisions are granted by the highest tribunal. Ballroom men also intend to start wheels rolling for a legislative program which would insert a provision in a congress-

sional proposal, eliminating ballrooms from the tax.

Roberts explained that NBOA negotiations with Broadcast Music, Inc., are stalemated but that American Society of Composers, Authors and Publishers (ASCAP) negotiations are continuing successfully. He told park men that ASCAP is seeking a 1 per cent take on gross admissions of a ballroom, while NBOA is countering for 1/2 of 1 per cent. Roberts asked park men who operate terpeluces to send him reports of their total admission gross for the years 1946-1950, together with the amount of ASCAP fees paid each year. This information, which will be held in strictest confidence, will be presented later to ASCAP as a basis for further negotiation.

In the last stages of negotiations with BMI early this year, Roberts said that NBOA would not agree to terms of the BMI pact, which demanded 1/2 of 1 per cent up to \$50,000 of the music salaries and 1/4 of 1 per cent over that amount.

Cherry in Top Decca Bracket

NEW YORK, Dec. 2. — Don Cherry was handed a new contract at Decca which puts him into the upper brackets with regards to royalties and guarantees. The new contract was drawn at the waxery's instance, since the warbler's old pact would have had nine months to run.

Cherry, whose *Thinking of You* platter is a strong best seller, will continue to wax both as featured performer and co-billed with the waxery's name orkers. He is engaging on a 26-city tour in which he will visit Decca distributors as well as deejays and disk shops.

Cherry is discontinuing his NBC radio sustainer, with Victor's Eddie Fisher reportedly taking his place, but continues as a regular on ABC's *TV Penthouse Party* show.

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Calloway has been linked to a Regal Records' contract. Diskery specializes in rhythm and blues wax, and Calloway will steer r. and b. type material.

Sales Execs In Shake-Up At Columbia

South'd, Nielson In; Hein, Lucas Out as District Managers

NEW YORK, Dec. 2.—Shake-up of the Columbia Records sales department continued this week with Terry Southard replacing Jack Hein as New York district manager and Bill Nielson replacing Joe Lucas as Chicago district manager.

The revamp program began with Paul Wexler taking Jeff Wilson's place as the diskery's sales manager, followed by the appointment of John Trifero as New England District man and William O'Boyle as Middle Atlantic district man (*The Billboard*, November 11).

Original plan had Trifero and Terry Southard splitting New England between them; with Southard named to the New York slot, Trifero will have New England for himself.

CAPAC Tangle Over 2 Tunes

VANCOUVER, B. C., Dec. 2. — It's going to be a case of *What Did I Do?* with *Sweet Georgia Brown* in a Supreme Court suit over these two pop numbers. Composers, Authors and Publishers' Association of Canada, Ltd., Toronto, has started an action against Cozart & Boyd Shows, Ltd., Rutland, B. C., for \$136 and a declaration that it is owner of the Canadian rights in these two numbers.

The Association, which seeks damages is also asking the court to declare Cozart & Boyd Shows have infringed its copyright by using songs at Boyd Drive-In Theater.

Six-Month Wax Ante To MPTF Hits 750G

NEW YORK, Dec. 2.—Contributions to the Music Performance Trust Fund (MPTF) for records sold during the first half of 1950 are about \$750,000—an increase of more than 13 per cent over the same period last year, when \$660,000 was paid in to the fund.

Contributions were turned in by some 500 active diskeries. There are some 700 signatories, but about 200 reported no sales. Of the \$750,000, trustee Samuel R. Rosenbaum has allotted \$700,000 for disbursement in the first

half of 1951. Money will be used to provide employment for musicians in free public concerts, entertainment in hospitals, etc.

Computing on the basis of 1 per cent contributed for 78 r.p.m. sales, it might be figured that record sales grossed \$75,000,000 for the first half of this year. However, the trustee indicated that LP and 45 sales are selling in a far greater proportion than formerly, so that \$75,000,000 may be taken only as a rough rule of thumb.



COLUMBIA-GOODY COURT DECISION TOTES DYNAMITE

Tradesters See Discount Plan Shaky, Radio-TV Implications

NEW YORK, Dec. 2.—The dismissal this week of the Columbia Records complaint against Sam Goody, local dealer, for violation of the diskery's fair trade agreement, carried with it some dynamite-laden legal opinion handed down by New York State Supreme Court referee Isador Wasservogel.

While the full industry-wide effect of Wasservogel's decision may not be felt until the Columbia appeal is heard, tradesters already see the possibility of the collapse of the discount and price structure. In addition, the decision in the Columbia-Goody case is seen as having an immediate effect on dealer-distributor-manufacturer relations in fields other than phonograph records, particularly radio-TV and appliances. The decision touched on such basic industry factors as exclusive artist contracts, manufacturer-distributor relationships, co-op advertising and manufacturer-sponsored clearance sales.

Columbia Will Appeal
Columbia had sought an injunction against Goody and six other dealers in New York to restrain them from advertising or selling Columbia LPs at prices below those set forth in fair trade agreements. The court Wednesday (29) dismissed the complaint holding that the diskery was not entitled to the relief it sought. Columbia prexy, Ted Wallerstein, immediately issued the following statement: "We intend to appeal promptly from Justice Wasservogel's decision against Columbia Records, Inc., in its efforts to

utilize the provisions of the Fair Trade Act in the record field. We are still of the opinion that we properly and legally invoked the provisions of the Fair Trade Act and we are confident that our position will be sustained on appeal." Goody would not comment on the decision. The Wasservogel decision contained some vital pronouncements affecting the disk business: The New York State Fair Trade Act was not intended as a means of price fixing but as a method of protecting the name and good will of the manufacturer. Failing to offer all dealers the same co-operative advertising deal and

(Continued on page 31)

Macy's Slashes LP's as Result Of Court Rule

NEW YORK, Dec. 2.—As a direct result of the dismissal of Columbia Records complaint against Sam Goody, local dealer (see separate story), Macy's department store, one of the top disk outlets in the country, slashed prices on Columbia's LP, pop and kiddie lines yesterday (1). While the store will not advertise the price cut in newspapers, the disk department displays a giant-sized poster advertising the records at "up to 30 per cent off."

Macy's new price list on Columbia disks has 79 cents pop records at 59 cents, the \$1.05 kiddie line at 74 cents, \$2.85 LPs at \$1.99, \$3.85 LPs at \$2.69, \$4.85 LPs at \$3.39, \$9.70 LP sets at \$6.78 and \$14.55 LP sets at \$10.17. All prices include tax. New prices are in effect at the Macy branch stores in the Bronx, Brooklyn, White Plains and Jamaica.

GAC, Vaughan Ink Management Pact

NEW YORK, Dec. 2.—General Artists Corporation (GAC) recently signed singer-arranger-composer-conductor Denmy Vaughan to a term management contract. The agency is planning to build an ark around Vaughan sometime in the future.

The timing of this project will be based on the wax development of the versatile Vaughan via his Coral recording pact. His first pair of platters were released a couple of weeks ago.

Capitol Skeds Barnett Crew

HOLLYWOOD, Dec. 2.—Charlie Barnett's new band will cut its first Cap wax next week. This will be Barnett's first Cap session since recent contract renewal. Barnett reportedly is after a new band sound which he hopes to achieve by backing a soprano sax lead with regular ork plus strings. Band, according to plan, will strive to satisfy current commercial dance ork demands without submitting to the Glenn Miller trend.

Barnett is still in the Arthur Michaud management stable, but reportedly will leave Michaud to sign with Carlo Gastel. Split with Michaud is expected to be amicable and have the mutual consent of both parties. When Barnett last quit the band biz to enter the management field he temporarily joined Gastel's office as a p.m.

Pay Boost Set For Copyists And Arrangers

NEW YORK, Dec. 2.—Weekly scale for copyists and arrangers was boosted \$7.50 when Local 802 and Music Publishers' Protective Association (MPPA) agreed this week on terms of a new three-year pact.

Other terms include an additional \$2.50 boost after one year; a 3 per cent welfare fund paid by the employer; \$12.50 weekly on top of the other raise for workers a majority of whose time is spent in ditto and reproduction work. (Continued on page 29)

N. Y. Rules On Orksters' Side

NEW YORK, Dec. 2.—Stephen C. Vlasek, attorney for Local 802, last week obtained from the New York Workmen's Compensation Board a ruling on liability for disability benefits for musicians. Ruling is as follows:

Where the employer has previously provided compensation for (Continued on page 31)

COURT REVEALS VITAL DISK FACTS, FIGURES

NEW YORK, Dec. 2.—Contained in the final court record and final decision in the Columbia Records-Sam Goody Fair Trade action, were facts and findings of particular interest to the entire disk industry. Following are some of the sales figures revealed and quotes from Justice Wasservogel's decision.

Columbia Records' prexy, Ted Wallerstein, testified that the diskery's annual gross sales reached \$20,000,000. Times-Columbia, Metropolitan New York distrib, disclosed that its billings for the first nine months of 1950 totaled \$1,500,000. Also revealed in the testimony were such facts that Goody, in the first nine months of this year, bought 15,000 more Columbia disks than did Liberty Music Shops, and that Goody tripled the Macy's department store volume. Last year, Macy's bought about 10,000 more, and Liberty 100,000 more Columbia records than did Goody. Goody's volume now reaches about \$1,000,000 a year.

Exclusivity

On the subject of exclusive artist contracts, Wasservogel declared: "Columbia records are not in fair and open competition with other manufacturers' phonograph records of the same general class. . . . A recording by a performer . . .

must be considered as unique and extraordinary. Thus, when a customer wishes to have the recording of a particular artist, he must buy the record manufactured by the particular recording company which owns the services of such artist. It follows, therefore, that when a record manufacturer has contractual arrangements for the exclusive services of a performer, it does not require the protection afforded by the Feld-Crawford (Fair Trade) Act, as the principal competitor existing between recording companies is not the trade-marked selections listed in their respective catalogs but rather their attempts to obtain exclusive contractual arrangements with recording artists."

MGM Inks Vocal Duo and Edwards

NEW YORK, Dec. 2.—MGM Records this week made a pair of talent additions. The diskery inked warbler Tommy Edwards who formerly waxed for National Records. A vocal duo, Paul Sears and Johnny Heymer, also was signed to a waxing pact.

Edwards sliced his first date Thursday (30). The diskery will not record until after the first of the year.

MPPA EXECS SET; REPORT IS READ

Says Boatleg Biz Waning, Racks Below General Sales in July

NEW YORK, Dec. 2.—A strong turn-out of publishers attended the Wednesday (29) meeting of the Music Publishers' Protective Association (MPPA), at which session President Lester Sandly's annual report was read and discussed and all MPPA directors re-elected.

The report reviewed the year's business, touching on legal matters, labor situation, sheet music sales and other facets of the publishing business.

The report stated that bootleg activity on sheet music has virtually ceased, although other types of infringement have cropped up—particularly in Chicago. Two cases were mentioned wherein Tune-Decks were used to compile by photo offset a book containing as many as 1,000 standards—both words and music. This was sold to musicians for between \$8 and \$20. One of these cases was closed

after a civil action, the other is still being prosecuted. The report also mentioned "persistent" efforts of arrangers to make a self-infringing arrangements of copyrighted works. Two such cases are still pending. Similar cases involving the preparation and sale of illegal "fake books," containing choruses of standards, have also been largely stamped out. Infringements generally, says the report, have been held to a minimum.

Rack Sale Status Quo

Net sales of sheet music on the music racks has not increased in proportion to the increase in general sheet music sales since July, Walter Douglas, MPPA board chairman, last month huddled with execs of the International Circulation Company and as a result, George Marcum, director of new (Continued on page 14)

NETS FOR ANGELS

Legit Lures Backers With 'Coin From Webs'

• Continued from page 1

confirmation of the claims of network backing. It is known that both CBS and NBC have expressed interest in moving further into the financing of musicals. The web's primary interests in leaders apparently have been to angle for TV production rights for the future. There probably is no doubt that some shows will acquire web money for financing, but current money-raising efforts have taken on a note of mystery with reports of unidentified web backing.

There are at least three musicals in preparation regarding which reports have circulated about "radio network" financing. Last week Julie Styne, songwriter turned producer, held an angels' audition for his forthcoming production of a musical version of *The Good Fairy*, which has a score by Hugh Martin, who already has made a pubbing deal for his songs with E. H. Morris. The gathering was told that the show had acquired a sizable percentage of the required \$200,000 backing from a "major radio network," but the identity of the web investor was not announced.

Styne, when contacted late this week, said that the deal with the still unidentified network was not complete, and that he would at liberty to divulge any further information. He also added that the web's backing would be for 25 per cent.

The other two shows in preparation for which there have been

indications that major radio network money will be involved include the latest Rodgers-Hammerstein venture, *Angie and the King of Siam*, and *Mister Marco Polo*, a new musical with a score written by Johnny Mercer and Robert Emmett Dolan.

At NBC and CBS, execs could not confirm participation in any forthcoming legater at the moment, so it was indicated that either or both webs would shell out "when the right show comes along."

WORD TO WISE IS SUFFICIENT

NEW YORK, Dec. 2.—Under the how-hungry-can-you-get heading, we print, with certain deletions, contents of a post card received by a local publisher from a small-town (and small-time) disk jockey:

"Your tune blank-blank is pretty cute. I'd like to plug it for you, but other folks are co-operating with me for their tunes. (signed)

"Blank, station Blank."
—P.S.: Did you see the display windows in Wallachs 33d Street store? Man, there's a brown sweater with a checked brown shirt on the 5th Avenue side that's terrific. I wear a SMALL size."

SET SLUMP IS PLATTER BOOM?

Dealers, Distribs May Use Disks To Offset AM-TV Dip

NEW YORK, Dec. 2.—With many distributors and dealers already feeling the bite as a result of the slowdown of TV, radio and home appliance production, and anticipating an even greater loss of revenue as a consequence of the expected 50 per cent cutback of TV set production by spring, it is generally believed that the jobbers and retailers will turn to records as a source of substitute merchandising to help make up for the expected dent in volume.

In line with this, disk manufacturers are anticipating a platter boom in the coming months, but the optimism is cloaked with the sad reality that the business inflation will come as a direct result of the unexpected turn of events in the Korean war.

Turn to Disk Lines

Most home appliance distributors handle or have handled disk lines as secondary merchandise. The TV boom, which was gener-

LE JAZZ HIGH-HAT

France Gives Hot Toot Bigtime Lick

PARIS, Dec. 2.—Celebrating the 50th anniversary of New Orleans jazz, the Hot-Clubs Federation of France is presenting the world's first jazz exposition here from December 1 thru 5. Sponsored by the French Ministry of Education, the event is definitely on a high-tone cultural level. "Oscars du Jazz" will go to the best New Orleans

band, the best trumpet man, the best tenor sax, etc.

The event marks a high spot in efforts of French jazz fans to bring their art to the attention of the general public. For years they have been holding jazz festivals. Now these have grown to exhibition size and are combining a commercial and industrial fair with the first international jazz convention. An exhibition of fine arts based on the jazz motif will also be shown.

Presidents of jazz clubs from all over Europe and other parts of the world will converge on Paris for the affair. They will create here an international jazz federation to obtain better co-operation between countries, arrange concert tours and exchange records and ideas.

Largely responsible for the exposition is Charles Delaunay, who has devoted 20 years to the "jazz crusade" without pay. He heads the organization of French Jazz-Hot Clubs, which publishes the magazine *Jazz-Hot*, and arranges for concert tours among the jazz clubs scattered thruout France.

Now an Art

"It has taken us years to build a public for jazz," Delaunay said, "but it is at last being recognized as an art form. The companies (Continued on page 31)

2 GREAT NEW HITS by

DANNY KAYE



With Orchestra and Chorus
Directed by KEN DARBY



THE THING

THE LITTLE WHITE DUCK

DECCA 27350 (78 rpm) and DECCA *9-27350 (45 rpm)

CHRISTMAS SINGLES

A CROSBY CHRISTMAS	
GARY, PHILIP, DENNIS, LINDSAY AND BING CROSBY Decca 27249 In Decorative Envelope (28 RPM) DU 299 (45 RPM) 1-134	
ADESTE FIDELIS	
BING CROSBY	Decca 23777 and *9-23777
FRED WARING	Decca 23644 and *9-23644
DEANNA DURBIN	Decca 23657 and *9-23657
THE CLOISTER BELLS	Decca 24734 and *9-24734
ETHEL SMITH	Decca 24734 and *9-24734
BEHOLD THAT STAR	
FRED WARING	Decca 27285 and *9-27285
BIRTHDAY OF A KING	
JUDY GARLAND	Decca 23658 and *9-23658
BLUE CHRISTMAS	
ERNEST TUBE	Decca 46186 and *9-46186
RUSS MORGAN	Decca 24766 and *9-24766
BOOGIE WOOGIE SANTA CLAUS	
LIONEL HAMPTON	Decca 27325 and *9-27325
CANTIQUE DE NOEL	
FRED WARING	Decca 23644 and *9-23644
CAROL OF THE BELLS (Medley)	
FRED WARING	Decca 23645 and *9-23645
FRED WARING	Decca 27285 and *9-27285
C-H-R-I-S-T-M-A-S	
ERNEST TUBE	Decca 46268 and *9-46268
CHRISTMAS CANDLES	
ANDREWS SISTERS and GUY LOMBARDO	Decca 24748 and *9-24748
CHRISTMAS CANDLE	
TONY MARTIN	Decca 25235 and *9-25235
CHRISTMAS CAROLS	
BING CROSBY	Decca 24670 and *9-24670
CHRISTMAS DREAMING	
DICK HAYMES and GORDON JENKINS	Decca 24169 and *9-24169
CHRISTMAS IN KILLARNEY	
MARY CARTON	Decca 27348 and *9-27348
SONG SPINNERS AND LARRY TOWNE	Decca 27331 and *9-27331
CHRISTMAS ISLAND	
ERNEST TUBE	Decca 46268 and *9-46268
ANDREWS SISTERS and GUY LOMBARDO	Decca 23723 and *9-23723
CHRISTMAS SONG	
BING CROSBY	Decca 24144 and *9-24144
FRED WARING	Decca 27283 and *9-27283
DICK HAYMES and GORDON JENKINS	Decca 24169 and *9-24169
CHRISTMAS TREE ANGEL	
ANDREWS SISTERS	Decca 27251 and *9-27251
CRADLE SONG OF THE VIRGIN	
DICK HAYMES	Decca 23737 and *9-23737
DID SANTA CLAUS COME FROM IRELAND?	
MARY CARTON	Decca 27348 and *9-27348
FIRST NOWELL	
BING CROSBY	Decca 24659 and *9-24659
DICK HAYMES	Decca 23727 and *9-23727
FRED WARING	Decca 23645 and *9-23645
FROSTY THE SNOW MAN	
GUY LOMBARDO	Decca 27257 and *9-27257
RED FOLEY and The Little Folks	Decca 46267 and *9-46267
In Decorative Envelope (28 RPM) K-23 (45 RPM) 1-132	
GOD REST YE MERRY, GENTLEMEN	
BING CROSBY	23776 and *9-23776
MARK! THE HERALD ANGELS SING	
RENNY BAKER	Decca 23675 and *9-23675
ETHEL SMITH	Decca 24725 and *9-24725
MEIGH HO THE HOLLY	
FRED WARING	Decca 27285 and *9-27285
HELLO SANTA CLAUS	
CECIL GALT	Decca 48185 and *9-48185
HERE COMES SANTA CLAUS	
BING CROSBY and ANDREWS SISTERS	Decca 24658 and *9-24658
RED FOLEY	Decca 46185 and *9-46185
HE'S A CHUBBY LITTLE FELLOW	
STUBBY and THE BUCCANEERS	Decca 46193 and *9-46193
I'D LIKE TO FITCH A BIRD WITH SANTA CLAUS	
ANDREWS SISTERS	Decca 27251 and *9-27251
I'LL BE HOME FOR CHRISTMAS	
BING CROSBY	Decca 23779 and *9-23779

*Indicates 45 RPM Version

IF I WERE SANTA CLAUS	
GUY LOMBARDO	Decca 27257 and *9-27257
IT CAME UPON THE MIDNIGHT CLEAR	
DICK HAYMES and JESSE CRAWFORD	Decca 24121 and *9-24121
ETHEL SMITH	Decca 24736 and *9-24736
RENNY BAKER	Decca 23671 and *9-23671
IT'S CHRISTMAS TIME AGAIN	
CECIL GALT	Decca 48185 and *9-48185
JINGLE BELLS	
BING CROSBY and ANDREWS SISTERS	Decca 23781 and *9-23781
ETHEL SMITH	Decca 24142 and *9-24142
FRED WARING	Decca 27286 and *9-27286
JOLLY OLD SAINT NICHOLOS	
STUBBY and THE BUCCANEERS	Decca 46193 and *9-46193
JOY TO THE WORLD	
DICK HAYMES and JESSE CRAWFORD	Decca 24120 and *9-24120
JESSE CRAWFORD	Decca 24143 and *9-24143
JUMPIN' JIMINY CHRISTMAS	
SONG SPINNERS and LARRY TOWNE	Decca 27331 and *9-27331
KENTUCKY WASSAIL SONG	
REED WARING	Decca 27284 and *9-27284
MEE KALIRIMAKA (Merry Christmas)	
BING CROSBY and ANDREWS SISTERS	Decca 27228 and *9-27228
GEORGE KAINAPAU	Decca 27220 and *9-27220
MERRY CHRISTMAS, BABY	
LIONEL HAMPTON	Decca 27325 and *9-27325
Merry Christmas, Baby	LIONEL HAMPTON
Boogie Woogie Santa Claus	Decca 27325 and *9-27325
MERRY CHRISTMAS POLKA	
ANDREWS SISTERS and GUY LOMBARDO	Decca 24748 and *9-24748
MERRY CHRISTMAS AT GRANDMOTHER'S HOUSE	
ANDREWS SISTERS and DANNY KAYE	Decca 24769 and *9-24769
MERRY CHRISTMAS WALTZ	
GUY LOMBARDO	Decca 24770 and *9-24770
MISTLETOE KISS	
RUSS MORGAN	Decca 24766 and *9-24766
A MUSICAL CHRISTMAS CARD	
FRED WARING	Decca 27284 and *9-27284
MY CHRISTMAS SONG FOR YOU	
MILLS BROTHERS	Decca 24768 and *9-24768
(All I Want for Christmas Is)	
MY TWO FRONT TEETH	
PATTY ANDREWS and DANNY KAYE	Decca 24769 and *9-24769
O CHRISTMAS TREE	
FRED WARING	Decca 27284 and *9-27284
O FIR TREE DARK	
BING CROSBY	Decca 24144 and *9-24144
O HOLY NIGHT	
ETHEL SMITH	Decca 24734 and *9-24734
RENNY BAKER	Decca 23672 and *9-23672
O LITTLE TOWN OF BETHLEHEM	
ETHEL SMITH	Decca 24735 and *9-24735
DICK HAYMES and JESSE CRAWFORD	Decca 24120 and *9-24120
FRED WARING	Decca 23645 and *9-23645
RENNY BAKER	Decca 23671 and *9-23671
OLDEST CHRISTMAS STORY	
CHARLIE LAUGHTON	Decca 27245 and *9-27245
ON THIS CHRISTMAS EVE	
MILLS BROTHERS	Decca 24768 and *9-24768
OH GATHERING CLOUDS	
FRED WARING	Decca 23643 and *9-23643
AN OLD CHRISTMAS CARD	
NELSON RING and MERVIN SHINER	Decca 46192 and *9-46192
AN OLD-FASHIONED TREE	
GUY LOMBARDO	Decca 24770 and *9-24770
OUR CHRISTMAS WALTZ	
RED FOLEY	Decca 46183 and *9-46183
POPPA SANTA CLAUS	
BING CROSBY and ANDREWS SISTERS	Decca 27228 and *9-27228
RUDOLPH THE RED-NOSED REINDEER	
BING CROSBY	Decca 27159 and *9-27159
In Decorative Envelope (28 RPM) K-15 (45 RPM) 1-123	
RED FOLEY and The Little Folks	Decca 46267 and *9-46267
In Decorative Envelope (28 RPM) K-23 (45 RPM) 1-132	
SANTA CLAUS IS COMIN' TO TOWN	
BING CROSBY and ANDREWS SISTERS	Decca 23781 and *9-23781

SANTA CLAUS GOE STUCK	
ELLA FISZGERALD	Decca 27255 and *9-27255
SANTA, SANTA DON'T BE MAD AT ME	
MERVIN SHINER	Decca 46280 and *9-46280
SEE AMID THE WINTER'S SNOW	
FRED WARING	Decca 27285 and *9-27285
SILENT NIGHT	
BING CROSBY	Decca 23777 and *9-23777
CARMEN CAVALLARO	Decca 24141 and *9-24141
FRED WARING	Decca 23643 and *9-23643
DEANNA DURBIN	Decca 23657 and *9-23657
THE CLOISTER BELLS	Decca 23658 and *9-23658
SISTER ROSETTA THARPE	Decca 48119 and *9-48119
ETHEL SMITH	Decca 24734 and *9-24734
GEORGE KAINAPAU	Decca 27220 and *9-27220
SILVER BELLS	
BING CROSBY	Decca 27229 and *9-27229
THE SLEIGH	
FRED WARING	Decca 27284 and *9-27284
SMALL ONE (Album)	
BING CROSBY	DA-555 DE 4000 In Decorative Envelope 2-151 (45 RPM)
SONG OF CHRISTMAS (Album)	
FRED WARING	A-497 OAU-12 9-74
THE STAR OF THE EAST	
JUDY GARLAND	Decca 23658 and *9-23658
THE STORY OF THE THREE WISE MEN	
CHARLIE LAUGHTON	Decca 13165 and *9-13165
THAT CHRISTMAS FEELING	
BING CROSBY	Decca 27229 and *9-27229
THAT'S CHRISTMAS	
NELSON RING	Decca 46192 and *9-46192
TWAS THE NIGHT BEFORE CHRISTMAS	
FRED WARING	Decca 23642 and *9-23642
FRED WARING (Album)	K-480 9-67 DL 5021
TWELVE DAYS OF CHRISTMAS	
FRED WARING	Decca 24300 and *9-24300
BING CROSBY and ANDREWS SISTERS	Decca 24658 and *9-24658
WHEN ANGELS SANG OF PEACE	
FRED WARING	Decca 27283 and *9-27283
WHITE CHRISTMAS	
BING CROSBY	Decca 23778 and *9-23778
JASCHA HEIFETZ	Decca 23276 and *9-23276
GUY LOMBARDO	Decca 23738 and *9-23738
INK SPOTS	Decca 24140 and *9-24140
CARMEN CAVALLARO	Decca 24141 and *9-24141
ETHEL SMITH	Decca 24142 and *9-24142
JESSE CRAWFORD	Decca 24143 and *9-24143
FRED WARING	Decca 24300 and *9-24300
ERNEST TUBE	Decca 46186 and *9-46186
SISTER ROSETTA THARPE	Decca 48119 and *9-48119
WINTER WONDERLAND	
ANDREWS SISTERS and GUY LOMBARDO	Decca 23778 and *9-23778
FRED WARING	Decca 24301 and *9-24301
YOU'RE ALL I WANT FOR CHRISTMAS	
BING CROSBY	Decca 26857 and *9-26857

*Available in Both 78 and 45 RPM

SPECIALS

Don't Say You Care (Unless You Really Do) **JACK OWENS**
 I Wanna Ring Around My Rosie's Flag **Decca 27362 and *9-27362**

NEW RELEASES

Long Before I Knew You **GUY LOMBARDO**
 It's Raining Sundrags **Decca 27327 and *9-27327**
 I Cry **BUDDY JOHNSON**
 Satisfy My Soul **Decca 27330 and *9-27330**
 God Answers Prayers **MANHATTAN GOSPEL SINGERS**
 I'm Happy In The Service Of The Lord **Decca 48188 and *9-48188**

*Indicates 45 RPM Version



America's Fastest Selling Records

Tough Demands on Music Face AM-TV

802 Ready To Turn on Heat; Petrillo Seen Backing His Men in Hefty Push

NEW YORK, Dec. 2.—Local 802 will have American Federation of Musicians (AFM) proxy James C. Petrillo's whole-hearted support for the TV and AM employment demands set forth in the local's rank-and-file "magna carta" (The Billboard, November 18).

Those present at a meeting before the 802 rank-and-file committee, exec board, and the AFM proxy last Friday night (24) report that Petrillo was extremely receptive to the 802 negotiating demands. It had been expected that he would try to soften the requests, perhaps insist that many of the provisions be eliminated in the interest of easy negotiation with the webs. Instead, he green-lighted the entire program as it stood.

After the local elections Thursday (7), reps from 802, 10 (Chicago) and 47 (Los Angeles) will meet, probably in Chicago, to compare notes and equate negotiating demands. Current pact with the webs expires January 31; bargaining will probably open before December is out.

Here's how traders assess the tough 802 program and Petrillo's ready assent thereto: Radio toolsters who had looked for big things from TV, have not only been getting short shrift from the new medium, but their AM employment has dwindled also. They are virtually against the wall and can't go wrong with a we-have-nothing-to-lose attitude. Petrillo, it appears, is in sympathy. The last web pact, in 1948, was strictly a matter of holding the line, with no improvements for musicians. This time, the toolsters can go nowhere but up.

That is why the local has been so bold as blueprint demands for the elimination of platters from TV and radio stations till after midnight, restriction of staffers to

sustaining programs, hefty improvements in rehearsal pay, paid vacations, severance, health insurance, and other such benefits.

How the broadcasters will feel when confronted with these demands can easily be guessed. Both radio and TV have been cutting corners in musician employment, making heavy use of e.l.'s and platters, using staffers for as many commercial shows as possible, dropping legit orks.

One local official regards these activities as more than economy moves; he sees them as preparation for the imminent negotiation with the AFM locals. Broadcasters, he figures, want to be able to show how nicely they've been getting along with few musicians, thereby strengthening their bargaining position. However, the toolsters really feel they are against the wall.

TV webs gave in to TVA in the face of a strike threat by the actors' unions. Whether they would yield before a musicians' strike is another matter, since shows can be put on without live music, but can't do without actors and technicians. It also remains to be seen whether the TVA would honor an AFM picket line. There has been little love lost between the actors' unions and the AFM.

CBS Explains "Songs"-BMI Sales Tie-Up

NEW YORK, Dec. 2.—Production execs of the CBS program, *Songs for Sale*, this week moved to ax rumors that the program is tied in with Broadcast Music, Inc. (BMI). Program packager Herbert M. Moss in a letter to Walter G. Douglas, chairman of the board of the Music Publishers Protective Association (MPPA), asked that the latter explain the facts, which Moss states are these:

While program was in formative stages, publishers approached the American Society of Composers, Authors and Publishers (ASCAP) with the idea of finding a publisher for the weekly winning song. ASCAP, while favoring the idea, acts as a collection agency and has no provision for publishing. Moss was told, "BMI then offered to undertake publication."

"The provision was made, however, that should a publisher happen to be a member of our judges' panel, he was to have first choice. . . . secondly, should any publisher, ASCAP or BMI, call the program during the show, or directly after, and site for any song, publication rights were to be given to him. . . . The wires are open for one hour past show time. . . . If no one claims the

WALTZ IN SNOW TO DEEJAYS GO

NEW YORK, Dec. 2.—With traders blaming the sluggish beginnings of their new Christmas tunes on the unseasonably dulcet weather of the last few weeks here, Seena Starr, Juggy Gayles' gal Friday at the Gale & Gayles pubbery, dreamed up this snow job of a promotion letter to the deejays. Confetti "snow" was included:

"Tis the month before Christmas, and all thru the sky Not a snow flake is falling and the temperature's high. The weather man's throwing a curve at us so We thought it would help if we sent our own snow. It's all to remind you it's time to begin To please give our Winter Waltz record a spin.

Leeds Seeks Ways To Stage Tunes on TV

Chief Levy Hunts Special Scripting For Dressing Songs

NEW YORK, Dec. 2.—Leeds Music chief Lou Levy is scheduled to go to Hollywood in mid-December to sound out a half dozen scenario writers and choreographers about the possibility of writing TV production ideas for Leeds tunes. Levy's venture, which he has mulled over a long time, points up the growing problem of plugging music on TV—how to stage the tunes, what production ideas are feasible, to what degree should the publisher become involved in production, etc.

If Levy's venture does not hit a snag he will have each scripter submit a flock of simple ideas. The situation parallels early days of vaudeville and stagewhows, when publishers seeking plugs contacted such show business figures as Earl Carroll, Harry Delmar and Fanchon & Marco. Levy figures, for instance, that a top choreographer like Agnes DeMille might be amenable to the idea of writing three minutes of choreography for *Sobre Dance* and the music. Others are now latching on to the same idea. For instance, Raymond Scott, musical director on *Lucky Strike's Hit Parade*, is experimenting with choreographic arrangements in order to present music more effectively visually.

Should Levy's Coast venture prove economically feasible, he would probably submit to TV producers a mimeographed set of production suggestions on major Leeds tunes.

winning song, BMI will then assume the obligation of publication."

According to Moss, the caller of the material to date has been such that publishers personally have requested practically all the winning songs.

TRIMMED TO SIZE

Denver Platter Store Gives Tots Own Shop

DENVER, Dec. 2.—Converting an air-conditioned, sound-proofed, glassed-in radio-phonograph demonstration room into a special section for kiddies and players has upped sales in moppet merchandise 400 per cent at the Nides General Electric Company, local radio-phonograph-TV-record dealership. In addition to using the space to display disks and players, Manager Jack Nides airs a weekly live deejay show from the room.

Finding that radio-phonograph buyers would just as soon make their purchases from the main display floor of the shop, Nides decided to give the kiddie department. Glynn reports that it is fast becoming an after-church ritual for many youngsters. The shop's owners say there is no secret to raising kiddie sales. "It's just a case of making it obvious to the kids that we are interested in them and their records."

chandise and kiddies on 20 different labels.

Do Own Shopping
Kids are permitted to hear their own disk choices under the watchful eye of a parent or sales clerk. A shelf, three-feet above floor level, holds seven demonstrators, with two additional players, along the opposite wall. About 30 per cent of the traffic in the section consists of youngsters who come in by themselves and shop in adult fashion.

Nides' kiddie platter show is aired for 15 minutes on Sunday morning over KJZ, and the shop reports that it is fast becoming an after-church ritual for many youngsters. The shop's owners say there is no secret to raising kiddie sales. "It's just a case of making it obvious to the kids that we are interested in them and their records."

TV-Phono Merchandising

NEW YORK, Dec. 2.—The freak wind and snow storm that hit the East last week-end may well turn out to be the proverbial "straw that broke the camel's back." The camel, according to traders, being the independent service company. While in almost every single instance, service men are charging set owners for repair and replacement of TV antennas, the pressure of servicing the thousands of homes, parts shortages, limited equipment, inability to get well-trained servicemen and kick-backs to dealers are putting the squeeze on service contractors.

Local traders were literally shocked when Prudential Television Service Corporation, with about 25,000 contracts, suspended operations this week. In Philadelphia the Television Contractors' Association reported that at least six service companies had folded. Better Business Bureaus are getting increasing numbers of complaints from TV owners, and there seems to be no relief in sight for either the dealers, contractors or set owners.

Set makers tend to blame the situation on the poor business ability of the service contractors and their limited capital. The service people, however, complain that sets coming off production lines are faulty, necessitating many more service calls than contract payments can cover. The dealers insist that they have no part in the situation, the many admit to getting kick-backs on each service contract placed.

Prices Up

Talk that prices of radios, TV sets and phonographs would rise after the first of the year was fact this week, as top brass admitted that production would drop drastically and that 1951 prices would be 10 to 25 per cent higher than

current lists. Parts and raw materials continued to be in short supply. Traders see the critical TV situation as a boon to diskeries (see separate story).

Tax Figures

As reflected in tax figures, sales of radios and phonos are soaring toward 1948 levels. October receipts from the federal excise tax hit a mark of \$5,892,095, the highest monthly return since July, 1948, and more than double the mark of the preceding October. Federal Reserve Board figures for August show department store sales of radio-phon-TV equipment were 167 per cent above August, 1949.

West Coast Survey

Of trade interest are some of the results of a consumer survey taken among 3,000 TV set owners in the Los Angeles, San Francisco and San Bernardino areas of California. Project was undertaken by Woodbury College, and results include the following: 44 per cent owned their sets less than six months, 26 per cent from seven to 12 months, 24 per cent from one to two years and only 5 per cent over two years. Brands of TV sets most in use on the West Coast were, in order, Hoffman, RCA Victor, Admiral, Sylvania, Packard-Bell, Motorola and Zenith. The largest share of the 3,000 interviewed believed that color video would be here within one to two years, second largest group expected color would take longer than two years. The smallest group expected color within six months, but a great many had no answer to the question.

Industry Items

RCA Victor will spend about \$4,000,000 in readying a recently acquired plant in Cincinnati for the manufacture of miniature receiving tubes. . . . Majestic division of Wilcox-Gay named Warren Frelbe as purchasing director. . . . Fred A. Lyman, assistant national sales manager for DuMont, takes on the added duties of director of sales training. . . . Philco International Corporation names Ernest J. Willard as vice-president in charge of sales and F. Leroy Sherman as vice-president in charge of foreign operations. . . . H. A. White has been named sales service engineer of the radio tube division at Sylvania. . . . Philco and Hazeltine signed a license agreement with color television developments figuring heavily in the swap. . . . Scott started a monthly publication for sales personnel of its dealers. . . . Sparton announced a complete new line of 11 basic TV set models and three new radios.

Co-Op Buying Plan by NBOA

CHICAGO, Dec. 2.—The National Ballroom Operators' Association has started its first co-operative buying effort with Otto Weber, the org's managing secretary, notifying members that band show cards will now be available from the Harless Company. Des Moines, poster firm, at a lower price than is now offered by the dance band booking offices. The term men first discussed such a buying venture at their national convention here two and a half months ago. At that time, operators griped because of the steady rise in show card prices. One said that cards were costing them between 10 and 15 cents.

The NBOA's co-op buying venture will directly affect booking firm's office operation budgets, for it is known that booking offices wrote off a major part of their phone bill by selling show cards, with a kick-back coming from the printing firms. The NBOA announced that the cost of show cards from Harless will range from 8 cents each in quantity as low as 100, while for orders of 400 or more the cost will be 6 cents each. The Harless Company is offering show cards at this price on approximately 85 different name bands and Javon sport shirts will probably be moved to other cities.

Court Hands Palmer 2½G In Fox Action

NEW YORK, Dec. 2.—Frank Palmer was awarded a summary judgment amounting to \$250,000 in Federal Court here against the Sam Fox pubbery. The award was the result of a second suit brought by Palmer; he had won a Circuit Court judgment for \$8,000 two years ago. The latter suit was entered to bring the amount due him up to date. The original action was brought over a catalog Palmer reportedly turned over to Fox in 1928. The deal, Palmer said, was to have included performance and sync earnings as well as other forms of royalties. Fox, Palmer charged, reportedly failed to pay the performance and sync moneys. The case dragged thru the courts for several years, ending in the Circuit Court win for the plaintiff. The subsequent suit was brought by Palmer for interest and other considerations accruing during the first litigation.

Palmer was represented by Zissu and Marcus; Fox by Jack London.

Johnson Joins Simon House

NEW YORK, Dec. 2.—Jerry Johnson bought into partnership with George Simon in the latter's Simon House pubbery last week. Johnson will supervise the New York operation, with Simon overseeing Coast affairs.

First tune under the new regime will be *Terrifics In My Eyes*, which Simon bought from Atlantic Records last week. Ditty, which is topping the R. and B. lists, is getting a push in the pop field, with some 10 major and indie dinkings out or in the can.

Firm, also sole selling agent for Carlos Castel's Broadshaw Music, is a Broadcast Music Inc. (BMI) affiliate with a substantial guarantee deal.

Johnson was most recently associated with shipping tycoon Michael Grace in Michael Music, and before that he served as an assistant manager for Southern, Bourne and Robbins.

Joe Shribman, Trotta Split With Paxton

NEW YORK, Dec. 2.—George Paxton and his partners, Joe Shribman and Charles Trotta, parted company this week. Shribman and Trotta will set up their own firm, Roger-Guy; Paxton will continue as the George Paxton Music Publishing Company.

The separation is accompanied by a split straight down the middle of cash, copyrights and all other assets, with 50 per cent to Paxton and 50 per cent to Shribman and Trotta.

Strong Start

The firm, which had been in business for only a year and a half, was conspicuously successful from the outset. The combine began without a catalog and a comparatively small capitalization, but got a good foothold with a series of strong songs in the hit and near-hit category.

Among the tunes Paxton retains are *Count Every Star*, *I Wanna Go Home With You*, *Punky Punkin'*, *What, Where and When*, and *Little Red Caboose*. The Shribman-Trotta firm gets *There's No Tomorrow*, *Mr. Touchdown*, *She's a Lady*, *If I Ever Love Again*, *Over and Over* and others. *Where Do I Go From You* will be published jointly by Paxton and Roger.

Both firms continue as American Society of Composers, Authors and Publishers (ASCAP) members.

D.J. To Hype Disk Sales by Movie Quiz

NEW YORK, Dec. 2.—Four-way promotion to hype sales on Decca's Mr. Music album has been set up here among the diskery, deejay Jack Lacey, the Paramount Theater and the local Admiral radio-TV distributor. Package is based on a contest in which Lacey will ask his WINS listeners to identify Crosby disks and films from which they came. Decca, Paramount and the distributor will turn out theater lobby displays, 100,000 entry blanks, 1,000 posters and 500 window streamers for exhibit in both disk and radio-TV shops.

Set-up was arranged by Paramount flack Fred Goldberg and Decca's Eastern division promotion manager, Leonard Wolf. Deal, which includes prizes of an Admiral radio-phonograph, Decca album and Javon sport shirts, will probably be moved to other cities.

2 Great DECCA Versions of

**RUDOLPH
THE RED-NOSED
REINDEER**



Available in **78** and **45**
RPM RPM

by **BING CROSBY**

by **RED FOLEY**

and The **LITTLE FOLEYS**

coupled with

coupled with

THE TEDDY BEAR'S PICNIC

FROSTY THE SNOW MAN

- One Ten-inch 78 rpm Deccalite* Record in Decorative Envelope
K-15 • Price \$1.00
- One Unbreakable 45 rpm Record in Decorative Envelope
1-123 • Price 95¢
- One Ten-inch 78 rpm Record
27159 • Price 75¢
- One Unbreakable 45 rpm Record
9-27159 • Price 75¢

- One Ten-inch 78 rpm Deccalite* Record in Decorative Envelope
K-23 • Price \$1.00
- One Unbreakable 45 rpm Record in Decorative Envelope
1-132 • Price 95¢
- One Ten-inch 78 rpm Record
46267 • Price 75¢
- One Unbreakable 45 rpm Record
9-46267 • Price 75¢

*Unbreakable under normal use.

*Unbreakable under normal use.

America's Fastest Selling Records



TIN PAN ALLEY? PLEASE, SIR, NO!

WASHINGTON, Dec. 2. — When you refer to the nation's music industry, please don't call it "Tin Pan Alley." That, in effect, was the advice given by Jules M. Collins, sales manager of the American Society of Composers, Authors and Publishers (ASCAP), in a talk at a luncheon of the D. C. Ad Club here this week (29).

"There is a rather common opinion that ASCAP members and publishers are engaged solely in the business of creating and publishing popular tunes," said Collins. "This has erroneously resulted in the designation of 'Tin Pan Alley' being applied to the music business in the United States. Nothing is further from the truth. Of the 2,000 ASCAP members engaged in writing music, approximately 750 write so-called standard or serious music. I need only mention such names as Aaron Copland, Fritz Kreisler, Walter Damrosch, Leopold Stokowski, Roy Harris, Leonard Bernstein."

I'M IN THE MIDDLE OF A RIDDLE
recorded and featured by **DOROTHY GAY**
G. G. M.
PERCY FAITH ORCH. & CHORUS
Conducted by **LARRY GREIN & HIS ORCHESTRA**
RCA V-107
ANTON FARAS—RAY ARMIN
Lyrics by **BILLY KNIGHT—GUY LOMBARDO**
Music by **SMOOTH LAMSON**
London
JO STAFFORD—GORDON McRAE
Conducted by **TED STEELE**
RCA
LAWRENCE WELK & HIS ORCHESTRA
"ROBBINS MUSIC CORPORATION"

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

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

BREAKING!! "LUCKY, LUCKY, LUCKY ME"
AS RECORDED BY **EVELYN KNIGHT**
DICCA #27112
SANTLY-JOY, INC.
1619 Broadway New York 19, N. Y.

MUSIC BOURNE TO LIVE
ARTHUR GODFREY SINGS
THE HIT VERSION OF **"YEA BOO"**
COLUMBIA #3908
BOURNE, Inc. 1619 Broadway, N. Y. C.

MPPA Execs Get Nod

Continued from page 10

stand sales, agreed to take personal charge of the music department November 1. Marchum will see that music is displayed advantageously. The report added that the rack operation must be carefully supervised, lest it deteriorate.

While rack sales have not increased the past year, they have not decreased, according to the report.

The labor section of the report went into the matter of the final clarification of the status of contact men—who are considered as not coming under the wages and hours law if they earn \$75 weekly and are administrative employees.

The copyright section of the report gave most attention to the decision of Judge Michael L. Igoe in the case of Shapiro-Bernstein vs. Miracle Records, wherein it was ruled that the release of a song on a disk constitutes publication and results in the song becoming public domain unless it was copyrighted prior to the making of the disk. MPPA members have been urged to make sure none of their compositions are recorded unless properly protected.

Levels Proposal
The report also reshaped a proposal of Leeds Music chief Lou Levy to get piano manufacturers to market a \$99 instrument, and considered relations with the Songwriters' Protective Association (SPA) with regard to the latter's request that a standard form be used for Canadian assignments. The MPPA approved the latter.

Continued from page 10

place threatened volume losses. These distributors which have no disk lines now are fishing to pick up at least one top line. In addition to production cuts, distributors and dealers believe their businesses will be hurt by expected price rises of up to 25 per cent and by the recently initiated government credit controls. The platter business represents a quick turnover operation to a distributor and dealer, and doesn't require the hefty bankroll needed to maintain a solid home appliance-TV-radio agency.

Shortages
The war-bred shortages which are hurting in the TV-radio business include tightening of such materials as aluminum, copper (used for wiring), steel and cobalt (for which there is no available substitute and which is essential in the production of speakers) of such essential parts as tubes, screws, nuts and bolts. The effects of these shortages already are being felt while the record industry's only immediate war shortage threat is wrapped up in the vinyl picture (see other story in General Department).

The TV boom resulted also in the jobbers' crisis and conversion of the best disk-selling manpower for

Recording Industry Booms

Continued from page 9

of 1050 showed consolidated net earnings running 30 per cent ahead of the diskery's take for the same period last year (The Billboard of November 11). Capitol's third quarter net earnings this year more than doubled the company's income for the same period in 1949 (The Billboard, November 11). RCA Victor, which was still operating at a loss at the end of the first nine months of 1950, has nevertheless picked up considerably in the pop field in the last six weeks. Phil Harris's disk of *The Thing*, for instance, has already hit a five-week sales figure of 750,000 and really broke the ice for the diskery after a long period of doldrums. Also in the forefront as hypos in the Victor picture have been the Comor-Hutton etching of *Bushel and a Peck* and Comor's *Parade*. Company's Red Seal kiddie and pop album business maintained consistent level during the rough pop period and continues at a sturdy pace.

Columbia likewise has had a resurgence of business in the pop field. Acquisition of such name talent as Sammy Kaye, Paul Weston, Jo Stafford, in addition to the blossoming young talent, has materially brightened the picture. Kaye's Harbor Lights and Gene Autry's diskings of *Rudolph and Frosty the Snowman* have

The MPPA, however, does not go along with the SPA's advocacy of a standard form to cover assignment of renewals. The publishers' org. feels that renewals are a matter for individual negotiation.

Activities of the National Music Council, of which Douglas is treasurer, were termed very effective by the report, especially in the field of serious music. An International Music Council, it was stated, is currently being formed under auspices of the United Nations Educational, Social and Cultural Organization.

His Is Bright

The report noted that the outlook for the disk business is bright and pointed out that sheet music sales in general (apart from the rack) have gone up substantially. The work of the various committees on sheet music was gone into, the report noting that the main committee, called the Music Industry Committee, has been "somewhat successful." A note was also taken of other attempts to hypo sheet sales, notably the Arnold Shaw-Ted Cotler Songwriter Hall of Fame show over NBC and Charley Tobin's projected TV show now being pulled by the William Morris Agency.

All MPPA directors were re-elected for another term. These include Louis Bernstein, Saul Bourne, Jack Bregman, Abe Olman, Bernard Goodwin, Jack Mills, Max Dreyfus, E. H. Morris and Lester Sandly.

Set Slump Platter Boom?

Continued from page 10

their TV merchandising. With the expected slack-off of TV sales, the expectancy is that the jobbers will make use of their cream salesmen for record merchandising.

More Dealers Eye Disks
Dealers facing the same shortage problems as distributors, as well as the same threatened drop in volume, likewise are beginning to renew interest in lagging record departments. A number of appliance dealers who went into business strictly on the strength of TV now are beginning to establish record departments as dollar volume protection for the future. Typical example of this type of move is the Sunset Appliance chain here, four stores strong and a heavy volume TV outfit, which just began to open up record departments. The chain is selling 45 r.p.m. disks only at the moment, this presumably to service customers who buy 45 players. But it is believed that the move is the beginning of full-fledged disk departments.

The basis for the entire move to disks is that the TV shortage will leave distributors and dealers bundles of excess cash which can be put to use in purchase, promotion and selling of records.

been outstanding during the latter part of the year. Now Guy Mitchell's *My Heart Cries for You* and Paul Weston's *Nevertheless* are adding to the impetus. Mercury has been hitting a consistent level with Patti Page's *Tennessee Waltz*; and earlier Vic Damone diskings, and MGM's sound track albums and Billy Eckstine cuttings are sparking the industry's hope that lesser indie labels have been sailing along rapidly, via such strong sellers as Louis Prima's *Oh, Babe* on Robin Hood; *Bake a Cake* early in the year, started by National, etc. Specialty houses, including rhythm and blues labels and country and Western diskery, such as King, Aladdin, Modern and Atlantic, have all hit with solid disks.

It is ironic, but still another situation may add to the industry's strong financial outlook. This is the international situation. The war, if prolonged, is figured as certain to materially hurt production of such items as TV sets, electric irons and refrigerators, leaving disks in the comparative clear. Already (see separate story in Music Department) many distributors and dealers are turning to record lines as insurance against loss of income stemming from cutbacks on TV and other production. The picture in other phases of the indoor show business is some-

Philly Orksters Say Buck Too Dear for Rates

PHILADELPHIA, Dec. 2. — While the value of the dollar bill may be way down these days, it is still too high when it comes to meeting the newly increased wage scale rates established by the Philly local of the American Federation of Musicians (AFM), according to the complaints and beefs registered vocally by many band leaders.

One of the more active stick wavers, catering to the school set, complained that the upped scale has reduced his bookings to the rate of two a month. And with the competition being what it is, it's impossible to hold to the scale if you want to hold on to your sidemen.

Leaders catering to weddings and receptions involving dates that call for trios and quartets don't face the problem of most of the others trying to keep eight or 10 men together.

The complaint is that schools, fraternities, women's clubs and bazars can't afford to meet the increased music scale and as a result buy below the scale or use non-union bands.

Fear is expressed that mounting costs in music will eventually make music a luxury rather than a necessity with the result that only a select few will be able to afford it. One leader said that for five men plus himself, he had to bid \$175 for a job. And for the same number of men for New Year's Eve, he had to submit a price of \$240. Another union band, he said, came along and took both dates for almost half the required amounts.

Victor Albums Tie In With Mag Campaign

NEW YORK, Dec. 2. — RCA Victor has prepared a pair of special 45 r.p.m. album series designed to tie in with the diskery's Words and Music Time national mag advertising campaign. A long-hair group to be known as the "best seller" series and a "show-me" series to package the Al Goodman show recordings make up the project.

The diskery has prepared 27 packages for the Words and Music project, with each to be boxed in sets which will be priced under \$10.

The ad series lists three best selling platters of an individual artist, and each album will contain the top selling efforts of three of the label's artists.

For example, one set will contain three disks each of Toscanini, Helfetz and William Kapell. Likewise the Goodman series will package songs from three show albums. One will house works from three Victor Herbert scores.

what spotty. Network AM business, with the exception of CBS, is down as compared to last year. Columbia, however, is up appreciably. TV, as compared to last year, is up fabulously on both the manufacturing and time sales levels. Many TV outlets are in the black and many are sold out completely. However, network TV operations continue at heavy losses owing to tremendous program and operations costs. On the other hand, network owned-and-operated TV stations are making big money and network owned-and-operated AM stations are having, for the most part, banner business. In general, AM is doing well in non-TV markets, but in TV markets the business conditions are very variable.

The vaudeville-night clubs picture nationally is not bright. Business is way down, owing in part to a lack of attractions and poor films and high living costs. Collections from the admissions and cabaret taxes continue to run behind last year (see separate story in General).

Returning to the disk industry, this is by far the brightest angle of the entire music business. Sheet music lately has been moving very well, but is still far below peak years.

MGM SETS UP PAGAN CONTEST

NEW YORK, Dec. 2. — MGM Records this week set up a window display contest for the diskery's sound track album on the Pagan Love Song flick. Cash prizes will go to both disk retailers and exhibitors tying in on the best display. The contest closes April 16, 1951. The winning exhibitor and dealer divide \$100, second placers split \$50 and the third team gets \$30 each.

Coral Names New Sales Mgr.

NEW YORK, Dec. 2. — Frank Holland, a veteran of the Decca diskery organization, will take over the Eastern and Southern sales territories for Coral Records, the wholly-owned Decca sublabel.

Holland, who will work out of Coral's New York headquarters, takes over the territory sales management Monday (4). He was elevated to the new post from the branch management of the diskery's Southern office in Atlanta.

Coral this week finished the preparation of the diskery's first complete catalog. The 32-page listing will cover the single and album releases on three speeds of both Coral and Brunswick items.

TENNESSEE WALTZ
#111 PAGE
Mercury 5534

"C'EST LA VIE"
recorded by **Johnny Desmond**
MGM #10850

PAXTON MUSIC
1619 BROADWAY, NEW YORK 19, N. Y.

Another BMI Pin-Up Hit!
YOU'RE ALL I WANT FOR CHRISTMAS
Published by **Mercury**
Exclusively licensed by **BROADCAST MUSIC, INC.**

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

"THE WINTER WALTZ"
recorded by **FRANKIE CARLE**
VICTOR 20-3952
Gale and Gayles
Incorporated
1619 BROADWAY, NEW YORK 19, N. Y.

THERE'S STILL TIME TO BUILD CHRISTMAS VOLUME WITH THESE SUPERB DECCA PHONOGRAPHS

5 GREAT 3-SPEED PORTABLES

Model DP-61... Low Word in Portable Radio-Phonograph Plays records of all speeds (45, 78, 33 1/2 r.p.m.) and all sizes automatically... 3 tube high sensitivity radio... 5" Alnico speaker... built-in loop antenna. Handsome case waterproof simulated leather, rust color... brass locks and hardware. A.C. only. (13 1/2" x 16" x 9"). Also available as DP-62. U.L. approved.

Model DP-70... Budget priced Portable Phonograph Handsome 3 speed phonograph. 5" Alnico Speaker... lightweight pick up... permanent type sapphire needle for all speeds (45, 78, 33 1/2 r.p.m.). Case lock corner wood frame; waterproof simulated leather covering, lucite handle. Weight 9 lbs. A.C. only. (12 1/2" x 12 1/2" x 5"). Also available as DP-71 U.L. Approved.

Model DP-72... Deluxe Portable Phonograph Plays all records at all speeds (45, 78, 33 1/2 r.p.m.), smaller than a portable typewriter (and lighter too). 5" Alnico speaker... two needles to play three speeds, three tube chassis... separate tone and volume control. Case lock corner wood frame, waterproof simulated pigskin leather covering, padded and saddle-stitched... weight 9 lbs. A.C. only. (12 1/2" x 12 1/2" x 5"). U.L. Approved.

Model DP-32... Excellence in Portable Phonograph Plays all records at all speeds (45, 78, 33 1/2 r.p.m.) automatically. Designed to deliver the ultimate in tonal reproduction... extra large chassis, 6 1/2" Alnico magnet and heavy duty transformer... deluxe luggage type case in multi-tone brown simulated rawhide. A.C. only. (18 3/4" x 15 1/2" x 8 1/2"). Also available as DP-33 U.L. Approved.

Model DP-51... Compact Portable Radio-Phonograph 5 tube radio, 5" Alnico V.F.M. speaker... built-in loop antenna... phonograph plays all records (45, 78, 33 1/2 r.p.m.)... lightweight Decca tone arm, finger-like needle control, waterproof simulated leather... brass locks and hardware... weight 12 lbs... A.C. only. (16 1/2" x 10 1/2" x 4"). Also available as DP-52 U.L. Approved.

2 GREAT NEW CHILDREN'S PLAYERS

Model DP-47... Frank Luther Children's Phonograph For the youth (very young) market... quiet, constant speed motor, 78 r.p.m... 2 tube chassis with volume control... heavy duty Alnico speaker... cabinet formed of tough unbreakable steel, finished in four brilliant colors. Weight 4 lbs. A.C. only (11" x 7" x 5 1/2").

The Cowboy... A New 3-Speed Children's Portable That Plays All Records! Gaily decorated in colorful Western design, "The Cowboy" (DP-19) will make a delightful gift for any lucky youngster. It's a 3-speed portable, rugged and serviceable, that embodies many special features usually found in adult phonographs. A.C. only. Also available as DP-20 U.L. Approved.

4 GREAT 45 RPM PLAYERS PLUS...

Model P-904... The Pride of 45 RPM Table Model Radio-Phonograph Here is a royally-designed, custom-featured model which has no equal in its field! The P-904 is fitted with a selenoid rich appearance and a perfection of performance that is truly noteworthy! This fine instrument boasts separate tone and volume controls and a silent Sapphire pick-up that guarantees the maximum in entertainment from every record! A.C. only. U.L. Approved.

Model P-902... A 45 RPM Table-Phonograph Set Egg Play! For sleek, attractive styling and excellence of performance... for richness and clarity of tone and impeccable workmanship—the P-902 is a top-notch choice! Here is an ultra-handome table model phonograph which plays up to ten 45 RPM records automatically! Priced amazingly low, the P-902 offers a bright promise of many, many hours of listening pleasure. A.C. only. U.L. Approved.

Model P-901... A Great 45 RPM Record Changer Carefully attractive and beautifully designed, here is a great new high fidelity 45 RPM record changer which will play up to 10 records automatically! A.C. only. U.L. Approved.

Model P-903... A New 45 RPM Portable Phonograph Here is a neat and attractive, ruggedly-constructed, compact portable phonograph that's just the thing for home and away! Beautifully styled and finished in modern plaid, the P-903 with its marvellous tone and superior technical performance plays up to 12 records automatically! Tops in lightweight portables. A.C. only. U.L. Approved.



DECCA'S 6 RECORD BONUS BOOK

A Decca 45 RPM Bonus Book is supplied to the dealer along with every Decca 45 RPM instrument. With every purchase of a Decca 45 RPM instrument through February 1951, the customer receives a Decca 45 RPM Bonus Book free containing six coupons. For each coupon the customer is entitled to receive a Decca 45 RPM record of his own choice every month for six months.

MAIL COUPON TODAY TO YOUR DECCA BRANCH OR DISTRIBUTOR

USE THIS HANDY FORM TO ORDER DECCA PHONOGRAPHS

Dear Sirs: Please enter our order for the following phonographs:

Quantity Item	Quantity Item
45 RPM P-901	PHONOGRAPHS DP-47
P-902 3 SPEED PHONOGRAPHS	DP-51
P-904	DP-32
	DP-70
	DP-72
	DP-61
	DP-33
	DP-20
	DP-38
	DP-71

CHILDREN'S PHONOGRAPHS DP-47 DP-19

Name _____
 Address _____
 City _____ State _____



ORDER NOW... FOR IMMEDIATE DELIVERY

Discovery Hypes Jazz

Discovery Records will begin its most extensive promotional campaign to hypo sales of its modern jazz series with the release of eight Dizzy Gillespie sides late this month.

Decca Readies Catalogs

Decca Records last week readied for first-of-the-year distribution a pair of catalogs for the diskery's 53 and 45 lines.

Sarton to America

Harry Sarton, artists and repertoire head of British Decca, arrived here Tuesday (5) for a two-week stay.

Church Studio

Bobby Wayne, young London disk warbler, cut four Catholic religious songs last week—appropriately enough—in a Catholic church.

New York:

The Weavers will have a Christmas concert at Town Hall Saturday night (23), promoted by their p. m., Pete Cameron.

Jack Emerson and Tony Valentini have signed with Abbey Records; Abbey Prexy Pete Dorraine is on a month's tour of deejays and distributors around the country.

Price of Down Home disks has been dropped from \$1.05 to 79 cents. Label turns out jazz platters by Lou Walters, Ralph Sauton and Clancy Hayes.

MGM warbler Bill Farrell opens at Birdland Thursday (7). Deejay Johnny Clarke has been appointed radio-publicity committee chairman for the New York State Committee for the Blind.

Fleck Dick Linke, who has entered the personal management field, is now handling warbler Pat Terry and The Three Notes, vocal-instrumental trio.

Music As Written

part of London Records' new flying promotion program, longhair department staffer Henry Principe conducted an "educational campaign" last week in Detroit and Chicago.

Empire Room, Palmer House, Chicago. Tunessmith-warbler-orkster Terry Shaad has formed a publishing firm, Roddy Publications, Inc., with Sid Nathan.

Balladeer Murray Phillips, occasional warmer-upper on the NBC-TV Jack Carter show, has been signed permanently to that spot.

The Commodore Music Shop is profited by George Frazier in the current Cosmopolitan.

Champ Butler, Barbara Bell's warbler discovery, cut four sides for Columbia Records.

Chicago:

Ray Pearl and his band will cut six sides next week for Citation, the Detroit diskery.

Dick Haymes, downed by virus pneumonia at the Riverside Theater, Milwaukee, Saturday (25), was forced to cancel out Oriental Theater, Chicago debut Thursday (30).

Mrs. Gertrude Hampton Whitfield, is seriously ill at Provident Hospital here.

DEALERS! OPERATORS! DISC JOCKEYS! Capitol Buyer's Guide

COMING UP FAST!

Table with 2 columns: Song Title, Price. Includes 'MY HEART CRIES FOR YOU' (1328 F1328) and 'GESHRAY OF DeVRDE ROTENKE' (1284 F1284).

HOT SELLERS!

Table with 2 columns: Song Title, Price. Includes 'TENNESSEE WALTZ' (1316 F1316) and 'THE SHOT GUN BOOGIE' (1295 F1295).

POPULAR

Table with 2 columns: Song Title, Price. Includes 'I YUST GO NUTS AT CHRISTMAS' (781 F781) and 'YINGLE BELLS' (781 F781).

WESTERN & FOLK

Table with 2 columns: Song Title, Price. Includes 'RAMBLIN' JIMMIE DOLAN' (1302 F1302) and 'TEX RITTER' (1267 F1267).



Week ending DEC. 9, 1950 Hot Sellers based on Actual Sales Reports

THE BIG ONE TO WATCH!

STOCK UP NOW! A YULETIDE MILLION-SELLER RIDING HIGH IN SALES



Yogi Yorgesson

"I YUST GO NUTS AT CHRISTMAS" "YINGLE BELLS" CAPITOL RECORD NO. 781 on 78 rpm • F781 on 45 rpm

NEW RELEASES ON Capitol

Artist profiles for Jan Garber and Art Van Damme with song titles like 'IT'S A SON' and 'MAHAWAN WAR CHANT'.

Artist profiles for Mel Blanc, Sharkey, and Marisha Data with song titles like 'The Woody Woodpecker Polka' and 'The Eyes Of Texas Are Upon You'.

Artist profiles for Tex Ritter and Carl Butler with song titles like 'STAY AWAY FROM MY HEART' and 'WHITE ROSE'.

bling with Ray Pearl's ork. Pearl is adding another saxman to his band. . . . **Walt (Kousin) Kay**, the Cleveland d. j. and TV entertainer, has cut sides for Junior Records, the Continental Records kiddie subsid.

Johnny Long into the Hotel Roosevelt, New Orleans, January 4 for four weeks. . . . **Sonny Dunham** making his first junket with his new band outside New York plays the San Antonio air bases early in December for a week. . . . **Jerry Jones**, owner of Rain-bow Rendez, Salt Lake City, has been elected to the State Legislature. . . . **Mr. and Mrs. William H. Weems** will celebrate their golden wedding anniversary soon, with their sons, **Art (GAC) exec** in New York, **Ted** (the band leader) and **Bob (Arena Stars Midwest rep)** at home for the occasion.

Philadelphia:

Bandsman Meyer Davis is one of the backers of the new "Bless You All" musical revue making a pre-Broadway pitch at the Forrest Theater. . . . **Carl Waxman**, for many years top alto sax sideman with bands around town, is building a band of his own. . . . **Composer Clay Boland** missing his first "Mask and Wig" show opener in years. He's back with the navy in Washington. . . . **Contract** has been let for renovations at the musicians' union building with upward of \$30,000 to be spent to change the basement room into a club-like lounge. . . . **Jolly Joyce**, who manages the unit, reports that **Steve Gibson** and the **Red Caps** flew to Hollywood last week from Las Vegas, Nev., to cut their first sides for **RCA Victor**, with **Henri Rene** supervising the first couplet that took in "The Thing" and "Am I To Blame." A second session

will be slated next month when the unit opens at Larry Potter's Supper Club in North Hollywood. **Charles Ventura** is staging Sunday afternoon jazz concerts at his own Plantation Cafe at Lindenwald, N. J., where he holds forth this month with his own band. . . . **Reese DuPre**, dean of the Negro dance promoters, marked his 50th year of dance-giving business Thanksgiving Day. . . . **Stanley Gaines** brought his bass fiddle home from tour and is no longer with the **Cats 'n' Fiddle** unit. . . . **George (Bon Bon) Tunnel**, after a spell as a disk jockey on **WPEN** here, re-embarcs on his vocal career that was the big spark in the late **Jan Savitt's** band. . . . **Harry (Doc) Bagby**, former band leader, now with **Gotham Records** here as talent scout and musical executive, shows as a single at the **Hammond organ** at the **Hotel Carver Lounge**. . . . **Clinton (Sline) Waters**, who traveled the musical lanes with **Fletcher Hen-**

derson, Jimmy Lunceford, Hot Lips Page and others, has built a small combo around his trumpet playing for party dates when he is not occupied with writing and arranging for other bands. . . . **Joe Jaffe**, one of the top 88-men around town, has turned private eye, getting a license to set up a detective agency. . . . The first **Jazz Festival Society** concert of the season at the **Academy of Music**, December 9, stars **Wild Bill Davidson** and **Ralph Sutton**. . . . **Roger Courtland**, public relations counsel for the Philly local of the **American Federation of Musicians (AFM)** and who holds the rank of major in the honorary reserve, turned down an invite from the army to work in Washington.

Hollywood:

Tempo Records has released "St. Louis Blues" and "Cumana" by harpist **Robert Maxwell**. Max-

well just finished the **harp soundtrack** for 20th-Century Fox's "For Heaven's Sake." **Clifton Webb** starrer. . . . **Ralph and Evangelino Carmichael**, stars of "Campus Christian Hour," aired weekly on **KTSL, Hollywood**, cut four sides for **lyro diskery Christian Artists Recording Corporation**. Sides are among 100 platters set for release this month. . . . **Western orkerster Sandy Stanton** and **combo** are reportedly ready to sign for a TV show with a local outlet. **Stanton** records for **Song Writers' Co-operative, Inc.**, on the **Bronco** label. **Same diskery** is doing good biz with **chirp Karen O'Neil's** diskery of "Fire on the Mountain."

On the Soundtrack

Alex Worth will score **Warners' "Streetcar Named Desire"**. He penned musical backgrounds for the stage production of "Death of a Salesman" and "The Innocents." . . . **Mario Lanza** times a concert tour of 18 major cities with the release of his latest for **MGM, "The Great Caruso"**. . . . "Show Boat," **Metro's** next big musical, goes before the lensers to give **Producer Arthur Freed** his fifth this year. Cast includes **Kathryn Grayson** and **Howard Keel**. . . . **Warners** has boosted **Doris Day's** usual number of tunes in her next musical to six. **Flick, Lullaby of Broadway**, will fit songstress handling lyrics on "You're Getting To Be A Habit With Me," "Just One of Those Things," "Zing Went the Strings of My Heart," "Somebody Loves Me," "I Love the Way You Say Goodnight" and "Lullaby of Broadway." First three will be done solo, following three with **Gene Nelson** and **titl** tune as finale with the cast. **Flick** will feature 10 songs in all. Others are "Shanty in Old Shanty Town," "Please Don't Talk About Me When I'm Gone," "You're Dependable," and "We'd Like To Go on a Trip."

3 Pubs Take Up Bibletone's At Cost Offer

NEW YORK, Dec. 2.—The **Sam Fox, Lewis, and Will Rossier** publishers have accepted **Bibletone Records'** offer to cut, press and distribute religious tunes at cost. **Bibletone**, a leading indie in the religious field, has set up strong disk jockey connections—there are some 73 **Bibletone** programs on the air in 33 States. Their **pubber** plan calls for the **pubber** to pay for recording and shipping of 500 records, which go out to **deejays**, with samples to **distrib.** If the tune is in the **chural** field, samples also go to **chural directors**. The rationale is to stimulate sheet sales via the disks, rather than to create disk hits in themselves. Should any of the **platters** show signs of stepping out, however, **Bibletone** will press them in market quantities.

Local 10 Hikes Two Chi Scales

CHICAGO, Dec. 2.—**Local 10, Cld** branch of the **American Federation of Musicians (AFM)**, will raise the scale for club dates and **Class A ballrooms**, starting **January 1**, it was learned this week. The no written confirmation has been sent to club dates and **band skedders**, **union reps** have notified persons calling regarding scale changes, that scale will be raised \$3 for the three-hour period. **Club date scale** will be jumped from \$16 to \$19, while **major ballrooms** will be hiked from \$14 to \$17. **Scale raise** is coming at a time when **club date biz** is pretty good, but **dancery attendance** is in the **dollars**. **One terp** op told **The Billboard** that if **biz** doesn't get any better after the scale raise comes in, he intends to cut one night of his weekly operation to make up for the pay raise.

On previous occasions when scale hikes were invoked, the **union okayed** pacts, which were raised before the notification of the hike, at the old scale. This time **union execs** have told bookers that the **local board** will deliberate each individual pact which was made before the scale went into effect. **Percentage-wise**, similar scale hikes have been reported within the past 60 days for such important dance vicinities as **Lincoln, Neb.; Moline and Rock Island, Ill.; Dayton and Dubuque, Ia.; and Milwaukee.**

order CHRISTMAS RECORDS now!

MARGARET WHITING & JIMMY WAKELY
"CHRISTMAS CANDY"

coupled with "SILVER BELLS"

On 78 rpm No. 1255 • on 45 rpm No. F1255

NAT "KING" COLE
"LITTLE CHRISTMAS TREE"

coupled with "FROSTY THE SNOWMAN"

On 78 rpm No. 1203 • on 45 rpm No. F1203

SMILEY BURNETTE
"RUDOLPH THE RED-NOSED REINDEER"

coupled with "THE SWISS BOY"

On 78 rpm No. 30133 • on 45 rpm No. F30133

BOB ATCHER & THE DINNING SISTERS
"BLUE CHRISTMAS"

coupled with "CHRISTMAS ISLAND"

On 78 rpm No. 1258 • on 45 rpm No. F1258

Artist	Title	78 rpm	45 rpm
KAY STARR	"Christopher Robin Is Saying His Prayers" and "Everybody's Waitin' for the Man With the Bag"	1256	F1256
NAT 'KING' COLE & His Trio	"The Christmas Song" and "All I Want for Christmas Is My Two Front Teeth"	90036	F90036
FROSTY	"Frosty the Snowman" and "The Tubby the Tuba Song"	CAS-3079	CASF-3079
JO STAFFORD & GORDON MacRAE	"Songs of Christmas" (A medley of famous Christmas songs)	7-90032	6F-90032
JAN CARBER	"What'cha Gonna Get Me for Christmas" and "Blue Christmas"	1257	F1257
JOHNNY MERCER & PIED PIPERS	"Jingle Bells" and "Santa Claus Is Coming To Town"	1261	F90041
CLARK DENNIS	"O Little Town of Bethlehem," "Joy to the World" and "Cantique de Noel"	90038	F90038

Holiday Hits that are Tops and Music the Whole World Loves!

78 45
rpm rpm

"HAVE YOURSELF A MERRY LITTLE CHRISTMAS," "MISTLETOE KISS POLKA" Margaret Whiting	90033	F90033
"WHITE CHRISTMAS," "SILENT NIGHT" Jo Stafford	1262	F90042
"IF SANTA CLAUS COULD BRING YOU BACK TO ME," "CHRISTMAS POLKA" Jimmy Wakely	90040	F90040
"ADESTE FIDELIS," "MERRY CHRISTMAS WALTZ" Gordon MacRae	90034	F90034
"HERE COMES SANTA CLAUS," "THE CHRISTMAS WALTZ" Cliffie Stone	1265	F1265
"HERE COMES SANTA CLAUS," "THE MERRY CHRISTMAS POLKA" Benny Strong	90039	F90039



"THE CHRISTMAS SPELL," "SONG AT MIDNIGHT" Peggy Lee	90035	F90035
"MERRY CHRISTMAS POLKA," "CHRISTMAS CAROLS BY THE OLD CORRAL" Tex Ritter	1264	F1264
"RUDOLPH, THE RED-NOSED REINDEER," "CHRISTMAS BOOGIE" Sugar "Chile" Robinson	1259	F1259
"GABBY, THE GOBBLER," "DO YOU BELIEVE IN SANTA CLAUS?" Ken Carson	1260	F1260



2 THRILLING VERSIONS OF A GREAT SONG!

POPULAR
BOB HOUSTON
AND
JACK PLEIS

Vocal and Piano with Orchestra and Chorus
backed by
"A SWEETHEARTS PRAYER"
NO. 872 (78 rpm)
NO. 45-872 (45 rpm)

"IT IS NO SECRET"
(WHAT GOD CAN DO)

COUNTRY
RAY SMITH

with Instrumental Agcom
backed by
"ALL ALONE (NEATH THE BLUE GRASS)"
NO. 1423 (78 rpm)
NO. 30289 (45 rpm)

LONDON
RECORDS

THE BILLBOARD Music
Popularity Charts

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 50-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 Music Popularity Charts. Based on reports received November 29, 30, December 1.

Last Week | This Week

1. 1. Harbor Lights

By Jimmy Kennedy and Hugh Williams—Published by Chappell (ASCAP)
RECORDS AVAILABLE: R. Anthony Ork, Cap 3190; J. Byrd, J. Murad, Mer 5961; R. Flanagan Ork, V 20-5913; K. Griffin, Cal 30889; S. Kaye, Cal 30863; (4518-789); G. Crosby, L. Murray Ork, Dec 27219; G. Lombardo, Dec 27206; L. Kane-C. Farman Ork, London 781; D. Washington, Capitol Ork, Mer 5488; T. Page Ork, Tower 1498; Shep Fields Ork, MGM 10823; J. Clay-S. Palmer, Hi-Tone 518; S. Javorak-G. Bask, Dana 718.
ELECTRICAL TRANSCRIPTION LIBRARIES: Teddy Powell, Lang-Worth; Frank Masters, Associated; George Wright, Treasures; The Bachsters, Standard.

4. 2. The Thing

By Charles Green—Published by Melio (BMI)
RECORDS AVAILABLE: Amey Brothers-R. Ross Ork, Coral 60593; A. Godfrey-A. Blyler Ork, Cal 39068; T. Brewer-H. Jerome Ork, London 873; Phil Harris, V 20-3968; The Bob Bates-G. Le Winter Ork, Mer 5548; Steve Gibbon's Red Caps, V 20-3968; Danny Kaye, Dec 27350; S. Javorak, Dana 717.
For information on electrical transcription libraries available at The Billboard goes to press.

2. 3. Nevertheless

By Harry Ruby and Bert Kalman—Published by Chappell (ASCAP)
From the MGM film "Three Little Words"
RECORDS AVAILABLE: R. Anthony Ork, Cap 3190; R. Flanagan Ork, V17820-3904, (45187-3904); F. Lane, Mer 5395; M. Lewis-H. Moore Ork, MGM 10972; Mills Brothers, Dec 27253; P. Weston Ork, Cal 38782; F. Sinatra, Cal 39044; The Entombers, Trix, Westmore 78-100-33; Anita LEB, MGM 30240.
ELECTRICAL TRANSCRIPTION LIBRARIES: Claude Gordon Ork, Capitol; Teddy Powell, Lang-Worth; Phil Drita, Associated; Jeremy Desmond-Hugo Winterhalter Ork, Treasures.

6. 4. Tennessee Waltz

By Pee Wee King and Red Stewart—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: Ray Acuff, Col17820551, (3312-450); Cowboy Copas, King 646; Fontane Stanley, V 20-3976; E. Manning Ork, Coral 60583; Wayne King, V 20-3943; Pee Wee King, V 20-7403; Julia O'Day, London 887; P. Page, Mer 5534; Jimmy and Leon Short, Dec 46122; Jo Stafford-P. Weston Ork, Cal 39065; G. Lombardo, Dec 27350; Les Paul, Cap 3236; S. Javorak-G. Bask, Dana 718.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Dutoch and Red Kanno Ork, Ross, Treasures.

5. 5. Bushel and a Peck

By Frank Loesser—Published by Swan (ASCAP)
From the musical "Guys and Dolls"
RECORDS AVAILABLE: P. Conn-B. Nelson-M. Ayres Ork, V 20-3930; D. Day, Cal 39008; J. Desmond-T. Mottola Ork, MGM 10800; C. Hanes, Coral 60389; Katy Kallen-R. Hayes, Mer 5501; M. Whiting-J. Wainly, Cap 3234; Andrews Sisters-V. Siggers Ork, Dec 27252; J. & H. Vogel, Dana 716.
ELECTRICAL TRANSCRIPTION LIBRARIES: Lawrence Webb, Standard; Jeremy Desmond-Hugo Winterhalter Ork, Treasures; Henry Jerome, Lang-Worth.

3. 6. All My Love

By Paul Durand, Mitchell Parish and Herri Condit—Published by Melio (ASCAP)
RECORDS AVAILABLE: H. Bushell, Coral 60290; S. Crosby-J. Alexander-Chenav-V. Young Ork, Dec 27177; M. Cugat Ork, Cal 38913; D. Day-C. Day Ork, V17820-3910, (45187-3910); P. Finch, Cal 38180; E. Grant, Cap 3185; G. Lombardo, Dec 27318; P. Page-M. Seltzer Ork, Mer 5456; R. Kane Ork, MGM 10792; J. Smith, Cal 39008; J. Francis, Poligon-Vox 560-095.
ELECTRICAL TRANSCRIPTION LIBRARIES: Allan Hobson-Johnny Corvo, Associated; Belle Chappell, Treasures; Joe Revillon, Standard; Gug Lombardo, Zig Raab-Kerman, Music; Henry Jerome, Lang-Worth.

7. 7. Thinking of You

By Harry Ruby and Bert Kalman—Published by Remick (ASCAP)
From the MGM film "Three Little Words"
RECORDS AVAILABLE: Bobby Byrne Ork, Coral 60296; D. Cherry, Dec 21120; A. Morton P. Weston Ork, Capitol 1108; M. Wilson, Coral17820277, (4519-60277); S. Vaughan, Cal 39035; E. Fisher, V 20-3962.
ELECTRICAL TRANSCRIPTION LIBRARIES: The Salsifers, Associated; Richard Liberman, Treasures; Bob Chester Ork, Standard.

10. 8. Rudolph, the Red-Nosed Reindeer

By Peppy Maize—Published by SA. Meltzer (ASCAP)
RECORDS AVAILABLE: H. Bebell, Coral 60272; G. Avey, Col18010, (3311-331); S. Burnette-E. Scott Ork, Cap 30133; B. Crosby, Dec 88040; R. Foley, Dec 46262; A. Gentry-Hazy Tones, Hi-Tone 313; K. Griffin, Cal 38981; E. Howard, Mer 5388; E. Howard Ork, Mer 54967; Spade Jones, V 20-3934; Montana Slim, V 21-6392; "Sugar Chief" Robinson, Cap CAS-308; P. Scala, London 740; Ted Black Ork, Dana 706.
ELECTRICAL TRANSCRIPTION LIBRARIES: Johnny Gaumer, Treasures; Jim Carter, Capitol; Henry Jerome, Lang-Worth; Chuck Frazier, Lang-Worth; Paul Knight, Lang-Worth; Glen Ostry, Music; Lawrence Webb, Standard; Salsifers, Associated.

8. 9. Goodnight, Irene

By Huddle Ledbetter and John Lomas—Published by Spencer (BMI)
RECORDS AVAILABLE: J. Allison, Cap 1127; Alvin Karpis Brothers, Mer 5448; R. Foley-E. Talc, Dec 46255; Gunter Lee Carr, Dec 46147; J. Snow-D. Bradley Quintet, Coral 60261; G. Jenkins-The Weavers, Dec 27077; F. Sinatra, Col17820892, (3310718); D. Day-C. Day, V17820-3870, (45187-3870); L. Day, Dec 46256; I. Salfinger, Cap 7142; E. Stewart, Coral 60265; Leadbelly, Atlantic 917; M. Washburn, King 686; G. Avey, Col17820238, (3311-747); F. Grant, Cap1781196, (451F-118); Harmony Belts Ork, Dana 705; Mad Man Maxwell, Discovery 524; P. Cayton, Regal 3281.
ELECTRICAL TRANSCRIPTION LIBRARIES: Ray Anthony, Lang-Worth; Claude Gordon Ork, Capitol; Phil Drita, Associated.

9. 10. An Orange Colored Sky

By Milton Delugg and William Stieglitz—Published by Frost (ASCAP)
RECORDS AVAILABLE: B. Nelson, V 20-3905; Nat "King" Cole Ork, Capitol 3184; Pops Camarero-Trix, Cal 38908; Bruce King 15013; B. Goldhamer-August Ork, Mer 5504; J. Letter, Coral 60325; D. Kaye-P. Andrews-V. Schorn Ork, Dec 2726; S. Javorak, Dana 717.
ELECTRICAL TRANSCRIPTION LIBRARIES: The Bachsters, Standard.

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**FIRST LONDON
RELEASE BY...**

BILL SNYDER

HIS ORCHESTRA

and OSCAR the Magic Piano



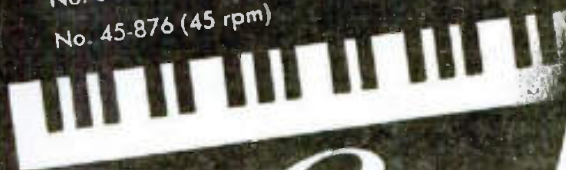
"THE NIGHT IS YOUNG AND YOU'RE SO BEAUTIFUL"

backed by

"ME AND MY SHADOW"

No. 876 (78 rpm)

No. 45-876 (45 rpm)



NOW AVAILABLE

**EXCLUSIVELY
ON LONDON RECORDS
BILL SNYDER**

HIS MAGIC PIANO AND ORCHESTRA

**BEWITCHED
DRIFTING SANDS**

(Vocal by Ralph Sterling)

No. 868 (78 rpm)

No. 45-868 (45 rpm)

**DREAM CONCERTO
RIDIN' THE OFFBEAT**

No. 869 (78 rpm)

No. 45-869 (45 rpm)

**MY SILENT LOVE
CHOPPIN' UP CHOPIN**

No. 870 (78 rpm)

No. 45-870 (45 rpm)

IMMEDIATE DELIVERY!

LONDON

RECORDS

hit,
after
hit,
after
hit!

by

DORIS DAY



"TEA FOR TWO"

Crazy Rhythm • Here In My Arms • I Know
That You Know • I Want To Be Happy •
Do Do Do • I Only Have Eyes For You •
Oh Me! Oh My! • Tea For Two
33½ rpm CL-6149 or 78 rpm C-215

"YOUNG MAN WITH A HORN"

I May Be Wrong • Get Happy • The
Man I Love • Too Marvelous For
Words • The Very Thought Of You
Limehouse Blues • Melancholy
Rhapsody • With A Song in My Heart
33½ rpm CL-6106 or 78 rpm C-198

COMING!

"LULLABY OF BROADWAY"

Watch for Announcements of this Great New Album

"A BUSHEL AND A PECK"

From "Guys and Dolls" and

"THE BEST THING FOR YOU"

From "Call Me Madam"

78 rpm 39008 33½ rpm 1-638 45 rpm 6-838

"ORANGE COLORED SKY"

and

"A LOAD OF HAY"

With the Page Cavanaugh Trio

78 rpm 38980 33½ rpm 1-811 45 rpm 6-811

"NOBODY'S CHASING ME"

From "Out Of This World" and

"IT'S A LOVELY DAY TODAY"

From "Call Me Madam"

78 rpm 39055 33½ rpm 1-910 45 rpm 6-910

Columbia Records

FIRST, FINEST, FOREMOST IN RECORDED MUSIC

THE BILLBOARD Music Popularity Charts

Records Most Played by Disk Jockeys

based on reports received November 29, 30 and December 1

Records listed here in numerical order are played over the greatest number of record shows. List is based on reports from weekly surveys 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 RHM, Music Popularity Chart, Part 1. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical.

Table with columns: POSITION, Weeks Last to date, Rank, Title, Artist, and Record Info. Includes entries like 'THING, THE' by P. Harris, 'TENNESSEE WALTZ' by P. Page, 'BUSHEL AND A PECK' by B. Hutton-P. Como, etc.

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. Peacock's Audience Coverage Index. The index is projected upon radio logs made available to Peacock'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 10 tunes in the case of each listed alphabetically. This music checked is representative of the top 100 per cent only.

Table with columns: Rank, Title, Artist, and Record Info. Includes entries like 'All My Love (R)', 'Autumn Leaves (R)', 'Bes' Thing for You (M)', etc.

VOX JOX

Preems

Bill Apple, KRSC, Seattle, is emceeing a TV show, "Coffee Time" on KING-TV three times a week. Wally Nelskog, also of KRSC, has increased his daily show from 2 to 7 p.m. Hal Davis is a new addition to the station. Art Preston, ex-WPOR, Portland, Me., has joined WCOT, Lewiston, Me. He'll continue to utilize his "Lem Dawkins" characterization on the new job. Mary Dee, WHOD, Homestead, Pa., is opening her own record shop this month. Jeff Davis, WSFT, Thomaston, Ga., has been appointed talent and production director for the Jaycee variety show, a Christmas charity affair. Johnny Williams, WSFT, Thomaston, Ga., has increased his "Club 1220" to one and a half hours. Jay McHaffey and Tom Edwards, KOSA, Odessa, Tex., are co-emcees on a Saturday night show "Starlight Souvenir". Jimmy Bell, former Midwest hand leader, has joined KMAC, San Antonio. He emcees the station's "630 Club" show and a pop session in the morning. Ted Sawyer has switched from WJHL, Lenoir, N. H., to WKFN, Knoxville, N. C. Jay Michael, WCMW, Canton, O., is leaving to pilot a three-hour daily platter session on WPIT, Pittsburgh. Nick Barry, WCMW's program director, succeeds Michael on the station's three-and-a-half hour news, the "News with Ralph (Jolivi) Miller, WHRO, Tampa, wants to hear from "d. j.'s who'd like to spend a five-minute "vention" in Florida musing on my show." Earl K. Staley is newest d. j. at WPT, Coral Gables, Fla. His midnight show is tagged "The Dixie Highway". Dave Fantress, WARY, Hagerstown, Md., is joining WPTK, Durham, N. C. Pat Chambers, has "announced a choice sunny spot" at WPTA, Tampa, has "needs new players." Dick Coleman, WCFM, Baltimore, emcees his TV debut on WPTA-TV in a four-hour telecast "Folkies Club," originating from a local live arena. Lou Colson, WFAZ, Falls Church, Va., is new emcee for "Let's Dance." Art Ford, WNEF, New York, staged a special benefit performance. The finale of his video show on WPIX, N. Y.

Cah Bag

It's a hot for the A-1 Scanslon's, WTVS, New York. "Refresh for refresh" writes Don Thurston, WTVN, St. Johnsbury, Vt. "Decca finally pump thru with a few disks, thanks to their new distributor." Jack Clifton, WADC, Akron, "would like to get pictures of so many artists as possible for his 'epitaph' stars." "What's happened to the old master 'Loving Religion' emcees Tom Van, new WTRP, Augusta, Ga. Little (Chil) McMadam name is eligible not up to rank. 'Gears and Belts' on the other hand, is loaded with good tunes." Jack Bradford, WINS, New York, asked listeners to send in their favorite films. St. Vincent Milay poems. He'll read them on a special program dedicated to the poet. "Most disk jockeys talk too much" according to Frank DeLino, Harry Dawkins, Bill Reynolds, Billin Smith and Buddy Bennett. The WSTC, Stamford, Conn., sponsors have appointed their slogan "More and less 'chill.'" Jim Travis, WJTM, Lewisville, Tenn., nets "Flanagan's 'Billboard March' is as refreshing as Billboard's new tabloid make-up." Bob Barzand, KXXX, Colby, Kan., has started a hit poll on his daily "Disk Dribble" program. Tagged "Your High Plains Hit Parade," the show covers Northwest Kansas, Southwest Nebraska and Southeast Colorado.

Best Selling Sheet Music

based on reports received November 29, 30 and December 1

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

Table with columns: POSITION, Weeks Last to date, Rank, Title, Artist, and Record Info. Includes entries like 'HARBOR LIGHTS (R)', 'RUDDOLPH, THE RED NOSED REINDEER (R)', 'NEVERTHELESS (R)', etc.

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

England's Top Twenty

Table with columns: POSITION, Weeks Last to date, Rank, Title, English Artist, and American Artist. Includes entries like 'RUDDOLPH, THE RED NOSED REIN-DEER', 'GOODNIGHT, IRENE', 'MONA LISA', etc.

*Publisher not available in The Billboard goes to press.

Songs With Most TV Performances (RH Tele-Log)

The Richard Himber (RH) Tele-Log is based on the monitoring of all programs telecast by the American Broadcasting Company, Columbia Broadcasting System, DuMont and National Broadcasting Company network stations in New York and Chicago. Points totals are earned in the following manner. Each time a song is performed on a sustaining show, automatically, it receives a credit of 5 points when performed locally on a sustainer it receives 10 points, when done instrumentally on a commercial show it receives 15 points and, when done socially on a commercial one it gets 20 points.

Table with columns: Rank, Title, Artist, and Record Info. Includes entries like 'Orange Colored Sky-Frank', 'Nevertheless-Crawford', 'Tossing of You-Berlin', etc.

DINAH SHORE
DINAH SHORE
DINAH SHORE



IT'S A HIT!
IT'S A HIT!
IT'S A HIT!

"My Heart Cries For You"

RCA VICTOR 45rpm 47-3978 78rpm 20-3978

This week's

New Releases
... on RCA Victor

Release 10-15

Ships Coast to Coast, Week of December 10

POPULAR

MYMG FIELDS TRIO

Come Away in Comagney
Parade of the Wooden Soldiers
20-3984—(47-3984)*

PEREZ PRADO and His Orchestra

Cuban Mamba
Mambo Del Papelero
20-3988—(47-3988)*

LISA BARK with Henri Rene and His Orchestra

Gotta See Ya Once More
Ja-Da
20-3989—(47-3989)*

LARRY GREEN and His Orchestra

I'll Get By (As Long as I Have You)
Western Melody
20-3990—(47-3990)*

DCM CORNELL with HUGO WINTERHALTER and His Orchestra

Sue Me
Velvet Lips
20-3991—(47-3991)*

COUNTRY

EDDY ARNOLD, the Tennessee Plowboy

There's Been a Change in Me
Tie Me to Your Apron Strings Again
21-0412—(48-0412)*

EDDIE MARSHALL and His Trail Dusters

The Lovin', You-Contin'ly Blues
Coffee, Cigarettes and Tears
21-0413—(48-0413)*

BLUES

TAMPA RED

Sweet Little Angel
Don't Blame Sherry for That
22-0107—(50-0107)*

POP SPECIALTY

BERNIE WYTE and His Polka Band

The Cow Bell Song—Polka
(Tolon, Tolon)
Hotcakes—Waltz
25-1182—(51-1182)*

*45 rpm. No.



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

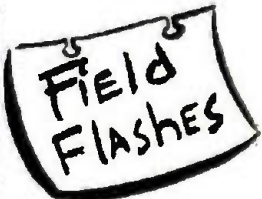
- \$ **The Thing**
Phil Harris and His Orchestra 20-3968—(47-3968)*
- \$ **Mommy, Won't You Buy a Baby Brother?**
Spike Jones and His City Slickers 20-3934—(47-3934)*
- \$ **Christmas in Killarney**
Dennis Day 20-3970—(47-3970)*
- \$ **A Bushel and a Peck**
Perry Como and Betty Hutton 20-3930—(47-3930)*
- \$ **I'm Moving On**
Hank Snow and His Rainbow Ranch Boys 21-0328—(48-0328)*
- \$ **Patricia**
Perry Como 20-3905—(47-3905)*
- \$ **The Golden Rocket**
Hank Snow and His Rainbow Ranch Boys 21-0400—(48-0400)*
- \$ **Thinking of You**
Eddie Fisher with Hugo Winterhalter's Ork 20-3901—(47-3901)*
- \$ **Nobody's Chasing Me**
- \$ **My Heart Cries for You**
Dinah Shore 20-3978—(47-3978)*
- \$ **Our Lady of Fatima**
Phil Spitalny, Honr of Charm All-Girl Ork 20-3920—(47-3920)*
- \$ **You're Just in Love**
Perry Como 20-3945—(47-3945)*
- \$ **A Marshmallow World**
Vaughn Monroe 20-3942—(47-3942)*



★ 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.

- ★ **Nobody's Chasing Me**
Dinah Shore 20-3978—(47-3978)*
No. 9 Disk Jockey Pick, Billboard, Dec. 2;
Billboard Pick, Nov. 26.
- ★ **Be My Love**
Mario Lanza 10-1568—(49-1561)*
No. 8 Disk Jockey Pick, Billboard, Dec. 2;
No. 4 Retailers Pick, Billboard, Nov. 25.
- ★ **I Can't Give You Anything But Love**
Buddy Morrow 20-3947—(47-3947)*
No. 10 Disk Jockey Pick, Billboard, Dec. 2
- ★ **A Marshmallow World**
Vaughn Monroe - 20-3942—(47-3942)*
No. 7 Operators Pick, Billboard, Dec. 2;
No. 4 Retailers Pick, Billboard, Nov. 25
- ★ **Oh, Baby**
Hilph Flanagan 20-3954—(47-3954)*
No. 5 Operators Pick, Billboard, Dec. 2

TIPS TELL ME TONIGHT TONY MARTIN 20-3987—(47-3987)*



THE MAGIC OF A SONG

We're downright proud of the fact that the Foster Parents Plan for War Children is using our latest Spike Jones hit recording "MOMMY, WON'T YOU BUY A BABY BROTHER," to better acquaint thousands of Americans with what the plan is doing throughout the world to help children of 14 different nationalities.

Through the Foster Parents Plan, anyone can provide food, clothing, medical care, shelter and education for children orphaned and distressed as a result of the ravages of war, at a cost of \$180 per year. The adoption is in name only, since the child remains in his native country, but a complete background on the child is supplied the Foster Parents, whose only further obligation is to write to the child occasionally.

When the Foster Parents heard the Spike Jones "Mommy" recording, they immediately realized that here was a message which could be understood by everyone; it was obviously a message which would serve as a potent tie-in for the great work they were doing. Spike Jones cooperated by personally adopting a Polish war orphan, and enthusiastically agreed to help the Foster Parents publicize their fine work. At the suggestion of Foster Parents, RCA Victor is sending out a special recording made in Europe by the Polish war orphan, on which the child introduces himself to his new "Papa," Spike Jones. Spike's acknowledgment of the introduction is also on the record. This record will go to disk jockeys throughout the country, and will be accompanied by a script which carries a plea for the Foster Parents cause.

Every year, of course, we dream up hundreds of publicity ideas. But when we discuss one that has as strong a humanitarian angle as this one, we're glad to put a lot of special effort into it. We'll probably sell a million copies of the Spike Jones recording of "Mommy," and wouldn't it be wonderful if it helped 60,000 unfortunate kids.

The stars who make the hits
are on

RCA VICTOR Records

RCA VICTOR DIVISION RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY

THE BILLBOARD Music Popularity Charts

Best Selling Pop Singles

based on reports received November 29, 30 and December 1

Records listed are those selling best on the nation's top volume retail record stores...

Table of Best Selling Pop Singles with columns for rank, title, artist, and record label.

Best Selling Pop Albums

Because all labels are not listed on all weeks it is difficult to conduct a pop album survey that is statistically accurate...

Table of Best Selling Pop Albums with columns for rank, title, artist, and record label.

DEALER DOINGS

Dealer-Diskier

Putting out its own Christmas album this year is Huff Music, Bethlehem, Pa., titled "Christmas Music From Bethlehem..."

News and Chatter

A smart show-album ad stopper was pulled by McCoy's, Waterbury, Conn., which ran an ad headlined, "Reserved Seats for 'Call Me Madam...'"

Disk Give-Away

Terrific promotion that drew over 2,500 people was staged recently by Radio Center, Fort Worth. The shop decided to unload dead stock in rhythm and blues disks and offered to give 2 cents to anyone who came in and took one of the records out of the store...

Display Winner

Weinberg Music Shop, Lexington, Va., not only did itself some good but also won the local Chamber of Commerce award for the best retail store window display for the Washington and Lee University Home-Coming Day celebration...

Big Beefs

"Why does Columbia insist on numbering their 45 disks differently from the 78s? Trying to catalog and remember two different numbers for the same title decreases store efficiency—and efficiency spells sales..."

Antiques & Disks

Rudolph L. Green, prop. of Green's Record Shop, Pottsville, Pa., and one of the largest County and Western dealers in Eastern Pennsylvania, is doubling as a dealer in antiques...

Best Selling Children's Records

based on reports received November 29, 30 and December 1

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

Table of Best Selling Children's Records with columns for rank, title, artist, and record label.

Best Selling Classical Titles

based on reports received November 29, 30 and December 1

Table of Best Selling Classical Titles with columns for rank, title, conductor, and record label.

Advance Classical Releases

Table of Advance Classical Releases with columns for title, conductor, and record label.

The Christmas Disk that TOPS THEM ALL!

TOMMY TUCKER'S



disk of

CHRISTMAS IN KILLARNEY

"JING-A-LING JING-A-LING"
MGM 10854 K-10854
78 r.p.m. 45 r.p.m.



THE BILLBOARD Music Popularity Charts

• Most Played Juke Box Records

... based on reports received November 29, 20 and December 1

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,550 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. Unlabeled items on this chart are available records at times listed here will be found in the Major Hill of Music Popularity Chart, Part 1.

POSITION	Weeks	Last	This	Week	Week	Artist	Record	Label
14	1	1.	HARBOR LIGHTS	S. Kaye	Capitol 78136943; 13311-786; 14536-784-ASCAP			
3	4	2.	TENNESSEE WALTZ	P. Page	Mercury 78145534; 145353445-BMI			
3	6	3.	THING, THE	P. Harris	Vocalion 78120-3960; 145147-3960-BMI			
15	2	4.	ALL MY LOVE	P. Page	Mercury 78145535; 145353445-ASCAP			
5	7	5.	NEVERTHELESS	Mills Brothers	Decca 78127255; 14579-27253-ASCAP			
9	5	6.	HARBOR LIGHTS	G. Lombardo	Decca 78127208; 14579-27208-ASCAP			
6	14	7.	BUSHEL AND A PECK	M. Whiting-J. Wakely	Capitol 7811254; 14519-1238-ASCAP			
5	8	8.	BUSHEL AND A PECK	B. Hutton-P. Como	Vocalion 78120-3930; 145147-3930-ASCAP			
-7	10	9.	THINKING OF YOU	D. Cherry	Decca 78127120; 14579-27120-ASCAP			
22	3	10.	GOODNIGHT, IRENE	G. Jenkins Weavers	Decca 78127077; 14579-27077-BMI			
4	18	11.	HARBOR LIGHTS	B. Crosby	Decca 78127219; 14579-27219-ASCAP			
5	19	12.	OH BABE	L. Prima	Capitol 781124; 14519-1238-ASCAP			
10	17	13.	ORANGE COLORED SKY	King Cole-S. Kenton	Capitol 7811184; 14519-1184-ASCAP			
9	15	14.	ALL MY LOVE	B. Crosby	Decca 78127117; 14579-27117-ASCAP			
6	11	15.	NEVERTHELESS	R. Flanagan	Vocalion 78120-3904; 145147-3904-ASCAP			
10	12	16.	ALL MY LOVE	G. Lombardo	Decca 78127118; 14579-27118-ASCAP			
3	21	16.	OH BABE	K. Starr	Capitol 7811270; 14519-1270-ASCAP			
16	9	18.	I'LL NEVER BE FREE	K. Starr-Tennessee Ernie	Capitol 7811124; 14519-1124-ASCAP			
7	16	19.	NEVERTHELESS	P. Weston	Capitol 78136982; 13311-813-ASCAP			
5	24	20.	TO THINK YOU'VE CHOSEN ME	E. Howard	Mercury 7815517; 145353445-ASCAP			
3	-	21.	NEVERTHELESS	F. Laine	Mercury 7815495; 145353445-ASCAP			
26	13	22.	MONA LISA	Nat "King" Cole	Capitol 7811010; 14519-1010-ASCAP			
10	26	22.	HARBOR LIGHTS	K. Griffin	Capitol 78138009; 13311-710; 14536-710-ASCAP			
3	20	24.	OH BABE	Ames Brothers	Capitol 78100327; 14519-00327-ASCAP			
11	30	25.	PATRICIA	P. Como	Vocalion 78120-3905; 145147-3905-ASCAP			
3	23	26.	NEVERTHELESS	R. Anthony	Capitol 7811190; 14519-1190-ASCAP			
4	24	27.	THINKING OF YOU	H. Winterhalter-E. Fisher	Vocalion 78120-3901; 145147-3901-ASCAP			
18	21	28.	CAN ANYONE EXPLAIN?	Ames Bros.	Capitol 78100255; 14519-00255-ASCAP			
4	-	29.	HARBOR LIGHTS	J. Byrd-Harmonicals	Mercury 7815461; 145353445-ASCAP			
1	-	30.	BUSHEL AND A PECK	Andrews Sisters	Decca 78127252; 14579-27252-ASCAP			

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WATCH

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Make Extra Dollars in Record Sales at Only 25c a Week!

1052 retail record stores from coast to coast use The Honor Roll of Hits. Please hurry to get your copy of this directory for extra record sales and profits—and at a low cost of only 25c a week. You get an eye-catching attention-getting full color "45c" duplicate plus an attractively printed Roll of America's top ten songs as they appear in The Billboard Honor Roll of Hits for each week that you subscribe. All you do each week is slip the top ten song list neatly and easily into the duplicate card and you're ready for ready EXTRA record sales. Simple as to handle. Write today for your copy of this extra salesman who really sells. Try The Honor Roll of Hits Poster service right now. You'll find yourself using them in all your record business on your customer's eyes in your show window. Let them buy off and PAY OFF BIG!

USE THE COUPON TODAY

YERMI STERN
548 94TH AVENUE, NEW YORK, N. Y.

Please enter my order for your weekly Honor Roll of Hits poster service. Enclosed is \$5.00 which I understand covers the first two weeks service. I will be billed thereafter at the rate of 25c per week payable monthly for as long as I continue to use the service.

NAME _____
STORE _____
ADDRESS _____
CITY _____ STATE _____

Kings BEST SELLERS

POPULAR

- * BOB HAYNES 15087 I'VE NEVER BEEN IN LOVE BEFORE SHE'S JUST THE GIRL I LOVE
- 15088 DON'T EVER LEAVE ME COULD BE
- * JOHNNY LONG 15081 I DON'T CARE ONCE YOU FIND YOUR GUY
- * PEE WEE IRWIN 15073 MUSIC—SOUTHERN STYLE ECCENTRIC
- 15074 MASHUCA, OVER YOU SHAKE IT AND BREAK IT
- * MARGARET PHELAM 15089 HALF AS MUCH FLIRTIN' THINKING OF YOU
- * GENE WILLIAMS 15090 MARGOT FROM THIS MOMENT ON

FOLK-WESTERN

- * COWBOY COPAS 696 TENNESSEE WALTZ HOW MUCH DO I OWE YOU?
- COWBOY COPAS and RUBY WRIGHT TENNESSEE WALTZ
- * COWBOY COPAS 919 I'LL NEVER MORE BE SHACKLED IN A FOOL'S PARADISE
- * WATNE RANEY 914 IF YOU'VE GOT THE MONEY, I'VE GOT THE TIME REAL HOT BOOCIE
- * REDD STEWART 907 WORRIED 'CAUSE I'M LOSING YOU TAKE BACK YOUR PAPER HEART
- * DELMORE BROTHERS 911 BELIEVE YOU NEVER LOSE LIFE'S TOO SHORT
- * MAWKSHAW HAWKINS 918 I LOVE YOU A THOUSAND WAYS TEARDROPS FROM MY EYES
- * RED PERKINS 903 BIG BLUE DIAMONDS RAG MAN BOOCIE

SEPIA-BLUES

- * TINY BRADSHAW 4417 BREAKING UP THE HOUSE IF YOU DON'T LOVE ME, TELL ME SO
- * WYONNIE HARRIS and LUCKY MILLINDER 4418 OH BABE! SILENT GEORGE TEARDROPS FROM MY EYES PLEASE OPEN YOUR HEART
- * BULL MOOSE JACKSON 4412 MY BELOVED BIG FAT MAMAS ARE BACK IN STYLE AGAIN
- * LONNIE JOHNSON 4411 PM SO CRAZY FOR LOVE NOTHIN' CLICKIN', CHICKEN
- * SONNY THOMPSON 4399 BLUES FOR THE NIGHT-OWLS HARLEM RUG CUTTERS
- * SPIRIT OF MEMPHIS QUARTET 4340 DAYS PASSED AND GONE BLESSED ARE THE DEAD
- * RED MILLER 4416 LET'S FACE IT LET'S GO AS FOREVER

RECORDS, INC.

1540 BREWSTER AVE., CINCINNATI 7, OHIO

2 Great Songs
on **1** Great Record!

'MY HEART CRIES FOR YOU'

AND

**'MUSIC BY
THE ANGELS'**

BY THE ONE AND ONLY

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MERCURY RECORDS OF CANADA LTD, TORONTO, CANADA

THE BILLBOARD Music Popularity Charts

Country & Western Records Most Played by Folk Disk Jockeys

based on reports received November 29, 30 and December 1

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 surveys among a select list of over 400 disk jockeys specializing in Country and Western tunes.

Table with 10 rows of record titles, artists, and chart positions. Includes 'I'M MOVIN' ON' by H. Snow, 'LOVEBUG ITCH' by E. Arnold, 'I LOVE YOU A THOUSAND WAYS' by L. Frizzell, etc.

Most Played Juke Box Folk (Country & Western) Records

based on reports received November 29, 30 and December 1

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.

Table with 10 rows of record titles, artists, and chart positions. Includes 'I'M MOVIN' ON' by Hank Snow, 'LOVEBUG ITCH' by E. Arnold, 'I'll NEVER BE FREE' by K. Starr-Tennessee Ernie, etc.

Best Selling Retail Folk (Country & Western) Records

based on reports received November 29, 30 and December 1

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

Table with 10 rows of record titles, artists, and chart positions. Includes 'I'M MOVIN' ON' by H. Snow, 'MOANIN' THE BLUES' by H. Williams, 'GOLDEN ROCKET' by H. Snow, etc.

FOLK TALENT AND TUNES

By Johnny Sippel

ARTISTS' ACTIVITIES

Charley Schultz, combination harmonica and guitar man, last at WIBC, Portage, Wis., is now at WLS, Chicago. . . . Murray Nash, of Mercury, reports that he cut Ken Marvin, last with Capitol. Marvin in real life is Lloyd George, who also played Londo of the team, Londo and Oscar, at WSM, Nashville. . . . Casey Simmons, now in National City, Calif., has inked with Crystal Records. Johnny Howard (Crystal) has just finished four Westerns with Lash Larue. Ray Broome, of the Broome Brothers, was also in the pic. . . . Albert Starr (Victor) reports that he has just come off six months of Canadian touring, and is relaxing at his home in Burnaby, B. C. before going to CKNW, New Westminster, B. C., where he'll do a daily show. His Spanish guitarist, Texas Ray, is an expert fatter. . . . Don Pierce, sales manager of 4 Star and Gilt Edge, reports that T Tex Tyler is playing Texas dates as a single, with d. J. Al Turner handling him.

Steve Stebbins is arranging a Coast tour for Hank Locklin. . . . Jerry Jericho is temporarily hospitalized at the Veterans Administration Hospital, Houston. Don Whitney, KLCN, Blytheville, Ark., is now doing a nightly d. J. show over the Liberty Network. . . . Arkie Shibley, who cut the original "Hot Rod Race" on 4 Star, is touring the Northwest with his Mountain Dew Boys. He headquarters at the Y Inn, Postlach, Idaho. . . . The Leon Payton (Capitol) became parents of a son, Leon Roger Jr., November 2 in Shreveport. Payne is heard on KWKH. . . . Ernest Tubb (Decca) reports that he is fulfilling a lifetime wish with his forthcoming album of the late Jimmie Rodgers' songs. The foreword of the album will be written by Mrs. Carrie Rodgers, his widow, now residing in San Antonio. Calvin Tubb has recorded "She Slipped Out On Me" for Gilt Edge. Tune was written by Talmadge Tubb, Calvin's son. . . . Country talent at WSM, Nashville, is doing a 15-minute show daily over WSM-TV. Different stars from the station work each night.

Bill Bailey, who left his emceeing post with WLS, Chicago, last June, has set up his own radio-TV packaging firm. Thus far he has a 30-minute local radio show each Saturday night over WBBM, Chicago, which stars Kenny Roberts, along with the DeZurik Sisters and other station entertainers. Bailey is currently working on a TV package for network submission. Bailey himself handles emcee work on the WBBM airer. Report is that Nancy Lee and the Hilltoppers, now at WOWO, Fort Wayne, Ind., may come to Chicago to do the WBBM airer when it goes to two hours scope. Andy Zinke Clements recently made his first sides for Columbia, has enlisted in the army and is stationed at Fort Bragg, N. C. . . . Marge Tillman (Columbia) who was divorced sometime ago from Floyd, the songsman-recorder, has taken over her hubby's ork as part of the divorce settlement. Tillman is still living in Houston.

DISK JOCKEY DOINGS Ed Tacy, WGAC, Augusta, Ga., has started picking and singing pace his disk jockey. . . . George Sanders, KFVD, Los Angeles, became father of a son recently. He reports that Jimmy Wakely returned to Hollywood after his junket to Korea with Bob Hope with a Chinese jacket, presented by the G. I. Andy Zinke Clements last at KWKH, Shreveport, La., is doing a daily TV show at WAPI-TV, Birmingham, according to Frank Page, of KWKH. Johnny and Jack, with Kitty Wells, formerly at the station, are now in Raleigh, N. C. Ken Ritter, KRIC, Beaumont, Tex., reports that his brother, Gordon, is fronting a band, working around Longview, Tex. Both boys are nephews of Tex Ritter. . . . Ken Krizba, WROL, Knoxville, reports that Gilt Edge, of Knoxville, has gone with Capitol Records. His first disks were cut

(Continued on page 27)

Advance Folk (Country & Western) Record Releases

At the Rainbow's End—Slubby and The Buschmans (You Never) Dec. 46252 Because You Love Me—Leon Payne (My Daddy) Cap 1321 Broken Heart and a Glass of Beer, A—Hank Thompson (Hi Fi) Cap 1327 By Heck—The Buckeye Boys (Little Lina) London 858 Devil On My Shoulder—Gene O'Quin (You're Smiling) Cap 1315 Gonna See My Sunday Best Saturday Night—Ole Rimmussen (The Sarahells) Cap 1323 Hot Rod Race—Rambler's Jimmy Dolan (Walkin' the) Cap 1322 I Am a Playmate—Lulu Belle and Scotty (You're Not) London 16047 I Won't Be at Home—Carl Smith (This Side) Cap 20765 If I Cry—Hank Thompson (A Broken) Cap 1327 I'm Gonna Dry Every Year With a Kiss—Blac McGuire Quintet (The Place) Cap 1314 It Is No Secret—Joe Allison (The Stater) Cap 1308 Let Me Cry on Your Shoulder—Gene Aubry (Rose Colored) Col 20763 Little Lee Jane—Buckeye Boys (By Heck) London 858 My Daddy—Leon Payne (Bracon) You! Cap 1321 My Red Hot Pistol—Fred Kirby (My Zip) Col 20764 My Zig Zaggy Baby—Fred Kirby (My Zip) Col 20764 Place Where I Worked, The—Mac McGuire Quintet (I'm Gonna) Cap 1314 Place Where I Worship—Ole Waters-The Kentons (It Is) Coral 64069 Please, Daddy, Don't Go to Work—"Skeeter" Dan-son (Hi Fi) London 16046 Rock 'n' Rye Pains—Buckeye Boys (Theina Polka) London 856 Row Colored Memories—Gene Aubry (Let Me) Col 20765 Sarahell of Old Nebraska, The—Ole Rimmussen (Gonna See) Cap 1323 So I Cried Myself to Sleep—"Skeeter" Donald (I'm) (Daddy) Londo 16046 Soccer or Lumber—Shorty Warren (You're Breaking) London 16045 Skitter to the Bay, The—Joe Allison (It Is) Cap 20765 Theina Polka—Buckeye Boys (Rock 'n' Rye) London 856 This Side of Heaven—Carl Smith (Hi Wo!) Col 20765 Water the Blues—Rambler's Jimmy Dolan (Hot Rod) Cap 1322 Where the Sadies Go Marching Home—Ray Smith (You Gotta) London 857 You Gotta Walk the Straight and Narrow—Ray Smith (When the) London 857 You Never Say I Love You Anymore—Slubby and the Buschmans (Hi Fi) Dec. 46282 You're Breaking the Only Heart—Shorty Warren (Society) London 16045 You're Smiling at Another—Gene O'Quin (Devil On) Cap 1325

Country & Western (Folk) Record Reviews

based on reports received November 29, 30 and December 1

Table with columns for Artist, Label and No., Tunes, Comment, and chart positions. Includes reviews for Jerry Byro, St. Louis Blues, Jimmy Morris, Your Birthday Song, Salty Holmes, Ernie Lee, The Bailey Brothers, Arthur Smith, Vic Banks, and Workless Dreams.

Advertisement for 'THE HOKEY POKEY' by The Sun Valley Trio, featuring 'HOT ROD RACE' and 'GILT EDGE' records. Includes address: 305 S. FAIR OAKS AVENUE, PASADENA 1, CALIFORNIA.

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY	DISC	RECORDING
ARTHUR (GUITAR BOOGIE) SMITH (Roy Lear-Billie Burton) Merry Christmas, Everyone MGM 1087—Rocky baritone freely from "Rudolph" and other Christmas songs and the duet's help it.		50--50--50--50		
Guitar Jingle Bells Strong lead and a good sound on this sparkling guitar rendition, jump style of "Jingle Bells."		78--78--78--78		
HANK "SUGARFOOT" CARLAND (His Sugarfooters) Flying Eagle Polka DECCA 46285—The old march is done as guitar-brain country stringed in a new beat.		64--65--64--63		
It Is No Secret New solo and harmony writing on the promising Hambleton religious. Mediacore job here must face rugged competition.		67--67--67--67		
MERVIN SHINER (Sunshine Trio) Fee-Fi-Fiddle-ee-I-o DECCA 46286—Shiner and a Plug firm trio do a fine job with a charming jingle about the circus. Liberty for the lot trade but not the general pop market.		72--73--74--70		
Santa, Santa, Don't Be Mad at Me Another self-written ditty for the Christmas sweetie. Well done, but time's just one of dozens of equal calibre.		65--65--67--63		
BUDD HOBBS Tears From a Silver-Haired Lady MGM 10848—Routine waltz weeper about the repentant son and the tearful mom. Acceptably changed and asked, but in no way distinguished.		63--63--63--63		
Try Being True Dill corcher, mediocre rendition.		56--56--56--56		
RED SOVINE Dear Mister Santa Claus MGM 10782—Just another in the flood of Yale entries. Nothing extra in any department.		60--60--60--60		
Christmas Alone And another.		60--60--60--60		
DELMORE BROTHERS Blues You Never Lose KING 931—Effective wailing harmony blues is rendered with great rhythm and mood. Boogie guitar backing and harmonica are factors.		80--80--80--80		
Life's Too Short Quicker tempo and potent projection, but a comparatively light weight here.		76--77--75--75		
HOMER AND JETHRO Oh, Babe VICTOR 21-0404—Country novelty team go "straight" in a guitar and vocal romper version of the pop rhythm hit. Should catch on rural boxes if pushed.		76--78--75--75		
Disc Jockey's Nightmare Montage of pop and country song titles, while an overworked idea, has some lustre in the lady's peevish ambition.		75--78--75--73		
WESLEY TUTTLE The Lightning Express CORAL 44505—Peebles, shouted forcefully by Tuttle and back, carries a potent theme of a race on route to wish Mother goodnight.		78--79--78--77		
That Silver-Haired Daddy of Mine Oldie, always good for fair action, is handled with effective tenderness by Tuttle.		73--71--71--76		
OZIE WATERS My Darling, My Darling CORAL 44503—Bus-time piano punctuates a danceable, but lyrically ineffectual "homemade" ditty.		64--62--64--70		
Silver Dew on the Blue Grass Tonight Says country side here.		63--62--62--66		

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY	DISC	RECORDING
CHET ATKINS The Birth of the Blues VICTOR 21-0402—Easy-going, inventive guitar solo on the pop standard is good dance fare. Guitar fans in rural and urban settings should enjoy.		71--73--70--70		
Confusin' More dances, guitar-heavy matter, this one with boy-girl duo. Working special here.		59--60--60--58		
WAYNE RANEY Old-Fashioned Matrimony in Mind KING 914—Entertaining hint of hominy is tramped out with considerable flavor by the country warbler.		83--84--83--83		
Pardon My Whiskers Bright, light novelty—while nothing outstanding—should register with Roney fans.		75--78--74--74		
WAYNE RANEY Real Hot Boogie KING 914—Routinely country vocal-boogie side should pick up some support among "Big Sky Away from Me" fans.		76--76--75--78		
If You've Got the Money I've Got the Time Roney fans will welcome this one, the original Flibbet version has a hip head start.		76--75--75--77		
WES HOLLY (Hal Bradley Ork) So Now You Cry EMERSON 722—Tutti's a good-enough weeper; Holly has a good voice. But rendition has no life or spine.		45--45--45--45		
Teardrops From My Eyes (Jay and Wes Holly) Same throwback—boy-girl duet on the blues hit facts patch.		55--55--55--55		
RAMBLIN' JIMMIE DOLAN R.F.D. Blues CAPTOL 1303—Jingle about the country post system has humor and bite. Is delivered with sparkle and zest by Shivers. Coast to.		82--83--81--82		
I'll Make Believe Fine Tab-style waltz, good beat, make neat solo of a crotchety ballad. Strong appeal.		82--83--81--82		
SKEETS BENNETT Waiting for My Daddy CAPTOL 1302—Tutti's about the wait for an absent daddy to come home. Bennett sings well, but idea of a grown man with a robust baby voice waiting for his daddy is out of reason.		40--40--40--40		
Mean, Mean Woman Adequately performed but undistinguished country rhythm blues waltz.		45--45--45--45		

FOLK TALENT AND TUNES

Continued from page 26
with backing by Carl Sauceman's Green Valley Boys at the station. Jim Russell, WGCF, Sanford, N. C., informs that the Kelly Sisters have left his station, after four years, to go with WBT, Charlotte.
Don Owens, WGAY, Silver Spring, Md., reports that Hank Snow is set for the Hippodrome, Baltimore, December 7 for a week. . . Little Tex, KRNO, San

Bernardino, Calif., reports that fellow d. j. Okie Bob has opened the Big Valley Ballroom there, and Texas Jim Lewis and his band have left the station temporarily to do theaters in Washington and Vancouver, B. C. . . Larry Carrothers, KMOX, St. Louis, spent a recent week-end visiting in Memphis with Al Rogers and the Blackwood Brothers, of WMPS.

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THE BILLBOARD Music Popularity Charts

Best Selling Retail Rhythm & Blues Records

... based on reports received November 29, 30 and December 1

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 customers purchase rhythm and blues records.

POSITION	Weeks (Last)	Title	Artist	Label
7 3 1.		TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 919-BMI
10 1 2.		ANYTIME, ANYPLACE, ANYWHERE	J. Morris	Atlantic 916
4 4 3.		BAD, BAD WHISKEY	A. Milburn	Aladdin 3008
7 2 4.		PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375
2 — 5.		OH BABE	L. Darnell	Regal 781329B-ASCAP
3 5 6.		OH BABE	J. Preston-B. Evans	Decca 746-ASCAP
1 — 7.		EVERY NIGHT ABOUT THIS TIME	Fats Domino	Imperial 5099
4 — 9.		MILLION DOLLAR SECRET	H. Humes	Modern 779
2 8 10.		OH BABE	R. Milton	Specialty 378-ASCAP

Advance Rhythm & Blues Record Releases

Back Bedroom Blues—Joe Turner (Empty Pocket) Aladdin 3070	Cat Happy Blues—Herbert Robinson (Hard Loving) Jade 206
Beer Bottle Oils—M. Scott & Ochs (Unusual Blues) Regal 1025	Gene After Hours—Frank Guiley (Little Miss) Atlantic 922
Big Fat Man—Are Back in Style Again—Bull Moose Jackson (My Brother) King 4412	Good Looking Fellow—Troy Brown (O.K. Merry-Go-Round) Cap 1305
Big John's A-Blower—Big John Greer (Red Juice) V 22-6104	Good Man Is Hard To Find, A—Wail Brown (This Is) Cal 39041
Birmingham—Jennie Mitchell (Song of) King 4413	Got To Go Back Again—Four Barons (Lemon Sweeter) Regal 1026
Blues, Blues, Blues—Ralph Willis (Somebody) Jubilee 5036	Hard Loving Daddy—Herbert Jackson (Cat Happy) Jade 206
Bluesy Cane Falling Down, The—Al Hibbler (O.K. Feller) Atlantic 925	Hello, Santa Claus—Gail Gant (It's Christmas) Dec. 48185
Breaking Up the Heart—Troy Bradshaw (If You) King 4417	I Wanna Go Where You Go, Then I'll Be Happy—Four Freshmen (Mr. B's) Cal 1293
Divided in Heaven—Bill Cook (A Letter) Regal 3247	If I Could Stop Loving You—F. Farrell (New) Jubilee 5042
Climbing Up to Heaven Blues—Jimmy Earle (Cold Love) Atlantic 924	If You Don't Love Me Tell Me So—Troy Bradshaw (Breaking Up) King 4417
Cold Love—Lucky Davis (Climbing Up) Atlantic 924	I'll Always Care for You—Henry Wright (Dawn Trio) (Star Master) Big Nickel 1009
Don't Look Now—Roberts (Time Taken) Cal 39052	I'll Cry a Little—Eliene Howard-M. Schels (Wait for) Crystal 315
Early Morning Blues—Carl Campbell (Traveling) Peacock 1538	I'll Never, Never, Let You Go—Shadron (Uttermost Special) Stellar (In With 583)
Empty Pocket Blues—Joe Turner (Back-Breaking) Aladdin 3070	

(Continued on page 28)

RHYTHM & BLUES NOTES

Atlantic artist, vocalist Ruth Brown, now on tour with tenorman Willis Jackson and his combo, under the aegis of Ben Bari's Universal Attractions, has been booked into Harlem's Apollo the week of December 7. Chuck Darwyn, one-time road manager for Eddie (Cleanhead) Vinson, has joined The Ravens in a similar capacity. Randy Dixon, who pilots the "Harlem Hit Parade" platter for WDAS, has organized a Randy Dixon Corporation to promote a line of choice toiletries, including a pomade, under his monicker. Ramon Bruce, WHAT spinner devoted to the rhythm and blues biscuits, is opening up his own retail record mart.


The Troniers (Claude, Cliff and Buddy) added another brother, Milt, for their return run at Chubbys, Collingswood, N. J. Baggle (Orville) Hardiman and His Four Kings, last with Mercury records, back in Philly, this time locating at Spider Kelly's. Jolly Jays Agency has Buddy Hawkins and His Keynotes opening at Parkside Tavern, Toronto, remaining there until January 13, 1951. Paul Gayten makes a return trip to Philadelphia's Showboat, along with Roost Records' Little Jimmy Scott. Four Tunes up to Toronto for a fortnight at the Barclay Hotel there, and the Three Peppers, following their run at the Click here, opened at the Belvedere Club, McKeesport, Pa.

Amos Milburn's "Bad, Bad Whiskey," on the Aladdin label, is exceeding the diskery's former top seller, "Chicken Shack Boogie," in the four weeks it's been out. Tune has passed the 100,000 copies mark and is expected to be waxery's big seller before its run is over. Discovery Records last week cut four sides with Helen Humes and Dexter Gordon and his six-piece blues combo. Platters will be released late this month. Blues warbler Willis Rocivell has been linked by Modern Records and will begin waxing immediately. Art Rupe, of Specialty Records, tore up Percy Mayfield's old contract and parted the r. and b. singer to a new exclusive five-year deal. New pact calls for doubling of usual disk royalties. Mayfield was first signed on a try-out basis and proved himself with initial waxing of "Please Send Me Someone To Love," now second in both the rhythm and blues retail and juke box charts (The Billboard, December 2).

The Orioles will play a one-nighter in the large Atlanta Convention Hall on Christmas night. Group will turn over 10 per cent of their take which the promoter will match as a benefit contribution for the late Tommy Galther's family; Galther was the guitarist with the group and was killed in an auto crack-up recently. Same group has been booked to

play the Copa Club in Long Island on December 7-9 and the Holiday Inn in Newark, N. J., on December 14-17. A three-cornered package, Roy Brown, Charlie Brown and Joe Morris, grossed \$8,680 on a Thanksgiving Day one-nighter in Atlanta.

The Lyon Hope Quintet has been held over for an additional four weeks at the Ebony Club in Cleveland, Group had a big waxing of "Tenderly" on premium records.



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JOE FRITZ

Sittin' In #584

"WEST INDIES BLUES"

"PACK UP, MOVE OUT"

ED WILEY

Sittin' In #585

"MY WISH"

"BULL-CORN BLUES"

ROCKY THOMPSON

Jade #207

"HARD LOVIN' DADDY"

"GAS HAPPY BLUES"

HUBERT ROBINSON

Jade #206

"BOOGIE IN BLUES"

"WEEPING LITTLE WOMAN"

WILLIE JOHNSON

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• Most-Played Juke Box Rhythm & Blues Records

... based on reports received November 29, 30 and December 1

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 to date) Weeks Up

10	1	1.	ANYTIME, ANYPLACE, ANYWHERE	J. Morris	Atlantic 914
18	3	2.	BLUE SHADOWS	L. Fulson	Swingtime 226
7	2	3.	PLEASE SEND ME SOMEONE TO LOVE	P. Mayfield	Specialty 375
3	4	4.	TEARDROPS FROM MY EYES	Ruth Brown	Atlantic 881
4	5	5.	OLD TIME SHUFFLE BLUES	L. Glenn Fulson	Swingtime 237-881
16	6	6.	BLUE LIGHT BOOGIE (Parts I & II)	L. Jordan	Dec 78127114; (65) 9-27114-881
1	—	7.	OH BABE	R. Milton	Specialty 383
2	8	8.	OH BABE	L. Darnell	Regal 7781296-ASCAP
6	10	9.	EVERYBODY'S SOMEBODY'S FOOL	L. Hampton	Dec 78127176; (65) 9-27176
8	—	9.	LOVE DON'T LOVE NOBODY	R. Brown	DeLuxe 3306-881

• Rhythm & Blues Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	NEW	UP	DOWN	OUT
SMOKEY HOGG Let's Get Together and Drink Some Gin MODERN 20-781—Hogg does a so-so southern shout blues in slow tempo. Melody is in the "free lane" with lyric not especially strong.		63	-63	-63	-63
Possum Hunt Romping boogie blues in the old tradition. Material is real southern back country stuff, earnest and earthy. Hogg and combo do a zesty, happy job.		72	-72	-72	-72
JIMMY LIGGINS (His Drops of Joy) Shuffle-Shuck SPECIALTY SP 380—A romping saxophone-crazy instrumental riff. Should get attention.		82	-82	-80	-84
I Want My Baby for Christmas Uninspired Christmas blues		62	-62	-62	-62
ARTHUR "BIG BOY" CRUDUP She's Just Like Caledonia VICTOR 20-1035—Crudup and trio knock out a tasty little blues in the southern groove. Side has a slow, easy-going swing feel.		72	-71	-72	-73
She Ain't Nothing But Trouble Another slab slawance blues for southern buyers.		71	-70	-71	-72
THE ELLINGTONIANS-AL HIBBLER White Christmas MERCER 10-1953—Camba's dark chording and Hibbler's deacon approach make a bang out of the Berlin classic.		58	-61	-58	-55
Nobody Knows the Trouble I've Seen Aside from approach it, Floyd Moore's voice is most pleasant, but the tempo format restricts commercial possibilities.		52	-60	-55	-40
FLOYD DIXON (Oscar Moore-Johnny Moore's Three Blazers) Telephone Blues ALADDIN 3075—Dixon whips an effective slow blues with a strong guitar interlude by Johnny Moore. Could pick up action particularly in the Atlanta-New Orleans area.		83	-84	-83	-83
Real Lavin' Mama Dixon and a thrash exchange choruses of an up blues with a tempo sax added to the Blazers' combo for added drive. Good but not unlike many other good rockers.		69	-68	-68	-70

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• Rhythm & Blues Record Releases

• Continued from page 28

I'm So Crazy for Love—The Ravens (My Baby's) Col 39070
It's Christmas Time Again—Cecil Gant (Hello, Santa) Dec 48185
It's You Lavin' Mom—The Four Devis (There) Cap 1313
Jitterbug Special—Shadows (I'll Never) Sista' in With 583
Lemon Squeezer—Four Barms (Get to) Regal 1006
Letter to Santa, A—Bill Cook (Christmas) In Person 3247
Little Miss Blues—Frank Coffy (Come After) Atlantic 922
Loneliest House on the Street, The—Little Jimmy Scott (It's the) Root 613
Lover's Prayer, The—Drakes 408, Milt Jubilee 5045
Lowland Bonanza—Bernie Green Oke (Our Very) Jubilee 5036
Maggie's Image—Hedda Brooks (A Rendezvous) London 790
Merry-Go-Round Blues—They Brown Oke (Good Luck) Cap 1305
My Baby's Gone—The Ravens (I'm So) Col 39070
My Beyond—Bill Moore Jackson (Big Fat) King 4412
My Heart Tells Me—J. Otis (Rockin') Saxy 766
My Racho Serranade—Casey Simmons (Tears Weep) Crystal 309
New Year Blues—F. Farrell (I'll) Jubilee 5042
Nobody Loves You—Cecil Gant (Cry) Dec 1016
Oh Babe—R. Milton (Christmas Time) Specialty 383
Oh, Holy Night—Grades (The Lord's) Jubilee 5045
Old Fella—Al Hibbler (The Blues) Atlantic 925
Oo-Wee Baby—E. Braughton (Trouble, Trouble) Modern 20-786
Our Very Own—Bernie Green (Lowland) Jubilee 5036
Real Lavin' Mama—F. Dixon, J. Moore's Three Blazers (Telephone Blues) Aladdin 3075
Red Jambou—Big John Greer (Big John's) V 22-0104
Red's Boogie—Plane Red (Rockin' With) V 22-0099
Remember With the Blues, A—Hedda Brooks (L-20's) London 790
Rockin' Blues—J. Otis (My Heart) Saxy 766
Rockin' With Red—Plane Red (Red's Boogie) V 22-0099
She Ain't Nothing But Trouble—A. "Big Boy" Crudup (She's) V 22-0105
She Walks Right In—C. (Gatemouth) Brown (Walt) Preacher 1561
She's Just Like Caledonia—A. "Big Boy" Crudup (She Ain't) V 22-0105
Shining Up Fast—C. Hawks Oke (I Ain't) Specialty 378
Shuffle-Shuck—Jimmy Liggins (I Want) Specialty 380
Shoo-Boogie Mama—Bessie Brooks (Liddy) Col 30230
Silent Night—The Ravens (White Christmas) National 9062
Since You're Goin' Home—J. Vaughan (How Long) Dec 48182
Slap Happy—Doc Dawson Trio (I'll Always) Big Nick 1009
Smooth Sailing—A. Cobb Oke (Your Wonderful) Col 39040
Somebody Is Goin' to Go—Ralph Willis (Blues) Jubilee 5036
Song of the Wasteland—Jimmy Michelle (Brambling) King 4413
Telephone Blues—F. Dixon, J. Moore's Three Blazers (Real Lavin' Aladdin 3075
There Ain't No Bears in the Forest—The Four Devis (It's) Cap 1313
There Ain't No Rockin' Between—J. Witherspoon (I'm Just) Modern 20-782
This Is the Last Time—Wind Brown (I Good Man) Col 39041
Three Takes Care of Everything—Ravens (Don't) Local Col 39050
Tingle Riddin' Daddy—Eddie Williams (Your Pazi) Capitol 303
Too Many Fish in the Sea—M. Fisher (Don't) Time Modern 20-784
Traveling On—Carl Campbell (Early) Preacher 1538
Trouble, Trouble, Trouble—E. Braughton (Oo-Wee Baby) Modern 20-786
Uncay Blues—M. Scott, J. Otis (Beer) Saxy 766
Wait for Me—J. Polio, H. Sobel (I'll) Oke Crystal 315
When It's All Over and Nothing Comin' In—Tom Fletcher (Honey) Dec 48184
White Christmas—The Ravens (Silent Night) National 9062
Wis With Me, Baby—C. (Gatemouth) Brown (She) Preacher 1561
You Never Bring a Good Woman (I'll) She's Gone—Little Willie Littlefield (Ain't) Modern 20-781
Your Papa is a Soldier Again—Eddie Williams (Tangle Kissing) Crystal 303
Your Wonderful Love—A. Cobb Oke (Smooth) Col 39040

Pay Boost Set

• Continued from page 10

It was also agreed that the weekly salary is to cover only work done for actual print and publication; special arrangements for TV, radio, musical comedies, etc., shall be paid for as extra work on a freelance basis.
Pact, which will be signed by individual pubber members following MPPA's go-ahead, is retroactive to last October 1.
Before the new contract, scales, based on a 35-hour week, were \$75 for copyists, \$110 for arrangers, \$135 for supervisors.

MPPA and 802 are still at loggerheads over one point involving infringement liability, but have agreed to the rest of the package.

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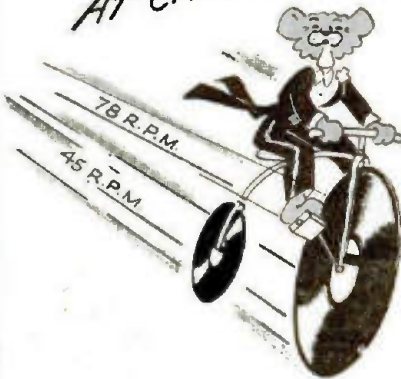
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BILL FARRELL

MY HEART CRIES FOR YOU

YOU LOVE ME



Available 2 Record Speeds
78 RPM MGM 10868
45 RPM MGM K10868

JOHNNY DESMOND

YOU'RE THE ONLY ONE FOR ME

C'EST LA VIE

Available 2 Record Speeds
78 RPM MGM 10850
45 RPM MGM K10850

ART MOONEY

and his Orchestra

TO THINK YOU'VE CHOSEN ME!

I'LL NEVER BE FREE



Available 2 Record Speeds
78 RPM MGM 10839
45 RPM MGM K10839

THE NOCTURNES

MALAGUENA

AFTER MY LAUGHTER CAME TEARS

Available 2 Record Speeds
78 RPM MGM 10835
45 RPM MGM K10835

BEST SELLERS

Table listing best-selling records: BILLY ECKSTINE, GEORGE SHEARING, HANK WILLIAMS, BLUE BARRON, IVORY JOE HUNTER.

* Also Available on 45 RPM

M-G-M RECORDS THE GREATEST NAME IN ENTERTAINMENT

Yes! M-G-M RECORDS ARE BETTER THAN EVER

THE BILLBOARD Music Popularity Charts

The Billboard Picks

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

- MY HEART CRIES FOR YOU... Vic Damone... Mercury
SMILE, SMILE, SMILE... Primo Scala... London 823
LITTLE ROCK GETAWAY... Les Paul... Capitol 1316

The Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below.

- 1. LET IT SNOW, LET IT SNOW... Frank Sinatra... Columbia 39069
2. THE ROVING KID... Guy Mitchell... Columbia 39067
3. SMILE, SMILE, SMILE... Mitch Miller... Columbia 39053

The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below.

- 1. YEA BOO... Anita O'Day... London 867
2. BE MY LOVE... Marie Lamb... Victor 20-1361
3. THE ROVING KID... Guy Mitchell... Columbia 39067

The Operators Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below.

- 1. MY HEART CRIES FOR YOU... Guy Mitchell-Mitch Miller... Columbia 39067
2. TENNESSEE WALTZ... Jo Stafford... Columbia 39085
3. TO THINK YOU'VE CHOSEN ME... Anita O'Day... Capitol 60327

The Country and Western Disk Jockeys Pick

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below.

- 1. TENNESSEE WALTZ... Patsy Page... Mercury 5536
2. SHOTGUN BOOGIE... Tennessee Ernie... Capitol 1295
3. HOT ROD RACE... A. Salling... Gilt Edge 5021

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THE BILLBOARD Music Popularity Charts

Record Reviews

90-100 TOPS 80-89 EXCELLENT 70-79 GOOD 60-69 SATISFACTORY 50-59 POOR

How Ratings Are Determined Records are rated four ways: (1) overall; (2) as to their value for disk buyers; (3) for collectors; and (4) for operators. Each rating is on the basis of five categories. Each category is assigned a maximum number of points within which new releases are rated. 100 indicates record is not suitable for a specific usage.

The Categories Following are the maximum points that may be earned by a record in each of the five categories considered. Song lyrics, 15; arrangement, 15; performance, 15; recording quality (surface, etc.), 5; music publisher's or performer's potential, 10; manufacturer's record advertising promotion (time, length and other "sales" aids); 10; manufacturer's distribution power; 10; manufacturer's production efficiency, 5.

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and three vertical bars representing ratings.

POPULAR

Main table of record reviews with columns for artist, label, and ratings. Includes entries for Billy Williams Quartet, Gloria De Haven, Phil Brito, etc.

Columbia-Goody

Continued from page 10

return privilege was declared discriminatory. Phonograph records do not meet the "fair and open competition" requirements of fair trade laws. The principal competition existing between recording companies is not "trade-marked selections" listed in catalogs, but rather the companies' attempts to obtain exclusive recording contracts with artists. Records are principally purchased because of the performer rather than any other reason. A recording, like a performance, is considered unique and extraordinary.

Trade talk concerning the future of discing and listening centers around two points: (1) The possibility that manufacturers may cut the list price as a method of eliminating price cutting, and (2) dealer discounts may be shortened to make it unprofitable for the retailer to offer records at less than the present list prices. While no such action appears to be in the offing, it is pointed out that the radio industry cut discounts drastically during the early 1930's when dealers sold sets at terrific discounts. The radio industry never returned to the long discount.

The industry-wide clearance on shellac albums, in effect early this year, prejudiced the Columbia case according to the court's finding. Wasservogel pointed out that the company had freely permitted the sale of its shellac records by all retailers at any price, and that the diskery has since far traded its 45 and 78 r.p.m. lines. In the eyes of traders this is seen as the end of any factory-sponsored sales since such action does not follow the intent of fair trade law written to give trade-mark protection.

Abraham Lowenthal, who appeared as counsel for Goody, pointed out that while the decision does not in any way affect the legality of the Feld-Crawford act, it does make it advantageous for all manufacturers to act in strict adherence to both the letter and intent of fair trade laws. Other defendants in the action, all of whom agreed to be bound by the decision, were Center Music, Chesterfield Music, Colony Record Shop, Rabson's, Radio City Music and Record Collector's Exchange, all in New York.

New York Rules

Continued from page 10

other types of help, as with operators of night clubs, hotels, restaurants, etc., he has the burden of responsibility for musicians playing in his location. In case of bill-room one-nighters, where the band is in the name-band class, the leader is responsible for compensation payments. In the case of club dates involving musicians not regularly employed by one leader, each case is adjudicated on its own circumstances—in other words, there is no fixed responsibility for club dates. Vladeck's request for a ruling came as a result of queries by leaders, to whom the State board had mailed out compensation forms. The organizers did not believe they were responsible in all types of employment, and the ruling subsequently bore them out.

Le Jazz High-Hat

Continued from page 10

that make records used to think we were crazy when we went to them to have disks pressed with hot jazz. Now they come to us for advice."

Musical instrument manufacturers, record companies, sheet music companies and others in related industries are spending over \$5,000 for displays at the exposition. They also are donating prizes for the winning bands and players. Full co-operation from French press and radio assures excellent coverage and publicity.

Since transportation costs prevented many jazz men from coming to Paris for the event, a Sunday afternoon broadcast among the help of Voice of America will bring in from the United States the music of such well-known players as Stan Kenton, George Shearing and his band; Papa Celestin, from New Orleans, and the New Orleans All-Stars, with Wing Manon. The broadcast will be beamed all over the country on the program Chez Parisiennes.

Movie Jazz shorts will be shown every afternoon at the fair. These include Jazz Cocktail (Nos. 1, 2 and 3), New Orleans, South of the Blues and Story Weathers. Lectures and discussions about jazz, with

THE BILLBOARD Music Popularity Charts

Advance Record Releases

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

POPULAR

Table of advance record releases for the popular section, listing artists like The Ink Spots, Duke Ellington, etc.

POPULAR ALBUMS

Table of advance record releases for the popular albums section, listing albums like Duke Ellington's, etc.

RELIGIOUS ALBUMS

Table of advance record releases for the religious albums section, listing albums like The Holy City, etc.

LATIN AMERICAN

Table of advance record releases for the Latin American section, listing albums like Mambo Bo Chicago, etc.

INTERNATIONAL

Table of advance record releases for the international section, listing albums like Around and Around Oberlin, etc.

CHILDREN'S

Table of advance record releases for the children's section, listing albums like Betsy the Bear and His French Alphabet, etc.

HOT JAZZ

Hot jazz records are listed here, including Duke Ellington's, etc.

THE BILLBOARD Music Popularity Charts

The Honor Roll of Popular Songwriters

By Jack Burton

No. 80—(ON CONRAD (Part II)

Continued from last week

Stage Musicals

1921—BONBO A revue starring Al Jolson with a cast that included Janet Alder and Ernest...

TOWER RECORDS THE HALLS OF IVY DRINK, DRINK, DRINK HENRY HUNSELL and HIS COLLEGE CHORUS

RICKY VALLO THE VALENTINO OF SONG SINGING WISHING YOU WERE HERE TONIGHT AND I LOVE YOU MUCH TOO MUCH

ABBEY RECORDS, Inc. I DROPPED A PENNY IN THE WISHING WELL We're Alone at Last

MOMMY WON'T YOU BUY A BABY BROTHER? SPIKE JONES ARENA STARS, Inc.

RECORD PRESSING AT LOWEST PRICES IN THE UNITED STATES

VARIETY STORES—RECORD STORES, Etc. CUT PRICE RECORDS

RECORD PRESSINGS SONGCRAFT, Inc.

1924—MOONLIGHT Book by William LeBaron, lyrics by B. W. Fingelander...

1925—MERCENARY MARY With William B. Fingelander, Book and lyrics by Ishbel Langhorne and Fingelander...

1928—KITTY'S KISSES Book by Philip Barthelme and Otto Harbach, lyrics by Gus Kahn...

1930—DREAMING Lyrics by Ira Gerstein and Phil Chapin. Music by Henry Savarin.

1931—PALMY DAYS A United Artists picture starring Eddie Cantor with a cast that included Christine...

SONGWRITERS COMING UP!

BILLY ROSE In prominent list on The Billboard WHIP Present HARRY WARREN HARRY M. WOODS ALLIE WRUBEL...

BLOWING THE BLUES AWAY By Ira Gerstein and Phil Chapin. WHY DO YOU ROLL THOSE EYES...

Film Songs and Scores

1928—FOX MOVIEFEST FOLLIES A Fox picture with Eve Carol, Lola Lane, Sharon Lynn and Stepin Fetchak...

1931—PALMY DAYS A United Artists picture starring Eddie Cantor with a cast that included Christine...

1934—THE GIFT OF CAR A Universal picture with Edmund Lowe, Gloria Stuart, Paul Lukas, Boris Karloff...

1935—HERE'S TO ROMANCE A Century-Fox picture with Bill Mastrol, Geneva Tolan, Anna Luque, Maria Gambarini...

1936—THE STORY OF THE CASTLES An RKO picture starring Ginger Rogers and Fred Astaire...

Album and LP Reviews

The large headline number in each review is the retail price. This rating is based on nine categories, each of which is assigned a maximum number of points...

The Categories: 15 points: "Three Values"; 13: Culture of Material; 12: Manufacturing; Distribution Power...

PIANO MOODS—WALTER GROSS TRIO 72 Columbia 1333 CL-6141 Dearest, Nocturne, Dream a Little Dream...

GUYB AND DOLLS—Audrey March Donald McKay, Jr., Charles Hagen, Ardenwood...

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PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.

(Continued on page 87)

15 SCHINE HOUSES CALL VAUDE QUILTS

Less Work for 75 Acts; Reasons For Circuit's Decision Are Varied

NEW YORK, Dec. 2.—The Schine Circuit, with 15 theaters throughout Upper New York State, and stretching into Kentucky and Ohio, will drop flesh after the current bills play out their time. Dropping of stagelights at these houses will mean fewer jobs for some 75 acts, since the houses used five acts on each bill, doing split-weekers.

The reasons for the elimination of the vauders are varied, the well-placed informants claim lack of business. There is some effort made to attribute dropping flesh to the American Guild of Variety Artists (AGVA), to the Dow office, which has booked the Schine Time for many years, denied it.

The background of the decision was in a series of letters between AGVA and Gus Lemke, manager of the Schine Time. The former asked Lemke to cover acts by accident insurance because of the long jumps between houses. The cost would be about \$2.50 a week. Lemke refused, stating that his deals with other craft unions didn't include insurance. AGVA replied that other craft union members were listed as employees and covered by workmen's compensation, but AGVA people were listed as independent contractors and therefore without coverage. It also cited a couple of auto-

mobile accidents incurred by acts while making a couple of jumps while working for Schine. No further action was taken until late Friday (1), when Lemke instructed Dow to drop all shows.

PROVIDENCE, Dec. 2.—Fays, vaude stronghold here for 30 years, goes dark Wednesday (6) night. The theater recently swung to split-week policy to bolster lagging business, but the take has failed to pick up under the new plan. The management's explanation of the shutdown is its inability to obtain headline attractions. Abe Feinberg, Fays' booker, said the shutdown was customary before Christmas. The house will reopen for the holidays.

Stone Troupe Returns From Overseas Hop

NEW YORK, Dec. 2.—An RKO troupe of eight acts, headed by Harvey Stone, returned to the U. S. after a 24-day playing jaunt to army bases in France, Germany and Austria.

The tour, arranged by Sol Schwartz, RKO topper, consisted of Bud and Cece Robinson, Three Edwards Brothers, Tommy Hanlon and Company, Ruth Davis, the Appleton Jackie Bright, Wells and the Four Fays and was headed by David Bines, RKO producer.

The company played to over 20,000 people in widely scattered areas which took in Weisbaden, Frankfurt and Nuremberg. The first show was given to the U. S. Army Air Force at Westover Field, Miss., from where the troupe took off for Europe. The last performance was given at Lagens, Azores.

Life abroad wasn't all peaches and cream, according to some of the performers. In many places all personnel lived under military rule, tho it was stressed that the U. S. Air Force gave every help and consideration.

According to Bines the bit of the show was Jackie Bright with his auctioneer routine, tho the other performers were also popular.

Wash. Clubs Add Talent

WASHINGTON, Dec. 2.—Two more after-dark spots are being added to the rapidly growing list of talent users in the nation's capital. The newly opened Club 33 started yesterday (1) when it

CAPITOL BOWS; TV'S OKAY NOW

NEW YORK, Dec. 2.—The Capitol Theater, considered to be Broadway's last stand in the anti-TV battle, has apparently given up the ghost. Heading the current fight bill is Skitch Henderson billed as a "WNBT personality." On stage Henderson plugs his Talent Search video program "on WNBT, Channel 4."

Holiday Gale Wrecks N. Y. Combo Takes

Grosses Far Short Of Thanksgiving Expectations

NEW YORK, Dec. 2.—What would ordinarily be a juicy week, what with Thanksgiving Day on Thursday plus a big week-end coming up, fell apart when the big winds of Saturday kept prospective patrons home and off Broadway. The over-all take for the week was \$393,000, a plus against the previous week's \$348,000, but down against expectations.

Radio City Music Hall (6,200 seats; average \$123,000) did \$128,000 for its second week with King Solomon's Mines, plus stage show, against an opener of \$127,000.

Toxy (6,000 seats; average \$68,000) pulled \$72,000 for its first full week with Jackpot, Paul Kemos and Ice Show.

Capitol (4,827 seats; average \$13,000) did \$54,000 for its tee-off with Simon Herron, art, Vagabonds, Kay Armen and Two Weeks With Love.

Paramount (3,654 seats; average \$78,000) wound up its bill of Ames Brothers, Tex Beneke band and I'll Get By with \$54,000. New show, reviewed this issue, has Nat King Cole, Jimmy Dorsey, Mickey Deems and Let's Dance.

Strand (2,700 seats; average \$41,000) flopped all the way down to \$48,000 for Break-through, Mimi Benzell and Herb Shriver against an opener of \$83,000.

Palace (1,700 seats; average \$18,000) did \$16,000 for eight-acter of Frank Conville, Harris and Radcliff, six other acts plus Saddle Tramp, against \$18,000 the week before. New bill, reviewed this issue, has Fritz Schell, Benny Meroff, six other acts and Farewell to Yesterday.

Billie Holiday for a week's engagement.

Mat Windsor, operator of the Windsor Room, plans to open a new club at the Cairo Hotel before the end of the year. Some half dozen clubs have perished at the hotel in the last few years, but Windsor figures a no-cover, no-minimum policy will bring them in.

SEE COMBO HALLS AS TV TRY-SPOTS

Hope Click at B'klyn Paramount Suggests Three-Way Advantages

NEW YORK, Dec. 2.—As a result of the smash biz done by Bob Hope at the Brooklyn Paramount, Saturday (25), in the face of the worst storm to hit New York, Bob Weitman, Paramount Theater vicepres, is now trying to line up other attractions to play the Brooklyn house Saturdays.

Stress will be made on television names, with a suggestion that the big attractions can use the house to break their TV shows before live audiences and still make a buck doing it.

Talks are now under way with Jimmy Durante and Milton Berle to come in for two shows a day on Saturday, ahead of their TV shows, giving them the same sort of a deal Hope received.

Hope, plus his entire company, including the Les Brown band and Marilyn Maxwell, came in for 50-50 from the first buck and walked out with close to \$4,000. The house, a 4,000-seater, was scaled at \$1.50 and, despite the big storm, worked in a.r.o. for the second show, with theater taking in \$8,100 for the day. Paramount figured to do about \$9,000 to \$10,000 with normal weather. Average Saturday gross is about \$5,000-\$5,000.

Solves Many Problems

The problem of doing a couple of break-ins ahead of a major TV show has been troubling name comics for some time. There have been complaints that long rehearsals plus a camera rehearsal was insufficient to iron out the bugs in a TV show. There has been some talk of doing a couple of live shows ahead of the telecast, but the huge costs involved have so far stymied it.

The Weitman proposal, according to trade sources, can solve many of these problems. It is pointed out that not only would it give the TV show the break-in but at the same time would permit the performers to pick up

some additional loot. That the house would also make a buck goes without saying.

Flesh Clicks In Detroit as Owners Change

Korman Moves Into B'way-Capitol as New Policy's Cut

DETROIT, Dec. 2.—Surprising success of the first week of a two-week stagelights experiment at the Broadway-Capitol Theater heralded the sale of the house by United Detroit Theaters to Saul Korman, local indie. One of the three largest downtown houses, it marks the first venture by Korman into the de luxe field.

Move may mean stagelights as a regular policy downtown for the first time in several seasons. Last week's bill of Illinois Jacques' band and the Golden Gate Quartet got off to a big start Thanksgiving Day, with business continuing good despite the snowstorm. Current bill, starring Duke Ellington, is expected to do even better.

Korman takes over December 7, with plans still uncertain. It is considering a policy of big name shows, like the present bills, plus first-run pictures, possibly alternating with second-run film bills. Plans also call for the policy innovation of operating as a grind house, either all-night or 24 hours, running straight films late at night with a different admission price.

BIG BLOW KAYOS SHOWBIZ

AGVA in Quandary Over Performance Contracts

NEW YORK, Dec. 2.—The big blow of Saturday (25) took anyone where from \$5,000 to \$9,000 away from the presentation houses in business that was permanently lost. The lower figure applied to practically all the combo theaters; the higher figure was the loss sustained by the Music Hall.

Cafes were similarly hit, tho in their case what biz was lost Saturday came back either the following night or subsequent nights.

Outside of New York, in the cities hit by snows, damage was

much greater. Cincy, for example, had practically no showbiz during the blizzard. Northern Kentucky cafes were unapproachable because of huge snowdrifts. The early Saturday shows worked to half houses. The late shows had practically nobody out front.

Next day, Sunday, it was just as bad. There were no taxis. Even the babe flickers were knocked out. Monday and Tuesday, schools remained shut. There was a little pick-up later in the week but, with more bad weather promised for the week-end, the outlook was dreary.

Cleveland Hit Hard

Cleveland had only hotel rooms going, Hollenden's Vogue and Staller's Terrace. In both cases the acts lived on the premises, and the customers, too. But transient biz was non-existent. Ironic twist was given to Pirschner's Alpine Village. The big snows kept people

(Continued on page 40)

Arden, Fletcher Set Cafe Pkg. For 40 Weeks

NEW YORK, Dec. 2.—A cafe package consisting of 11 acts has been set up by Donn Arden and Ron Fletcher, with 40 weeks already set for the unit.

The package, tagged Confetti, will open at the Lookout House, Covington, Ky., December 18, for two weeks and then will do a number of weeks in Florida. From there it will head west for additional playing time.

The unit will be headed by the Mad Moisciles, George Hall, and Barbara Cooke. Also in the unit will be Joy Skylar, Maggi Nelson, Bob Miller, Eric Shepard, Roscoe French, Cordelia Ward, Jack Timmers and George Floyd.

Perry Watkins has provided the sets for Confetti, while the costumes were made by Bob Mackintosh. Staging and choreography are by Arden and Fletcher.

If the cafe package hits, Arden and Fletcher plan to put on other units and perhaps even work one of them into a Broadway musical.

AGVA Branches Flipflop on Bite

NEW YORK, Dec. 2.—Branch memberships in the American Guild of Variety Artists (AGVA), Chicago, made a complete reversal on the 1 per cent weekly salary bite. Two weeks ago the performers in that area voted to turn it down, then tabled it. Last week they voted to go for it.

Miami members also voted to go along with the national board in imposing the 1 per cent salary tax. This leaves Philadelphia as the only branch to fight against it.

Dagmar Club Slapped For Liquor Violations

PHILADELPHIA, Dec. 2.—Dagmar Club, a lush, private spot, ran afoul of the State Liquor Control Board and was hit with a 35-day suspension. Suspension is due to become effective December 5. The Dagmar, which has a floor-show and band, was charged with sales to non-members, sales after hours, license not in a conspicuous place, failure to keep complete and truthful records for two years, and storage of liquor on premises not covered by license.

MIAMI FRONT "UNITED FRONT" SPLIT

AGVA Cracks Hotels With Pact After Sherry Frontenac Signs

MIAMI, Dec. 2.—The wall set up against the use of performers in the Miami beach front hotels, cracked wide open Thursday (30) when the Sherry Frontenac signed the original American Guild of Variety Artists (AGVA) agreement.

The breaking away of the Sherry Frontenac from the Hotel Owners Association was particularly significant because it was Ivan Blacker, owner of the hotel, who was most active in opposing the AGVA demands. AGVA has asked the hotels to sign a pact calling for \$125 single act minimums and the depositing of a cash bond with the union.

The hotels countered with a \$75 minimum and flatly refused to put up bonds. Subsequently, when negotiations broke down, most of the hotels were placed on the AGVA national unfair list. The

first break came when the Casablanca signed. With its 400-seat capacity and the big show it had set, hotel was in no mood to fight the talent union.

Negotiations are now going on between Jerry Baker, Miami AGVA rep, and Ben Novak, owner of the Sans Souel, another big beach hotel. Later has bought Manor and Mignon, dance team, for the season. Dance team, members of AGVA, have refused to go in unless it had the union okay. While no terms have been decided, informants claim that Sans Souel will also sign before many days. So what started out as an active war, with the hotel men on one side and AGVA on the other, is practically over. Among the other hotels that have signed with AGVA are the Lord Tarleton and the Madison.

Probably not all hotels will use talent. But the feeling is that, if using it in one hotel intensifies competition, the others will also bring in acts. In any case it looks like there'll be a lot of work for acts in the beach front hotels for the season of 1950-51.

According to Jack Irving, assistant national AGVA head, who was instrumental in starting the initial deals with the hotel association, the Miami season for performers will be a standout. Many Miami clubs have already posted cash bonds, 37 in all, totaling \$20,000. Not yet heard from are the Copa City, which will put up \$20,000. Later club will have Jimmy Durante for four days, starting December 29. The Beach-comber will put up \$10,000; Clover Club, \$5,000; Chez Paree, \$10,000. Hotel bonds will add another \$25,000 or more, it is estimated.

Talk Deal for N. Y. Slapsie's

NEW YORK, Dec. 2.—The recently shuttered Paradise nitery may reopen shortly as Slapsie Maxie's if present talks get anywhere.

Spot, currently owned by Abe Ellis, who has the mortgage and operates the coat room concession, has been offered to Maxie Rosenbloom and Max Baer on a profit-sharing basis. Rosenbloom said he was interested, and could get the \$10,000 to \$20,000 it would need to buy a show.

If a deal is made Rosenbloom intends to put in a line of girls, a headliner and two bands. Both he and Baer would also work in the show.

Night Club Reviews

Tic-Toc Club, Milwaukee

(Monday, November 27)

Capacity, 100. Price policy, no cover or minimum. Owner-operator, Al Tusa. Booking, Phil Tyrell. Manager, Armin Weinberger. Estimated budget this show, \$1,200. Estimated budget last show, \$1,200.

Johnny Howard's current two weeks with options is stretching out to a five-weeker—the first emcee the club has held over in a long time.

Night caught, the place was sold out to a local B'nai B'rith group for the first time. Howard had his work cut out for him. He held the floor during his own portion for a full hour and a half and had to beg off. His work was heavily spiced with Yiddishism and quite blue at times. But the lad sparkled and apparently could do no wrong. Displaying top ad lib abilities, his shouting camp meeting audience participation bit had the joint rocking while he knocked himself out.

Whistling Seneca
Pace of the regular second show necessarily slowed down somewhat, but his vibrant story-telling style still registered yucks with the early-morning ringersiders. Surprise ending to his light-veined work on both shows was his easy to listen to, seriously done whistling job on Gaité Parisienne and a Spanish number.

Fem singer, Barbara Smith, tall and nicely voiced, gave out with the sultriest notes in this town and wore healthy mites. No specials, her throaty chirping of Brazil and Can't Help Loving That Man were high spots. She paced her work well and you could have heard a pin drop during her Molly Malone clincher.

Show opened with a cute, well-stocked blonde, Tanya, who did a baton-twirling bit. The act was well done, it seemed out of place on this bill.

Latin beats were excellently served up by Steve Varela and his gang. Smiling Johnny Davis, still holding down the steadiest music job in town, cut his usual top-rate show. **Benj. Oliver.**

Monte Carlo, Pittsburgh

(Tuesday, November 21)

Capacity, 200. No cover or minimum. Shows at 9:30 and 12:30. Owner-operator, Alan P. Clark. Booking, non-exclusive. Estimated budget this show, \$200. Estimated budget last show, \$200.

Paul Lewis, in his precocious engagement, shows lots of guts and an excellent memory for "borrowed" material, but since he goes back to his old job of selling heating units next week, he shows excellent judgment.

In the star spot, Helen Kane had them in her palm by the time she was thru with her first song. Miss Kane still uses her familiar vocal tricks to advantage, tho she has added a lot of comedy material to make her a sock turn.

When caught she satisfied those who wanted nostalgia with the tunes she made famous and she has added a few special material numbers that brought her a big miff. Gal looks great and sells like the old Helen Kane.

Bobby Cardillo's ork (5) does its usual excellent job for dancing and show cutting. **Len Litzman.**

BACK FROM CALIFORNIA



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Folies Bergere, Paris

(Friday, November 17)

Capacity, 1,700. Price range, 200-1,000 francs. One show nightly. Matinee Wednesday and Saturday. House booking. Producer, Paul Derval. Show played by Pierre Larroche's house ork.

The three Peter Sisters have just about taken over the Folies Bergere and the customer's hearts.

During the opener, a blue and gold number with everybody onstage, the Peter Sisters are paraded on to the stage from the proscenium arch to the apron in front of the line.

In the second act, the Peter Sisters, costumed as Arabs, sing several numbers to solid yucks. Their next was a take-off on Maurice Chevalier.

In the next, the lines wear short erinoline skirts and parasols for a cute ballet routine. On this one the Peter Sisters work on a 15-foot light rope, also wearing short erinoline skirts showing expansive legs. Their pantio of tight rope strutters was hysterical.

A 15 minute blackout featuring the comic of the show, "Dandy," and his straight man, "Privat," plus a number of talking parade girls followed and layed an egg.

Finale of the first act is a rifle Scotch number. Boy singer Frederik Rey did the Scotch tune in French (the burr being recognizable). Back drop represents a Scotch scene full of show girls, some of them wearing kilts. Peter Sisters ring down the curtain marching across the apron costumed as bag-pipers.

Second half of show had a ballet number featuring Yvonne Menard and Frederick Rey in a Garden of Eden scene.

Peter Sisters came back as matadors, in a bull fight scene that was good for additional yucks.

Big production number of the show was the Queen of Scots with entire company participating. It showed the women's prison, the "last hour," and Yvonne Menard, as Mary Stuart, going up the steps to the execution. Scene was one of most magnificent ever portrayed here. Entire house was transported into a church interior. Leaded glass windows appear over vents and center dome of house. Musical theme is Ave Maria with church bells, mounted on procession, pealing. All characters costumed in phosphorescent clothes of Mary Stuart's time, which blends well with over-all picture. Finale was a carousel number.

Peter Sisters work without mikes, and their voices, while exceptionally sweet, are lost in this big house. Their pantomime is funny and clever.

Paul Derval, producer, has done an outstanding job in both the wardrobe and run-down, some of which is shoddy and do not keep pace with the wardrobe.

Arthur Roselt.

Persian Room, Hotel Plaza, New York

(Thursday, November 23)

Capacity, 285. Price policy, \$2-2.50 cover, shows at 9:30 and 12:30. Owners, Hilton chain. Exclusive booking. Mervin M. Hersh, Ed Seay. Estimated budget current show, \$3,000.

Victor Dorje rocked the class room like it has seldom been rocked before. His material wasn't new. He's done it before, at the Waldorf and out of town, but his timing, delivery and bits was such that everything he did seemed a gem. His sly asides about political figures were aimed at both the Republicans and the Democrats. As the Persian Room has its share of both, partisan glee was equally divided. But it wasn't his political observations as much as his dropped sentences, plus his always excellent piano work, that registered.

Artini and Consuelo, doing a return date, were as satisfactory this time as they were their previous engagement here. Tears in silk and polished using most of its time to do requests. Their best was a rumba to just a brush beat. It was the essence of grace and exciting to watch. Incidentally, the gal still looks agonized in an effort to register pleasure.

Dick La Sala's ork does an excellent job of cutting flow. Frontier's arrangements for customers' dancing is highly listenable and equally toe-tickling. Mark Monte's relief work is top drawer. **Bill Smith.**

Wedgwood Room, Waldorf-Astoria, New York

(Thursday, November 30)

Capacity, 444. Price policy, \$2 cover after 9:30. Shows at 9:30 and 12:30. Owners, Hilton chain. Exclusive booking. Mervin M. Hersh, Ed Seay. Estimated budget this show, \$2,000.

Lisa Kirk, flashing a sequin covered chassis, came in with a real act. It packed a lot of commercial eye appeal plus the customary ear appeal expected of a girl singer. In addition to her show tune, with which she's identified—Gentleman Is a Dope and True to You in My Fashion, both worked into the act in slick style—the gal pulled a couple of comedy-novelty bits that held the patrons ga-ga.

Her best was a phone number (make in a regular handset) with which she's identified—making a play for carnation wearers at rindside. Before the show flowers were distributed "compliments of Miss Kirk" to patrons. The number was well set up with a good choral assist from the Coleman band. Miss Kirk paced herself excellently. After a comedy number, she gave with a ballad, then back to comedy. In fact, it was the comedy which she stressed that made her a solid hit here.

Dummy Dances

The show opened with De Maltiazzi, the novelty dance act first caught months ago at the Palace. The doll-like prance across the floor of a couple of dummies is so realistic that audience is caught gazing at the denouement. The two-act (girl inside a double dummy) is on for only a few minutes, just long enough to hit and stay on top all the way.

Emil Coleman's band backed in top-top fashion. Mischa Borr's relief was equally good. **Bill Smith.**

Cocoanut Grove, Ambassador Hotel, Los Angeles

(Tuesday, November 28)

Capacity, 908. Price, \$1.50 cover. Shows at 10:30 p.m. Owner, Ambassador Hotel. Booking, non-exclusive. Manager, Tony Cabot, Dave Michlin. Estimated budget this show, \$4,000. Estimated budget last show, \$4,500.

There've been some changes made—and all for the better—since Tony Cabot (C.A. Cool and Michlin) took over the room's reins. He's attempting to key up the room by changing it from a drab, tired business men's night spot into a swankier. White tie and tails for the maitre d', properly garbed wine steward, latrissier, harpist, etc., all added sparkle.

Peggy Lee as headliner gives Cabot's new policy a solid send-off. Her warm personality fills the room as she dusts off a set of song faves. Contrasting tunes keep interest alive and display her versatility. Selections included S'Wonderful, Love or When I'm Alone Again, Barbour's accompanying guitar added to the effect, bright tempoed It's a Good Day, Golden Earrings, and her top sales job, Don't Smoke in Bed.

To lighten the show, she'll do well to drop the more demanding La Vie En Rose. For strong wind-up, her new classic, Do Right, and more Barbour's quartet provided an ideal setting.

Barbara Perry's imaginative ballet tap routines opened the show. Best is her tap takeoff of a dude ranch rider. Geri Gullian's rumba flavored Stelwanz solo follows to good hands. Eddie Bergman's house ork (15) supplies danceable music with Galian's combo (5) adding Latin paced dance numbers. **Lee Zitto.**

Mocambo, Hollywood

(Tuesday, November 28)

Capacity, 220. Price, \$1.50 cover. Shows at 9:30 and 12:30. Owner-operator, Charlie Morrison. Booking, non-exclusive. Mervin M. Hersh, Ed Seay. Estimated budget this show, \$3,500. Estimated budget last show, \$4,000.

Billy Daniels, who wowed 'em here a few months ago, returns to a rousing welcome. The hard working showman makes the most of exaggerated vocal dynamics and body English to effectively tell his song wars. Intimate manner is well suited to the room. With piano accompanist Benny Payne occasionally chiming in on a vocal assist, Daniels pulled solid hands for his treatments of I Get a Kick Out of You, I've Got You Under My Skin, If I Could Be With You, plus his regulars, Bye, Bye, Blackbird and Black Magic. Eddie Oliver's combo competently backs Daniels and provides dance music. **Lee Zitto.**

Vaudeville Reviews

Palace, New York

(Thursday, November 30)

Capacity, 1,700. Price range, 30 cents-1.20. Four shows daily: five Saturdays. RKO chain booking. Dan Friendly. Producer, Dave Brain. Show cut by Leo Albert's house ork.

This isn't one of the theater's best shows. The chief fault is the lack of real comedy on the eight-acter. The bill started with George and Ann Oliver in a solid roller skating act. The boy does a stand-out bit as a single in a high hat dance. The biggest in the act, however, was a fast back bend hold and spin with the girl sipping a drink thru a straw while the fellow spins rapidly around. They finished to good hands.

Ross Harvey is a combo hooper and bird handler. His hooping is neat and clean, tho it suffers from lack of salesmanship. He gives his act lift with the handling of some parakeets. In fact, it is hard to see what he wants to do, be a hooper or do a bird novelty act. The latter is what got the hands.

Brownlee's Love

The Brownlee Sisters (4), Horace Heidt grads, dressed youthfully, all in white, and looked like kids at a high school graduation exercise. The gals' four part voices, all well blended, sound okay, tho their material seems inadequate. After opening with Oh, Marie they went into a heavy With My Eyes Wide Open with a minor key arrangement that was meaningless as it was confusing.

Until the Brownlees are established, they'd do better to stick to melody. They came back with a little novelty closer of I Didn't Know the Gun Was Loaded, but the audience was no longer interested.

Fox and White, two Negro lads, showed a good hooping act, tho they missed completely as comics, which they are evidently supposed to be. If the boys intend to continue with chatter, they'll have to get material. Even for a square audience like the Palace frequently gets, their gags died.

Ray and Gomez, one of the better dance teams to play the house, were a solid hit. Using a series of flamenco numbers, the well-dressed couple did an exciting act which pulled big hands time and again. Their finisher, a very commercial flirtation bit, got them in fine fashion.

Fritzi Scheff was fine in her slot. Standing way back from the mike, Miss Scheff radiated ease and assurance as she commented on her age. Having warmed them up, she held them with songs long identified with her. As she went into opening bars of various numbers, including a Victor Herbert medley, the house broke into applause. An encore was arranged—and excellently produced—to bring her back for her trademark, Kiss Me Again. A cute walk-off added to her already big hands.

Benny Meroff, working with his wife, Catherine McLoughlin, had a tough time. His material was so dated it barely got a hand, not to mention a giggle. His violin instrument playing got some results, particularly the Ted Lewis bit, but if it weren't for his wife's straightening in a short bit, the act would have got nowhere. Meroff used Miss McLoughlin, a tall, well-stacked looper with a pair of flashy gams, in a number built around Wine, Whiskey and Women. The many obvious blis got yucks practically all the way. The Sandys, three males, one a midget, and a gal did very nice trampoline act, using a high barred perch for catches. The little guy in the act was used for comedy effects. The turn wound up to good applause.

Pic, Farewell to Yesterday. **Bill Smith.**

Paramount, New York

(Wednesday, November 29)

Capacity, 2,034. Price range, 45 cents-1.50. Four shows daily: five on Saturdays. Chain booking. Mervin M. Hersh. Booking by Jimmy Dorsey's ork.

Since its companion ficker, Let's Dance, runs almost two hours, the new stage bill was necessarily brief, with only one really sock act, Nat King Cole and his trio, on the bill. However, by virtue of its very brevity, the show was snappily paced and built well.

In the closing spot, Cole displayed his customary brand of easy showmanship and ace musicianship, backed by his own musical group (bass, guitar, bongo drum and leader on piano), plus a neat assist from Jimmy Dorsey's ork.

Cole opened with an inconsequential but pleasing pop tune That's My Girl, followed with some soft crooning on a ballad, The Out for Fears, and really got his stride with the bombastic Orange Colored Sky and a delicately phrased version of Mona Lisa. The latter two numbers are Cole's current best selling disks on Capitol, and he socked 'em across to tremendous applause.

His score vocal, Calypso Blues, with only a bongo drum accompaniment, was musically impressive, but, judging by the house reaction, none too commercial. He closed with a sure-fire seasonal eliek The Christmas Song.

Three Dorsey

From a technical standpoint, Jimmy Dorsey's current band (four trumpet, three trombone, bass, piano, drums and six sax, including the leader) is the best he's assembled in several years, particularly in the Dixieland department. It's visual impact, tho, was nil. With the exception of one sincere bit with Cole, Dorsey handled his emcee chores in extremely off-hand fashion, and his sidemen reflected the same disgruntled attitude. Vocalist Pat O'Connor, a pert pretty brunette, was promising on a showmanly novelty number Kiss Me with trumpeter Shorty Sherock, and might have clicked big with more to do, in the type of routines essayed by Dorsey's most popular canary, Helen O'Connell.

Comedian Mickey Deems, a mild-mannered, likeable young lad, started slow with a somewhat ditto about sailors. The crowd liked him, tho, and his closing number, a somewhat satirical pantomime illustrating how to dispose of a little brat, drew consistent chuckles.

Rounding out the bill, the Tong Brothers, a good balance act, drew admiring gasps with a snarling paced display of muscular coordination. Their bow-off applause deserved an encore. **June Budny.**

Montreal Ops Axed by Ban

MONTREAL, Dec. 2.—All night clubs in this city have been ordered closed Christmas and New Year's eve as well as Christmas and New Year's Day. Maurice Duplessis, premier of strongly Catholic Quebec, announced the shutdown in view of Holy Year and because both holidays fall on Sunday.

Night club operators immediately raised a storm of protest, stating that many had booked extravagant shows and because of the closing there would be a great decline in revenue.

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PHILADELPHIA, PA.

NEVER THE SAME IN N. Y., SAY PHILLY CRITICS

Tell Readers How Local Turkeys Become Smash Broadway Hits

PHILADELPHIA, Dec. 2.—In order to get themselves off the hook, local theater critics are telling their readers trade secrets to explain how some of the local try-out turkeys turn into Broadway birds of paradise.

It remained for Harry Harris, of The Evening Bulletin, to come out boldly for the first time and tell the public in print that the "at-

HERE TO STAY

Arena-Type Theater Is D. C. Fave

WASHINGTON, Dec. 2.—Continuing to draw good crowds, the theater-in-the-round at the Hippodrome's Arena Stage is apparently here to stay.

The Arena, which has a seating capacity of only 247 and maintains a non-film crowd policy, has come off well in a highly varied rep which has included: She Stoops To Conquer, The Firebrand, Of Mice and Men and The Delectable Judie.

Especially interesting is the current show, Shrews, the troupe's first attempt at a Shakespearean play.

Noteworthy also have been Firebrand and Mice and Men, as produced by Edward Mangum.

BREAK-IN SCORES

BOSTON

Let's Make an Opera

(Opened Wilbur Theater, Monday, November 27)

- Yes 3 No 2 Per Cent 60
American, Peggy Rayless—All done with charming business and skill. Considerable punning and rewriting to be done.
Post, Elliot Norton—A fresh and inventive show, marred at present by a generally lame production.
Herald, Elmer Hughes—A pleasant, informal but markedly experimental production. A completely superb actress would have the greatest fun imaginable.
Globe, Cyrus Douglas—The long, fun and childlike "Let's Make an Opera" is good fun.
Tribune, Helen Egger—"It is the sort of thing the young fry will enjoy most."

Out of This World

(Opened Shubert Theater, Tuesday, November 28)

- Yes 3 No 2 Per Cent 60
Herald, Elmer Hughes—Broadway prospects good right now and should improve with assistance of George Abbott and F. Hugh Herbert.
American, Peggy Doyle—"Show was directed in a mechanical way. Package should be put out of this world into the winning stretch.
Post, Elliot Norton—"The new Cole Porter musical is out of this world some of the time and in some of the time—with one foot dragging.
Tribune, Helen Egger—"It is going to need plenty of doctoring before it can make the New York grade.
Globe, Cyrus Douglas—"Not yet something out of this world, but with the right kind of work it has the chance of becoming a good show."

WELLS GROSSES BIG IN DALLAS

DALLAS, Dec. 2.—Sadler's Wells Ballet pulled audiences totaling 89.7 per cent of capacity of 4303-seat State Fair Auditorium in four performances, November 25 thru 27.

Over 16,300 admissions grossed close to \$50,000 at a \$4.80 top. No performance was a complete sell-out, but only seats left were top-of-balcony, lower-priced pews.

New Hartford Theater Group Being Formed

HARTFORD, Conn., Dec. 2.—Incorporation papers are to be filed with the secretary of state here for a new Connecticut corporation, to be called Connecticut Theater, Inc. Primary objective is "to produce a series of original one-act plays by Connecticut writers, to be presented by community theaters thru-out Connecticut, in theater-in-the-round style, over a period of nine weeks."

Attorney Joseph Neiman, of Hartford, stated that "subsequent activities may include other phases of amusement presentations." The group's season is tentatively scheduled for the spring and summer of 1951 and locations and series opener will shortly be announced.

Executive director will be Paul Neil DeSole, of the Mark Twain Masquers and Group 20 Players, area dramatic groups; managing director, William Condon; Cue and Curtain, East Hartford; technical director, Herbert Carlson, Mark Twain Masquers; personnel, Joseph Neuman, and publicity, James P. Dawson, associate of Neiman in law practice.

tractions viewed by first-nighters in Philadelphia and New York have very little in common but their titles." Bulletin's drama pundit added that, very often even the titles are altered during the 90-mile trip from Philadelphia to New York.

Philly "Treats"

Harris explained that the showings here are merely "treats" expressly meant for mending." A case in point, he said, is the just-departed Out of This World. Broadway's verdict is still anybody's guess, since the Cole Porter show went to Boston for added fact-fitting "but it's certain," said Harris, "that the New York version will bear little resemblance, at least dialogwise, to the Philadelphia unveiling."

During its recent local premiere, Sam Spewack's The Golden State was switched from two-acts to three, with more emphasis on comedy and less on pathos. Hilda Crane had a new ending tacked on here. Guys and Dolls had several songs and an entire act re-staged. The Release, despite the fact that it is 2 1/2 years old, recently acquired an informal revival. When Mike Todd's Prep Show left Philadelphia last June, it had a conventional finale. When it opened in New York several nights later, the final curtain descended on choshies splashing merrily in a giant bubble bath.

While it's New York that finally sees the renovations, this season will mark a switch when Alfred Lunt and Lynn Fontaine bring their I Know My Love to town. Through the New York run of S. N. Behrman's play, it began with the stars' 50th wedding anniversary and then shuttled back to their marriage and subsequent adventures. When Philadelphians see it within the next few months, the first scene will be the last—the Lunts like it better that way.

NATIONAL BALLET WINS RAVES AT PARIS PREAM

PARIS, Dec. 2.—The American National Ballet Theater elizaxed its European tour with a brilliantly successful opening at the Palais de Chaillot. Hoopla occasion received big advance spreads in the French press, resulting in a sell-out for opening November 17. Tickets are hard to get for the rest of run, to December 5.

The Ballet Theater is nearing the end of a triumphant tour. After Paris it will give three performances in Berlin and return to the U. S. for Christmas.

Blessed by the Department of State, President Truman and Mrs. Roosevelt, and sponsored by the American National Theater and Academy, the group was originally offered transportation by government plane to further its good-will aspects.

War Cancels Plans

The outbreak of war in Korea canceled these plans after the troupe had been flown to Wiesbaden, Germany, for its first performance. Since then they have had to travel of their own expense by plane and train, carry four freight car loads of scenery, costumes and props.

The company has governmental sanctions, no financial backing has come from this source. Undisclosed private sponsors, however, are willing to pay losses up to \$100,000. The company has played to capacity houses everywhere, but the production itself is so costly that a deficit at the tour's end is likely.

In terms of good will, its success is overwhelming. The company danced under the noses of the Russians in Berlin and Trieste and accomplished an excellent cultural mission everywhere.

Presented by Blevins Davis, the American National Ballet Theater is under the direction of Lucia Chase and Oliver Smith. Its stars include Igor Youkevitch, Alicia Alonso, Mary-Ellen Moylan, John Kriza, Nora Kaye, Norma Vance, Paul Godkin, Allyn McLeire and James Mitchell. Dimitri Romanoff is manager and Edward Caton

maitre-de-ballet. Alexander Smalenski directs the baton. Tariff for the local stand scales from 60 cents to \$2.30.

Cris Mix Kudos

Opening program alternated essentially American ballets with classical numbers. Local critics, who in the past have not been too kind to American ballet, gave laurels to the technique of the principals and the perfection of the ensemble. While there were no complaints as to quality of the dancing, the critics were not so kind to the native American patterns, criticizing them for their subject matter and costuming. The settings received some biting criticism. American companies going to Europe would do well to take into account these differences in taste.

(Continued on page 37)

Theater '50 Sets Musical

DALLAS, Dec. 2.—Theater '50, local arena playhouse, will present its first musical next spring. Producer Margie Jones announced the scheduling this week of Walls Rise Up, from the George Sessions Perry novel with book and lyrics by Frank Duane. Music is by Richard Shannon of Houston.

The musical will open March 12 for a three-week run and will replace School for Scandal on schedule. Music for the opus, which must be scaled down to dimensions of the 200-seat playhouse, will likely be provided by a two-plant team.

The title of Edward Caulfield's new play, set for Theater '50 January 29-February 17, had been changed from An Innocent in Time to Lord Byron. The theater has organized new audience guild, lecture series for clientele, supplemented by newsletter. Tallulah Bankhead will be first speaker Tuesday (5).

HUB WON'T GO FOR LOVE-DOVE URGES

Lady Censor Knows Exactly What She Dislikes in Porter's "Out of This World"

BOSTON, Dec. 2.—Boston wouldn't be Boston if the censor weren't lurking in the back of every theater to exercise his (or her) authority as guardian of the public morality. True to the theater, in his (or her) fashion, the censor viewed Out of This World, the new Cole Porter musical stopping off at the Shubert on its way to Broadway, and found it something more than a slight offense to his (or her) delicate nostrils. Nothing said about how the public feels about it. However, none of the Boston reviewers found it objectionable.

No Plot for Olympians

As the advance reviews have indicated, it is not a chance for children. It stems from the old Greek Aphitryon legend in which Jupiter gets one of his periodical yens for mortal bedroom antics. But while he cavorts on the earthly planet, chasing woman, his goddess wife, Juno, roams searching for him. Somehow, before things get too serious, she drags him back to Olympus.

On such a slim framework, authors Dwight Taylor and Reginald Lawrence have hung a libretto decked with many a sly wink and wanton wile. Some of these the censor objected to in very plain language. Beatrice Whelton, of the censor's office, was reported to have seen the show and forwarded

Mimic in Suit For \$1 Million Vs. Mae West

NEW YORK, Dec. 2.—Mae West, playing Diamond Lil at the Blackstone, Chicago, this week, faces a \$1,000,000 suit in New York Supreme Court brought by Sara Allen, comedienne. Miss Allen, who does an imitation of Mae West, charges that the star has conspired to prevent her from obtaining employment.

In an affidavit filed in connection with a motion for examination before trial, Miss Allen claims that Miss West at one time gave her consent to the impersonation, which the plaintiff claims to have conceived after having worked with the star in Diamond Lil.

The affidavit, which was filed by attorney Harry H. Lipsig, alleges that Miss West contacted the plaintiff.

(Continued on page 37)

to the Shubert Theater a long list stating "we would appreciate the following eliminations being made."

Brantown Morality Heeds

Miss Whelton asked that dialog be "modified," that Janet Collins put on more clothes for the dance she does as the character "Night," that "positions and actions of girl in 'dove' costume be less suggestive, particularly when she is at right of stage draped over three men."

Miss Whelton asked that such typical Cole Porter phrases as "singing my vagina for vestal virgins," "old bag" and "sexual insecurity" be eliminated.

The ballet which closes Act 1 (which created a stir in Brantown all the way from Philly before the show arrived here) was ordered "greatly modified."

All told, 10 major changes in costuming, staging and dialog were ordered, much in the fashion of a new director who arrives on the scene to give a new show some zip before a Broadway opening.

Lunts on Bare Detroit Stage Due to Storm

DETROIT, Dec. 2.—Last Saturday's (25) storm caused a near-breakout of the local legitimate scene.

At the Cass Theater, the Lunts arrived minus all baggage, and opened Monday (27) on a blank stage in street clothes with I Know My Love. Scenery and costumes were stranded in Pittsburgh. Lunt announced the situation, and introduced the setting verbally. Refunds were offered in the event of dissatisfaction, but nine customers out of a full house asked for their money back.

The marooning in Cleveland of Alfred Salmaggi's International Grand Opera Company shuttered the Shubert-Lafayette Theater for the week. First cancellation was for Sunday night, in the hope that the company could make the relatively short jump in time to open Monday, but this proved impossible and the week was dropped. Billing is currently up for Brigadoon, booked in for December 11.

Sides and Asides

Brief but important legit news

CTP Rehuddles on Tix

The Committee of Theatrical Producers (CTP) asked the League of New York Theaters and the Ticket Code Authority for more time last week to consider final recommendations on ticket distribution problems. CTP met Thursday (30), but as usual the shades were tightly drawn on its deliberations. The final score will be presented to the league for approval and then submitted to the Code Authority. It is reported that CTP's recommendations will cover all phases of ticket distribution as well as contracts governing mutual control of tickets between producers and theater operators. With Chairman Arthur Schawars leaving next week for a fortnight's work on the score of the new George Abbott musical, "Brooklyn Story," Herman Shumlin takes over his duties as chairman.

Guild Solicitations

The Theater Guild racked up 99,820 subscribers for its 1950-1951 season, a loss of 6,223 from last year. This is not as serious as it sounds, since half a dozen hinterland spots are still accepting subscriptions. The Guild covers 21 cities, Washington is back in the schedule this year via bookings with the Gayety Thea-

ter where no segregation is involved. Kansas City has been dropped. Current subscribers by cities add up as follows: New York, 15,332; Chicago, 14,973; Los Angeles, 9,208; Philadelphia, 8,484; Boston, 7,597; Washington, 7,492; San Francisco, 6,856; Detroit, 5,124; Seattle, 3,936; Milwaukee, 3,594; St. Louis, 3,075; Cincinnati, 2,623; Pittsburgh, 2,357; Baltimore, 1,797; Columbia, O., 1,452; Cleveland, 1,185; Minneapolis, 972; St. Paul, 858; Richmond, Va., 842; Wilmington, Del., 688; and Buffalo, 655.

Sked 3 Equity Benefits

Three more benefits for the Actors' Equity welfare fund were set for Sundays (3), (10) and (17), with "Affairs of State," "Black Chiffon" and "Kiss Me, Kate" giving extra performances in that order. Since the November 26 starter, "Call Me Madam," was a virtual sellout to Equity, with 99 per cent of the tickets bought by actors, the union wants it understood that tickets for the public will be available in the future. Tickets are on sale at box offices of the theaters housing the attractions, the Music Box, the 48th Street and the Shubert. Equity has also set up a ticket office of its own at the union's headquarters on West 47th Street.

Out-of-Town Reviews

A PLAY FOR MARY

(Opened Monday, November 27)
Theater '50, Dallas
A comedy by William McCleery. Directed by Spencer James. Technical director, Marshall Tolson...

The first original of the season for Margo Jones' arena stage plays swiftly. It should, there is little substantial in the plot to slow it down. In spite of fluffiness, however, A Play for Mary has enough wisecracking dialog to insure its popularity with local Theatre '50 clientele.

William McCleery, whose Hope for the Best and Parlor Story have had Stern production, has a flair for epigram which he rations out to all five characters at some little threat to characterization. His characters are stereotypes, however, so nobody gets hurt bad.

Mary concerns the conniving of a B-way producer in love with his young firm star. He is angling to send the gal to Hollywood on a package movie deal. A brash young playwright ups the apple cart in the usual manner.

The middle-aged producer is irked that he rates only as friend and mentor to the star. To keep her happy and persuade her to make the trip to the Coast, he pretends to find her a new play. The author is summoned to confer on an unwritten third act. Star and playwright go for each other, but friend producer tosses in complications and nudges the lady into giving the scripter the heave-ho. The latter however, beats him out by coming up with a fast idea for his third act. The notion incidentally is better than McCleery's own final stanza.

The vets of Margo Jones' resident company—Edwin Whitner as the producer, John Denney as the playwright and Betty Greene Little as the producer's devoted, fawning housekeeper—add most of what sparkle there is. Carolyn Marin seems a bit uncomfortable in arena surroundings. She is making her second appearance with the Theatre '50 group. Richard Ventura, another newcomer to the company, is quite adequate in a bit role of Sewell, a car-jockey with a literary yen.

The play should do good for the remainder of the three-week run. It's the type of amusing, inconsequential type of piece which has proved most popular among the originals presented at Theatre '50.
Thad Ricks.

"Tower" Extended

The American National Theater and Academy (ANTA) has extended the run of "The Tower Beyond Tragedy" for three weeks beyond its subscription period. Seats are currently on sale to the public for all performances at the ANTA Playhouse b. o. Telephoned reservations are also accepted. The Judith Anderson vehicle will play thru Sunday (24). There are no performances Tuesday night and mats are on Thursdays and Saturdays. Meanwhile, pursuing the policy of getting the most use out of its theater, ANTA skeds its second subscription offering, "The Cellar and the Well," for Sunday (10) at 5:30 p.m. "Cellar" will run thru Sunday (17) with its curtain at that hour. The late afternoon tee-off is a slightly hazardous innovation and may draw plenty of lusty beefs from subscribers who can't keep bankers' hours.

Broadway's Blood

The American Red Cross, December 4 at 11:30 a.m., is slated to have a mobile blood-bank unit on the stage of the Majestic Theater. Blood donors from the casts of current Broadway shows will make their contributions by groups between the hours of 11 and 4 p.m. From noon to 1 o'clock, Equity Council, the board of governors of the Dramatists' Guild and the League of New York Theaters will be cupped in mass. The bank will operate similarly Monday (11) and Tuesday (12) in order to give everybody a chance to make a blood donation. Helen Hayes, Mrs. Richard Rodgers, Louis Simon and Mrs. J. F. Paxcell, of the Red Cross, are in charge of arrangements.

LET'S MAKE AN OPERA

(Opened Monday, November 27)

Wilbur Theater, Boston

A musical. Music by Benjamin Britten. Book and lyrics by Eric Crozier. British production staged by Marc Blitzstein. Cast includes: Betty Greene Little, Richard Ventura, Carolyn Marin, John Denney, Edwin Whitner, Spencer James, Marshall Tolson, Robert Scott, Costumes by Ken Barr. Press representative, Mabel Deane Presented by Margo Jones. Betty Greene Little, Mrs. Call, Betty Greene Little, Mrs. Call, Betty Greene Little, Mrs. Call...

England's Benjamin Britten is one of the liveliest talents in the serious music field, and a man with a fey sense of humor as well, as evidenced by A Young People's Guide to the Orchestra, a witty musical piece, and Let's Make an Opera, which Peter Lawrence and the Show-of-the-Month Club is offering for the first time in this country.

Let's Make an Opera is just about what its name suggests. In the first half, the cast, playing themselves, pretend to write a chamber opera for a school performance. In the second half they perform the opera in costume. Between them, the musical director rehearses the audience, which becomes the chorus, in four neat, tuneful but not too easy songs.

In the writing of the opera, Britten and his librettist, Eric Crozier, give away a lot of the theatrical secrets. And the audience's part in the proceedings adds up to a lot of fun. But, frankly, Opera is for kids, amateur groups, high schools and the like. Its future in the professional theater is doubtful.

In fact, the production and performance at the Boston opening just about reached the stature of a fair amateur performance. The singers who could sing, couldn't act. And the actors who could act, couldn't sing. Norma Del Mar indulged in monumentally corny gags in rehearsing the audience. Randolph Symonette, as the "composer," sang well enough, but his acting was stilted and hammy. Elizabeth Wyssor managed her vocal parts well, but she, too, seemed out of place on a stage. The seven kids in the show were all self-conscious. Furthermore, Marc Blitzstein's staging was awkward, but perhaps that can be pardoned since it was his first directorial chore.

The one bright spot in Let's Make an Opera is the music. As usual, Britten has turned out a tuneful score which sticks in the memory. But to be done for the professional stage, Opera needs a production far better planned and executed.
Bill Riley.

Mimic in Suit

Continued from page 36

uff, accused her of stealing her night gown, threatened to sue and threatened to sue influence to stop Miss Allen from appearing anywhere.

Claims Slander
Among the persons to whom Miss West allegedly made slanderous statements were Lee Shubert, Ed Sullivan, Lou Walter, Eddie Davis, Henry Dunn and Jimmy Lyons.

The affidavit states that many booking agents told Miss Allen they could not secure engagements for her because of the pressure exerted by Mae West. The money Miss Allen had put into training and costumes were thus turned into a loss, according to the affidavit.

In Chicago, Friday (1), a representative of Miss West denied that Miss Allen had received permission to do the impersonation. The rep would not comment on the suit.

National Ballet

Continued from page 36

During their European tour the company has played Berlin, Edinburgh, London, Manchester, Venice, Geneva, Zurich, Florence, Turin, Milan, Genoa, Trieste, Amsterdam and Brussels.

NEWS REVIEW

Frank Fay's "Please" in Coast Debut

SAN FRANCISCO, Dec. 2.—Frank Fay's If You Please opened at the Curran Theater here Tuesday (28) and while it may have a moderately prosperous local run it is unlikely that it will hit the boards on Broadway. Whether or not If You Please will ever be able to make the Stern grade depends a great deal on what is done here to sharpen and brighten the presentation. Currently it is too loosely hung together and some of its acts are in bad shape. However, if You Please could add up to considerable fun.

The above should not be taken to mean that the show is strictly bottom-of-the-barrel stuff or that it cannot be salvaged. There are moments when it has distinct merit. For the most part the sketches are amusing and while the musical score is not particularly distinguished the numbers are acceptable.

At the outset Fay undertook to take off in all directions as musician, sketch author, singer and comedian and came out a very bad second best in most departments. Thus, it was Fay all the way, and all the way soon became rough for him and his telling cohorts.

The first act, which ran to 14 scenes, produced as topper Maurice Kelly, a young dancer, who did a swell tap. The rest of the acts were strictly for the birds. The second act was somewhat better, perhaps because it was shorter. Funniest sketch here was one involving Fay as the harried star set upon by members of a "little theater" group. This drew solid laughs. Fay also showed up a scene or two later in a song-talk routine which was fairly pleasant because he just stood on stage and spoke to the audience. Good, too, is a sketch about two British children, played by Fred Irving Lewis and Jeri Sullivan. As a take-off on English humor, it is mildly amusing.

The production is first-rate. The settings by Richard Jackson are interesting; the costumes by Thomas Charles Pratt are adequate, and Edward Ward's musical direction is sound. The chorus line is not exactly Ziegfeld standard.
Eduard Murphy.

BROADWAY SHOWLOG

Performance Thru December 2, 1950

Table with 2 columns: Show Name and Performance Dates. Includes titles like 'Alfies of State', 'Angel With Red Hair', 'Arms and the Man', etc.

MUSICAL

Table with 2 columns: Show Name and Performance Dates. Includes titles like 'Call Me Madam', 'Centenaire Premier Blindes', etc.

CLOSED

Table with 2 columns: Show Name and Performance Dates. Includes titles like 'Les Ballets de Paris', 'Broadway'.

Broadway Openings

TOWER BEYOND TRAGEDY

(Opened Sunday, November 26)

ANTA Playhouse

A tragedy in verse by Robinson Jeffers. Book and lyrics by Wolfgang Roth. Costumes by Castillo. Campaign manager, Jack Schilvel. Stage manager, Edwin Gordon. Press representative, Bill Dell. Dick Williams and Michael O'Shea Presented by the American National Theater and Academy. A Townsman... Judith Anderson... Aeschylus... Frederic Tozer... Agamemnon... Philip Huxton... Corinna... Marsha Dowan... King's Guard... Victor Thorley... A Townsman... Ruth Manning... A Captain... John Straub... The Porter... Don McHenry... Queen's Guards... Eric Fleming... Argisthus... Phillip Huxton... Electra... Merian Selzer... Orestes... Alfred Ryder... The Queen's Slaves... Don Allen, Charles Carwin, Jack Clay... The King's Guard... Richard Palmer, Dale Parkhill, Byron Meyer... The King's Guard... Carlson, Harvey Korman, Arthur Oulton... Townspeople... Joana De Marra, Alta McKay, Rosemary Murray, Betty Ross, Robert Delano, Lee Henry, Dan Lincoln, Dan Robinson... Guards and Brb, Bill Froelich, Sidney Kay, William Portitude, Clay Seaford, Al Williams.

Tower Beyond Tragedy can be rated as an impressive start by the American National Theater and Academy (ANTA) for its 10-play subscription series. Any production deriving even occasional fiercely eloquent moments such as our theater's top tragedienne, Judith Anderson, can always be counted upon to bring to a stage, must be impressive. But the Robinson Jeffers poetic drama, based on Aeschylus's Orestes trilogy, is no such dynamic work as his adaptation of Medea three years ago, nor does it give it such scope for its star to indulge in the vocal pyrotechnics which indeed bewilder to their respective loss at the National Theater back in the spring of '47.

But where the one offered a devastating dramatic tour-de-force for a brilliant actress, Tower's impact is lessened by a stylized exposition. Since originally it was not intended for dramatic production, it is obvious that much shearing has gone into its metamorphosis. At all events, its implications for the most part seem static and leave one pew-sitter completely unmoved.

When Miss Anderson is on stage defying the Mycenaean populace across the body of murdered Agamemnon, and later when she pleads for her life at the avenging hands of her son Orestes, matters take on a horrible grandeur. Her savage Clytemnestra is the essence of terrific projection. But a pew-sitter finds himself lost in watching and hearing Miss Anderson, and not particularly listening to what she is saying. With her death, what is left is to Tower crumbles. What follows is sheer anti-climax.

Perhaps, viewed from a hillside and surrounded with outdoor pageantry, Tower might take on grand proportions. But in the intimacy of a theater and under the static and stylized direction of Robert Ross, it seldom reaches above poetic story telling.

Play Handicaps Support

Production-wise, Wolfgang Roth's somber background of steps and doors leading to Agamemnon's palace are sufficiently effective for the mood, and the Castillo costumes are an imaginative blend. But the content of the play leaves the supporting cast under considerable handicap.

Thelma Schnee's Cassandra is pictorial but garrulous, and the use of a recorded voice of the dead king coming from her mouth is a trying business. Phillip Huxton is content to be little more than manly as the queen-mother's lover Aegisthus, and Frederic Tozer's Agamemnon isn't allowed to live long enough to give him more than an opportunity to elch the part. Marian Selzer and Alfred Ryder do what they can in the evening offspiring, but after Miss Anderson's gory end, what they have to say has all the impact of a penny whistle.

It is, of course, ANTA's hope that the new and classic items on its play schedule may gain on Broadway way commercial success. But this first effort, however, distinguished, is hardly bait for man-in-the-street box office. Not even the magnificent talent of Miss Anderson could carry it beyond a highly specialized audience.
Bob Francis.

THE GOLDEN STATE

(Opened Saturday, November 25)

Fulton Theater

A comedy by Samuel Spewack. Shared by the author, setting and lighting by Lester Polakoff. Costumes by O'Fragg Huston. General manager, Warren W. Munnell. J. Stage manager, William Chambers. Press representative, Bob Jacobson and Martin Schwartz. Presented by Bida Rosowack. Betty Williamson... Jocelyn Brandt... Mrs. Morinas... Josephine Hull... Sophie Wrenshaw... Polly Rowles... Mr. Janan... Frank Tweddell... A Young Man... Henry Beckman... Tom White... Ernest Truax... Jessa Weir... Ben Lockland... Joe Williamson... John Randolph... Bob Kresner... Lou Polan... Hubert Clay... John Hugson... Mr. Burns... Robert Pike...

When it comes to portraiting gems in the way of lovable oddities, no lady of the stage can touch Josephine Hull. When advance reports herald her latest creation as a scatterbrained proprietress of a Los Angeles boarding house who discovers a gold mine in her back yard, it is an event to be anticipated. Looking back, however, on such savory items as Penny Sycamore, of You Can't Take It With You; Abby Brewster, of Arsenic and Old Lace and, most recently, Edward P. Dowd's screwball sister Veta, of Harvey, it is unfortunately most evident that Samuel Spewack's comedy, The Golden State, lets her down horribly. This is one time that even the incomparable Mrs. Hull can't succeed in making a nit-wit lovable.

Spewack has written a languid comic fable around an irresponsible lady of utter good will, but no sense, deserted by a husband and at odds with a daughter and son-in-law. She thinks Beverley Hills belongs to her complete with a Spanish grant. She takes in boarders who also live on dreams. Perhaps Spewack is concerned with what might happen to all of them, if the means of turning hopes into reality were suddenly put in their hands. For the purpose he stages a phony gold strike in the back yard. The moral of the fable is apparently that when the inevitable blow-up occurs, everybody has taken a sufficient plunge to keep on with the things they wanted to do all along. Even a paroled gold-brick artist, who has promoted the deal, is led back to jail with happy assurances of future reformation.

The trouble with State is that its time is funny and most of the time its downright dull. Nobody can do more on a stage with a glance, gesture or monosyllable than Mrs. Hull, but even she can't play yes-and-no pantomime for three acts. Hers is a valiant effort, which achieves moments of real taste for putting a laugh where none grows in the script, but the over-all handicap is too big.

In support, Ernest Truax is a far worse case. His stint is that of a bewhiskered desert rat, and such comic interludes as fall his way are confined to nipping from a bottle. John Randolph, Lou Polan, Ben Lockland, Frank Tweddell, Jocelyn Brandt and Polly Rowles and two or three others are also involved in the back yard prospecting. It seemed to one reporter that the luckiest one of the lot was Mrs. Morinas's husband, who ran away to Madrid before the play started and never came back.
Bob Francis.

DRAMATIC ROUTES

Angel in the Pawawash (Leathers) Chicago. As You Like It (with Barbara Hepburn) (Blumire) Los Angeles. Ballets de Paris (London O. H.) Boston. Bless You All (Forsyth) Philadelphia. Bloom Time (Royal Alexandra) Toronto. Brigadoon (American) St. Louis. Capataz Corrallo, with Katharine Cornell (Chicago) Buffalo. Care, D'Oyly, Opera Co. (Suburb) Philadelphia. Come Back Little Sheela (Garry) San Francisco. Consul (The Suburb) New Haven, Conn. Death of a Salesman (Colonial) Boston. Diamond Lil, with the Mae West (Blackstone) Chicago. Henry, Ltd (Fifth Avenue) Boston. If You Please (with FRANK FAY (Curran) San Francisco. Innocence, The (Cox) Cincinnati. I Knew My Love, with Lunt & Fontana (Cass) Detroit. Kiss Me, Kate (Musie Hall) Kansas City, Mo. Let's Make an Opera (Wilbur) Boston. Mr. Roberts (Victory) Providence, R. I. Oklahoma (DeWitt) Springfield, Mo. (Memorial Auditorium) Washington, D.C. Out of This World (Suburb) Boston. South Pacific (with Ethel Merman) Boston. Suez, Car Named Drives (with Ethel Merman) Boston.

Train Wreck Casts Hillside's Buddy Pfeifer in Rescue Role

RICHMOND, L. I. N. Y., Dec. 2.—When Buddy Pfeifer, maintenance man and head floor instructor at Hillside Rollerdom, stepped from his car on Thanksgiving Eve to carry a load of turkeys into the rink, he didn't realize that within a few minutes he would be cast as rescuer in one of the worst railroad disasters in America's history.

It happened at 6:26 p.m. There was the kind of crash you might hear if two planets collided, and Pfeifer, dropping his armful of birds, looked toward the Long Island Railroad tracks that pass the rink.

Just about 100 feet away, he saw it. What had been a car, loaded with homebound suburbanites, was a

tangled mass of steel. Pfeifer was looking at the grimest wreck in the line's ill-starred history.

Dashing to the scene, he plunged into the work of removing the dead and injured, and was credited with having helped 23 to 30 persons escape.

A veteran, he commented afterwards, "This was the most horrible thing I have ever seen. It was worse than the war."

A short while after the crash, Hillside Rollerdom became emergency headquarters for doctors, firemen, newspapermen and police. Its single phone booth became the connecting link that meant peace of mind for survivors and their loved ones.

An offer by the rink owners to shut down for the evening so that their building might be used as an emergency hospital was turned down because existing hospital facilities and beds in private homes were proving adequate.

Final death toll in the wreck is expected to reach 85 or 100. A tally Thursday morning (23) showed 75 known dead and 99 injured.

RSROA Slates Board Confab

DSTROUT, Dec. 2.—Semi-annual board of control meeting of the Roller Skating Rink Operators' Association (RSROA) will be held here December 11-13, Fred A. Martin, secretary-treasurer, said. Gathering will be at the Hotel Wardell-Sheraton, two blocks from RSROA offices in Arena Gardens Rink.

Major business of the gathering will be the awarding and scheduling of State and regional meets. Regional finalists will compete in the 1951 national championships, awarded to Cleveland Rollerade.

A special feature during the sessions will be the holding of gold medal tests. These will be skated at Arena Gardens on December 13 and 14.

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Minneapolis Skeds Second Rental Hike

MINNEAPOLIS, Dec. 2.—Rental rates at Minneapolis Auditorium, already boosted, are going up even more, George L. Adams, manager, said here recently.

"We've got a \$200,000 bond issue to retire in the next 30 years and City Council has told us that the auditorium must provide \$10,000 a year plus interest to meet it," Adams said. "In addition we must have another \$25,000 a year for replacements and renewal of equipment."

The only place that it can come from, Adams said, is rentals with the result that the boosts will average \$50 to \$100 per day, depending upon the attraction.

The new rate now in effect as of this season is \$400 per day for charitable organizations, plus extras. Performance stand rates now are \$600 to \$850 per day, plus extras and eventually will go to \$900 to \$1,000 per day.

Adams said the auditorium treasury already has \$50,000 put away but that \$40,000 of this will be used in 1951 to revamp the 23-year-old electrical system.

The building is enjoying one of its best seasons, according to Adams, with the 1949 gross of \$182,000 due to be exceeded by the time December 31 rolls around. Adams said that the fall season to date is ahead of the comparable period from September 1-November 1, 1949, but that he has no figures available for actual comparisons.

He pointed to December bookings as the best in the Auditorium's 23-year history, with only four open days in the sked. Normally, he said, December has had only 10 or 12 bookings. December business began picking up in 1948, moved ahead in 1949 and in a new all-time high for 1950.

Top customer for the year is the Minneapolis Lakers basketball team, with 33 regular dates, plus 11 play-off dates. Promoter Tony Stecher takes every available Tuesday for wrestling, every other Thursday for boxing.

Macon, Ga., Sets Sports Program; Seeks Roadshows

MACON, Ga., Dec. 2.—Municipal Auditorium here, managed by Harry Willis, is in the midst of one of its busiest seasons but is short on roadshow bookings. Last year big musicals attracted good business but dramatic shows eked out narrow profits.

Most bookings lined up are for boxing, Mondays; wrestling, Tuesdays; gospel meetings, song-fests and hillbilly shows. Quartets have been drawing good crowds, with another session skedded for December 7.

Negro dances with colored name bands are one of the steady customers for the building, with results varying from good to bad.

Ft. Worth Skateland Preps for Contests

FORT WORTH, Dec. 2.—For the first time emphasis is being put on international style skating here as Moran's Skateland prepares its fall-winter program. Professional Bob Evans reports much interest is being shown by skaters in preparations for the State's first United States Amateur Roller Skating Association competition, to be held in June.

Skateland's class schedule includes a beginner session, Tuesdays; intermediates, Wednesdays; and advanced skaters, Friday, each held from 6 to 7:30 p.m. In addition, there is a juvenile class Saturdays, 12:30 to 2 p.m., and a figure and free-style class from 6 to 7:30 p.m.

Hartford (Conn.) Skating Palace held a Thanksgiving Jamboree November 22 and 23. Servicemen in uniform were admitted free. Irving Richland, co-owner, invited area high school football teams and cheer leaders to be guests Thursday (23). Game winners received prizes.

ARENAS AND AUDITORIA

McElravy Leaves Memphis Aud Post

By Daphne (Dee) Patti

HOUSTON, Dec. 2.—Effective January 1, Col. Charles A. McElravy will retire as managing director of Ellis Auditorium, Memphis, a post he has held for the past 28 years. It was learned, however, that McElravy will continue to handle and book all road shows into the spot. Chauncey Barbour has been selected by the city commission to succeed McElravy, while the latter continues in an advisory capacity for six months. Barbour had been a member of the Memphis park commission and was manager of the Crump Stadium there.

McElravy is a past president of the International Association of Auditorium Managers and is in his 10th year as secretary-treasurer of the org. He will continue to handle these duties. McElravy took over the Memphis Auditorium in 1922 and five years after he assumed its management the building was operating in the black. In the intervening 22 years the auditorium has not been in the red. Several of McElravy's engineering ideas, introduced at the Memphis building, were copied by various other auds in the country. His spot is known as one of the most up to date and best operated in the business.

The best shows on the road played the Memphis building annually, and all promoters were fond of Colonel Charlie. Most shows playing under his wing annually did good business in his building.

Gets Half Houses

The Shrine Circus, usually a sellout in Houston, played, to half houses the first part of the engagement. With one sellout performance at the Sunday matinee, November 12, they came away with 2,500 people, but attendance and gate receipts were way behind last year. The Red, White and Blue Revue, with only one good opening night, "papered" house, died, with attendance otherwise varying from 50 persons to 200 each performance. Due to the bad biz, last scheduled Sunday night show and the closing Sunday matinee were canceled. Unusually good newspaper reviews and strong publicity had been given the revue.

The poor biz for both the circus and Red, White and Blue Revue, was blamed on the bus strike in Houston, which left the general public with no transportation.

Freeman Sets Up "Lay Away" Plan For Skate Sales

MEDFORD, Mass. Dec. 2.—A budget method called the "lay away" plan for the purchase of shoe skates is being offered patrons of Fred H. Freeman's Ball-A-Roue Rollerway here who may have difficulty in scraping together the full purchase price.

Under the plan the customer makes payments of \$5 down and \$1 a week thereafter until he has completed payments on the outfit, at which time it is turned over to him. Meanwhile, the patron is entitled to free use of the rink's rental shoe skates as long as weekly payments are maintained.

Operator Freeman is putting special emphasis behind the plan at this time, pointing out to patrons that with Christmas approaching it may have special appeal to them.

Free Ventnor Parties

VENTNOR, N. J., Dec. 2.—To stimulate interest among the youth in roller skating a free skating party was staged at Ventnor Athletic Center Rink here. Some 60 boys and girls attended the session, which was so successful that another party is planned for December 22. It will be staged in conjunction with a community Christmas fete for youngsters.

Denny and Heddy Sargeant and Louie and Barbara Margarech held a grand opening November 30 for their new Roller Palladium in Santa Cruz, Calif. A preview was staged from 6-8 p.m. with the skating session from 8 to 11.

Houston columnists blamed poor booking—two shows booked into connected buildings at the same time playing against each other.

Cancers Take Drops

As a result, Houston is losing money in another direction. From the revenue it receives from buying out the food and drink concessions for the three buildings.

Houston in the past has received a bid of as much as \$100,000 for the concessions for one year, whereas the price now is \$40,000 bid several months ago by the B & L Concession Company. Two years ago the B & L Company bid \$37,000 for the soda pop and hot dog rights in the three buildings.

The Shrine Circus opened a 14-day stand in the Coliseum the week of November 1, while the Red, White and Blue Revue played next door in the connecting Music Hall for a five-day stand November 8-12, during part of the same play dates as the circus.

"Eskimo Club" TV Show to Prop Biz At Carlin Ieland

BALTIMORE, Dec. 2.—Concededly with the idea of interesting youngsters of all ages in ice skating and to draw spectators to fill the 3,000 seats in Carlin's Park Ieland here, John J. Carlin Sr., has tied in with The Baltimore News Post and WBAL-TV as co-promoters of The Eskimo Club, a one-hour Sunday afternoon skating show beamed from the rink via WBAL-TV.

The stanza debuted Sunday (19) and is scheduled to be seen from 1 to 2, prior to the regular skating session, for the remainder of the season. Special events, so that all skaters may participate no matter what their ability on blades, form the backbone of the show. These events, however, are interspersed with specialty numbers for which the rink will bring in members of its three private figure clubs.

Brent Gunts, who emcees the show, functions both from the ice and a special stage constructed on the rink edge. Dave Nottingham, of the WBAL-TV staff, is directing, and Hal Steward, public relations director of Carlin Enterprises, is handling liaison work on the promotion.

ONCE IN A LIFE TIME

Modern, fully equipped rink of brick, steel construction in post office block, Pensacola, Fla., another in Asheville, N. C. Both hundred thousand population cities, business very good. Owner retiring after thirty years in business. Details:

CHARLES C. ELLIS
101 Biltmore Ave., Asheville, N. C.

RINK & DANCE HALL FOR LEASE

Permanent. Year around operation, suitable for promotions of all kinds, such as hillbilly shows, wrestling shows, bingo games, etc. Have bleachers, chairs, bingo equipment.

MOXAHALA PARK
South Zanesville, Ohio.

Badly Needed in Texas

Many young boys and girls have no recreation. I have a beautiful one year old, completely portable skating rink. Rink holds about 100 skaters, connected section roof, 43'x119'. Finest equipment. Hurry, it is all up to the owner.

L. E. GILBERT
3217 Greene Fort Worth, Texas

WANTED

Well experienced Rink Manager who has had some experience in teaching the dance steps. Would prefer Man and Wife to take over. Must be able to furnish references. Make salary report on all about yourself first letter. Will pay salary and percentage. Skating from 6-8:30 to 10 p.m. Telephone number where you can be reached.

BOK, Dept. 2, Billboards, Cincinnati 22, Ohio

Driving 'Round the Drive-Ins

IN A DECISION representing a major victory for drive-in theaters all over the country, the U. S. District Court, Philadelphia, last week ordered eight major film companies to make first-run feature pictures available to the Boulevard Drive-In Theater near Allentown, Pa. In so ordering, Federal Judge William H. Kirkpatrick found that the movie companies were violating the federal anti-trust laws by refusing to let the drive-in have first run pictures until at least 28 days after the six houses in downtown Allentown had shown them. The judge said that the film companies' own testimony "makes it plain that what they are doing is putting into effect in Allentown a general program, adopted and adhered to by the directing heads of the industry, to relegate drive-in theaters generally to a second-run status." Defendants in the action were Loew's, Inc., Paramount Pictures Corporation, RKO Pictures, Inc., 20th Century-Fox Film Corporation, United Artists Corporation, Universal Film Exchange, Columbia Pictures, Inc., and Warner Brothers Distributing Company. Allied with the picture companies as intervenors were Hamilton Realty Company, Embassy Corporation of Allentown and Korr Enterprises, operator of the College Theater Amusement Company, which runs Allentown's six first-run movie houses. Suit was brought by three brothers and two sisters, all of Philadelphia, who operate the Boulevard Drive-In on Route 22 near Allentown. They are David Samuel and Martin Milgram, Mrs. Frances Krey and Mrs. Basie Hoberman. The Milgrams operate a string of indoor theaters in Philadelphia and thruout the Eastern Pennsylvania area.

THE cold spell which hit Pennsylvania over the November 25 week-end resulted in the closing of nine additional open-airers in the Philadelphia territory. They included Chester Pike Drive-In, Chester, Pa.; Eklon Drive-In, Eklon, Md.; 309 Drive-In, Montgomeryville, Pa.; Brandonville, Pa. Drive-In; Starlight Drive-In, Tunkhannock, Pa.; Dallas, Pa. Drive-In; Sayre, Pa. Drive-In; Mt. Penn Drive-In, Reading, Pa.; and the Reading, Pa. Drive-In, which is managed by Eugene Blank. Suit regarding the operation with individual car heaters offered and in face of the cold weather are the Lincoln Drive-In, Philadelphia; Brandywine Drive-In, Wilmington, Del.; Pleasant Hills, Del. Drive-In and Atlantic Drive-In, Pleasantville, N. J. A Sunday film referendum has resulted in an overwhelming vote in favor of Sabbath showings for the first time in Amity Township near Reading, Pa. Vote in favor of Sunday movies was 423 to 87 and was taken in articles of the opening next season of the new drive-in to be built between Pottstown

and Reading, Pa., by William Goldman, Philadelphia theater chain operator. However, a similar vote in Bridgeton, N. J., where a drive-in already is in operation, found voters upholding the present ban on Sunday movies by a vote of 3,832 to 2,524. A similar referendum was held six years ago. Question of Sunday showings by the Delmar, Del. Drive-In is still to be decided by the courts there. Charges of Sunday law violations against the Delmar operators have been continued to the February term of the Court of General Sessions sitting in Georgetown, Del.

HI-WAY DRIVE-IN THEATER, Columbia, S. C., has been issued a charter by the secretary of state. Firm proposes to own, operate and construct drive-in and other types of theaters. Authorized capital stock is \$5,000, with B. H. Truesdale as president. . . . Joseph Faith, operator of a number of suburban Hartford, Conn., picture theaters, has come up with a novel idea of competing with drive-ins in the State. He has started a new policy at the Strawberry Theater, Bristol, Conn., Mondays and Tuesdays, applicable only to car patrons: One adult, 44 cents; two or more, 88 cents, tax included. All children arriving in cars are admitted free. . . . Also attracting some amusement field trade interest is a new policy by Loew's National Amusement Company Drive-In, Montville, Conn., managed by Bruno Weintraub. The spot is offering a free gallon of gas to each car coming into the drive-in area nightly, with Weintraub explaining in his newspaper advertising that cars, with the extra gallon of gas, can continue to operate their motors, and in turn continue to operate car heaters.

E. M. LOEW Circuit has closed its Hartford Drive-In, Newington, Conn.; Riverdale Drive-In, West Springfield, Mass.; and Millford Drive-In, Millford, Conn., for the season. Harold Cummings, former manager of the Riverdale Drive-In, has been named manager of the State Theater, Holyoke, Mass. Meanwhile, construction has been proceeding on Loew's new 850-car capacity drive-in at Farmington, Conn. Project, costing an estimated \$125,000, is not expected to be ready for operation before April, 1951. . . . East Windsor, Conn. Drive-In, newest in the State, has closed for the season. . . . Incorporation papers have been filed with the secretary of state at Hartford for a new Connecticut amusement corporation, the Bristol Drive-In Theater, Inc., of Bristol, listing authorized capital and amount for starting business, \$5,000; incorporators, Gertrude Rittenburg, Elias M. Loew and Hector M. Frascadori, Corporation building a new outdoor theater in Bristol, with completion slated for the spring of 1951.

Pittsburgh Showbiz Reeling

however, had to cut to a half hour from its normal hour showing. Tech Varieties got on and did the whole show with limited personnel.

AM's Pubbery
The radio stations had people stranded in studios, hotels and transmitters but they stayed on the job and kept pouring out public service announcements every 15 minutes. The Casino in Philadelphia on the progress of the storm thru the medium of radio. The newspapers were published, with the exception of the morning Post-Gazette, which missed the Monday edition, but it was difficult to drive the trucks thru the snow to make deliveries.

The two drive-in theaters that were still open closed for the season when the storm hit.

Bistros Hit
The niteries, all of which had big attractions scheduled to get the public back after the news strike, were the hardest hit, with most of them losing from a week to 10 days business. Woody Herman and his band playing the Vogue Terrace, couldn't get out till Tuesday, and the engagement of Sammy Kaye at the same spot was canceled entirely. The Ankara, Bill Green's and the Blue Ridge, all out on the highway, all closed Saturday and remained closed for

the following week.

The Harmonicats, playing at the Copa, managed to get out Saturday afternoon, and incoming Bill Farrell was stranded in Detroit. However, when the storm continued, his date was postponed for a week in January rather than have him come in for the week-end. Sylvia Karlton, a Pittsburgh girl, was stranded here on her way from the Latin Casino in Philadelphia to the Tropics in Youngstown, and filled in for Farrell when the Copa opened Thursday (30).

The Carousel, which lost two big nights with Joey Bishop, remained closed until Saturday (2), when it opened with Bobby Sargent. Weela Gallez opened at the Monte Carlo Friday in the thick of the storm, and her engagement was postponed until next week. The Carnival and Midway closed Friday and opened the following Thursday. Johnny Brown's, with Slim Gaillard as the attraction, didn't open Friday and Saturday, and postponed Siam Stewart's opening until Thursday.

To add to the woes of the niteries who have been hit by everything during the past few months, Christmas and New Year's Eve both fall on Sunday this year, and any chance to recoup their losses is gone in the face of Pennsylvania's ancient blue laws.

Billboard Backstage

Continued from page 2

with the Capitol Record folks, Glenn Wallichs, Floyd Bitaker, Jim Conking, Jim Murray, Hal Cook, Alan Livingston, Dave Dentler, Lloyd Dunn, et al. Here are guys who battle admirably for that place they've made in the sun, and we don't just mean the Hollywood sun, of which there wasn't much this trip.

Note to the publisher: Did some work, too, honest.

Washington Once-Over

Continued from page 2

the axe this week as expected. It is already mulling the idea of curtailing end products, but not yet used for any commodity. The first finished products to be hit by such orders would undoubtedly be home appliances and autos.

Whether or not Congress will enact a new price control bill is uncertain, but President Truman is expected to issue general price controls under the existing statute. Supplies and materials used by the amusement industry will come under the price ceiling. So too will the price of radios, TV sets, photo machines, and night club admissions. Unless the law stiffened the contract won't apply to time charges by radio-TV stations or to general amusement admissions.

Federal Reserve Board (FRB) is hinting that credit controls will be tightened further on radio-TV and photo sets. However, FRB points out that the credit controls are much milder than in World War II.

Dam-Burst
Nobody's underestimating the extent and significance of a Federal Communications Commission (FCC) schism which came to the surface of the TV allocations hearing this week when Commissioner Frieda S. Hennoek accused Assistant General Counsel Harry Plotkin of aiding commercial TV interests at the expense of educators.

Ever since the bitter dissents within the Commission on the color-TV issue, commissioners have been expecting an outbreak such as the one that flared out this week, and the end of the embroilment is not in sight.

Commission nerves have been left taut by the Hennoek incident. One FCC-er wisecracked unsmilingly, "Maybe we ought not to have women on this channel."

Paris Peek

Continued from page 2

acts for the show opening in June. Performers are booked for at least six months. Guerin-Friday will fly to Rio, Buenos Aires, Santiago, Chile, Lima, Peru and Havana. Arrive at Miami January 23 for two days; January 25, New York; February 1, Chicago; February 3, Los Angeles; February 6, Las Vegas; March 9, New York for one month to arrange contracts, etc. Guerin-Friday plan to stop somewhere along their itinerary to do business either with Skating Vanities or Holiday on Ice.

Holiday Shutters
American Theater of Paris's Knickerbocker Holiday closed for the notice pending clearance of French blue (unfashionable to call it "red") tape. Box office is selling tickets for opening in one week.

Men Wanted
Models of Paris fashion houses, looking for husbands, celebrate St. Catherine's Day in traditional manner this week by champagne parties in the work rooms and parading arm-in-arm on the Champs Elysees wearing the "bonnets de St. Catherine."

Gregory Ratoff and Sam Zimbalist window shopping in the Madeline section. Miniature circus strictly for children open at the Salon de L'Enfance, featuring miniature rides, marionette shows, Charlie Chaplin flecks, and a baby bar selling coffee, Cokes and beer (with no age limit on last named).

Roadshow-Rep

TALBOTS SHOW advises from Muller, S. D., that it has been playing halls and a few schools since closing a good summer tour. Unit plans to have its museum on two trailers next summer when it also will present an educational as well as an Indian exhibit. Show is a family affair which has traveled 2,000 miles in the past two years. . . . Minstrel Men of America staged their annual Turkey dinner and show at the Rossly Hotel Dining Room, Los Angeles, November 29. . . . Moulton Play-

ers, a new group for Essex County, Massachusetts, make their debut late this month. . . . Decker's Minstrels, short-cut Negro group, are making sponsor dates in Oberlin, La., to reported good results. Manager LeRoy, of the four-person unit, says that the show has been well received and that it plans to take on some theater dates soon. . . . Bird's Show is playing Western Oklahoma towns to good returns. . . . D. H. Derrell left Portland, Ore., recently to play Central Oregon spots with his solo show. He plans to take on some dates in Washington and Idaho later.

Construction Lags

New showbiz construction starts last month totaled \$22,000,000, probably the last time this level will be reached for the duration of the defense emergency. Bureau of Labor Statistics reported that the November figure has brought the total for the year so far up to \$227,000,000, a 6 per cent drop below the same period for 1949.

Highest monthly tax receipts in over two years were chalked up by Bureau of Internal Revenue for radio-TV sets. October receipts soared close to \$8,000,000, practically doubling the October mark. Disk tax receipts are running 60 per cent ahead of last year. . . . The radio-TV manufacturing industry will reach the status of a \$2,000,000,000 industry this year for the first time, according to latest estimates by the Radio-Television Manufacturers' Association. TV set shipments will total 6,500,000. RCA will grab the spotlight in the color-TV war next week with a demonstration of its improved tricolor tube. Viewers will see a brighter and somewhat clearer picture, but there's still plenty of room for improvement. Chances are figured less than even right now that Congress will enact the excess profits bill which comes up for debate Monday (4). Growing seriousness in the global situation, however, could switch some votes to support the levy. . . . The national Capital Sesqui-Centennial Commission elimated two days of deliberations by voting unanimously to continue the sesqui show, Faith of Our Fathers, for another season next year. Some of the proceeds will be given to the Cancer Fund in memory of the late Carter T. Barron, who was exec vice-chairman of the commission. Barron died of cancer last month.

RUFFLER, hypnotist, who has been playing to good business in Western Canada, moves to the Pacific Coast soon. S. R. (Sid) Robers, old-time 10-20-30 manager and agent, writes from Northport, Wash.: "I read recently about the passing of repent and it was no news to me because it was passed out 15 years ago when I left Chicago. However, this does not mean that flesh roadshows have passed or that they are passing because I have done more with a small flesh trick the past summer and I'm still doing more than I have ever done before. I have a three-cast show, with no tent to carry around and I require no excess labor to tote my show. I can gross less and make more than when I had a payroll of 18 people in Kansas and Missouri. The flesh bill I'm using cost me \$300 for the year and it has been worth it because it pays for itself in any spot whether country hall or so-called smart clubs. I've stayed away from dead territory, going out where folks still like to see live performers." Florian Play-ers are making one-day stand around Warrenton, N. Y., with a three-cast flesh bill.

J. C. ADMIRE comes thru with the following from Jeffersonville, Ind.: "I've guessed it when he pointed out in a recent issue that magicians, the bad ones and homeguards, are the reason for so many counties in Indiana being closed. Two years ago I anticipated just such action and cut out the mechanical magicians. The nearest to magic is our Gordon the Wizard, who does card and coin tricks. He also plays accordion for closing and brings in plenty of references. In fact, he has been with me for seven years and we have repeated in schools as many as four times. Indiana is full of magicians. The towners are numerous. I don't envy anyone for wanting to become a professional magician. But I'd like to see him work with some professional man for about five seasons before hitting the road on his own. If I didn't have an established name in the Middle States I wouldn't have gotten to first base. I've made this territory for the past 25 years. I'd suggest to unknown acts wanting to come into Indiana, Kentucky, Ohio or Illinois to head for other states. There are too many independent acts in these States to be profitable to anyone."

HARRY HURLEY advises from Gilbert, Mo., that he is making a good impression with his solo show and that he's having no trouble booking dates. Hurley is an old-time rep and tab show performer. In recent years he has been promoting amateur minstrels in various sections of the country. . . . Marshall Frydman is breaking in a four-act legit bill in one-day sponsor stands in New England. Unit is a type that will take any booking that comes up. The family does magic and has some show-dance spots in mind. Unit will move into Western territory where it has appeared in past years. . . . I read with interest J. C. Admire's recent contribution in this column concerning magicians. Believe me, it's authentic," letters Fred Landrus. "I know that some of the acts to which Admire refers are strictly honkytonk entertainers." Following stands at several Atlanta schools, Landrus heads for dates in South Georgia, Mississippi, Alabama and Texas.

OPEN A DRIVE-IN THEATRE

AT LOW COST!
New and guaranteed rebuilt equipment from \$1995. Time payments. Also financing available. Write, giving location and number of cars, to: G. W. GILBERT CORP., Dept. L, 602 W. 54th St., New York 19.

The Final Curtain

ANDERSON—Margaret.
85 mother of stage actress Judith Anderson. November 23 in Santa Barbara, Calif.

ANDREWS—Albert C.
93, one of America's oldest actors, November 27 in New Haven, Conn. He acted in 1867 in "Masks and Faces," and ended with "The Cherry Orchard" in 1944. The oldest member of actors Equity played 253 roles and 16,000 performances in such company as Sir Henry Irving, Ellen Terry, Oida Skinner, George M. Coban, Maurice Evans, Ethel Barrymore and Richard Mansfield. His first speaking part was in Dublin in 1876, in "New Men on Old Aesop," and he stayed abroad until 1880. For the next 40 years, without missing a Broadway season, he appeared in such shows as the original "Cyrano de Bergerac," "Beau Brummel," "The Merry Doctor," "The Man With a Load of Mischief," "Foolish Fella," "A Prince There Was," "Julius Caesar," "Dr. Jekyll and Mr. Hyde," "Love From a Stranger," "Arms and the Man" and "Laborum Omnia Vincit." Two sons, Ronald and Gordon, survive. His wife, actress Winona Sheanon died the past October 11.

BABCOCK—Carl.
67, musician and performer in vaude, minstrel and outdoor shows for 30 years, November 16 in Danville, Va. He was a member of both world wars, he was a member of the band and orchestra at the Danville State Hospital for 15 years. His widow survived.

BAILEY—Mrs. J. W.
81, mother of Jack Bailey, emcee of the "Queen for a Day" radio show, November 23 in Hampton, Va.

BRADKE—Alan R.
43, head of Pacific Drive-In Theaters purchasing department, November 20 in Berkeley, Calif.

BURKE—David W.
73, Detroit record distributor, in fatal city November 23. He was chairman of the board of Radio Distributing Company, Detroit. Former distributor for MGM Records, he was married to Mrs. Alice, and two sons, David Jr. and Edmund, interested in Woodlawn Cemetery, Detroit.

BURNS—James C.
83, operator for 30 years of the Detroit booking agency bearing his name, November 24 in Elyria, O. Three daughters survive.

CARROLL—Patrick.
67, of the former vaude team of Carroll and Carroll, November 23 in Boston. Survived by his widow, Germaine. Burial in Boston November 24.

CHAPMAN—Mrs. W. C.
Wife of the veteran circus legal adjuster, recently at her home in Erie, Pa. Burial in Palmyre Cemetery, Erie.

RAMON—Henry P.
78, pianist, lecturer, teacher and composer, November 25 in Claremont, Calif. Before turning to educational music, he conducted concert tours in Europe and America. His widow and three daughters survive.

EDNEY—Florence.
71, veteran character actress, November 26 in New York. Her first and last stage appearance was in "Abel Street." London born, she made her stage debut at the turn of the century in England and her American bow in 1905 in "The Price of Money." The variety of roles in which she appeared included such subjects as "Topsy," "The Dark Angel," "The School for Scandal," "Curry Hairs," "Paris," "A Widow in Green," "Murder on the Second Floor," "In the Heat of the Family," "The House of Summers," "The Red Cat," "The House of Mirth," "The Bachelor's Tower," "Ladies in Retirement," "The Day a Day," "The Importance of Being Earnest" and "The Knights Were Bold."

ELLSWORTH—Robert.
81, well-known mambino player and band leader, November 27 in Green Hills, Cleveland. Ellsworth, whose real name was Harold Country, had a mambino band some 18 years ago and had a regular program over the NBC network. During World War 2 he toured the States with a USO unit. The past 10 years he had been a member of the national board of the American Guild of Variety Artists. Married to his father, William Conkley, and a brother, George, Burial in Holy Cross Cemetery, Cleveland, November 28.

FAGO—James V.
68, veteran vaude performer, November 28 in Lake Orion, Mich. He toured with his wife in a vaude company called known as Fago and White. Fago and his wife later over WJR, Detroit, as "Rudus" and "Mandy" in such acts as "Cabin Fats." "The Quick Step" and "Shore Show." His widow and a daughter survive.

FRANCISCO—Betty.
35, former Zellfeld Polka beauty and silent film actress, died of cancer, November 23 in London. She retired from the films in 1930 after many picture appearances.

FULTON—James C.
85, veteran vaude and burly performer, November 19 in New York. For many years he was a member of Hawaii's Minstrels and Theater Minstrel and West's Minstrels, having started in show-bus in a children's minstrel show. Burial in the Actors Fund Plot, Evergreen Cemetery, Brooklyn.

GREENWALT—Mary Hallock.
79, pianist, lecturer and author, November 23 in Philadelphia. As a Chopin specialist, she made many recordings. Columbia and appeared as a concert pianist with Eugene P. and at the University of Pennsylvania. She was also associated in the publication of a textbook on piano technique.

HAMMOND—Dorothy.
British stage actress for 30 years, known to private life as Mrs. Dorothy Stanger, November 23 in London. She toured the U.S. as Ethel, in "My Ag Heart," in 1914.

HART—Mark.
77, veteran actor, known to private life as Michael Heffern, November 23 in Worcester, Mass. At 17 he joined his uncle, Tom Hart, in the famous theatrical team of Harrigan and Hart, and later played many character parts with the late George M. Cohan. He former episode the Lambs. He appeared on the stage for over 50 years.

KING—Eugene W.
66, stage and movie actor, November 26 in Burbank, Calif. Survived by his widow, Betty; a son, Eugene Jr., and a sister, Mrs. Amalia Lipity.

KING—John A.
69, vaude and ball game owner-operator with various shows for many years, recently at his home in New York. He was married to his wife, Anna; a brother in California, and two sisters, Maudie, New York, and Mrs. Harold Meyer, North Troy, N. Y. Burial in Troy, N. Y.

KING—Sharon and Jean.
New-born twin daughters of Mr. and Mrs. Floyd King, Macon, Ga. Jean died nine hours after birth in Macon Hospital, November 23, and Sharon succumbed three days later. Father is a member of King Bros. Circus; mother is the former Vera Kernan performer. Burial in the King family plot, Dyersburg Tenn.

KRAPP—Robert.
84, known as Prince Mela, musical wonder child, died of cancer, November 23 in New York. He was married to his wife, Mrs. Tassell Shows for a five years, November 18 of a heart attack. Survivors include a daughter, Mrs. Tassell Shows, and a sister, Mrs. Tassell Shows, and a sister, Mrs. Tassell Shows, and a sister, Mrs. Tassell Shows.

LAUBAIN—Max Quick Cooper.
61, November 18 in Herman Krifer Hospital, Detroit, where she had been hospitalized since 1946. Prior to her lengthy illness she had been connected with the Ladies Auxiliary, Michigan Showmen's Association, Detroit. Survived by her parents, two sisters and two brothers, Burial in Forest Lawn Cemetery, Detroit.

LEWIS—Harry.
64, stage and film actor, November 18 in Hollywood.

MAIN—Walter L.
80, veteran circus operator and prominent in the circus field for 55 years, November 29 at his home in Geneva, O., in a heart ailment. From 1928 when he and Charles Phillips operated an "Uncle Tom's Cabin" show, King progressed to a circus until he at one time operated one of the top-flight circuses of his day. He sold his show in 1946 and later became show equipment and his circus title to other operators, including Andrew Downie and Floyd and Howard King, who are in the circus business. (Further details in the Circus Department.)

MORGAN—Charles S. Jr.
75, playwright, producer and director, November 28 in Philadelphia. He had spent many years on Broadway with Verba and Luescher, and was one of the producers of "All for the Ladies" and "Breathless." In the 1930s he wrote such plays as "The Innocents," "Don Quixote Escapes" and "Till Tales." Once he had been associated most of his life with university drama, having guided more than 20 shows of the Maak and War Club at Pennsylvania University. Morgan was also active in many theatrical clubs. Two brothers and a sister survive.

MORRIS—Harry L.
65, former circus trouper, recently in Sacred Heart Hospital, Norristown, Pa. Before leaving show business some 28 years ago he had been a circus clown. He had been a show manager and a mambino player in the circus. He had been a show manager and a mambino player in the circus. He had been a show manager and a mambino player in the circus.

NORMAN—Gertrude.
86, former concert singer and music teacher, known professionally as Madame Gordon, November 23 in Santa Monica, Calif. Survived by sister, Mrs. Constance L. Cockerell, interment in Santa Monica.

PARNALL—Dr. H. M.
One of the country's best known baritone soloists, November 28 in his home in Urbana, O. Parnall was the Hamletian leading player in 1914 and 1929. Burial in Oak Dale Cemetery, Urbana, December 2.

PAYNE—Mrs. Katherine.
80, mother of Karl Payne, staff violinist at station WLV, Cincinnati, November 27 at her son's home in Cincinnati. Her daughter-in-law, Mrs. Dorothy Stalensbach Payne, is pianist with the Cincinnati Symphony Orchestra. Survivors include a brother, Harry E. Kohn, Miami, Burial in Evergreen Cemetery, Fort Thomas, Ky., December 30.

REBE—Harvey.
18-year-old son of 77, former circus acrobat and vaude performer, November 18 at his home in Dubuque, Ia. He was first with Col. G. H. Hays' railroad circus in 1889, touring the Midwest as a double trapeze performer. Later he joined the Circus of the South, and later the circus with the John Robinson Circus. Rebe returned to the Lemon or the folk in 1928, but he did not succeed in his attempt to leave the circus business. He then played in vaude and dramatic stock, but he never made a success of it. He was married to his wife, Mrs. Rebe, and they had two children, one a son and one a daughter. He was married to his wife, Mrs. Rebe, and they had two children, one a son and one a daughter.

REBE—Norma E.
64, musician, at the home of his daughter in Atmore, Pa., November 26. He was married to his wife, Mrs. Rebe, and they had two children, one a son and one a daughter. He was married to his wife, Mrs. Rebe, and they had two children, one a son and one a daughter.

RITCHIE—A. Tedlar.
83, magician, at his home at Commerce Lake, Mich., November 23 of an aneurysm. He was a well-known collector of magic memorabilia, a manufacturer of magic apparatus and an early member of the Society of Detroit Magicians. Survived by his widow.

ROSENTHAL—Lewis.
71, former vaude comedian, November 27 in New York. He was married to his wife, Mrs. Rosenthal, and they had two children, one a son and one a daughter. He was married to his wife, Mrs. Rosenthal, and they had two children, one a son and one a daughter.

ROSENFELD—Sam.
71, former vaude comedian, November 27 in New York. He was married to his wife, Mrs. Rosefeld, and they had two children, one a son and one a daughter. He was married to his wife, Mrs. Rosefeld, and they had two children, one a son and one a daughter.

ROSENBERG—Natalie.
Mother of legit and picture actor Paul Stewart, November 26 in New York.

SCHROEDER—Ernie.
64, veteran burlesque and vaude comic, November 9 in Wayne County General Hospital, Detroit. In show business some 45 years, he retired a few years ago. He worked for many years at the Star and Garden in Chicago, and the National and Avenue in Detroit. His wife, Hazel, teamed with him in vaude. Besides his wife he leaves a daughter, Mrs. Dorothy Gillebert. Burial in Park Cemetery, Detroit, November 20.

STAFFORD—Mrs. Anna York.
60, mother of singer Jo Stafford, November 23 in Long Beach, Calif. Her husband, O. Ross Cleveland Stafford, and three daughters also survive.

STERNBERG—Natalie.
Mother of legit and picture actor Paul Stewart, November 26 in New York.

TEICHER—Rudolph J.
73, treasurer of NBC, November 21 in New York. He had held various positions with the broadcasting company since 1928. His widow and a sister survive.

WILKES—William.
83, veteran socialist and member of the Knickerbocker, November 26 in Pittsfield, Mass. A Brahms, Grieg and Strauss enthusiast, he spent his last years in European orchestras and the New York Symphony. He also conducted numerous well-known chamber music ensembles with many others. He leaves his second wife.

WITHERS—Mary Scott.
52, known to vaude 20 years ago as the White Crow, November 24 in New Brighton, N. Y. She retired from the stage 15 years ago and took up painting. Her mother, a sister and a brother survive.

YOUNG—Clifford.
83, late of Dorothy Young, ball-toss leader, November 13 in West Haven, Conn. His widow, Lilian, also survives.

Marriages

AMADEO-DIAKON.
Paul W. Amadeo, general manager of the White Crow, November 24 in New Brighton, N. Y. His bride, Mrs. Diakon, is a singer and pianist. They were married at the home of the bride's parents, Mrs. Diakon, Hartford, Conn., November 18 in Hartford.

COLL-SHIRWOOD.
Doc Coll, late producer, and Jeanette Shirwood, singer, November 26 in St. Louis.

CURTIS-DONRO.
Alma Curtis, actor, and Mrs. Elizabeth Rundmark, Dancera, November 21 in New York.

DOUGLASS-CAMPBELL.
James Campbell Douglas, in the radio-TV field, November 24 in New York. He was married to his wife, Mrs. Campbell, at the home of the bride's parents, Mrs. Campbell, Hartford, Conn., November 21 in New York.

DRIVER-WILLIAMS.
Arno C. Driver Jr., and Billie A. Williams, pianist, November 24 in New York. They were married at the home of the bride's parents, Mrs. Williams, Emporia, Va., recently.

GREEN-ZIEGELD.
Fritz Green, theatrical agent, and Dorothy Ziegfeld, singer, November 22 in New York.

MILKAR-DOH.
Frank Milkar and Mildred Doh, radio-caster, November 21 in Pittsburgh.

NELSON-REAL.
Clara Nelson and Miss Deal, dancer, November 23 in Dallas.

POCCI-VEGLIO.
Harry Pucci, Derby, Conn., and Dorothy Veglio, singer, Bridgeport, Conn., November 23 in Bridgeport.

RYAN-FULLER.
Walter R. Ryan and Marie Fuller, radio-TV star, November 22 in Pittsburgh.

WILKES-CRAPEL.
William Wilkes and Betty Chapel, radio-TV singer, November 23 in Cincinnati.

Births

BAILEY.
A son to Mr. and Mrs. Stan Bailey, November 20 in Pittsburgh. Father is a band leader.

GOLF.
A son to Mr. and Mrs. Clem Egolf, November 20 in Allentown, Pa. Mother is a former dancer. Father is an NBC-TV production facilities co-ordinator for the "Coke" and "Parade" and the "Coke Comedy Hour."

GODOPAKY.
A daughter to Mr. and Mrs. Paul Godopaky, November 20 in Hempstead, L. I., N. Y. Father is executive vice-president and manager of WRLI and WFLI-TV.

HALL.
A daughter to Mr. and Mrs. Mitz Hall, November 23 in New York. Father is a book publisher. Mother is former Miss Frances Stittman.

HAUPT.
A son, Kevin, to Mr. and Mrs. William Haupt, November 23 in St. Luke's Hospital, Allentown, Pa. Mother is a former dancer. Father is an NBC-TV production facilities co-ordinator for the "Coke" and "Parade" and the "Coke Comedy Hour."

HOLLAND.
A son, Don, to Mr. and Mrs. Bill Holland, November 23 in New York. Father is an exhibition racing car driver, and former owner and operator of the "Coke" and "Parade" and the "Coke Comedy Hour."

ROPLAN.
A daughter to Mr. and Mrs. Harry Roplan, November 23 in Glendale, Calif. Father is a radio producer; mother is a singer. (Further details in Valley.)

LONG.
A son to Mr. and Mrs. Ed Lauer, November 24 in Albany, N. Y. Father is WROV sports-caster.

Mercury Execs Slate Mexican Disk Confab

CHICAGO, Dec. 2.—Irv Green and Art Talmadge, proxy and executive v. p., respectively, of Mercury Records, may work out a deal next week for Mexican distribution and pressing. It was learned this week. The Talmadge would not confirm the report, it is known that part of the duo's itinerary next week is a visit to Mexico City, where they will huddle with a major Mexican record distributor and pressing outfit, Mercury has a network of European and British links, but has never penetrated south of the border.

Talmadge said that he and Green are planning to the Coast to set up the 1951 recording sked with Vic Dumore. Dumore linked a new pact with Mercury about three months ago, which calls for a heavier waxing sked. In addition, Talmadge and Green will huddle with a. and r. rep Harry Geller and singer Billy Daniels. The quartet is trying to capture the nuances, such as finger snapping and sighs utilized by the miter singer in his p. a. s. on his first waxing session, set for next week.

Discovery Skeds Hart-Green Album

HOLLYWOOD, Dec. 2. — With 15 LP albums behind them, Discovery Records will kick off the new year with a Rodgers & Hart-Johnny Green LP album featuring the label's top artists. Doing the eight tunes are Red Norvo, David Allen, Johnny Richards' ork, Emma Lou Weich, Barbara Carroll Trio, Paul Smith Quartet, Mary Ann McCall and Phil Moore's group.

All music was previously released on 78 r.p.m. Label mullied the idea for two years and finally assembled the work for LP release.

Havana-Madrid, New York

Max Rosenblum and Max Baer, plus Lilly Ann Carroll, in new placements, were brought in to carry thru New Year's Eve. In the hope they'll do business. The two Maxies were only so-so, working to a crowd of actors who knew all the snappers. But even then the boys helped to break it up on ad libs and loused up material. In fact, it was the latter that got the rocks rather than their tried and true but stale chatter.

Lilly Ann Carroll beat out every song as if she were still working for Louis Prima. This was unfortunate, because the gal can really sing. But pacing is something with which she is apparently unfamiliar. She started with Sunny Side of the Street and followed it with a bouncy ballad that hit solidly. Her next was a calypso that was so blue it was black. She ended with Up the Lacy River.

The rest of the show, including the fine June Taylor line, held over. Bill Smith.

Blow Kayos Biz

away, except one—the owner. He was stranded inside for two days. Acts didn't come back until Tuesday night.

The theaters, RKO's Palace and others, simply stayed shut. Palace reopened Sunday for two shows, but didn't get back to normal five-day-a-week until Tuesday (28). Buffalo was another city to white out, tho in its case the snow hit late Tuesday. Pittsburgh was probably the hardest hit of all (see separate story this issue).

Many Contracts Broken—Contracts were broken all over the lot and at least one talent union, American Guild of Variety Artists (AGVA) is on the horns of a dilemma. Union admits that claims for salaries are already coming in, but admits the problem is a ticklish one.

Under a pay or perform contract, union ruled that performers ready and able to work should be paid even if shows were canceled. On the other hand, it also has cases where performers could not make the dates because of the storm. If it rules that acts should get paid when on the premises ready to work, it may have to rule that owners be recompensed by acts who didn't show up.

"BOZO" TIE-IN WITH ICE SHOW

HOLLYWOOD, Dec. 2.—Capitol's kid creation, Bozo, the Clown, takes to the ice for the first time as a featured subject in Ice Capades' 1951 edition. Tie-in deal was made by the blade show's topper, John Harris, and diskery's promotion department.

According to the reciprocal deal, arena managers will display placards plugging Cap's Bozo diskings. In return, the diskery will time dealer window displays with the ice show's itinerary, pushing Ice Capades and Bozo disks. Pinto Colvig, Bozo's wax voice, has cut radio spots to be aired during the show's tour. There's a further tie-in, Bozo dolls will be peddled at arenas playing Ice Capades.

Caught Again

Continued from page 35

are hilarious in their application to everyday objects. Both lads got yocks.

Bibi Osterwald has picked up plenty of new assurance. Her job in Genitiven Prefer Blondes has probably helped. Her material is a conglomerate of oldies with a deliberate corny selling style, plus some show tunes. The girl can sell even if the voice isn't terrific.

The freshest act on the bill was young Betty Oakes. Altho she doesn't look over 18, she's a pretty little redhead with a voice that's made for musical comedy. Her material is mostly songs from old shows or operettas, but there's a clear-bellied freshness about her soprano voice that is attention-compelling.

The Norman Paris Trio, long-time holdovers here, do a solid job playing for the show and in their own spot. Julius Monk's emceeing is properly subdued and his piano solos pleasant to hear. Bill Smith.

Havana-Madrid, New York

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Divorces

BARRE.
Constance J. Barker from Len Barker, film Tarran, November 18 in Los Angeles.

CALDWELL.
Celestus Caldwell, actress, model and ex-wife of comic Ken Murray, from Robert M. Murray, actor, November 17 in Los Angeles.

DRAKE.
Jeanne Drake, late actress, from Jack B. Huntington, November 21 in Los Angeles.

DRAKE.
Patricia Drake, film actress, from Don Williams, night club and radio singer, recently in Los Angeles.

GUILD.
Nancy Guild, actress, from Charles Russell Jr., actor, November 23 in Los Angeles.

LANCASTER.
Denise Milan Lancaster, Cleveland, from Stuart Oney Lancaster, New York actor and touring circuit star, recently in Cleveland.

TIBBETT.
Mrs. Barbara M. Tibbett from Richard Tibbett, son of Laurence Tibbett, opera and metric baritone, recently in Los Angeles.

SELENIE.
Marie Ann (Mickey) Selenie, of the "Beauty Shoppe," from William Selenie, New York, from Sigmond L. Miller, Bridgeport, Conn., attorney, recently in West Memphis, Ark.

Keller Elected SLA President, Jessop 1st V.-P.

Gooding Keynotes Installation, Urges Members' Harmony

CHICAGO, Dec. 2.—Lou Keller, who Monday (27) was elected president of the Showmen's League of America, was installed in that office Thursday night (30) to the accompaniment of pledges of support and the urging for harmony and co-operation during his one-year term.

Keller, running on the independent ticket, defeated Ned E. Torti, regular ticket candidate, by a vote of 529-290. The election was marked by heavy absentee voting.

The independent ticket, which besides Keller had 34 candidates for the 50-member board of directors, were swept into office. They were Jack Benjamin, Louis J. Berger, Max B. Brantman, Flitzie Brown, Elmer Byrnes, Hadji Delgarian, David E. Fineman, Art Frazier, Jack Gallagher, George A. Golden, Jack Howarth, Morris A. Hall, Maxie Herman and Robert Hugsby.

Also Ben Hyman, H. A. (Whitey) Lehrter, William Kaplan, Edward Levinson, Vince McCabe, Harry Mamsch, Sam Menchik, Richard Miller, Edward Murphy, Charles Owens, John Quinn, Jack Ruback, Harry Ross, Harry Scheiber, Robert Seery, Harry Simmonds, William E. Snyder, Edward Sopenar, O. J. Weiss and Cliff Wilson.

Regular ticket candidates elected to the board were James Campbell, William Cowan, K. H. Gorman, Harry (Irish) Gaughn, Jack Gilbert, Max Goodman, George W. Johnson, Dave Madson, Harold Paddock, Albert J. Sweeney, J. C. (Tommy) Thomas, James E. Strates, Al Wagner, M. M. (Neil) Webb, Ben Weiss and Charles Zemater.

Running unopposed on the regular ticket, B. T. Jessop was elected first vice-president, James P. Sullivan, second vice-president, Carl J. Sedlmayr Jr., third vice-president, Walter F. Driver, treasurer, and Joseph L. Streibich, secretary.

Floyd E. Gooding, past president, keynoted the installation with a plea for the members to pull together for the welfare of the club. Syd Jessop urged that members forget their differences and join wholeheartedly to build the organization. Others, including Past President Sam J. Levy, made similar pleas.

Keller, in responding, urged the co-operation of the membership and pledged that he would strive to do a job deserving of commendation.

Coin Machine Makers, Ops Eye Outdoor Field

By Norman Weiser

CHICAGO, Dec. 2.—Long considered "second cousins" in their respective industries, the outdoor show business and the coin machine fields indicated an even closer relationship was in the development stages this week during the four-day NAAAPPB convention at the Hotel Sherman here.

Taken objectively, both fields have everything to gain in the move. The coin machine representatives, who infiltrated the exhibit hall through the four days, were searching for new avenues to augment their incomes which have been hard hit as they are forced to hold the 5-cent line in their music, game and vending operations. For the first time it was learned that several leading coin machine distributors and operators are already in the outdoor field, having opened Kiddielands during the past summer. Others were here investigating the possibilities. (Continued on page 63)



LOU KELLER

CONFAB CHATTER

W. Kerr Scott, N. C. Gov., on Hand at Chi

CHICAGO, Dec. 2.—W. Kerr Scott, governor of North Carolina, renewed many friendships and acquaintances in the outdoor show world here this week during the outdoor conventions in the Hotel Sherman. With him during his visit to the convention hotel was (Continued on page 42)

Looming Shortages Spark Buying Spree At Chi Trade Show

Most NAAAPPB Exhibitors Report Sales in Excess of Recent Years

By Jim McHugh

CHICAGO, Dec. 2.—Stimulated by the possibility of acute shortages resulting from the unsettled world situation, park and carnival operators dug deeply to create a near-record buying spree at the annual trade show sponsored by the National Association of Amusement Parks, Pools and Beaches (NAAAPPB) at the Hotel Sherman here Sunday thru Wednesday (26-29).

All but a few exhibitors reported sales considerably ahead of 1949 while many manufacturers said that their planned production for 1950 was sold out. The actual percentage of consumption of sales was higher than in any recent year and the pay-off in many instances was completed on the spot with checks and cash changing hands.

The worsening war situation resulted in several manufacturers curtailing sales because of probable material shortages. Several concerns are already partly involved in war work and anticipate increased activity along these lines. Others are almost sure to be involved in defense production before long.

Many operators in the park and carnival fields stocked up heavily on parts to hedge against possible shortages such as were encountered during the last war when it frequently became necessary to improvise to keep units ready. A number of major units were bought by ops who might otherwise have stalled the investment for another year or so.

While many manufacturers reported sales almost equally divided between park and carnival

Robbins Enterprises Chartered in N. C.

CHARLOTTE, N. C., Dec. 2.—Robbins Enterprises, Inc., here has obtained a charter from the secretary of state to operate race cars and promote racing.

Authorized capital stock is \$50,000, with \$10,000 stock subscribed by J. T. Robbins Sr., Irene Robbins and J. Thayer Robbins Jr., all of this city.

TRUCK CARNIVALS REAP WHEN RAIL SHOW QUILTS

20th Century, Royal Crown Pick Up Potent Fair Route at Chicago

By Herb Dutton

CHICAGO, Dec. 2.—Carnival outracing by Midwest fairs was brown into a turmoil here late Monday (27) at the outdoor showmen conventions in the Hotel Sherman when a Midwest carnival, the Imperial Shows, decided to quit its unit and go out in 1951. The decision caused a scramble, with fairs, in a reversal of their usual roles, seeking out shows to handle their midway needs. By convention's close there were still a few fairs, which normally do their contracting by then, without shows.

Moreover, two truck shows, the 20th Century, owned by Al Mar-

tin and Mac McCrary, and the Royal Crown Shows, owned by Eddie and Dolly Young, wound up with routes rated in the railroad show class.

The 20th Century picked up fairs at Spencer, Ia.; Huron, N. D.; Fargo, N. D. and Austin, Minn., all of which were played by Imperial last year. In addition, the Martin-McCrary org signed Minot, N. D., a spot played this season by another truck org, and it re-linked fairs at Carrolltonville, Mo.; New Ulm, Minn. and Albert Lea, Minn. Switches in fair dates paved the way for Royal Crown to come up with two major fairs. Decision of Tulsa (Okla.) State Fair to extend its run from five days to seven left the Royal American Shows, which played that fair the past two seasons, unavailable to repeat, and Royal Crown snared it.

Similarly, the action of Iowa State Fair, Des Moines, in extending its '51 run thru Labor Day led

Lawrence Gets 3 N. C. Fairs

NEW YORK, Dec. 2.—Lawrence Greater Shows has added a trio of North Carolina fairs to its 1951 annual route for a total of eight. Additions, announced by Sam and Shirley Levy, owners, and Robert (Bobby) Kline, general agent, are the events at Rocky (Continued on page 37)

Cohen Urges Fair-Carnival Co-Operation

CHICAGO, Dec. 2.—"Most of the difficulties which arise between fairs and carnivals can be traced to a definite lack of co-operation by either or both of the parties," Max Cohen, general counsel of the American Carnival Association, told delegates to the annual convention of the International Association of Fairs and Expositions here this week.

"We have found that many of these so-called problems arise during the contract negotiating stage," Cohen said. "It occasionally develops during these negotiations that both fairs and carnivals have over-rated their potential requirements to the size, the quality of their attractions or their earning power. Just as it is (Continued on page 52)

Park Men Deny Aid In Fritz Tax Case

NAAAPPB Votes No Participation; Individual Ops Come Up With \$\$

CHICAGO, Dec. 2.—Spirited disagreement over aid to Arthur E. Fritz in his court fight to nullify the 20 per cent federal tax on amusement rides, broke out in the National Association of Amusement Parks, Pools and Beaches (NAAAPPB) convention here Monday (27) and was climaxed by the directors' decision Tuesday (28) against providing any financial assistance.

Fritz was hailed by applause when he came to the speaker's table while his attorneys, Joseph E. Green and Paul Kessler of Chicago, detailed points in the case for the conventioners. But opposition came later.

Green termed Fritz's District Court success, in which the Kiddieland operator won a decision that the federal tax does not apply to rides, as "the most significant legal victory that could be won by ride operators." He described the decision as a "broad-based approval of Fritz's contention that ride tickets are for the privilege of riding and not for admission to the rides.

Irwin Oppenheims Case Robert J. Irwin, of Woodside Park, Philadelphia, took the floor midway in a question-answer discussion to denounce optimism among ride operators over possible discontinuance of the tax as "wishful thinking." He asserted (Continued on page 47)

to Royal Crown picking up Nebraska State Fair, Lincoln. Extension of the Des Moines run overlapped with Lincoln's dates, and Henkle Bros' Shows, which (Continued on page 50)

AREA Exhibit Award Is Won By Herschell Co.

CHICAGO, Dec. 2.—The Allan Herschell Company, North Tonawanda, N. Y., won the "Sweepstakes" Award of the American Recreational Equipment Association (AREA) for its exhibit at the annual trade show of the National Association of Amusement Parks, Pools & Beaches (NAAAPPB) at the Hotel Sherman here this week. The award, named in honor of John R. Davies, was for the most meritorious exhibit.

The Charles S. Wilson Award, in recognition of the most meritorious exhibit of equipment or supplies, was won by Animated Display Creations, Inc., Minneapolis.

The A. B. McSwigan Award, recognizing the most meritorious new device, was given to the Hampton Amusement Device Company, St. Louis, which manufactures the manually operated Kiddie Flyer.

The Paul H. Huedepohl Award for the most meritorious exhibit dealing with games and in amusement equipment, was won by the Exhibit Supply Company, Chicago.

Da'las Fair Net \$355,989, Down From 1/2 Million

DALLAS, Dec. 2.—State Fair of Texas earned net operating profit of \$355,989.09 for the year ending November 15—a considerable drop from profit earned in 1949. Fair earned slightly more than \$500,000 last year.

Dis came despite the fact that the 16-day State fair itself broke all attendance records, with a total of 2,176,519. James H. Stewart, executive vice-president and general manager, said profit decrease mostly reflected new bookkeeping system, along with reductions in expense in expenses incurred in preparing the 1950 expo. Gross income (Continued on page 53)

State Fair Associations Establish Federation

By Charles Brynes

CHICAGO, Dec. 2.—In a move to obtain greater recognition and a broader convention program, State and provincial fair associations, thru their reps to the IAFE convention here this week, set up a new organization to be known as the Federation of State and Provincial Associations of Fairs. The org replaces the Association of Fairs section of the International Association of Fairs and Expositions.

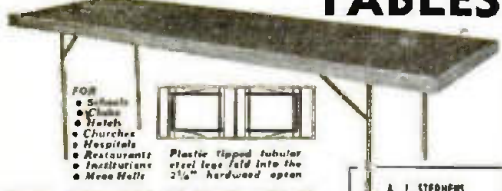
Rollo Singleton, secretary, Missouri Association of Fairs and Agricultural Exhibits, was named president of the new group and a constitution was adopted by the 15 association representatives in the attendance. Everett F. Erhardt, Kansas Fairs Association, was elected vice-president, and A. C. McClellan, Nebraska Association of Fairs, secretary-treasurer.

The federation will hold its annual meetings in conjunction with the IAFE conclave, but will have an entire day set aside to discuss its problems. Annual dues are set at \$10.

Named to the executive board were Rose Links, Western Fairs Association; Sacramento, Joe Bartlett, Connecticut Association of Fairs; Maurice Turner, Texas Association of Fairs, and J. A. Carroll, Ontario Association of Agricultural Societies.

Other in attendance at the meetings included George Gleixner, Minnesota Federation of Fairs; Douglas Curran, Wisconsin Association of Fairs; E. W. (Dink) Williams, Fair Managers' Association of Iowa; J. M. Dean, Mississippi Association of Fairs, and Harry Kelly, Michigan Association of Fairs.

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- Tables—All Types
- Workbenches

CLOSE-UP: DR. DUDLEY COOPER

Optometrist Oggled, Made Success in Funspot Field

By Jim McHugh

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

SOME 40 years of high-speed action and a lot of looking around transpired before Dr. Dudley Cooper, the Norfolk optometrist, saw and was attracted by the spectacle of Ocean View Park. In December, 1942, Cooper oggled the amusement park for the first time since he was a child. Because he is a practical businessman, and versatile when it comes to creating a new business venture, Cooper at first visualized the funspot as a prime piece of property for a real estate venture. The funspot, rundown as it was, did not look even

Battered by Storm

Ocean View was a traction company project, as were many other funspots, and was constructed about the turn of the century. It was later taken over by Otto Wells, who added several major improvements. In 1933 it was in the path of a hurricane and damage was extensive. The storm ripped up the boardwalk, washed the bathhouse off its foundation and marred nearly all other units. The Virginia Electric & Power Company bought out Wells and installed him as manager.



DR. DUDLEY COOPER

When Cooper took over the park it was a haphazard operation, with some 50 individual concessionaires operating within its limits. These were limited to live and the operation since has become pretty much a family endeavor without benefit of blood relationship. Tackling an amusement park operation in the war years, especially one with a Coast location adjacent to one of the nation's principal war centers, was tough. Even though the commandant of the Fifth Naval District approved of clean amusements, Cooper recalls that just the operational difficulties alone were tough to overcome.

War Time Operation

As a result of the coastal blackout it was necessary to erect a canvas screen 20 feet high and a half-mile long. Wartime shortages made it difficult to inaugurate improvements, but the old wooden bathhouse was replaced in 1944 and the government allowed the installation of a sound system during the war.

In all, some \$500,000 has been spent on various facilities and putting the park into its present condition. Despite its Southern location the funspot can only stretch its season from Easter Sunday to Labor Day.

Cooper was born in Tarboro, N. C. July 31, 1899. He was the fifth of 10 children—8 boys and 2 girls. The family moved to Norfolk where he received his early education. He served in World War I and is a graduate of the American Institute of Optometry, forerunner of Columbia University's present optometry school.

Youthful Earnings

Before he was 18 Cooper had made \$8,000, enough to cover his college expenses, in three months by selling real estate. He works a full schedule seven days a week, and success in one venture merely serves to spark his enthusiasm for another.

In the middle of last season, with the park operating full blast, Cooper was busy with his associates in building four service apartments, converting an old church into apartments, running a 250-unit housing development, managing a network of other real estate interests and looking after three jewelry stores with three optical departments as well as a wholesale business, the Tidewater Optical Company.

Cooper is also actively concerned with the operation of Seaside Park at Virginia Beach and with the Negro funspot at Seaview Beach. He refers to the latter as a victory sociologically, but a dud financially.

Unique Office

Cooper has an office at Ocean View, which has all of the color and glitter of the midway outside. The ceiling is decorated to resemble a tent. One wall is covered with a huge blow-up of the amusement park. Occupying the center of the room is a Merry-Go-Round horse.

It is in these pleasant surroundings that he can best cope mentally with operation costs and profits. With attendance approximating 1,000,000 annually, and per capita spending pegged at 60 cents by Cooper, it is easy to see that plenty of cash is handed at the funspot.

The park is geared to handle big crowds and big money. Among the 11 major riding devices are the airplane swings, Fly-o-Plane,

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Mr. Phil Danelli at Syracuse, New York, writes: "The Merry-Go-Round has given me fine service, and is a very nice looking machine and I do like it very much." Note—Mr. Danelli's machine is a Teen Ager Do Lou, delivered this spring. We will maintain last season's price if possible. Send your deposit today. Prices start from \$5,575.00 for a Teen Ager adult machine.

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KING AMUSEMENT CO.
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Ottawa Court Nixes Grossman Damages Claim

REGINA, Sask., Dec. 2.—The exchequer court at Ottawa has dismissed the claim of Irving H. Grossman, Des Moines, outdoor attractions agent, against the Canadian government for damages resulting from an aircraft accident at Saskatoon, Sask., in 1948.

Grossman damaged his aircraft when he ran into a ditch after landing at the airport in Saskatoon. He claimed the government, thru its transport department, was responsible for the damages because the ditch was not clearly marked.

The court, estimating the damages at over \$7,000, found that Grossman and not the transport department was at fault.

Rolloplane, Roller Coaster, Ferris Wheel, Old Mill, Pretzel, Scooter, Funhouse and Cuddie-Up. There are five units for moppets, including train, airplane, Roto Whip, Kiddie Merry-Go-Round and boat ride.

Three Phases

Every person runs thru three phases insofar as amusement parks are concerned, Cooper says. A person first attends as a child, but after the age of 15 interest begins to wane. After marriage the parents are interested in giving their children fun and, in a way, this makes for their relieving their own childhood. The third and final phase occurs when the person is a grandparent.

Service and attractions rank high around Ocean Beach. Entrance to the funspot is free, and life guards and picnic facilities are provided. Attractions regularly staged include fireworks, square dances and a variety of special events, in addition to professional talent, principally of the thrill variety.

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MY W. GRIMSHAW
Entire one dollar for samples.
W. GRIMSHAW
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Chicago Confab Chatter

Continued from page 41

Dr. J. S. Dorton, manager of the North Carolina State Fair. The governor became known to outdoor show folks while serving as North Carolina's commissioner of agriculture prior to his election to governorship.

Cliff Wilson, well-known showman, won the Buick sedan awarded by the Showmen's League of America last week during the league's banquet and ball at the Hotel Sherman.

A number of important personnel changes affecting Eastern shows were brewing at the meetings here. L. Harvey (Doc) Cann, general agent of the World of Mirrh Shows, and operator of the Molordrome, peanut and popcorn units with that org., was openly shopping around for a new connection. Unconfirmed was the report that Cann had reached an agreement with James E. Strates to join the latter's org. in an executive capacity.

Earl Purtle announced that he would continue to operate the Molordrome on the Cullin & Wilson Shows, thus dispelling rumors that he was slated to return to the World of Mirrh, which he left during the war. Purtle, who also operates a Molordrome at the Palisades (N. J.) Amusement Park, will expand his C&W interests by adding several kiddie rides, including a jet unit and a boat ride program at the trade show here.

H. G. Cook, miniature golf designer and consultant from New London, Conn., said that he plans to concentrate on packaged deals, including plans and materials at a nominal cost, with the purchaser doing the installation. Cook reported a general revival of interest in the minnie golf field.

John E. Mitchell, representing the R. E. Chambers Company at the trade show, reported the sale of major ride units to Riverview Park, Chicago; Lakeside Park, Denver; Joyland Park, Lexington, Ky.; Sea Breeze Park, Rochester, N. Y.; and Idora Park, Youngstown, O.

Dick Coleman, owner-operator of the shows bearing his name, brought NAAPB President-Elect Ed Carroll news of extensive

storm damage to his Great Barrington (Mass.) Fair. High winds leveled a number of cattle barns constructed by Carroll within the past year. The same storm demolished a chimney and stripped most shingles from the roof of the Coleman home in Middletown, Conn.

Ben Weiss, bingo operator, was touting a horse named Mark High after talking to Bob Morton in Miami. The Hamid-Morton Circus was represented by Omer Kenyon, who came on from Milwaukee where he is handling the advance.

George A. Hamid's book, Circus, was on sale at the Hotel Sherman newsstand. The impresario took time out both before and after meals to plug the sale of the tome with the added inducement of a personal autograph.

Irish Horan, thrill show op, who started for Chicago from New York by automobile, was stranded east of Pittsburgh for 36 hours when he ran into a record snow fall. Irish and his wife, Lorraine, finished the journey by train. Agent Bob Conlo managed to wheel the car thru a couple of days later.

Clemens F. Schmitz, New York insurance broker, staged his usual pre-SLA banquet cocktail party. Flush event has become an annual affair, with owners-managers attending in large numbers.

Easterners leaving Gotham on the New York Central's Commodore Vanderbilt Saturday (25) were routed thru Canada. Big shows in the Cleveland-Toledo area sent the train into the Dominion at Niagara Falls. The trip took 25 hours, 10 more than scheduled time.

Earl Newberry and Leo Overland closed with Jole Chitwood to lease over operation of a Chitwood thrill show unit in the Midwest. Burnes-Carruthers Theatrical Enterprises, Chicago, will be that unit's exclusive booker. Newberry disclosed shortly after closing with Chitwood at the convention. Jimmie Lynch, of thrill show note, broke the news that his two sons, Jimmie Jr., and Bobbie, had been called into the armed services within a week's time.

Harry Finkelstein, husband-manager of Sally Rand, made the meeting in company with Sally, who drew many eyes with her arresting gowns. During the convention, Sally was signed to show on the independent midways of fairs at Jamestown, Fessenden, Langdon, and Hamilton, all in North Dakota, and at Missouri State Fair, Sedalia. Ray Oakes, Chicago concession supplier, fairly bubbled over biz picked up during the confab. Among his orders was a sizable one from Al J. Richardson, of Luna Park, Honk Kong. Other foreign orders Oakes received recently included one for complete concession equipment for a park at Durham, South Africa.

R. H. McIntosh, manager of Alabama State Fair Birmingham, was elected president of the International Motor Contest Association during the convention. Other "SILM" officers are C. G. Baker, Oklahoma City, vice president, and Frank Harris, Davenport, Ia., secretary. They with L. B. Cunningham, Des Moines; W. R. Hirsch, Shreveport, La.; Maurice W. Jencks, Topeka, Kan., and Raymond A. Lee, comprise the new board of directors.

Aut Swenson closed for three still dates for his Thrillcade at Wisconsin State Fairgrounds, Milwaukee. The thrill show is set for a night show Saturday, May 26, and matinee and night performances the following day. The Swenson Thrillcade also closed at the convention for the following fairs: Spencer, Cresco, Cedar Rapids, Rock Rapids and Oskaloosa, all in Iowa; Altamont, Ill.; Wausau and Manitowoc, both in Wisconsin; Austin, Minn., and Cape Girardeau, Mo.

Jack Reynolds, manager of Wisconsin State Fair, Milwaukee, disclosed that he had closed a 10-year contract with Ralph Ammon, former manager of that fair, and Archie Meyer, whereby Ammon and Gayer will build and operate a permanent snow midway at the fair.

Al Sweeney and Gaylord White (National Speedways) shared the

auto race contract at Clay County Fair, Spencer, Ia., a new one for them. Spencer contract calls for two big car meets and one stock car program. They also added two still dates at Seaside, Mo., big cars May 30 and stock cars July 4. Also new to the combo is the Manitowoc, Wis., fair, signed for one day of big car races.

Clarence Harnden, manager of Saginaw (Mich.) Fair, and E. J. Casey, owner of Canadian carnivals bearing his name, had much in common this year. Both were hard hit by rain and flood water. But they were their happy selves around the convention. Casey was accompanied from his Winnipeg headquarters by Bill Sorchan and Mickey Perpluk, manager and secretary, respectively of his No. 3 unit. Casey reported that his light plants and trucks are being used by the government in building dikes at Winnipeg and that he has a Merry-Go-Round in operation in the Hudson Bay store in that city for the holidays.

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Prominently

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AMERICAN DERBY

New 1950 Models now available!

Powerful new unit game, designed for the professional concessionaire. Convenient terms arranged. Write today for full information and photos.

KING AMUSEMENT CO., Mt. Clemens, Mich.

NO SPOTLIGHT has ever been in such great demand—filled so many needs of the amusement business—as the STRONG TROUPE!

PORTABLE A. C. HIGH INTENSITY CARBON ARC

They're being installed—and fast—in theaters, night clubs, coliseums, arenas and stadiums. Circuses carry them. Ice shows declare they have no equal. Schools, universities and colleges are putting them to work. They're used to spot the entrance of the "rasslers." They've been installed in TV studios. Industrial shows and conventions call for them. Even churches want them! Projectionists are buying them in great numbers and putting them out on a rental basis.

The Strong Troupe assures a knife-sharp, steady, uniformly brilliant, dazzling snow-white spot. It draws only 10 amperes from any 110-volt A.C. convenience outlet.

It's easy to operate. The automatic arc control maintains a constant arc gap, free from hiss or flicker. A trim of carbons burns one hour and twenty minutes at 21 volts and 45 amperes. It makes the use of heavy rotating equipment unnecessary. The adjustable, self-regulating transformer is an integral part of the base. The Strong Troupe is mounted on casters. It is easily disassembled for shipping.

A horizontal masking control can be angled at 45 degrees in each direction. A color boomerang contains six slides and an ultraviolet filter holder.

The optical system utilizes a silvered glass reflector and a two-element variable focal length lens system.

Please send free literature and prices on the Strong Troupe Spotlight

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MILLERS' BIZ OFF AT SOME LATE STANDS

Org Goes to Hugo After December 3 Closing in Texas

FREER, Tex., Dec. 2. — Al G. Kelly & Miller Bros.' Circus, now in the home stretch of its longest season, played to a three-quarter house at its matinee-only stand here Sunday (26). Animal line-up and personnel made good impression here.

Thanksgiving Day (23) at Kingsville, Tex., gave the show a half house for the matinee and a three-quarter night house in hot, dusty weather.

At Robston, Tex., (22), the Kelly-Miller org played to another half-house matinee and three-quarter night house.

PHONEMEN! PHONEMEN!
TO MISS THIS ONE IS TO MISS YOUR WINTER BANK ROLL.

UPC'S BANNERS, PROGRAM, THIS DEAL IS WELL TRAMPED BY CAUSE OF OUR INFLUENTIAL COMMITTEE AND SPECTACULAR ATTRACTION, THIS SHOULD BE THE BIGGEST EVER IN TOLEDO. STRONG AUSPICES, TIMELY APPEAL, MEN WHO CAN SELL WILL GET WELL, DON'T WIRE, WRITE OR PHONE, COME IN AS WE ARE STARTING NOW AND WILL FINISH MARCH 1ST, PAY EVERY DAY.

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Rogers Bros.' Circus
WILL OPEN FOR LONG SEASON EARLY MARCH

Can use Acts of all kinds doing two or more. Entire new show this year. Want to buy good Trampoline. Can use good Circus Electrician. Men in all departments. Winter show opens Jan. 1st. Happy Davis contact Si Rubens. Want 500 good Folding Chairs. Write **ROGERS BROS.' CIRCUS**, Ft. Myers, Fla. Leo Nash, Cactus, Possum Red, contact Suede Johnson or owner.

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Banners, Book, Tickets, Vets' Show Deal, Top Commissions, Office Ready. Phone **ED CLARKE**

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CIRCUS ACTS WANTED

Punch and Judy, Dog and Pony, Clown Acrobats, etc. In regular news. See Ste. Pleasure Pier, Port Arthur. Quote price. No collect wires or calls. **GUSTAF A. LAHSON** Productions, Port Arthur, Texas

WANTED PROMOTERS

Capable of handling committee and producing results. Jack Knight and Jack Robinson, smasher. Want to buy 25 to 50 foot Billing Mat. State condition, age, thickness and lowest price (first reply). **Billie West**, Dept. 107, 107 W. Main, Dec. 9, 1950, Ala. Dec. 9, 1950, Ala. Dec. 9, 1950, Ala.

WEST BROS.' INDOOR CIRCUS

CIRCUS PHOTOS

Suck sidemans at Cole, 1932; Hazenbeck, Cole, Hoxfield, Dargatz, home views, Robinson parade, 1911; Sparks 1930 parade, 101 parade, Christie, Great Wagon, Morris & Rowe, many more. Free lists. Write **ROBERT SABBAT**, 6742 South Blvd., Ensley, Birmingham 8, Alabama.

FOR SALE
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Dual and Pneumatic tires. Also other various circus equipment. **TERRELL JACOBI** Peru, Indiana

PROMOTIONAL MEN
That can stay sober and treat committee right. Contact **SI RUBENS** Rogers Bros.' Circus, Ft. Myers, Florida Men start working December 23rd. No advance—write.

101 RANCH OP ON CHI RADIO

CHICAGO, Dec. 2. — Col. Zack T. Miller, former operator of Miller Bros.' 101 Ranch Wild West Show, was interviewed this week on the radio program, *Welcome Traveler*. The program is aired from the Hotel Sherman, where Miller was viewing activities at the outdoor conventions. The veteran showman said on the broadcast that he was "just visiting" and that he was en route to his Oklahoma property where oil wells have been brought in recently.

Davies Reports TV Hinders Booking Circus in Schools

Principals Say Kids See Acts, Animals on Home Television

DIXON, Ill., Dec. 2.—Television has damaged the field for school-sponsored circuses, according to Agnes Davies, owner of the Agnes & Kathryn Davies Circus here. He said the past season brought the first evidence of video effect on his show.

"School principals tell us they aren't interested in sponsoring the circus because the children see circus acts and animals on television," Davies explained. He said

Walter L. Main Dies After 65 Years in Show Business

GENEVA, O., Dec. 2.—Walter L. Main, veteran circus operator and frequent leaser of circus equipment and titles, died at his home here Wednesday (29) of a heart ailment. Main, who was 88, was prominent in the circus field for 65 years.

He was the son of William Main, old-time operator of wagon shows, and Walter became general agent of his father's show at 18. In 1885 he formed a partnership with



WALTER L. MAIN

Charles Phillips to operate an Uncle Tom's Cabin show, but in mid-year they parted and Main launched his own circus of one wagon and seven horses, playing fairs.

Main bought 20 horses from the Cleveland Street Car Company in 1888 and began expansion of his wagon show. By the time he sold it to Scribner & Smith, in 1890, it required about 120 horses. The following year the Walter L. Main Circus was on 12 railroad cars. His 17-car show of 1893 was in a wreck near Tyrone, Pa., but returned to the road after 10 days. Main made his first tour of California in 1897 and played San Francisco for 10 days.

Sells to Hall
Associated with Main about the turn of the century were Charles Andrews as legal adviser; John F. Stowe, famed UTC operator, as assistant manager, and other persons well known in circus business. The late Al Jolson was a performer on the Main show in the early 1900s.

In 1904 Main sold most of his circus to William P. Hall and returned to fairs with his elephants. In ensuing years he acquired circus property and leased it to circuses and carnivals.

Main was associated with the Fashion Plate Shows in 1907, the Colonel Cummins Wild West Show in 1906, the Cole & Rice two-car show in 1911, and Rentz Bros.' Circus in 1913.

Dawdle, King Shows
Andrew Downie, another veteran of UTC business, leased the Walter L. Main title from 1918 thru 1924 for use on his circus. From 1925 thru 1928 the title was leased by Floyd and Howard King for their show. In the 1930s Main and William (Honest Bill) Newton joined in operation of a truck show bearing Main's name. The final year for that org was 1937.

Last use of the Walter L. Main title came about five years ago when it was used on a circus unit playing fairs for the Boyle Woolfolk Agency, Chicago. Main was a frequent visitor at outdoor con-

FORT WORTH GROSS TOPS LAST YEAR'S

Crowds, Spending Surpass 1949 Biz; Program \$\$ Hiked

FORTH WORTH, Dec. 2.—Attendance was up 15 per cent and money was up 25 per cent over 1949 for the Shrine Circus here during Thanksgiving Day (23), with another week still to run. The largest circus crowd in Fort Worth Shrine history saw the circus November 22 and November 24. The show scored a sellout. Weather has been excellent.

Success of the Shrine show here, on the heels of a good Houston date, came as somewhat of a surprise to some of the officials here because of the level of business for several shows during the summer.

Program promotion was well ahead of 1949, with the increase set at about 33 per cent.

John L. Andrew, show producer, has been awarded the Fort Worth contract for next season. Andrew also was awarded the Houston Shrine contract for 1951.

Included on the program here are Dailey Bros.' wild animal acts, elephants and horses.

the only towns affected were those near metropolitan areas.

Poor Biz
Davies' indoor unit experienced poor business in Iowa during the first section of his winter tour. Rockford, Ill., the first indoor spot, was good, but the rest of three and a half weeks, all in Iowa was not good, he said.

His show is booked into Chanute Air Base for December 15 and Scott Air Force base December 16. Both bases are in Illinois, and the circus will supply Christmas party entertainment.

Indoor Bookings
Booking is underway for the second phase of the indoor tour, opening at Highland, Ill., January 13 and scheduled to continue into mid-March, Davies stated.

With the show in Iowa were the Hodgsons, Leon Snyder, Walter Raudenbush, Willie Rawls, Harry Rawls and Tom Tell. Kathryn Davies was back with the show, while Agnes Davies alternated between the show and the advance, which is handled by Raymond Duke.

KING OBTAINS DAILEY BROS. 5-BULL ACT

Deal Includes Six-Horse Act; Late Biz Off

MACON, Ga., Dec. 2. — King Bros.' Circus has acquired a five-bull elephant act from the Dailey Bros. herd at Gonzalez, Tex., in the first sale since the Dailey equipment and rolling stock went on the market.

In addition, King has gotten a six-horse Liberty act and some camels from Dailey.

Business for the Cristlan-King org dipped late in the season, with takes in Texas, Louisiana and other fall spots at a disappointing level, it was reported.

Leo Cristlan, co-owner, and the Cristlan family have been at the Tom Packs New Orleans show and later will make either New York or Honolulu dates.

Cole-Walter Org Scores Full One

HUBBARD, Tex., Dec. 2.—Cole & Walter Circus, second unit of the Kelly-Miller combination, played to a three-quarter matinee and full night house here November 21.

The circus was scheduled to end its season November 25 and return to winter quarters at Hugo, Okla.

ventions until this year and on circus lots thruout Ohio. He was an honorary member of the Circus Historical Society and frequently was interviewed by newspaper and radio reporters about his early show experiences. He reported recently that his biography was being written.

Morris To Use Canvas Spool, Push-Pole Top

HAVANA, Ill., Dec. 2. — Bill Morris, co-owner of Kelly-Morris Circus, said this week his 1950 outdoor season was "very successful" thru the Middle West and the Deep South, but that it dipped in Arkansas. His show returned to quarters here after closing in Louisiana October 5.

Morris said he found the manpower shortage to be serious this season but that he expects to experience less difficulty in 1951. Reducing manpower requirements, he said, will be use of a canvas spool truck and a push-pole top. The show bought a second elephant this season and, while one was leased during part of the year, both were on the show for the final weeks of the tour.

OUTSTANDING OUTDOOR ACTS CIRCUS ATTRACTIONS WANTED FOR 1951 SEASON
SHORT JUMPS GOOD SEASON HONEST REPRESENTATION
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CIRCUS BIG TOP CANVAS MAN WANTED
Must be sober, reliable and know his business. Want none but the best. At least one year employment Hawaiian Islands and Far West Pacific Ports. Good wages, all expenses, travel and hotels. Give age, experience, all details, first letter. Leaving from San Francisco Jan. 2.
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ACTS WANTED FOR MY 1951 FAIRS & CIRCUSES
ERNIE YOUNG
203 N. WABASH, CHICAGO 1, ILL.

Gould Christmas Unit Draws 7,500

CHAMPAIGN, Ill., Dec. 2.—Jay Gould's Christmas parade unit attracted an estimated 7,500 persons to the downtown area here November 24. The org offers a street parade and free circus program.

Weather was against the show here. Temperature was 8 degrees and a cold wind held down crowds. Gould will play one-day stands until Christmas and then return to quarters at Ottawa, Ill.

KELLY & MORRIS WANT PROMOTIONAL DIRECTORS • PHONEMEN

Start immediately 40 hours week. Best salaries. Shrine, Police, Jailers, Lovers, Lovers, Year around work. Limbers, drunks, day where you get the most. Enclose cooperation. Wire immediately where I can phone you. Do not phone me. Per photo, wire, have only good terms for you. People in all other departments, write, **BILL MORRIS, P. O. Box 10, Havana, Illinois**

WE ARE BUILDING A CIRCUS
Will buy for cash several Trucks, good Canvas, Stake-Driven, Seats, Blanks, Cook, Wagon, 2 Elephants, some 2000 lbs. and any other Circus Equipment. See the what you have, giving full details, where located, lowest cash price. Don't misrepresent as we will get below you. Also interested in personnel for next season—Partners, Artists, Side show, clowns, Push-pole top, People, Conversation, People, Lot show, small Band, Clowns, Indians, Cowboys and other useful People. Can use a few good Circus Builders in markets at this time. Bookers, Artists and Drivers. We have made past five seasons and do nothing to anyone for anything.

PAN-AMERICAN ANIMAL EXHIBIT—W. F. DUGGAN
CARE PUTNAM HOTEL
85 LANS, FLA.

NAAPPB NAMES CARROLL AS PRESIDENT FOR 1951

Two Candidates Vie for Post; Huedepohl Re-Elected Secretary

CHICAGO, Dec. 2.—Edward J. Carroll, owner-manager of Riverside Park, Agawam, Mass., was elected president of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) at its convention here Tuesday (28). He succeeds Harry J. Batt of Pontchartrain Beach, New Orleans.

Carroll was first vice-president and banquet chairman. In addition to his park activities, Carroll is president of Great Barrington, Mass., fair, operator of motion picture theaters in Massachusetts and promoter of stock car races.

Close Race

He was elected by the board of directors in a close race. The other candidate, F. W. A. Moeller, of Waldameer Beach, Erie, Pa., introduced the motion by which Carroll's election was made unanimous. It was the first time since 1948 that there had been a contest for the post.

E. E. Feehl, of Willow Grove Park, Willow Grove, Pa., was elected first vice-president. William B. Schmidt, Riverview Park, Chicago, was named second vice-president, and John Gurler, Elitch Gardens, Denver, was elected third vice-president.

Huedepohl Re-Named

Paul H. Huedepohl, NAAPPB executive secretary, was re-elected for 1951, as was A. I. Filigrasso, treasurer. Retiring President Batt acted for George K. Whitney, nominating committee chairman, who



EDWARD J. CARROLL

was unable to attend.

Executive session of the NAAPPB Monday (27) brought election of six new members of the board of directors. They are F. W. A. Moeller, of Erie, Pa.; Julian H. Norton, Lake Compounce, Bristol, Conn.; Louis W. Jenkins, Santa Cruz Beach, Santa Cruz, Calif.; John R. Singhiser, Fontaine Ferry Park, Louisville; Allan McNichol, Playland Park, Rye, N. Y., and Robert D. Plarr, Dorney Park, Allentown, Pa.

New directors were chosen for terms ending in 1953. They succeeded Henry C. Bowen, of Whalom

Park, Fitchburg, Mass.; John L. Coleman, Riverside Amusement Park, Indianapolis; E. E. Feehl, Willow Grove Park, Willow Grove, Pa.; George A. Hamid, of George A. Hamid & Son, New York; W. H. Hiltzberger, Dallas, and William B. Schmidt, Riverview Park, Chicago.

PARK-KIDDELAND UNITY PLAN FAILS

KOA Retains Independence; Park Org Opens New Type Membership

CHICAGO, Dec. 2.—Efforts to affiliate the recently formed Kiddieland Operators' Association (KOA) with the National Association of Amusement Parks, Pools and Beaches (NAAPPB) at the latter's convention here this week, fell thru when both organizations backed away from the proposal.

Arthur E. Fritz, KOA president, said it became apparent that the groups' ideas were too far apart and that he had abandoned the affiliation plan. Paul H. Huedepohl,

NAAPPB secretary, also reported that the groups were unable to reach agreement and that the plan was dropped.

Re-Class Kiddieland Op

As a result the NAAPPB board of directors voted Tuesday (28) to create a new classification of membership for Kiddieland operators. Harry J. Batt, president, said the classification would entitle members to benefits of the NAAPPB's bulletin, trade show and offices.

The NAAPPB extended an invitation to Kiddieland operators to join under the new classification. Batt and Huedepohl said memberships would start at \$50.

Meanwhile, Fritz said the KOA would continue its enrollment of additional members on a nationwide basis. He said that differences between his group and the NAAPPB seemed to stem from the fact that most Kiddielands have a free gate while most parks have a paid gate.

Action on Gov't Moves Highlight NAAPPB's Year

CHICAGO, Dec. 2.—Harry J. Batt, of Pontchartrain Beach, New Orleans, closing his second term as president of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) at the association's convention here this week, said in his annual message that action on government moves has highlighted NAAPPB's year.

He pointed out that appearances before congressional committees in Washington had resulted in assurances of a 50 per cent reduction in the amount of federal admission taxes, but that the outbreak of war in Korea had ended chances for passage of the bill. He also traced the association's actions following the announcement by the government of the curbs on amusement construction and told of its interest in the federal court case in which it was ruled that admission tax collections are not due on amusement rides.

"Government moves are many and hard for an individual to keep up with," he stated. "That's where the association 'fits in.'" He described the NAAPPB as a showcase and focal point for the industry.

Batt thanked members, committee members and directors for their co-operation during his terms and described his tenure as a pleasant experience.

A.C. Sets Beachcomber

ATLANTIC CITY, Dec. 2.—Director of Public Works Casey has revealed that a new beach-cleaning machine will be designed for use here. It will be purchased after a device being used at Honey Brook, Pa., for clearing stones from farmland. The machine's inventor has promised to adapt one for local use.

NPA Policy Vague, Roodhouse Charges

CHICAGO, Dec. 2.—Expression of belief that the federal government has no clear policy behind its current ban on amusement construction costing more than \$5,000 marked discussion at the annual banquet here Sunday (28) of the American Recreational Equipment Association (AREA).

The amusement device manufacturers met in conjunction with the National Association of Amusement Parks, Pools and Beaches (NAAPPB) convention.

Ben O. Roodhouse, Eli Bridge Company, Jacksonville, Ill., said his firm had been unable to get from Washington a clear statement as to whether the manufacturer or the buyer was responsible for observance of the National Production Authority's (NPA) recent order.

NPA Not Clear

The NPA stated that the manufacturer was not stopped so long as the device and its installation did not cost more than \$5,000 in a single year, he said. But, he pointed out, pin-pointing of responsibility still was unclear.

Roodhouse stated his firm has 90 per cent of the materials it will need for 1951, but that it was uncertain whether they would be allowed to manufacture and sell or whether they would be allowed to manufacture and then be prohibited from selling.

Russell Jones, speaking for his father, W. S. C. Jones, of William B. Berry Company, Boston, complained that while the government

(Continued on page 47)

NAAPPB Ladies' Tea Conducted

CHICAGO, Dec. 2.—A tea for ladies attending the convention of the National Association of Amusement Parks, Pools and Beaches was held in the Penthouse at the Hotel Sherman here Sunday (28). Mrs. Harry J. Batt, wife of the retiring president, was chairman.

Those who attended included Mrs. R. J. Terrill, Silver Beach, St. Joseph, Mich.; Ida F. Cohen, Chicago; Mrs. William B. Schmidt, Riverview Park, Chicago; Don Dacey, Leominster, Middleboro, O.; Mrs. Batt, Pontchartrain Beach, New Orleans.

(Continued on page 47)

SERVICE REWARDED

Four Win Honors At NAAPPB Meet

CHICAGO, Dec. 2.—William W. Musar, operator of Roseland Park, Canandaigua, N. Y., was awarded the Andrew S. McSwigan award for outstanding service to the amusement park industry at the National Association of Amusement Parks, Pools and Beaches (NAAPPB) here this week.

The citation was presented for his services as program chairman for the convention. Dr. L. H. Firestone was chairman of the awards committee, which also presented three other plaques.

Harry J. Batt, of New Orleans, retiring NAAPPB president, was awarded an honorable mention for his efforts in Washington to have the 20 per cent federal admission tax reduced.

Speckleman Wins

Winner of the Harry J. Batt award for the best presentation on the program of the most outstand-

ing promotion of the year went to Tom Speckleman, of Ideal Beach, Warsaw, Ind., for his description of the promotion in which a man lived in an under-water tank out of protest to high excise taxes.

Honorable mention in the Batt award competition went to R. H. Langenwaller of Joyland Parks, Wichita, Kan., for his talk on his promotion in which school supplies were collected for later presentation to German school children. Langenwaller returned recently

(Continued on page 47)

NIRA Requests Park Exhibit

CHICAGO, Dec. 2.—John W. Fulton, of the National Industrial Recreation Association, this week recommended to the National Association of Amusement Parks, Pools and Beaches that the NAAPPB be represented at the NIRA convention here May 21-23. He suggested the park organization should build a display booth to attract industrial representatives in the market for booking picnics. Fulton pointed out that the NAAPPB never had taken part in NIRA meetings.

He also offered to supply reprints of a booklet on how to stage organizational picnics. The book, previously distributed to parkmen a few years ago, is designed for distribution to chairmen of groups bringing picnics to the parks.

Park Ops Pace Ride Buying At NAAPPB Trade Exhibits

(Continued from page 4)

of the sales of moppet units involved operators not formerly identified with the outdoor field. Manufacturers reported that considerable business was completed this past fall, thus providing another indication that operators are aware of impending shortages. Credit and long term contracts apparently were not sought to any degree and no manufacturer admitted to cementing sales that involved the taking of paper.

More Exhibitors

According to Paul H. Huedepohl, NAAPPB executive secretary, there were 89 exhibitors occupying 149 booths in this year's show, an increase of 13 over last year. Show attendance was estimated at 20 per cent under last year. Missing group was believed to represent the kibbitzing element in view of the sales record. Several Eastern operators did miss the meeting because of storm damage to their plants.

Bill Wendler, of the Allan Herschell Company, reported business about on a par with last year with at least 40 units definitely contracted for. Business during the fall was particularly good with 80 per cent of production slated for parks. Immediately after the war the carnival in-

dusty was buying the biggest number of units but that attention has been reversed. Wendler said. Interest is chiefly centered in kiddie rides and big Merry-Go-Rounds. The firm already is involved in defense work.

Herb Schneck, Philadelphia Toboggan Company, reported production sold that John Jordan Jordan Enterprises, also reported a sellout. Fred Markey, Dodgem Corporation, reported that business exceeded expectations and that final accounting would probably show an increase over 1948.

Eyerly in War Work

Jack Eyerly, of the Eyerly Aircraft Company, said that business was much better than a year ago and that the firm would move all units that it could manufacture. The firm also is occupied with war work. Harry Traver, Traver Enterprises, said that sales consummated prior to the show, took the edge off his sales here. B. A. Schiff said that he booked more orders than last year.

Bill de L'horbe, National Amusement Device Company, termed business here excellent and said his firm was only concerned about production problems. B. B. Pewitt, Aerobac Company, manufacturers of the Locomol, said that many operators were inter-

ested in booking the major unit, but that no sales were completed.

Ken Wilson, Miniature Train Company, reported that sales accounted for all of the firm's present inventory of supplies. Arthur Sellner, Sellner Manufacturing Company, said that his firm would sell all of the Till-a-Whirl units it could manufacture. Alvin Bisch, Bisch-Bocco, said that business was good with the interest principally in kiddie rides.

Fire Engine Popular

Charles Addison and R. F. Phelps reported selling 22 of their kiddie hook and ladder, tractor-trailer fire engines. Jack Fly, of Fly & Harwood, a firm which also manufactures a multiple passenger fire engine ride, said that business was good but off from last year. King Amusement Company reported business under last year.

Ted Sneed, Hampton Amusement Company, manufacturer of the kiddie flyer, a manually powered moppet unit, reported one sale and good prospects. Leon Cassidy, Pretzel Manufacturing Company, said business was better than last year. John E. Mitchell, R. E. Chambers Company, reported the sale of six units to parks. The Eli Bridge Company also reported good business.

Park Ops Say Uniform Trys Usually Fail

CHICAGO, Dec. 2.—Attempts to require park employees to wear uniforms generally have proved unsuccessful, according to a discussion this week at the National Association of Amusement Parks, Pools and Beaches convention here.

Robert Plarr, of Dorney Park, Allentown, Pa., was in the majority when he reported his employees co-operated fairly well about wearing caps but that when uniforms were tried he was faced with a choice of firing competent help or forgetting the uniforms.

Of the several operators who spoke, only Louis W. Jenkins Jr., of Santa Cruz Beach, Santa Cruz, Calif., reported complete success. He said year-round operation presented him a different labor situation and that he was able to replace those who balked at the uniforms.

Pleased with benefits of the uniforms policy, Jenkins pointed out that it costs less than one major newspaper advertisement.

Park Org Declines Role in Tax Case

Continued from page 41

the outcome of court action. Congress could enact new legislation to replace the present levy.

Green countered that ride operators stood a good chance to save 20 per cent of their gross for an indefinite period and at least for the time it will take for the courts to act or for Congress to pass a new law. He also stressed that he felt confident of court victory and that he doubted whether Congress would take action. Kessler pointed out that Congress probably would be unable to frame a new law to include rides without also including other business which it would not want taxed.

Proponents of a proposal for the NAAPPB to subscribe \$5,000 to aid Fritz in his court battle met apparently unexpectedly strong opposition on the NAAPPB board of directors. Prior to the directors' Tuesday meeting, it was assumed unofficially that the money would be forthcoming.

"Lack Information"

However, following the board meeting Harry J. Batt, NAAPPB president, reported that because of a lack of information on how much money would be required (to get the case thru the Supreme Court) and because of the few devices in major parks which the ruling would affect, it was decided by the board not to join the case in any manner.

Individual members, however, indicated they would subscribe funds for Fritz. Numerous park operators met thruout the convention with Fritz and his attorneys. In addition, other ride operators, including Carl J. Sedlmayr, of Royal American Shows, took part in discussions of the case.

Fritz, who launched the court action on his own and without public mention of it until after he had won the first round, declared after hearing the board's action that it would make no difference in his plans.

"We started on our own and we can finish on our own," he said.

In the convention discussion of the case, Fritz's attorneys recommended that ride operators cease collection of the tax but that they show "good faith" by filing with the government a regular report on how many tickets they have sold.

They stated in reply to questions that the District Court decision specifies rides are not to be enclosed if the charge is not for admission, but that it also stated fences and other safety devices were permissible. They stated "second or repeat ride ticket sales" clearly were not taxable.

The Federal District Court of Judge Michael J. Igoe, Chicago, ruled September 5 that rides were not taxable under the present 20 per cent federal admission tax law. The Bureau of Internal Revenue since has appealed the case to the Circuit Court of Appeals here. It probably will be heard by that court in the spring.

NPA Policy Vague

Continued from page 46

Taxes profits of one who builds an inventory wisely in such emergencies as the current one, the government does not share the loss of one who selects his inventory in a manner that later proves unwise. He said firms need government contracts but that they must be suitable ones which insure "at least some profit."

William de L'horbe Jr., National Amusement Device Company, Dayton, O., asserted it was "time the government tells us what is going on." He charged that either the nation is going into a war or the government is creating a situation in which manufacturers are forced to agree to further socialization. De L'horbe also said he believed the industry should protest loudly on the grounds that the NPA order is discriminatory. He said his understanding of the law was up to the buyer rather than the builder.

William Rubkin, International Mutoscope Corporation, Long Island, N. Y., said his firm has encountered trouble because materials are not being controlled properly. He pointed out that prices increase after bids on government contracts have been submitted and that the bidder has no recourse.

Conrad D. Trubenbach, acting president part of this year, was elected president of the AREA for 1951. Russell Jones was elected vice-president. Re-elected were R. H. Uzzell, secretary, and Fred L. Markley, treasurer. Fifty-two persons attended the banquet and meeting, which opened with greetings from Harry J. Batt, NAAPPB president, and Paul H. Hudepohl, NAAPPB secretary.

NAAPPB Ladies

Continued from page 46

Mrs. George Hamid, White City, Worcester, Mass.; Mrs. Anne K. Kline, Salem, Ore.; Mary L. Carroll, Agawam, Mass.; Elizabeth Carolin Fischer, Carlisle, Baltimore, B. O.; Elizabeth F. Fodians, Perry, Louisiana; Mrs. C. O. Meyer, Chicago; Marie Brinkman, Fontaine Ferry, Louisville.

Mrs. Arthur Brise, Oak Park, Ill.; Mrs. William Hudepohl, Chicago; Mrs. James F. Stuart, Keokuk Park, Ill.; Mrs. Kenneth Michael, Chicago; Mrs. M. A. Hudepohl, Chicago; Mrs. Fred Hudepohl, Chicago; Mrs. Logan Drake, Silver Beach, St. Joseph, Mo.; Mrs. Julia Ann, Mrs. Frankie Mason, Miami; Mrs. William Kestian, Chicago; Mrs. Harold K. Barr, Michigan City; Mrs. Loreta C. Ward, Los Angeles.

Mrs. W. C. Sneed, Dallas; Mrs. E. J. Jacobson, Chicago; Mrs. J. Carlister, Jackson, N. Y.; Mrs. Noble E. Pinsky, Hot Springs; Dorothy A. Anne Kresman, Chicago; Mrs. Hal Wilson, Chattanooga; Margaret Lutz, Dorset Park, Alton, Pa.; Edythe Conklin, Branford, Ont.; Minette Dixon Ferrar, Lake Winnetka, Chicago; Mrs. Martha Weiss, Miami Beach; Mrs. H. P. Schneck, Philadelphia; Mrs. Donald Colvin, Canandaigua, N. Y.; Mrs. C. Allen H. Philadelphia; Mrs. Eric A. Aronst, Lansdale, Pa.; Mrs. Elwood A. Hughes, Toronto; Mrs. Eric G. Swanson, Portland, Ore.; Mrs. O. C. Jenkinson, Point Pleasant, N. J.

TWO HONORARY MEMBERS NAMED

CHICAGO, Dec. 2.—Honorary memberships in the National Association of Amusement Parks, Pools and Beaches was tripled here this week when the board of directors extended honorary lifetime memberships to two veteran park men. They are Henry A. Guenther, of Olympic Park, Irvington, N. J., and Leonard B. Schloss, formerly general manager of Glen Echo Park, Washington. The only other honorary member is Frank A. Darling, former director of Playland, Rye, N. Y.

Capitol Moves By NAAPPB Rep Told at Meet

CHICAGO, Dec. 2.—C. Melvin Sharpe, Washington representative of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), in his annual report at the NAAPPB convention here this week declared reduction of the 20 per cent federal admission tax was virtually assured until outbreak of the Korean war ended all talk of tax cuts.

Sharpe said the House bill which would have been presented provided for a general tax reduction, restriction of the tax to admissions and elimination of cabaret tax at ballrooms. He described it as a tailor-made bill.

He asserted that the federal administration apparently was confused on fiscal matters and stated that while the nation should be liberal in its defense policy, more effort should be made to pay the cost thru economy elsewhere in the government.

Higher Taxes

He advised the members that taxes would be higher next year, and that while they might be lower than during World War II, they would be retroactive to June 1, 1950.

Sharpe said his protest against the recent order limiting amusement construction had no effect, but he urged the NAAPPB to fight current efforts of some tax-support public recreation groups to be exempted from the order.

Cites Batt Aid

He pointed out that the curbs were designed to route materials to defense work and that whether a park was public or private enterprise should not be considered.

He recalled that Harry J. Batt's appearance before congressional committee hearings on the Johnson bill assisted in removal of objectionable portions of that bill.

After learning of the Federal Court decision on the Fritz case against admission taxes on rides, Sharpe contacted the Bureau of Internal Revenue, he said, and was advised that the government still wanted the tax to be paid. He said the bureau planned to use all efforts to win the case in higher courts.

Service Rewarded

Continued from page 46

from delivering the supplies in Germany.

George K. Whitney Jr., son of the operator of Whitney's Playland-at-the-Beach, San Francisco, was awarded the D. S. Humphrey award for the most outstanding presentation of a park or pool subject on the program. He appeared on a youth forum and outlined how he would operate concessions if he were a park manager.

Grandson Elected

Doug Humphrey, grandson of the founder of the award, received honorable mention for his participation in the youth forum. He had outlined policies and equipment he would use in a park.

The A. R. Hodge award for the best program presentation of a pools and beaches subject was awarded to John B. Dunne, of a safety appliance company for his talk of pool and beach safety measures.

Honorable mention in the pools and beaches section was given to David Sternberg of Playland, York, Pa., for the paper he submitted on heated water in an outdoor pool.

Top Talent Clicks At NAAPPB Banquet

CHICAGO, Dec. 2.—A neap-capacity crowd attended the annual banquet of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) in the Grand Ballroom of the Hotel Sherman here Tuesday night (28). As in the past, the emphasis was on fun, with the serious aspects relegated to the scheduled business sessions. President-Elect Edward Carroll, Riverside Park, Agawam, Mass., and Past President Harry Batt, Pomichurain Beach, New Orleans, welcomed the guests. George A. Hamid, owner of Steel Pier, Atlantic City, and White City Park, Worcester, Mass., was toastmaster.

best offered at any of the several banquets staged in connection with the annual outdoor meetings. All talent was presented by Freddie Williamson, of the Associated Booking Office.

Talent was headed by the Louis Armstrong Sextet. Besides the leader, the unit included Earl (Father) Hines, at the piano; Jack Teagarten, on the trumpet, and Cozy Cole, drums. Other acts included the Rudenko Brothers, Jugals, Darkins, novelty jungle dances, Yonely, musical novelty; Rudells, trampolines, and Danny O'Neil, emcee.

Benny Sharp and his ork played the show and for the dancing which followed.



"THE HIAWATHA"

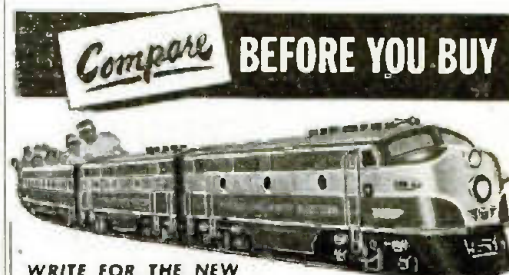
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DR. J. S. DORTON NAMED IAFE PRESIDENT FOR '51

W. D. Jackson Is Elected Veep; Snow Storms Cut Into Attendance

CHICAGO, Dec. 2.—Dr. J. S. Dorton, manager of North Carolina State Fair, Raleigh, was elected 1951 president of the International Association of Fairs and Expositions at the organization's three-day conclave here Monday thru Wednesday (27-29) in the Hotel Sherman. Walter D. Jackson, secretary of the Western Fair, London, Ont., was named vice-president, and Frank Kingman, of Brockton (Mass.) Fair, was re-elected secretary-treasurer.

New directors include R. H. McIntosh, Birmingham, Zone 2; C. G. Baker, Oklahoma City, Zone 4; E. P. Green, Sacramento, Zone 6; and V. Ben Williams, Vancouver, who



DR. J. S. DORTON

will serve as Zone 7 chairman for one year, succeeding Walter D. Jackson, new vice-president. Convention sessions, presided over by 1950 President Lloyd B. Cunningham, were well attended,

and covered a wide variety of subjects discussed by leading figures in the industry. Registration, however, was off from last year as week-end snowstorms prevented some fair execs from attending.

James Stewart, manager of the State Fair of Texas, outlined year-round operations of the Dallas Exposition in his address, while Fred C. Moberley, chief engineer of Canadian National Exhibition, illustrated his talk with 30 minutes of slides demonstrating the progress of plant lighting since inception of the Toronto event.

Under the heading of special events, L. R. Hucksstad, Peoria, Ill., spoke on *Peoria Does It Again*; Herbert H. McElroy, Central Canada Exhibition, *Hands Across the Border*; Lloyd B. Cunningham, Iowa State Fair, *International Competition*; F. L. Hafner, South Dakota State Fair, *80 Fair-Flying Farmers*; and Hubert W. Elliott, Illinois State Fair, on *Illinois's \$1,000,000 State Building*.

Gaylord White, of National (Continued on page 49)

Forum on Plant Rebuilding Set For Ia. Meeting

DES MOINES, Dec. 2.—A forum session on *Rebuilding Our Fairgrounds*, with six speakers, will feature the opening session of the 43d annual convention of the Fair Managers Association of Iowa, in the Hotel Fort Des Moines, December 11-12.

Participating in the forum will be Ed Bauder, West Union; L. S. Lein, Maquoket; G. A. Soterquist, Alin; Joe M. Wansing, Denison; D. H. Hibbs, Vinton, and G. L. Derr, Des Moines.

Tuesday's program will include an address by Dr. Floyd Andre, dean of agriculture at Iowa State College, and talks by Ken Kramer, of Vinton, on FFA, and Prof. A. E. Cott, of Iowa State College, on fair problems.

Jerry Solota, of Armour & Company, Chicago, will be the principal speaker at the State agricultural convention Wednesday (13).

FOR, AG'IN NAME TALENT

Vancouver, Springfield, Ill., Execs Air Opposite Views Before IAFE

CHICAGO, Dec. 2.—Mounting cost of name attractions, together with an inability to hike admission prices has discouraged Pacific National Exhibition (PNE), Vancouver, from using name talent, V. Ben Williams, PNE manager, told delegates at the International Association of Fairs and Expositions convention here this week. Williams made the assertion in a discussion on *Name Talent—Pros and Cons*, in which Hubert W. Elliott, secretary, Illinois State Fair, Springfield, took the opposite stand.

"The value of name attractions

must be assessed in different light—and under varying conditions by the public," Williams declared. "There are many qualifying factors. In some instances stars are booked as open-air grandstand attractions, by others—such as the Pacific National Exhibition—as indoor shows. Some stars are booked as singles or as a small unit em-

SKED MINN. SHORT COURSE

MINNEAPOLIS, Dec. 2.—The fifth annual Minnesota Fair Management Short Course will be held in the Dykeman Hotel here, March 19-21. The course, sponsored jointly by the University of Minnesota and the Minnesota Federation of Fairs, will follow the lines of its predecessors.

Red River Valley Circuit Sets Dates

MAHANOMEN, Minn., Dec. 2.—Member fairs of the Red River Valley Better Fairs Circuit set their 1951 dates at the group's annual meeting held here recently.

They are Clay County Fair, Barnesville, July 9-11; Mahanomen County Fair, Mahanomen, July 13-15; Marshall County Fair, Warren, July 16-18; Polk County Fair, Fertile, July 19-21; and Roseau County Fair, Roseau, July 23-25.

Circuit officers were re-elected, including O. M. Mattson, Warren, president; Charles Christianson, Roseau, vice-president, and J. W. Roseland, Fertile, secretary.

Grandstand and midway attractions for the circuit fairs will be booked at the annual meeting of Minnesota Federation of Fairs at St. Paul, January 15-17.

Green, Finke Okay Icers For Annuals

Cite Experiences In Staging Show For Chi Delegates

CHICAGO, Dec. 2.—Ice skating shows as grandstand attractions were given the stamp of approval by two executives of major fairs who spoke before the annual convention of the International Association of Fairs and Expositions in the Sherman Hotel here this week.

Both Robert G. Finke, manager of North Dakota State Fair, Huron, and Edward P. Green, manager of California State Fair, Sacramento, agreed that the ice shows at their annuals had been successful, although some technical problems do arise with this type of attraction.

Discusses Ice

Finke, in relating his experience with the ice show at Sacramento this year, said they found it necessary to obtain additional hoses to bring water into the freezing unit and to lay additional pipe lines. Another big problem was finding a place to dispose of the water after it had gone thru the unit and served its purpose. All problems were overcome, however, he said, and the success of the ice at Huron can only be measured by the fact that townspeople are still talking about it.

Green said the ice show at Sacramento was not an outstanding success, but termed it a "comfortable" success. Biggest problem there was the water supply, but this was solved by utilization of a small lake, drawing the water from the lake and pumping it back in after it had gone thru the unit.

Green suggested that if possible fairs should get the show as close to the people as is practical. Intimacy is the secret, he said, and the most desirable set-up for an ice show is to have seats on three sides of the rink.

Midwest Loop Re-Elects Boyd Its President

CHICAGO, Dec. 2.—Glen Boyd, Springfield, Mo., was elected president of the Middle West Fair Circuit for the third straight year at the meeting of the organization in the Hotel Sherman here Monday (27).

Next year's dates for nine major fairs were announced as follows: Illinois State Fair, August 11-17; Missouri State Fair, August 18-20; Wisconsin State Fair, August 18-25; Iowa State Fair, August 25-September 3; Minnesota State Fair, August 25-September 3; Nebraska State Fair, September 2-7; Kansas Free Fair, Topeka, September 8-14; Kansas State Fair, September 16-21; and Oklahoma State Fair and Exposition, September 22-29.

Nacogdoches Looks For New 1951 Site

NACOGDOCHES, Tex., Dec. 2.—Nacogdoches County Fair Association is looking for a new location for its annual exposition, according to V. A. Stewart, president. Dr. Stephen B. Tucker is chairman of a committee conducting the search for a new spot. Other members are John Lynn Bailey, J. E. Reese, V. C. Cutrell and R. N. Cason.

Stewart said that an offer to buy the present 29-acre fairgrounds has been made by Texas Farm Products Company to serve as a site for a \$150,000 plant.

Five new directors were named at the annual stockholders' meeting. They were H. V. Hall, V. C. Cutrell, R. N. Cobb, A. T. Mast Jr., and Bill Scoggins. A financial report submitted at the meeting revealed the 1950 exposition made a profit of \$1,300.

Problems of Starting "Everybody Pays" Told Difficulties of Instituting Tight Gate Listed by Austin, Minn., Sec

CHICAGO, Dec. 2.—Although 100 per cent of paid-rate fairs are 100 per cent for an Everybody Pays Plan, putting it into operation is a difficult task, P. J. (Dete) Huland, secretary, Mower County Fair, Austin, Minn., told members of the International Association of Fairs and Expositions in the Hotel Sherman here Monday (27).

"Ten years ago after our fair board (Mower County Fair) got the report that free passes amounted to over 2,000, they decided that there was no choice but to initiate the 'Everybody Pays Plan,'" he said.

"We knew that it would be impossible to sell the community 100 per cent on it but in the final analysis the plan had so many good features that it would be a distinct asset to the fair—there was no choice in the matter but to go ahead with it.

Sell the Idea
"The general public naturally had to be incorporated into the

Dade City Gets New Bldg.; '51 Dates Set

DADE CITY, Fla., Dec. 2.—Work is progressing satisfactorily on the new agricultural building at Pasco County Fairgrounds, it was learned this week.

Officials said a life roof was being put on this 156-foot building. It will be used for commercial and agricultural exhibits for the 1951 fair, January 11-13.

ANNUALS UP PITCH FOR COM'L EXHIBITS

IAFE Committee To Compile Information For Submission to Major Advertisers

CHICAGO, Dec. 2.—An increased pitch by fairs to sell more exhibit space to large commercial companies was set in a motion at the annual convention of the International Association of Fairs and Expositions here this week. The motion grew out of an open forum on concessions-space, conducted by Harry J. Frost, manager of concessions at Minnesota State Fair.

At the urging of Archie Putnam, Chippewa Falls, Wis., a committee will be set up to gather information on exhibit space rates of all fairs, incorporate them in suitable form and have the latter sent to large firms and their advertising agencies.

Rate Up 85 Per Cent

Frost said that although concession space rates at the St. Paul annual have increased 85 per cent since before the war, demand for space

continues at a good pace. He outlined his system of selling space and keeping records with the operation based on a comprehensive map of the fairgrounds that is continually up-dated as physical changes are made in the plant. This over-all chart is then cut into (Continued on page 49)

IAFE Aux Re-Elects Mrs. Dodds

CHICAGO, Dec. 2.—Mrs. Bligh A. Dodds, Gouverneur, N. Y., was re-elected president of the Ladies' Auxiliary of the International Association of Fairs and Expositions at the group's second annual meeting in the Hotel Sherman here, Monday (27). Mrs. Charles Green, Moberley, Mo., was elected vice-president and Mrs. Leon H. Harms, Albuquerque, N. M., was re-elected secretary-treasurer.

Organized a year ago to plan social activities for the fairmen's wives during the meetings, the group this year mapped a comprehensive program of shows, radio programs and museum visits for the ladies.

Santa Ana Goes Ahead With 55G Remodeling Plan

SANTA ANA, Calif., Dec. 2.—Because federal restrictions exempt exhibit buildings and livestock facilities at fairgrounds, a \$55,000 remodeling project on Orange County Fair's main exhibit structure will get under way soon, R. M. C. Fullenwider, secretary-manager, said this week.

Plan to make the changes in the display section was approved by the fair board before construction cutback regulations were issued.

Regina Annual Shows Profit; Year's Biz Dips

REGINA, Sask., Dec. 2.—Net surpluses of \$75,000 in 1950, approximately and \$30,853 on the summer fair have been recorded in the Regina Exhibition Association's financial statement. The year's surplus is down from the 1949 figure of \$81,841, while the fair week net is slightly higher than last year's \$23,247. Rain on the last two days of the exhibition curtailed revenue like heat did on the final days of 1949.

The summer fair take was higher than in 1949, \$195,236 against \$180,779, expenses were up \$12,888 and totaled \$164,418.

Paid gate admissions were 137, (Continued on page 49)

"Everybody Pays" Problems

Continued from page 48

hibitors and concessionaires as they are required to enter the grounds several times a day in connection with their displays and exhibits. Most of these people reside within a short distance of the grounds and they would object to paying at the gate several times a day. They have already paid for space and entry fees so they are a vital part of our fair.

Accepted Policy

"We aim to constantly keep the 'Everybody Pays Plan' before the public. It is now becoming an accepted policy of the fair. Until the public gets educated on the plan—we must be constantly alert to the fact that we have a real public relations job in putting the plan over in such a way as to win public acceptance. An excellent medium of informing a good share

of our people is a page advertisement in the premium list. "It is true that we have extreme cases to deal with. A neighboring fair in Minnesota had a farm equipment firm display on the grounds that informed fair officials that it was a tax-paying organization and entitled to free space. At another fair a party of much means and influence informs the fair officials of the free parking space, gate and grandstand tickets he needs a year in advance, which are never given the party.

"Our own paid ticket takers can also be guilty. A ticket taker at still another fair became interested in a new Cadillac with five fair patrons entering at his gate. He asked the owners some questions concerning the car and when the owner told him of the price, he motioned the car and attendants to enter—the explanation being that anyone who owns such a car has enough expense.

"We do not have to apologize to anyone for the 'Everybody Pays Plan' because we pay the bills presented to us for all phases of the fair's operation. We have admissions and space to sell as our stock in trade—if we choose to give them away, we are guilty of undermining the financial structure of our institution."

Execs Air Views

Continued from page 48

gamble. But I must also point out that the exhibition takes the biggest gamble of all—living as it does under the shadow of weather prospects and other attendance hazards peculiar to our type of business."

Williams outlined the unsuccessful history of name attractions at the PNE since 1947, pointing out that during the period, despite a succession of Alan Jones, Jimmy Durante, Edgar Bergen, Ray Noble, Rufe Davis and Will Carter, the shows either ran into the red or netted little. The most outstanding success of any attraction in that time, he said, was the Polack Bros' Circus, held the final seven days of 1948, 1949 and 1950. The Polack unit has been booked for 1951, when its run will be increased an additional four days.

Co-operation from name stars has always been excellent, Williams said and the publicity garnered thru exploitation of their names has been substantial, but the booking of the circus not only ended losses but eliminated headaches of production.

Elliott Lauds

Elliott lauded Bop Hope's appearance the final two days of the 1950 Illinois State Fair, pointing out that the comic and his supporting cast drew two full grandstands both nights, created much publicity with resulting enthusiasm and most important was a financial success, grossing \$38,000.

"The publicity we received from his appearance was tremendous and did much to brighten up the fair for its entire run," Elliott said. "Despite a lot of problems encountered in building a production of this type, Illinois will have a full share of entertainment listed for next year."

Dorton IAFE Prexy

Continued from page 48

Speedways, Chicago, discussed auto racing before the sessions while the pros and cons of harness racing were presented by Don R. Miller, vice-president of the United States Trotting Association; L. Orville Miller, Indiana State Fair; and Lloyd B. Cunningham, Iowa State Fair.

Janitor Maste was the title of the address of Virgil C. Miller, Kansas State Fair, and D. Robert Jones, Ohio State Fair, described the junior grange movement at the Columbus annual. George Pounder, of the National Needlecraft Bureau, outlined '51 plans for his organization.

Agricultural subjects were discussed by James Watson, publisher of the New England Homestead, Edward P. Green and M. E. Tweddell, the latter from Oklahoma Free State Fair.

The fair's role in conservation programs was outlined by Carl Tyner, Indiana State Fair; George Emmert, Ohio State Fair, and Jack Reynolds, Wisconsin State Fair. Social highlights of the conclave included the annual farmmen's banquet and the Past President's Club luncheon.

Trenton Sets 20G Gale Loss

TRENTON, N. J., Dec. 2.—With two grandstand roofs stripped of their composition coverings and one fairly large building toppled, Norman L. Marshall, manager of the New Jersey State Fair here, reckoned damages in the wake of the Saturday (25) gale at about \$20,000.

Marshall reported that much of the race track fence was leveled, as were several light poles. The latter will be replaced by poles set in metal sleeves, in turn placed in concrete, according to the fair pilot. Several ornamental spruce trees at the fairgrounds entrance were toppled, but because of their shallow roots they may be re-rooted instead of being replaced, Marshall said.

In addition to the building flattened, which was owned by the fair management, four smaller concession booths were knocked down. These latter structures are owned by independent concessionaires, who are allowed to leave them at the grounds thru the off season.

Great many windows were blown in, Marshall said. Office space of the annual light poles. The grandstand, was disarranged by the gale after the windows of the quarters had been demolished.

Regina Annual

Continued from page 48

819, an increase of 6,967 over last year and 1,232 lower than 1948's record gate of 139,051. Gate receipts were \$30,981 as against \$29,820 in 1949.

Grandstand Tops '49

Grandstand revenue of \$59,432 was \$7,868 higher than last year but still well away from the \$68,157 and \$68,927 totals for 1947 and 1948. Capital reserve funds total \$190,456 after expenditures of \$38,567 on permanent concession booths, new grandstand entrance, junior activities building, steel fencing, floodlights and a baseball diamond. Cash on hand totals \$354,215.

Concession revenue at the summer fair, \$28,388, was up \$2,090 and midway revenue totaled \$193,037, a decrease of \$2,779. Race revenue, \$42,149, was down \$215. Grounds and buildings rentals totaled \$38,457 and \$30,187 was spent on minor improvements, \$8,000 more than last year. Stadium repairs cost \$8,368. A net surplus of \$5,017 was recorded on stadium activities where revenue was \$58,032 and expenses \$53,015.

Auto races netted \$398 and federal and provincial government grants totaled \$29,366. Winter fair loss was \$5,597 and \$1,109 was lost on the harness race meet. The baseball tournament, presented for the first time at the summer fair, showed a balance of \$837. Baseball customers also had to buy admissions to the fairgrounds, which helped main gate revenue.

Annuals Up Pitch

Continued from page 48

blocks and the blocks into individual spaces.

About the first of March, Frost said, letters are sent to all old customers and these space buyers are given first chance until April 1. During the past several years the fair has obtained a 75 per cent return on this solicitation with the remaining space going to new customers.

Frost urged that fairmen consider the number of employees each exhibitor or concessionaire used in setting the price for space. He pointed out that at St. Paul each worker must pay his way thru the front gate daily. He also recommended the use of fair-owned permanent stands.

IAFE Auxiliary

Continued from page 48

Fred Rehmeier, Mrs. Charles J. Warner, Mrs. Howard S. Foust, Mrs. D. Robert Jones, Mrs. H. J. Swaim, Mrs. S. Broadberg, Mrs. Scoggan Jones, Mrs. Fred L. Kemper, Mrs. L. R. Dickson, Mrs. Jack Reynolds, Mrs. Lloyd Cunningham, Mrs. M. E. Tweddell, Mrs. Charles W. Green, Mrs. Wilfred Walker, Mrs. Gene Hamid, Mrs. George Hamid Sr., Mrs. W. A. Armstrong and Mrs. Herbert H. McElroy.

Meetings of Fair Assns.

Washington Fairs Association, New Washington Hotel, Seattle, December 7-8. Charles T. Meenach, Pullman, secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 11-12. E. W. (Deak) Williams, Manchester, secretary.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 2-3. William H. Clark, Franklin, secretary-treasurer.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 4-5. L. (Doc) Cassidy, Louisville, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 4-6. Douglas Curran, Black River Falls, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, January 4-6. Maurice E. Turner, Huntsville, secretary.

Oklahoma Association of Fairs, Billmore Hotel, Oklahoma City, January 7-9. Vera G. McQuillan, P. O. Box 974, Oklahoma City.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 9-10. Everett F. Erhardt, Stafford.

Ohio Fair Managers' Association, Deshler Wallek Hotel, Columbus, January 10-11. Mrs. Don A. Detrick, Bellefontaine, secretary.

Missouri Association of Fairs and Agricultural Exhibits, Governor Hotel, Jefferson City, January 11-12. Rollo S. Singleton, Jefferson City, secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 12. Mrs. Bernie Shapiro, Box 32, Atlanta, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 14-16. Harry B. Kelley, Hillsdale, secretary.

Minnesota State Fair and Minnesota Federation of County Fairs, Hotel St. Paul, St. Paul, January 15-17. George W. Gleixner, North St. Paul.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 17. Tom Moore Craig, Spartanburg, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 21-23. Cliff G. Hunter, Taylorville, secretary. Virginia Association of Fairs, Hotel John Marshall, Richmond, January 21-23. Charles B. Ralston, Staunton, secretary.

Massachusetts Agricultural Fair Association, Hotel Northampton, Northampton, January 23-24. A. W. Lombard, 21 Jason St., Arlington, Mass., secretary. Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 23-24. H. C. McClellan, Arlington, secretary.

Nebraska Board of Agriculture, Hotel Cornhusker, Lincoln, January 23-24. Edwin Schultz, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 24-26. Charles

W. Swayer, 522 Court St., Reading, secretary.

North Dakota Association of Fairs, Minot, January 25-27. G. A. Oettinger, Jamestown, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 28-30. Clifford D. Coover, Shelby, Mont., secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 29. Robert S. Turner, Horseheads, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard St., Little Rock.

New York State Association of Agricultural Fair Societies, Ten Eyck Hotel, Albany, February 5-6. James A. Carey, State Office Building, Albany, executive secretary.

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Betting Tops Million Mark At Barrington

GREAT BARRINGTON, Mass., Dec. 2.—Barrington Fair here, which was held September 10-16, led the annuals conducted thru-out the Bay State this year in amount of money wagered on pari-mutuel races with a figure of \$1,095,107.

Over-all pari-mutuel receipts by the Massachusetts government totaled \$68,563.40, a drop of \$8,000 from last year. Cash bet at other major fairs was: Northampton, \$782,895; Marshfield, \$422,368; Townsend, \$402,637; Weymouth, \$372,854; Brockton, \$242,684; Middleboro, \$217,173.

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P. N. STREET, Exec. Mgr.

Box 731 Fort Myers, Fla.

20th Century, Royal Crown Gain Railroad Show Routes

Truck Orgs Gain as Imperial Decides Not To Go Out in '51

Continued from page 41

have played those fairs, thus was forced to forego Lincoln.

Also new to Royal Crown is Sioux Empire Fair, Sioux Falls, S. D., signed during the convention here. Other contracts signed by the Eddie and Dolly Young org are Ozark Empire Fair, Springfield, Mo.; Oklahoma Free Fair, Muskogee, and Oklahoma-Arkans-

Merle Beam New ACA President, Decker 1st V.-P.

CHICAGO, Dec. 2.—Merle Beam, owner-operator of Beam's Attractions, was re-elected president of the American Carnivals' Association at its annual meeting in the Hotel Sherman here this week.

Also elected were Ralph Decker, Joseph J. Kirkwood Shows, first vice-president; Dick Coleman, Coleman Bros. Shows, second vice-president; Sam E. Preil, Preil's Broadway Shows, third vice-president; Al Wagner, Cavalcade of Amusements, associate secretary; Floyd Gooding, Gooding Amusement Company, associate treasurer, and Max Cohen, secretary-treasurer.

Directors are Frank Bergen, World of Mirth Shows; Curtis L. Bokkus, James E. Strates Shows; Sam Levy, Lawrence Greater Shows; Jack J. Perry, Jack J. Perry Shows, and Phil Isser, I. T. Shows.

Max Cohen is general counsel; Assistant counsels are H. C. Gould, Richard S. Kaplan, Paul Conaway, Leonard Simonds and Louis Herman.

1,000 Attend NSA 13th Annual Feed

Building Fund Tops 60G; Prexy Allen Urges Member-Support of Home Drive

NEW YORK, Dec. 2.—About 1,000 members of the National Showmen's Association (NSA) and their guests gathered at the group's 13th annual banquet, held Wednesday night (22) at the Hotel Commodore here, heard newly elected President Bernard (Bucky) Allen urge greater efforts in adding to the \$60,000 in cash and pledges already secured toward the building of a new NSA home at Exton, Pa.

After being introduced by President Emeritus George A. Hamid, Allen, in a short talk, touched on the fact that those showmen who enjoyed good seasons this year should work particularly hard during the fund-raising drive.

Camden, N. J., Fair Midway Contract To O. C. Buck Org

CHICAGO, Dec. 2.—Oscar Buck, owner-operator of the O. C. Buck Shows, announced here this week that he had been awarded the midway contract for the new South Jersey State Fair & Exposition which will be held in Camden May 24-June 2.

A number of Eastern shows, including the World of Mirth and James E. Strates Shows, both readers, were interested in the date, which has the active backing of the community, and promises to be a lucrative spring date.

Contract award was made by Sam Burdord, who also manages the Doylestown, Pa., and Mount Holly, N. J. fairs. Burdord said the event will include exhibits, special entertainment features and major promotional effort, including distribution of 2,000,000 merchant tickets in the Camden-Philadelphia area.

Free District Fair, Fort Smith, Ark.

Davenport (Ia.) Fair, played this season by Imperial, went to the Gold Medal Shows, owned by Johnny J. Denton, LaPorte (Ind.) Fair, rated a railroad spot in the past, contracted a truck org., the L. I. Thomas Shows.

Chippewa Falls, Wis., played in recent years by Imperial, is now owned by Hennessey. Other fairs already signed by Hennessey are those at Des Moines, Chattanooga, Knoxville, Tenn.; Laurel, Miss.; Columbus, Ga.; Beaumont, Tex., and Birmingham.

Al Wagner's Cavalcade of Amusements closed for fairs at Akron, O., and Nashville. Both are repeats for Wagner. Royal American Shows came out of the convention with its '51 route the same as it was this season, except for the omission of Tulsa.

Cetlin & Wilson Shows again closed for Ionia, (Mich.) Free Fair, while the Johnny J. Jones Exposition announced the signing of three Alabama fairs—Tupelo,

Huntsville and Dothan.

Included among fairs reported to have left the conventions without carrying out its plan of closing for a carnival was Cedar Rapids (Ia.) Fair.

Major Midwest fairs which have not yet closed for carnivals include Detroit; Springfield, Ill.; Louisville and Memphis.

J. C. McCaffery, owner of the Imperial Shows, in pointing out why he was not going to take the show out next season, cited the difficulties of building a sufficiently strong, unbroken fair route needed to carry the expenses of a railroad org. Going into the meeting, he offered, he believed such a route might be built, but that even the added number of contracts, the total did not add up sufficiently to warrant taking the show out.

McCaffery continues as part owner and general agent of the Hennessey shows, which emerged from the meeting with indications of a fair route which would be more compact and stronger than last year.

JUST IN "ON ERIE"

Little Biz in Chi for 'Em, Eastern Show Reps Make It Mainly 'For Ride'

By Jim McHugh

CHICAGO, Dec. 2.—Eastern carnival ops attending the outdoor meetings at the Hotel Sherman here this week came along mostly for the ride. The biggies had better principal dates promised well in advance of the national confabs, while the lesser ops' have to await the staging of the State meetings before they can put their fair

routes together.

Operators and personnel were largely concerned with social activities, the inspection of equipment on display at the NAAPPB Trade Show and the making of better deals among themselves. There was considerable buying of equipment in view of the bid start experienced last season by most owners.

Frank Bergen's World of Mirth Shows closed their season with 14 fairs, one more than last year, already set for 1951. Bergen remained at the Richmond, Va. home, while Bernard (Bucky) Allen, concessions manager, and Gerald Snellens, agent, took care of the org's entertaining.

Strates Signs York

Altho several contracts remain to be signed, James E. Strates Shows also enjoy an enviable position with a top-bracket fair route assured. Sam Lewis, of the York (Pa.) Interstate Fair, awarded Strates the midway contract for his event here. Strates was well represented with Curtis Bokkus, general agent; Roy Jones, manager,

SLA Memorial Services Draw Estimated 300

CHICAGO, Dec. 2.—An estimated 300 showfolk attended the Showmen's League of America annual memorial services in the Ball Tabarin of the Hotel Sherman Sunday (27). The services were directed by Ed Sopenar, assisted by co-chairmen Bernie Mendelson and Jimmy Campbell.

The memorial services included an organ solo by Gerald Grossman, the Oxford Quartet, "Over the Stars There Is Rest," invocation by Rev. A. Bohn, and the Oxford Quartet singing Ave Maria and One Sweetly Solemn Thought. Presentation of the colors was made by the Al Sopenar American Legion Post, and taps was sounded by members of the Harold Taylor Post, American Legion.

Remainder of the program consisted of an address by Reverend Bohn, three songs by the quartet, benediction and an organ solo by Grossman.

SLA members who died since the 1949 services include George Bischoff, Thomas B. Vollmer, Edward L. Karn, Maurice Hanauer, William L. Humphreys, Al Sopenar, Murray, Harry J. Burke, Max Stein, Franz Reinzmann, Charles H. Hall, Edward Johnson, Carl H. Barlow, Sam Gluckin, Pete Murray and Charles F. Roe.

SNOW CURTAILS CHI TURNOUT

CHICAGO, Dec. 2.—Heavy snowstorms in the East Saturday (25) delayed arrival of many persons en route to the outdoor conventions here this week. Some showmen gave up the struggle with snowbound transportation and returned home. Others, who had expected to arrive Sunday (26), drifted in as late as Tuesday (28). Some convention speeches were canceled because the scheduled speakers were unable to get to Chicago.

SLA Prexy Party Pulls Big Turnout

CHICAGO, Dec. 2.—An overflow crowd of 700 attended the Showmen's League of America's annual President's Party in the ballroom of the Hotel Sherman here Sunday night (27). The post-dinner two-hour floorshow was made up of 15 acts.

Evening's highlight was the presentation to Morris Lipsky, outgoing president, of two pieces of luggage by J. W. (Fatty) Conklin. The party was arranged by

(Continued on page 53)

San Francisco Show Folk Burn 40G Mortgage

Impressive Event Highlights Club's Memorial Services

SAN FRANCISCO, Dec. 2.—Impressive services marked the annual Memorial Day of the Show Folks of America, San Francisco Chapter 2, Sunday (28) when the \$40,000 mortgage on Show Folks Rest was burned.

Ceremonies were conducted by Harry G. Seber, club chaplain and cemetery committee chairman. Seber briefly outlined the progress made by the group in securing its own cemetery plot. He said that in 1945 a committee to secure the plot was appointed with Sam Corsonson, trustee; Mill Williams, treasurer, and Charles Albright, attorney. Seber as chairman was named to select the site.

Seber raised approximately \$1,400 and continued "shopping" for the suitable cemetery plot. Before sufficient capital could be raised for the project in 1948 the club was notified that L. E. Scott had died suddenly in Albany, Calif. Funeral services were held for him, with the body being placed in a vault until Olivet Memorial Park was prepared. Since then 42 members and non-members have been interred there.

Cemetery Set-Up

Seber pointed out that the first purchase provided 300 graves costing \$14,000. Two years ago an additional 300 graves were bought. A large monument upon which a granite or marble show wagon is soon to be placed was acquired for \$3,000. The land, monument and burial costs have totaled about \$40,000, all of which is clear and free of debt. The plots are under perpetual care, Seber declared.

All graves have concrete liners and a granite marker is placed over each for identification. The markers are 18 by 12 inches. SFA has received the co-operation of M. Jay Jensen, Olivet secretary, and a charge to the club of \$42.88 is made for the opening, closing.

(Continued on page 53)

LEAGUE'S ANNUAL FROLIC DRAWS 800

Morris Lipsky Awarded Gold Life Membership Card; Floorshow Clicks

CHICAGO, Dec. 2.—Retaining its long record as a topflight social event during the yearly four-day outdoor showbiz meetings here, the Showmen's League of America's 38th annual banquet and ball in the ballroom of the Hotel Sherman attracted an estimated 800 guests Wednesday night (29). A smart floorshow featured the event, of which Sam J. Levy was chairman.

As per custom, talks were confined to brief introductions by Emilee W. F. (Dorothy) Dornfield, who presented, Past President Morris Lipsky with the usual gold life membership card for services rendered the league during his tenure in office. Lipsky introduced Lou Keller, president-elect for 1951.

Toastmaster was Herb Graffis, well-known Chicago newspaper columnist and after-dinner speaker.

Introduced from the dais by Dornfield were L. B. Cunningham, International Association of Fairs and Expositions; Orville N. Crafts, Pacific Coast Showmen's Association; Robert Morrison, Michigan Showmen's Association; Carl J. Sedlmayr Sr., Miami Showmen's Association; R. L. (Bob) Lohmar, International Association of Showmen; E. M. (Pat) Ford, Hot Springs Showmen's Association; Harry J. Balt, National Association of Amusement Parks, Pools and Beaches; Max Cohen, American Carnivals Association; S. T. Jessop; Carl J. Sedlmayr Jr., Greater Tampa Showmen's Association; Bernie Mendelson, Al Sopenar Post, American Legion; Hiko Siebrand, George A. Hamid, Dr. Max

Thorek, American Hospital; Dr. John C. Haylik, Alexian Bros. Hospital, and Rev. Marcel LaVoy, chaplain, and Noble C. Fairly, James P. Sullivan, Walter F. Driver, Joseph L. Streibich, Morris A. Hafn, Louis Herman, all of the Showmen's League of America.

Congratulatory messages read by Emilee Dornfield included telegrams from Miami Showmen's Association; Lillian Bлек, Ladies' Auxiliary; Showmen's League of America; Hal Flint, Pacific Coast Showmen's Association; Jack Galauer, Playland Shows; Ethel Wineberg, National Showmen's Association; Heart of America Showmen's Club; Hot Springs Showmen's Association; Mrs. Morris Lipsky and Mom and Sol Wasserman.

Talent line-up included Johnny Baschman, Johnny O'Brien, Harris and Shore, Joe Tremaine and Lind Brothers. Lou Breese and ork provided the dinner, show and dance music. President-elect Keller and Mrs. Keller and Mr. and Mrs. Morris Lipsky led the grand march.

Eisenman Rejoins W. Coast as G.A.

LOS ANGELES, Dec. 2.—Monroe Eisenman returned to the fold of the Imperial Exposition Shows this week to serve again—for the fourth time since 1946—as org's general agent.

During 1950, Eisenman general agent West Coast Shows. Imperial Exposition is owned by Martin E. Arthur and winters here.

THANKS

Because of conditions beyond our control and due to raw material price increases, we are forced to raise our prices 10% to 20% on most items. Sales at the convention were very good—all Bingo Blowers will be delivered as orders were received. Again in the Spring we will bring out 2 or 3 new Hanky Panks.

If it makes money for you Ray Oakes will make it.

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Midway Confab

Joseph Frederick, owner of Motor State Shows, is convalescing in his Detroit home following an illness that may necessitate an operation after the first of the year.

Langue doesn't mean much when it's said that a showman who has lost all of his teeth is sitting pretty.

Louis Pasteur, who this year operated a cobra show at the Chicago Fair and then with Ray Marsh Brydon, has established headquarters in Chicago and will start on a lecture tour after the first of the year with his snake unit. Pasteur recently took delivery of a new white trailer truck to carry his equipment, and is building a new show front in his Chicago garage.

One thing about closing the season broke in the snow if you were a good fellow when you had it.

Patrick A. (Boots) Riley, the past five years with Cetlin & Willson Shows as scenic artist, has been recalled to active duty with the air force and will report to Maxwell Field, Montgomery, Ala., December 15. He is a veteran of the European Theater of World War II. Riley will have his former grade of sergeant. Mr. and Mrs. Russell Gallagher and family and Mr. and Mrs. Loyd Kelley and family closed with their concessions on the Interstate Shows in Ozark, Ala., November 11 and are wintering at Hilltop Trailer Park, Tampa.

Cold weather comes in time to keep some shows from going broke. They stay out all winter to save the burning gas.

Among showfolk who are wintering at Ray Myer's Trailer Village, Tampa, are Paul D. Sprague, Bobbie Jean Laughman, Mae Dudley, Babe Pasara, Blanche and Terry Scruggs and family, Margaret and Paul Netherfield and family, June and H. W. Judd, Pat and Charlie Gross and Charlie Jr., Francine and Woodrow Jones, Mary and Buster Kelly, Pearl and Joe Marks, Ruby and Hal Hall, Mabel and Oliver Eddy and Lyle, Joe Decker, Mr. and Mrs. John Garrett, Mr. and Mrs. Vito, Mr. and Mrs. Bill Abraham, Mr. and Mrs. Hoppy Hopkins, Mr. and Mrs. Jack Winters, the Broadwells, Venners, Schlavov, Roultz, Muschitta, Warrens and Rose.

Jack and Virginia Barnes closed November 28 with the Texas Centennial Shows at Waco, Tex., and are wintering in Fort Worth. They had as Thanksgiving guests Mr. and Mrs. D. Block, ride and concession owners of Plainview, Minn., who were en route home from a honeymoon in Florida.

Champagne flowed from pumps in most rooms at the convention to the chagrin of some who feared all shows but their own closed broke.

Reserve Tech. Sgt. Daniel P. LaRouch Jr., son of Danny LaRouch, veteran cookhouse operator, reports he has been recalled to active service in the air force. He will be stationed at MacDill Air Base in Florida. In the last war LaRouch was awarded the air medal with two oak leaf clusters and eight battle stars for action in the European and Pacific theaters.

B. O. Gramham and wife, Julia, who had the Monkey Show with World of Mirth Shows the past

season, have signed with Jackson Byer, of Southern Attractions, for a tour of the Kemp time. Byer handled production of the monkey-dog-chimp show which has played to good results in theaters in Birmingham, Roanoke, Va., and Spartanburg, S. C.

What is there that hasn't been used before? Just a friendly sneer from the late '30s to the half-century mark.

Burt E. Drinkwater, who had been agent with the Gem City and Fivoli Exposition shows, is wintering in Birmingham. He will take the road March 1 with his own concessions. . . . Joining the American Eagle Shows recently were Mrs. Dorothy Hockett, kiddie rides; Russell Emmons, bingo; Herbert Kendall, cane rack; Richard Welch, popcorn and snow cones; Donald Prence, G top and pea pool; Glenn Hockett, spot the spot and swinger; Duke Hopwood, Carl Bryant; Arline Valentines, count store, and Frenchy Elliot, glass pitch. Business has been fair and the show will remain out until Christmas. The Girl Show, managed by Mrs. Florence Bryant, has been doing okay.

We like to hear one brag, "You can't kid an old-timer," especially from one who has been kidding himself for 30 years.

Mrs. Wylene Smith, of Smith's Amusement Company, Waco, Tex., and Mrs. Roy Edsall recently gave a baby shower for Mrs. George Lowe. Attending were Mrs. Edith Cunningham, Mrs. Juanita Hunter, Mrs. Josephine Adams, Mrs. Jean George, Mrs. Jewel Barker, Mrs. Maxine Murphy, Mrs. Nell Flowers, Hedy Jo Starr, Mrs. Mary Moniere and Mrs. Maxyne Edsall. The Smith org is playing park engagements in Waco during the winter. Business is reported fair.

Johnnie Ruhl, for the past two seasons with Ralph Cole's bingo on the Queen City Shows, enlisted in the navy recently and is undergoing his basic training at the U. S. Naval Training Center, Great Lakes, Ill.

One general agent got so much healthy exercise out of the hotel's venous lobby scrimmage that he invested in a turtle-neck sweater with letters IAF.

Alabama Amusement Company, ride and concession operator, will winter at its own park near Mobile, Ala., according to Mrs. Marie Smucker, general manager, who reports a successful 1950 tour. . . . George Deak and family are wintering in Mobile, Ala., following a satisfactory season with rides and concessions in Wisconsin spots. . . . After closing a successful season with Shan Bros' Shows, Stan Wrisley and Princess Tiny, Side Show and Girl Show operators, went to their Rattlesnake, Fla. quarters, where Wrisley is building a panel front for his Bubble Dance Revue.

Old-timers derive part of their reputations for wisdom to the fact that they've outlived many of their only day buddies to whom they used to say when they thought.

When Jack Stewart opened his new restaurant recently in Detroit, the occasion was celebrated with a turkey dinner at the home of Ted Porter. Guests included Dorothy and Mary Pearson, Flint, Mich.; Kenny Pearson, Ed Echols and son, Robert Mahoney, and Rex Huntington, Chicago.

OIL STATE SHOWS

R. R. "HAWK" DAVENPORT JOE W. HAMMOND

Fun for Everyone—"Out All Winter"
Fun for Millions—L. O. STEER
Belmont Dart, Mrs. Popcorn, Milt Cane, Gene Galley, Jingle Bells, Bumper, Want Count Store Agents—Bill Harper, George Howard, Harold Clifford, come on. Want Motor Ride (like best), Call and Concessions, Wheel Horse, come on. Want Shows—Girl, Abalone, mechanical; Barnum show, come on. Medals to Starr. Will give you a fancy proposition. The following are some of Happy Jack Shows: Frenchy Moore, Brownie Cole, the Johnsons with Rainbow Dart.

AMERICAN COOPERATIVE SHOW

Organizing for 1951 season. Featuring Cannon Act, 400 Shares in show available at \$10 per Share.
Any Concession or Ride booked will be exclusive. Want Merry-Go-Round, Ferris Wheel, other rides not conflicting. Can book Shows and Rides for 5 per cent over committee money. This show will be operated on strictly co-operative basis. You must own equipment to buy Shares. Shareholders share in profits. All inquiries to
PAUL OLLIS, 4541 Houston Avenue, Macon, Georgia

10 RIDES WANTED 10 RIDES

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2 SATURDAYS—10 DAYS—NO GATE, FIRST IN STRAYCUSE, N. Y.
FREE ACT—WILL ADVERTISE, MAY 15 TO MAY 26, INCLUSIVE.
NO COLLECT WIRE OR PHONE. ADDRESS:
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THE FINEST EVER MADE
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Southwest's Largest Celebration

9 Days and 9 Nights, Downtown El Paso, on the Streets by Hotel Cortes and Post Office, December 23 through January 1. Parades, Street Dances, Community Christmas Tree. Sponsored by all Organizations, Sun Bowl Game January 1.

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WANT FOR 1951
OPENING AT ORLANDO, FLA., FAIR, FEBRUARY 19
Latin-American Show With Native and Band.
Shows of Merit. Must be clean and entertaining.
Grind Show and Any Unusual Pay Attraction.

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JAMES E. STRATES
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WILL SACRIFICE FOR QUICK SALE

Complete set of Illinois Concessions of Layton. Doll House Spiders
Electric Chair with 81000 gadgets and switches mounted on Flash Board. Large
Side Production Tube on legs. Outstanding Broom Illusion for Rally, complete
with brooms. One of the best lay-down-type Broom Boxes in business, using
blades through top, sides and gear through center. Plus-Globe Illusion, complete
with cabinet, stage and curtain. This illusion cost me over one thousand dollars and
is ready to take live to three hundred people can see it at one thousand dollars a tremendous
attraction. Ask anyone who knows me about its money-getting power. I will furnish
every detail that will get you. The Globe is 18" by 20" and has 12" diameter. The cabinet
is 4' high, 6' deep and 4' wide. Any one can work it. All illusions are from
down-type and trained. Also three other equipment—the very best
One 30 amp. Amplifier with two 30" directional Universal Speakers, 25 watt. One 20
amp. Amplifier with two 18" directional Universal Speakers, 25 watt. One 30 amp.
Amplifier with two 10" beam-type Speakers for inside of show. One 25 watt amplifier
used as mixer. One box of Wires and Speaker Cords that were used in my side show,
with 12 individual Plug-in Mike Pigs. This set-up cost me \$200.00. As I used a mile
on each place in my show. All plugs and connections are interchangeable. This equipment
is in like new condition and ready to go. I am ready to go. I am ready to go. I am
ready to go. I am ready to go. I am ready to go. I am ready to go. I am ready to go.
All equipment is stored in Alexandria, La. Here is a good chance for good
showmen who need a suggestion and a hint. Will sell as a whole unit. Will not
consider selling in part. Sacrifice price, \$100.00, cash only. Must sell quick, as am
leaving for Australia middle of December. Address: RAY CHAMBER, General Delivery,
Tomball, Alabama, until Dec. 15th then Rt. 1, Box 99, Covington, Kentucky. Being to
my old gang. Drop me a line.

ENTIRE EQUIPMENT OF THE IMPERIAL EXPOSITION SHOW

now stored at Des Moines, Iowa.

For sale either as a whole or piecemeal. Consists of four sleeping cars, one steel box car, twelve 74-foot all-steel flat cars, one 66-foot all-steel flat car, International tractor, Caterpillar tractor, two No. 5 Ferris Wheel, one Lasso-bull Skooter Ride (complete with 16 cars), one 36-foot three abreast Allan Harschell Merry-Go-Round, Rocket Ride, Octopus Ride, miscellaneous wagons, light towers, show fronts and complete shows. Complete Posing Shows, Snake Show, Monkey Show, complete Motor Drama with wagon (no motorcycles), miscellaneous equipment. Must be seen to be appreciated. Can be seen at any time at Des Moines by appointment.

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203 NORTH WABASH CHICAGO, ILLINOIS

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Tilt-A-Whirl complete with or without arms. Monkey Speedway complete with 96 ft. banner line. Three Cars, two well-trained healthy Monkeys, 28 ft. Office Semi Trailer, 3 rooms nicely finished. Will sell or swap above equipment for Kiddie Rides, 36 ft. Merry-Go-Round, Octopus. What have you?

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2,500,000	250.00

Write for particulars

WITH THE LADIES AT CHI

Virginia Kline Describes Fem Charms at SLA Ball

By Virginia Kline

CHICAGO, Dec. 2.—The social activity phase of the outdoor meetings here this week reached a climax at the 38th annual Showmen's League of America banquet and ball Wednesday night (29), when women of outdoor showbiz presented one of the most stylish and colorful pictures in the event's long history.

Mr. and Mrs. Morris Lipsky led the Grand March. Mrs. Lipsky wearing tissue white net, the skirt bouffant and slightly short in front to accentuate her petite figure. She carried the traditional bouquet of red roses and the soft plitler of her sequined bodice reflected the rich color of the flowers. Mrs. Lou Keller, wife of the incoming SLA president, was next in line, her red roses contrasting her twilight blue gown. Mrs. Noble C. Falgout was in toast brown lace with gold, her corsage consisting of coral camellias.

Bla Texas Delegation

Texas sent the biggest delegation of show women to the convention. Mrs. Denny Pugh wore a shocking pink Joselli model, the bodice a low bandeau with a sophisticated stole of tulle and a corsage of deep continental green camellias. Mrs. Joe Murphy wore a taupe grey, fitted waist line molded in overtones of cabochon pink and the muted emerald leading up to a corsage of orchids. Mrs. Charles Moss wore a gold lame white gown, the low bodice being secured with jeweled pins. Her corsage was of bird of paradise in the right contrast. Mrs. Fred Tennant was in an ebony crepe model, with a startling white corsage.

Mrs. Bob Harris wore wisteria lace in a Blume model, the corsage of fresh French violets melting the color contrast in just the right interest for the French design. Mrs. Ralph Woody, also making her home in Chicago, came with the Texas delegation and wore misty white net with silver the lavish folds in full length skirt gracefully draped to show the unusual styling. Mrs. John Oblock was radiant in a flamingo red gown, the deep elegant lines a perfect frame for her dark hair and eyes. After being ill most of the time in

Chicago, Mrs. Oblock looked even better than usual.

Mrs. Phil Little wore a midnight blue gown with rich silver interest. Mrs. Grace Tinder was in black, with deep red roses in her corsage and Mrs. Ketta Lindsey wore a lace gown, the long sleeves patterned to carry the design of the model and illuminate the black over white. Mrs. Hattie Longchart's misty white net had a silver top bodice of sequins. Mrs. Jackie Huffines wore a burgundy shaded gown with silver sequins and beads in etched trimmings. Mrs. Jackie With chose a form-fitting Thorpe model, the fabric black with diagonal stripes of white. Mrs. Frank Winkley was in black with gold lame trimmings, and Mrs. Ed Meek wore white with silver accessories, the long pergam of her petal-like croppe of heavily beaded in white crystal beads.

Mrs. Al Wagner chose a Hattie Carnegie model of black, with the deep crystal beaded yoke of infant pink and the styling of the yoke off shoulder to show the patterned drape. This was Mrs. Wagner's first appearance in Chicago with her 30-inch hair braids cut off and the expert short hair style added much to the interest in her costume. Evelyn Hock's fawn lace semi-sunset model had a demure full skirt and shoes to match her costume. Mrs. Eddie Hock, Evelyn's mother, came in a firebird red gown, her brilliant jewelry of chinestones being the right setting for her gorgeous white hair. Mrs. Louis Berger was in an evening suit of white, with gold sequined trim. Billie Hunter's trigere model of black crepe had a black skirt draped over white French embroidery and the same trim in folds of the white at the low-cut bodice. Mrs. Charles Levine's rocket red had unusual styling of the bodice forming a cap sleeve that was revealing in both front and back view. Mrs. Marie Broughton wore magenta red with dark red rose corsage.

From Florida

From Florida, Mrs. Eddie Lemay came to renew old acquaintances. Mrs. Lemay wore black lace with long soft French kid gloves,

Manning Gets Well in South, Skeds Return

NEW YORK, Dec. 2.—Ross Manning's first Southern trek paid off handsomely this past season. As a result, efforts will be made to extend it next season.

Up until the time he headed into Dixie country, the going had been somewhat rough, both because of bad weather and the loss of dates. Manning, who wintered in Haiti, where his org furnished all midway attractions at the Bicentennial Celebration, lost a number of choice spots thru his absence.

Except for a tragic accident which resulted in the death of one man and destroyed mobile and show equipment valued in excess of \$15,000, the season was entirely satisfactory by any means, but in view of the bad beginning, it is remarkable that the org did not wind up a loser.

Southern Quarters

For the first time Manning is also wintering in the South, at Kingstree, S. C. This will enable him to schedule a few more early dates before heading north for his usual sked in the States.

The past season Manning added a Little Dipper and Funhouse for a total of eight rides and eight shows. Light towers have been added to several of the trucks and more are planned.

A new front, 55 feet long and 30 feet high has been constructed. General repairs will be started after the fall meetings, Manning said.

while Mrs. Phil Lemay chose black net with a bodice of silver sequins. Mrs. Lloyd Serfass' black with gold gown was topped by a gorgeous bird of paradise feather hat.

Mrs. Mike Doolan, wife of the newly elected president of the Pacific Coast Showmen's Association, came in an apricot pink gown the trim being of muted silver with soft shades of pink. Mrs. Walter White was in mauve lace with silver. Mrs. William Morrissey's black with gold gown had a corsage of white flowers. Arthur Assolunan wore an evening costume of a combination striped skirt and lovely black blouse, and Mrs. Helen Subberg wore white with a white camellia corsage.

Mrs. Sofia Carlos wore maize lace, with a tiered skirt of patterned lace. Mrs. Minnie Simmonds was adorned in a striking red gown with silver sequin trim and a dashing corsage of orchids. Mrs. Buddy Paddock's black model was heavily embroidered with jet, the flared yoke form-fitting and flatteringly molded. Mrs. Dwight Babinet came in a black jay Thorpe model with a coin jet alencon lace stole. Mrs. Fred Kressmann wore haute-couture manganoe model, with a blouse of lame gold and blue and the skirt of quartz blue.

Cocktail Party

In the Four Georges room for the traditional cocktail party of the J. W. (Pat) Linkin's, Mrs. Conklin welcomed her guests in a black velvet Jo Copeland model, the poet's collar in petal pink outlined with seed pearls crystal beads, the low camisole bodice curved to accentuate the portrait lines. Mrs. Nell Webb wore a silver threaded lame gown, the shaped bodice detailed over the left shoulder and the trim of multi-colored beads. Mrs. Harry J. Bath, wife of the retiring president of the NAAPBB, chose a Bianchini lace gown of black with shadows of misty pink highlighted with a corsage of pin roses. Mrs. Elwood Hughes came in a gold lame Renaud model, with a deep Barrymore collar with sweeping lines in a bias drage. Mrs. Herbert McElroy's smoky lace gown had a red rose corsage. Mrs. Harry Weis wore a black Joselli gown with petit point flower groupings on the skirt and rippling evening stole, the white ermine wrap in full length a striking contrast.

Mrs. Jimmie Sullivan wore a garnet red gown, with deep decolletage and white orchids. Mrs. Dave Russell's black gown had gold corded trim at bodice and sleeves. Mrs. E. Boucher and Mrs. G. Vuchich of Quebec, came wearing suits of black with sparkling sequins entwined with orchids. Mrs. Carl Lauther wore a lace paneled gown in black with a daring hand-pledged collar of ruby red. Mrs. Bertha (Gyp) McDaniel wore a mosaic blue gown with trim in

BALLYHOO BROS.:

Show Needles In, Out; Leaves Pix Behind

By Starr DeBelle

PAINLESS NEEDLES, N. C., Dec. 2.—The bosses left for the convention with their general agent and bankroll man leaving us behind, sans dough or a booker, to die in or a old shavings or move. Last Sunday the tattooer of our big Empty Pit Side Show blew out on a booking trip. Thru instinct he found this burg, which was populated entirely by tattooed people who settled down after tiring of the road.

Here every city official is either covered or partly covered with pictures of stars, crescents and gal's legs with garters holding daggers. They don't elect here. Politicians go to those with the most art on their bodies. The burg's mayor was against us coming here, but was squared with a thrilling picture on his back, captioned "The Thrilling Battle of Death Between a Chinese Dragon and an Octopus in the Red Sea."

Fluck on Flesh

A merchant with a lot of dough and a few tattoos aspired to become the burg's mayor. Our agent needed him for the price of the railroad move by jugging a beautiful picture on his chest depicting "The Sinking of a Schooner by a Whale and a Shark." He promised not to flash it until his hide healed and the show healed out of town.

Being too late to bill the place, our agent used his tattoo designs as window cards in business houses. The unique advertising drew the natives to the main stem to see the displays. After the show arrived here early Monday a. m., as a big advertising picture, our tattooed fam fly wearing only shorts and shoes and sandwich boards that carried the shows' location, paraded around the courthouse all day advertising our arrival. Then it dawned on our tattooing agent that many of the towners had voted, advertising notices on their bodies. So, instead of tacking rag banners on merchants' buildings, he jugged pictures of Ferris Wheels, Merry-Go-Rounds, date and lot location in the merchants' backs for lithograph passes, which also sewed up the town and led for the same date next year. As all passes carry a clause, "This ticket becomes null and void if advertising isn't displayed all week," it kept the merchants' shirts off during the engagement.

We had a big Monday night

opening, but a cold wave struck us at 5 p. m. Tuesday and was followed with rains and sleet for the rest of the week. Heavy frosts killed the room rents, leaving everyone on the midway in the same predicament they were before moving here.

"True Love" Moves It

Thru a lucky break our tattooed agent located a banker who had nothing on his body except a picture of a nude woman with a big red heart that had a dagger sticking in it with dripping blood and captioned True Love. The money bags wanted to better himself socially and agreed to bankroll our midway and all people to the next spot in exchange for a four-colored masterpiece on his chest that pictured a mermaid kidnapping a marooned sailor off of a desert island. We got our move, he married the girl, who for years had secretly carried his name that had been tattooed on he, huet when she was a bally gal and he an up-and-coming g-top operator.

Hammontree Title To Go on '51 Tour; Prep Face-Lifting

CHATTANOOGA, Dec. 2.—Mighty Hammontree, showman of the new title for the Silver Slipper Shows, organized in 1946 by W. R. and William O. Hammontree, it was announced here this week. At the same time, General Manager W. O. Hammontree reported that a face-lifting program for the show is under way.

Owners' 1951 plans call for a line-up of 10 rides, 8 shows, 40 to 50 concessions, Diesel light plants and a searchlight. Special attention will be paid next year to illumination of the midway. The show already owns one Diesel plant and has purchased three light towers. Twenty semi-trucks will carry the show over a route restricted to Kentucky, Tennessee and Georgia.

The Hammontrees closed the 1950 season winners despite much rain in early spring and mid-summer.

Concessionaires signed for 1951 include Sam Housner, 4; Theodore Meadows, 5; Gordon's diggers and Glenninning's frozen custard. Bob Hammontree is building a modern cookhouse. Housner will again be the legal adjuster and Meadows the electrician.

ARCADIA, Calif., Passes Amusement Ordinance

ARCADIA, Calif., Dec. 2.—Following a public hearing that drew an overflow crowd, the city council passed a new ordinance regulating amusements. The measure gives the city a tighter control over all amusements, including the proposed World's Transportation Fair planned for Santa Anita race track. The ordinance was passed unanimously after being given its first reading three weeks ago. It gives city authorities power to regulate fairs, carnivals, contests and other types of public amusements.

HUFFT AMUSEMENT CO.

OUT ALL WINTER WANTS STOCK CONCESSIONS (winter 1950) Bill Booth, come on. Canish Red wants Billie White, Ernie, Earl, Billie, COMBS, Mr., Camp, La., Dec. 4/11.

General Agent At Liberty

25 years' experience. 1950 auto. None too late. Short want an ermine. Just a General Agent. Have several good spots. CHAS. S. NOELL Box 565, Hot Springs, Ark.

FOR SALE

Electric Streamline Train of polished painted aluminum. Engine and 5 cars, hauls 24, 100 ft. track makes 31 ft. per min. Has center pole with 4 flood lights. Very attractive. Can haul on small trailer. Used only few weeks. \$1800. 2626 5th St., Boulder, Colo.

ARCADE FOR SALE

40 Machines and 20' by 40' Top and Side walls. Price for quick sale. 1946 1/2 Ton Chevrolet Clean Truck. Sell both or separate. Write: SAM HAYS 1216 E. 84th St. Lebanon, Ind.

Claude Mercer—Notice

Claude, we need you. Mother is seriously ill. Contact me at Culpsh. Love JESSIE

MERRY CHRISTMAS AND A HAPPY NEW YEAR
ALAMO EXPOSITION SHOWS
 NOW BOOKING ATTRACTIONS FOR 1951 SEASON AND FOR THE BIGGEST SPRING CELEBRATION IN THE UNITED STATES
BATTLE OF FLOWERS, San Antonio, Tex.,
April 16-22
 Merchandise Concessions of all kinds. Can place Cookhouse for 1951 season. Can place Side Show with own Top or without. Can place any Grid Shows for season that do not conflict. West Press Canned Photos. Short and Long Range Galleries and other Merchandise Concessions.
HAVE FOR SALE
PORTABLE SKOOTER BUILDING
 25x70 ft. without Top. Also 8 Skooters Carr. Will sell 12 Car Rides 0 in good shape. Can be seen set up in winter quarters.
FAIR SECRETARIES IN TEXAS
 Have a few open dates for Fall Fairs.
 Can place combination Special Agent and Billposter for season.
ALL ADDRESS: JACK RUBACK, Mr.,
 2240 E. Houston St. San Antonio, Texas

Joyland Midway Attractions
1951-NOW BOOKING FOR SEASON-1951
 Want to hear from newly framed money-making SHOWS—with or without own outfit. Also FARM TRUCKS, EMBL (COWBOY) SMITH, JOE HILTON, please contact. Open for PENNY ARCADE and FUN HOUSE. Want legitimate CONCESSIONS of all kinds. GEORGE BARTLETT, write. Will sell exclusive on BINGO, COOKHOUSE, LONG & SHORT RANGE LEAD GALLERIES, AGE & SCALES, ICE CREAM & NOVELTIES. Will book ANY SENSATIONAL RIDE not conflicting with office-owned. Reasonable rates—good treatment and long seasons.
Write or phone ROSCOE T. WADE
 9618 Decatur, Detroit 27, Mich. Phone: WEbeter 3-0689

WANTED FOR HAVANA FAIR
 New chewing in the heart of Havana City. Shows, Concessions or Exhibitions not requiring too much space. Write at once on percentage terms. Would pay fairs Miami-Havana.
SANTOS Y ARTIGAS
 Santa Beatriz 66, Arroyo Apelo, Havana, Cuba.

Winters, McAbee Form Rock City For 1951 Junket

BLAKELY, Ga., Dec. 2.—Organization of the Rock City Shows for a 1951 tour, to begin in early April, was announced here this week by the operators, James W. Winters, area World's Transportation Fair promoter, and L. H. McAbee, concessionaire. Emphasis will be placed on the playing of fairs operating under the direction of Winters, it was said. The owners also reported the signing of contracts to play several Georgia fairs. Rock City will continue its route to Southern States.

Four major rides and a kiddie unit have been acquired for the outfit, and new canvas has been purchased for three shows. A 70 by 30-foot marquee will be used.

Winters and McAbee will open a winter unit November 27 at Damascus, Ga. Slated to play small Southern Georgia industrial towns, the unit will carry 1 major ride, 3 kiddie rides, 3 shows and 18 concessions.

silver and a bird of paradise arrangement in her hair.

Lace Gown

Mrs. Sam J. Levy wore a lace gown of patterned French design, the sleeves skin-fitting and the undulating curves forming a graceful neckline. Mrs. Levy's daughter, Mrs. June Kurlander, came in black nylon chiffon, after-five length and cut subtly to simulate tucked up fullness at hemline. Mrs. Harry Hennies chose a black satin gown with calla lily collar and plunging neckline in a rolled reverse sheath. Mrs. Ed Soenauer wore a short formal in a rich toast shade with gold accessories. Mrs. Nan Rankine's black net model had a daring decolletage mounting over

(Continued on page 53)

With the Ladies at Chicago

Continued from page 52

left shoulder and the costume was outlined with gold beading and sequins. Mrs. J. C. Weer, here for the first time in eight years, wore a champagne lace gown, the low bodice outlined with a series of tiny points of deftly maneuvered patterns. Mrs. Goldie Fisher came in an ivory white lace gown with multi-tiered flares and the bare-backed bodice shaped in front to hold the white orchid corsage.

Mrs. George A. Hamid's rich black model had gold and white in lavish styling. Mrs. Bill Wendler, who arrived just in time for the banquet from her home in North Tonawanda, N. Y., wore a black evening suit in an Adele Simpson model and when the coat was removed it revealed a low bodice with slender straps of velvet. Ida Cohen's short formal was in black with a rich jeweling of ornaments gleaming thru the side-draped skirt. Sally Rand wore a fire red lame with a meticulously fashioned sheath skirt and a profile fitting bodice. Mrs. Art Briese wore a pigtail model in arabesque blue, with modeling of the bodice, while Mrs. Pat Furell wore a jupone green gown with silhouette drape and white corsage. Mrs. Charles Green came in blond lace, with gorgeous orchids. Mrs. Lucille Hirsch wore a blue print gown, with silver sequin trim. Mrs. Virginia Gambie's black lace frock lace in a demure pattern had a fitted bodice and full length skirt with interesting black drape. Mrs. Lefty Ahern's grey silver gown was threaded with lame. Mrs. Lois Thompson wore black with gold sequin trim, and Mrs. Mike Barnes white tulle net in a gracious fluid sweeping skirt, with draped bodice. Mrs. Joie Chitwood was in white, the skirt bouffant, the peplum of patterned lace and edged with soft ruffles of net. Viola Parker's black was cleverly designed with arrangement of folds, and her stole of lace dotted nylon was drawn over the low neckline.

Mrs. Ray Oakes Ice blue gown had silver accessories. Mrs. Pat Seery wore a pink satin gown in soft fashioning to give a semi-tailored look, while Mrs. Ann Roth chose blue in a gown of soft crepe, the belt jeweled with silver se-

quins. Mrs. Shirley Levy's black Dior model had a dramatic low neckline shadowed with the tulle evening stole. Mrs. Mike Wright wore cloud blue in a soft crepe with silver sequin trim, and Mrs. Bob Parker a charcoal black gown with shell draping at the bodice, in an ivory white tulle gown to form the decolletage interest. Mrs. Hedda Henderson's white French lace was outlined with black lines in an unusual modeling. Her two daughters were with her, Hedda, in blue and yellow, and Juanita in pink. Both were floor length, with corsages to complement their costumes.

Foam Blue

Mrs. Ned Torti wore a foam blue gown, with soft chiffon drapings and silver bead trim. Mrs. Tony Martone was in a wave blue gown, with sequin and bead trim, her corsage of red roses and her accessories in deep red. Mrs. Morris Hoyt's black lace had an embellished skirt interest. Mrs. Clara Sopenar's meteor blue gown had a fluttering collar and reverse styling. Mrs. Clarence Hardner wore fog grey with silver lace and silver lame trim, while Gladys Duffy chose a black with dusky pink. Mrs. George Mansour wore carnation brown in velvet with nylon net over draped skirt and bodice, while Mrs. Randolph Avery came in a stately black with an intriguing draping of net. Mrs. Kay Ollie was in white, with white net and vertical draping. She wore elegant blue long French kid gloves. Little Carol Swenson dressed in a sea-green formal and a tiny green orchid corsage. Mrs. Eddie Young's balmain model was in jewel pink, with nylon net softly draped for that extravagant look in an evening gown.

Just in "On Erie"

Continued from page 50

with the railroad type of presentation. **Lawrence Books** Among truck shows, Lawrence Greater Shows hold an enviable position with eight annuals already set, including several played by railroad units in the past. Sam and Shirley Levy, owners and agent Bobby Kline, were particularly active, signing Ralph Clawson to a managerial post and dickering with Sally Rand for a number of fair date appearances.

Reporting little concern about fair booking prospects were Oscar C. Buck, and Dick Coleman, owners of the shows bearing their names, and Lloyd Serfass, owner, Penn Premier Shows. Buck corralled a likely plum in the South Jersey State Fair and Exposition, Camden, which will be staged May 24-June 2. Event has adequate backing, including merchant co-operation, and attracted dickering by the World of Myth and James E. Strates shows as well as several truck orgs. The dates include Decadence Day and conflict with World of Myth's lucrative Plainfield, N. J. stand.

Vivona Bros., represented here for the first time by Morris Vivona, manager, and Herb Shive, agent, concentrated on new equipment to flash the org in its first bid for a fair route. Vivonas played fairs the past two seasons under the Sam E. Prell banner.

Prell reported his bookings keeping pace with last year when the total exceeded 30. For several years the Prell organization has played the most number of fairs of any Eastern org.

SLA Prexy Party

Continued from page 50

committee headed by Al Sweeney, Bill Carsky, Art Briese and Lefty Ohren handled the reception duties; George W. Johnson was finance chairman, with Arnold Mayne in charge of tickets. Entertainment was handled by George E. Flint, Charles Zemster, Ernie Young, Sam J. Levy, Toby Wells, Ben Young, Jimmy Stanton and David O'Malley.

Acts included Danny Thomas, comedian; Parsy the Horse, Gold Dust Twins, boxing; Pitkey Tracey, comedy; Montana Kid, horse act; Royal Scots, songs; Willie and Dare, comedy knockabout; Conehula, acro; Bud Hughes and Pat Huttons, Dinkie and Tynjint, adagio; 3 Little Dickens, songs; Whitey Roberts, comedy and emcee; Adaros, hand balancing; Dick Jordan, songs, and the Willys, juggling.

Ben Young's org, with Walter Brabin handling the baton, provided the music.

1,000 Attend

Continued from page 50

latory wire was read from Gov. Kerr Scott of North Carolina, and guests among the audience receiving special mention were the consul general of Lebanon in this country and ex-boxing champ Barney Russ.

In the course of his talk Hamid thanked all shows that staged jamborees, the proceeds of which went to the NSA, and individual members who made contributions. Also receiving congratulations from Hamid were executive secretary of the NSA, Ethel Weimberg, and Johnny Kline, who edited the group's year book.

Following Allen's talk a program of entertainment began, emceed by Henry Dunn, that included the Amandis, Denise Darel, full-blown film tem; singer Eddie Fisher; comics Chico Marx, Jean Carroll, Dick Buckley, Myron Cohen and Henry Youngman; radio-TV personality Bud Rogers; this year's Mrs. America, Betty McAllister, and accordionist Dick Contino. Joe Basile and his Madison Square Garden Band provided dinner music, with Bubbles Ricardo supplying vocals. Boyd Reburn's org furnished rhythms for dancing.

Banquet committee included George A. Hamid and Fred C. Murray, entertainment and dais; Joe McKee, general chairman and reservations; Mack Kassar and Sam Prell, vice-chairmen; David Brown and Jack McCormick, tickets; Arthur Campfield, floor arrangements, and Phil Cook and Howard Robbins, reception.

San Francisco Folk

Continued from page 50

recording and customary cemetery service. Thus, Seber pointed out, is \$20 less than the regular charge made by the Olivet management. In 1948 the cemetery donated a flag staff to the club.

Altho 43 persons have been buried in the plot, only 10 were non-members. In addition, the club has four members buried in the Showmen's Rest, Evergreen Cemetery, Los Angeles, the Pacific Coast Showmen's Association plot. "Seber told his audience that it was the club's policy to never let a showman go to a pauper's grave. The club's motto is 'Right or Wrong, Show Folks Are Never Forgotten.'"

Mortgage Burned The mortgage was burned by Mike Krikos, SFA president. Attending the ceremonies were Fred Weidmann, Seber; Corenson, under whose presidency the first plot was purchased, and Jensen, who turned the papers over to the club's representatives.

The services included Philip Sapiro's orchestra, singing of The Star Spangled Banner led by James Sherwood, welcome address by Krikos, reading of the Last Roll Call by Weidmann, and an address and benediction by Rev. Harold Warwick, chaplain. California State Prison, Soledad, firing squad and sounding of Taps were by soldiers supplied thru the courtesy of Gen. Glen Fox, Sixth Army, 382d Infantry, 91st Division.

Dallas Nets 356G

Continued from page 41

come was virtually the same as last year.

Profit Set-Up

Profit figure this year included everything for whole year—trade shows, Cotton Bowl attractions, Prison Rodeo and losses taken on summer Starlight Operettas. Last year's figures did not include some of these enterprises.

Directors voted to retire the 1946 \$600,000 bond issue for the Auto Building. Issue had \$95,000 outstanding. Twenty-year bonds were paid off in five years. Directors also went two years ahead of schedule in paying off Cotton Bowl enlargement bonds. Original issue was \$1,200,000 in 1948 with first payment of principal due January 1, 1951. Last year the 1951 installment was paid off and this year directors voted two additional advance payments, each of \$44,500, for 1952 and 1953.

Annual meeting of board to elect new directors was set for December 19.

Ellie White, Roy Marr, Eldon (Tubby) Hale, Sammie Ansher, Vernon Heckler, Jackey Stevens and Al Campbell have returned to Kansas City, Mo., for the winter.

Cohen Urges Co-Operation

Continued from page 41

incumbent upon a carnival owner to accurately represent his show, so is it the obligation of a fair to not misrepresent its features.

Cohen pointed out that difficulties also arise due to the fact that some fairs virtually put themselves on the auction block in an attempt to negotiate a financial contract. "We definitely feel that this is a wrong procedure," he stated. "Both the carnival and the fair are in business for the purpose of earning a reasonable return on their respective investments. It is obvious that each needs the other to succeed. So when a fair insists upon a guarantee which is exorbitant, it is inviting difficulty right from the beginning."

Patrons Suffer

If unreasonable additions are made to the fixed overheads of the carnivals, the show owner is placed in a position where he must pass the added costs along to the consumer and this consumer is also the fair's patron, Cohen said.

In speaking on carnival attractions that do not come up to fair (normal) standards, he said: "I have had occasion in the last 17 years to check into this type of complaint many times and in nearly every instance I have discovered that the general policy of all shows is to present attractions which coincide with the views of the fair management, both as to shows and game concessions. I have found on occasions that some fairs were operating under a double standard—one which was officially intended for the public and a second which was unofficially intended for itself. When the discovery of this double standard was made, it was generally convenient to find the carnival a suitable 'whipping boy' and to pass on to the midway attractions the brunt of the criticism."

Inadequate advance planning was also blamed by Cohen for some problems, listing these as de-

ficiency of advance publicity, failure of the fair to plan suitable attractions in order to give the public value for the admission price charged and failure of the fair to handle its advance promotions to insure a steady daily attendance.

"We must realize that fairs and carnivals are intended to complement each other in producing a successful joint business venture," Cohen said. "It is to a great extent, the obligation of the fair to promote the public's attendance by providing worthwhile attractions and if it fails to do so, it is not justified in passing along any blame for such shrinking attendance to the particular carnival which may be grazing its midway that week."

"I do not claim that the fair is always wrong or that the carnival is always right. But I do claim that some of the things for which carnivals are criticized could be eliminated if the fairs would shoulder the responsibility of their part of the venture and approach this joint relationship fairly and in a spirit of good will."

Lawrence Gets 3

Continued from page 41

Mount, Greenville and Elizabeth City, all operated by Norman Y. Chambliss. Annuals were played this year by Prell's Broadway Shows.

Bookings previously announced by the Lawrence org are the State annuals at Harrington, Del., and Staunton, Va., the Petersburg (Va.) Fair, Mount Airy (N. C.) and the Winston-Salem (N. C.) Colored Fair.

With a good fair route assured, the Lawrence show is in an advantageous position among Eastern motorized units. Excess sales they are now concentrating on peddling annuals with early dates to extend the season.

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MISCELLANEOUS

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Dependable United Self-Strating Electric Clock manufactured under Wisconsin license. One-year case, blonde or mahogany, mounted on 24K gold-plated base.

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Fun for the Whole Family
Any Number Can Play—Use As Many Decks As You Wish

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Fair Traded—79¢. Cost \$4.35 a Dozen. \$75.00 Gr. F.O.B.

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The name to remember is **BRAND**

518 Gr. **Alto Ducks, Roosters, Football Player**

530 Gr. **Alto, 8 1/2" dolls and monkeys.**

Headquarters for Pasteels, Comic Card Cat T-114, Rabbit P-101, Bear Chain, etc.

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Sentational. Simply pull thumb nail across recorded elastic strip. Complete with envelope. Colophans wrapped. Any of the following sayings:

MERRY CHRISTMAS HELLO, SWEETHEART HAPPY BIRTHDAY

Sample, 25¢ Doz. \$1.00; Per 100, \$12.50 outside. Your name printed in gold. Minimum 100 @ \$1.25 each.

Sample: New Born Baby Doll, looks and talks like real baby. Regular \$3.75 retailer. \$22.50 Doz.

In stock for immediate delivery: Hoping Fur Dimp, Civer Watkins Bears, Itchy Dog, Roll-Over Cat, Tumbling Sid.

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197 ROOSEVELT AVE.

Merchandise Topics

New York:

Holt's Piston Seal is reported to form a self-expanding pliable lubricating seal around the pistons to restore auto compression, reduce oil consumption and minimize piston slap. . . . Phillips Products is marketing Aurilium, a liquid sealer to protect the finish of autos, furniture and silverware from corrosion. Applied from a pressure spray can, the winterizing agent is sprayed over the surface and spread lightly with a cloth. The low-cost product hardens in 40 minutes to form a clear, long-lasting protective surface. . . . Vizerak manufacturers a key safe, a magnetic container that hides the extra key. The key safe will attach itself to the car frame, grill guard, etc. . . . Random Corporation has combined the binocular and camera. A 2.5X binocular has a 16mm. camera with F4.5 lens built into the item. The camera takes the picture the adjustable binocular sees — \$32.95. Wooden bar signs with colorful lettering on solid oak boards are offered by Ganger. Typical sign reads, "If Your So Damn Smart, Why Ain't You Rich" — \$3.

For the youngsters, Trim-Ur-Own rivet kits are manufactured by Merrall G. Sampson Enterprises. Complete with tools and instructions, the 49-cent kit allows the moppet to trim his clothes, toys, etc., with metal rivets just like movie cowboy's clothes. . . . Grandmother Stover offers a 12-piece carved set of silverware (lots' toy service for a tour) to sell for 50 cents; also, a corded child's miniature baking set retailing for 60 cents.

Philip Florin has a Hopalong Cassidy ring binder. The notebook binder, a 128-page seller, has two rings and a Hoppy's picture in color on the front and back covers. . . . Samuel Mellinger is supplying Hopalong Cassidy milk glasses, at 10 cents each, featuring an illustration of Hoppy talking to the youngsters. . . . Jimmy Tzippe, of the Ambassador Advertising Agency, says they are in the market for products to be sold thru spot announcements over more than 500 radio stations. The merchandise is to be vendod on a "per inquiry" basis, stations being paid according to the orders they produce. He asks that sources of supply for any salable, legitimate items contact him.

A QUICK LOOK AROUND THE TRADE:

Christy's sliding blade knife is still moving well. . . . Almas Meriz offers ornamental, souvenir plates depicting large cities, a Thrift Novelty item. . . . Anca Trading selling first-quality blankets (91 per cent wool, 9 per cent cotton). . . . Gimbel Bros. store displaying a real, live elephant in the toy department. Same store has a cowboy wheeler demonstrator to fascinate the small fry. . . . Imco pushing its \$1.50 Solo lighters in newspaper ads thruout the South. . . . Parker Pen planning an intensive drive for its new Famineite butane cigarette lighter. . . . Acme Shear offering a mending kit at 69 cents that includes 3 1/2-inch scissors. . . . Mansel importing handrolled, silk ladies' scarfs. . . . Hygrade Novelty continuing to plug its rubber and plastic raincoats. . . . Latest chlorophyll product on the market is Chlor-I-Chew. The mint-flavored chewing gum (five for 5 cents) contains the odor-banishing chemical, chlorophyll, which is receiving wide publicity.

Match this if you can!

Windsor Pen & Pencil Sets with Flashlight, Special. Doz. Lots, Ea. . . . 39¢

Windsor Pen & Pencil Sets with Pocket Knife. Doz. Lots, Ea. . . . 38¢

Men's Plastic Wallet with special pocket & pass section. Close out. Doz. Lots, Ea. . . . 37¢

Don Juan Razor Blades, wrapped 5 to packages, new, guaranteed, super chrome, very sharp, min. 5¢. Per 100. . . . 36¢

Patented Clocks, 100's, 500's, movement, 1 yr. guarantee. Ea. . . . \$4.75

Singular, black & chrome Binoculars. Doz. Price cut to . . . \$2.88

SALT & PEPPER wt. six small glass salt shakers in lined box. Doz. Sets . . . \$4.80

FIGURINES, 2" & 3" high, 25 collectible dolls, Colonial and Dutch, beautifully colored. Doz. . . . \$2.00

VASES, hand-painted china with 22K gilt Gold Trim, 12 to carton. Doz. . . . \$2.00

Beautiful 5-Place **CASSELLINI**

Jewelry Sets, all 1951 numbers set with multicolored stones in semi-lined gift boxes. Reg. \$8.25, cut to

\$3.75 Ea. Doz. Lots

Guaranteed ELECTRIC SHAVER

Colophans wrapped with 1250 pieces top aluminum & 800 pieces bottom and ONE YEAR GUARANTEE Cat. No. 100. Sample, \$2.75. Ea. Doz. Lots

\$2.45 Ea. Doz. Lots

PROTECTIVE PACKETS

24 pc. Malacca double-plated flashware Sets, for 4, complete with packets.

Special **\$2.45** Ea. Doz. Lots

Los Angeles:

Ed and Phil Israel, of Normando Sales Company, announce the Little Atom, world's smallest pistol. Measuring 1 1/2 inches in length, it is designed for a watch charm or ladies' charm bracelets. It comes with revolver, ramrod and 12 rounds of ammunition. . . . Comic Christmas cards are being marketed by Herbert, of Hollywood. Spokesman Herbert Higgs says he has a large assortment ready for immediate delivery. . . . New Talking Santa Claus Toy is being offered by Gary Enterprises, with four big candy canes. . . . J. M. Berg, of Beaumont Brokerage, has come up with 12 kinds of walking animals, featuring bears, seals and camels. They are ready for the yule market. Berg also announces a line of soft rubber plastic items. Featured is Kate, wiggling and shaking on a plastic base. Other articles are "surprise," red devil, monkey, octopus and skeletons. . . . Chronograph watches complete with Swiss-radium dial and sweep second movement are offered by Murray Sales Company. Firm also has Jap chrome expansion bands, calendar chrome sweeps and ladies' white gold-filled expansion bands.

Attention! Novelty Stores!

Rush \$2.00 for Samples of the Fast Selling MAGIC TRIG. Cat. # 114 & 115. Retail Value, \$1.00.

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FISHLOVE NOVELTIES SELL!

No. 635—SHIMMER BLACK EYE

Rubber black eye that will fool everyone! Hand-painted with gaudy and adhesive same attached. Packed individually in box with instructions.

Per Dozen . . . \$2.75

No. 634—HORRIBLE TEETH

Latex rubber, flexible to fit any mouth. Will not prevent wear from talking. Looks natural. Packed individually in box with instructions.

Per Dozen . . . \$2.25

ALSO AVAILABLE

No. 633—CUT OFF FINGER

Latex rubber. Hand-painted to look like the real thing! Packed individually in box with cotton and instructions.

Per Dozen . . . \$2.75

No. 623—HORRIBLE FINGER

Latex rubber, hand-painted to give gory-looking, discolored swollen appearance. Packed individually in box with blood-staining liquids and instructions.

Per Dozen . . . \$3.00

No. 624—"OUCH" MY FINGER

Made of paper and smaller in size than No. 623. Packed bulk two doz. to display box.

Per Dozen . . . \$1.50

Add 10¢ Per Dozen for Postage. At Your Jobber, Or Direct. All Prices F.O.B. Chicago.

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COIN MACHINES

CMi INAUGURATES DEFENSE CONTRACT INFO SERVICE

CHICAGO, Dec. 2.—Coin Machine Institute (CMI) announced this week the formation of a special service for manufacturer members devoted to the availability of defense contracts. The information is to be compiled from daily reports published by the U. S. Department of Commerce field service (consolidated synopsis of U. S. Government procurement information).

To inaugurate the service, the CMI staff will begin a mailing to its 65 manufacturer members next week, including producers of complete coin machine equipment, locks, switches, cabinets and related component parts. Details of the service will be explained in the mailing, and the manufacturers will be asked to give their previous defense production experience. Those without former experience will be asked to list the types of products they feel qualified to make for the government.

After CMI receives the production information from its members its staff will make a special file for reference as the daily procurement bulletins come in. Then as potential contract information suitable for specific manufacturers is received from the Commerce Department the CMI staff will notify manufacturers. They will be told the product required, amount of units in the contract, bid information number, bid deadline and where to get contract specifications.

CMI also will receive from the Commerce Department weekly synopses on successful bidders.

Coin Interest Up At NAAPPB Annual Steady Biz at Trade Show Keys Game, Vender, Music Exhibitors

By Tom McDonough

CHICAGO, Dec. 2.—Marked by accelerated interest in all types of coin-operated machines, the 32d annual convention of the National Association of Amusement Parks, Pools and Benches (NAAPPB) came to a close at the Hotel Sherman here Wednesday (29) night. While the attendance on the exhibit floor was slightly off from last year because of the severe weather in most of the country, firms exhibiting coin products reported a relatively high number of inquiries and a steady run of sales over each of the four days. At previous postwar shows coin machine equipment at the outdoor trade shows was increasingly prominent, but this year the number of new and old line exhibitors, plus steady streams of local and out-of-town veteran coinmen visiting the convention floor daily,

made it appear like a facsimile of a national coin machine convention. The increased interest was attributed to the great number of persons looking into the over-all coin machine production picture, now that defense production has been stepped up, plus a goodly number who were looking into the possibility of branching out into the outdoor show field, particularly Kiddieland operators. (See separate story.)

1st Exhibits
A rundown on the firms exhibiting coin equipment follows:
A.B.T. Manufacturing Corporation, Chicago, rifle sport ranges and all allied equipment.
Auto-Photo Company, Los Angeles, coin-operated photo machines.
Automatic Products Company,

(Continued on page 75)

GAMES AID NEWSIES

Arcade Helps Raise \$\$ For Goodfellows' Org

DETROIT, Dec. 2.—A complete arcade was set up Tuesday night (28) by Henry C. Lemke, one of the early operators in Michigan, at Convention Hall for the Goodfellows' Old Newsboys' Fund, Detroit's best known charity. Event was a frolic in the big structure, scene of numerous national conventions and expositions, for the benefit of the fund which provides Christmas baskets and other gifts for needy children in the metropolitan area. It has the support of all newspapers, city officials, civic, religious and other leaders.

Lemke brought in 30 pieces of arcade equipment, including Photomatics, Voice-o-Graphs, boxing machines, Drivenobiles and other amusement devices. The usual coin chutes were used, and

the proceeds were turned over to the Goodfellows.

The frolic lasted from 7 p.m. until 2 a.m., drawing a good attendance, including a heavy late-night crowd because of the presence of stars from local night clubs and other shows.

NCMDA Skeds January Meet

CHICAGO, Dec. 2.—The National Coin Machine Distributors' Association (NCMDA) will hold its mid-winter meeting at the Marlinton Hotel, Miami Beach, January 15-17. S. I. Nieman, public relations director, announced this week.

The dates and site for the meeting were selected by a mail vote of the membership in conformance with an amendment passed at the NCMDA September meeting in Chicago requiring quarterly sessions. Prior to the amendment the distributors held a single regular meet annually.

ilities of this field as well as approaching carnival and fair excess on coin machine tie-ins for the 1951 season.

From the outdoor viewpoint, the largest representation of coin machine manufacturers and suppliers ever to exhibit at the NAAPPB show were on hand to display their products to fair, carnival, parks and circus attendees. (See separate story on coin machine exhibits.) Suppliers, including popcorn and strup firms, put on a major drive for the outdoor business at this show, with at least one firm, Sero Syrup Company, New York, moving into this field for the first time at the convention.

One of the most important factors involved in this closer liaison between the two industries is the unsettled international situation. Manufacturing of coin machines, already seriously threatened because of expected controls on materials, would mean extended operations with used and even obsolete equipment. Should a full-scale shooting war start, the manu-

Copper Roll-Back To Cut New Machine Production

Non-Defense Copper Use Cut Back 15 Per Cent Effective January 1

CHICAGO, Dec. 2.—Copper vital to the production of all electrically operated coin machines, this week joined aluminum and cobalt in allocation when the National Production Authority (NPA) rolled back non-defense production and use of copper products. The roll-back, which will cut non-defense production and use of copper by 15 per cent, becomes effective January 1.

At week's end, the coin machine industry could report:

1. Production to date had not been seriously curtailed by material shortages, but the effects of the earlier aluminum and cobalt orders will start to be felt within the week.

Juke Hardest Hit
2. Hardest hit by the allocations at this point are the juke box manufacturers who are more dependent on copper and cobalt than any other segment of the coin machine industry.

3. Slug retractor manufacturers got a better break for December. NPA upped the non-defense use of cobalt from 30 per cent in November to 50 per cent in December. The base period for the cobalt order is January thru June, 1950.

4. Games manufacturers have not yet had to curtail production because of shortages or allocations because demand for new games is running under normal and the majority of plants have adjusted production to demand.

No Copper Substitutes
Whether the copper roll-back will mean a corresponding 15 per cent reduction in the production

of such new machines as juke boxes could not be determined this week. Manufacturers said they know of no substitutes for the magnet and power conductive wire and other copper or copper-alloy products which they use. It seemed certain, as a result, that new juke box production would be handed a 15 per cent cut as a direct result of this latest NPA order.

Vending machine manufacturers, like the phonograph makers, predicted new machine production would start declining within the next few days, both as a result of allocations and increasing difficulties in securing non-allocated materials.

Slight Cobalt Increase
NPA's decision this week to increase the non-defense supply of cobalt from 30 to 50 per cent of the base period use will help speaker manufacturers and slug ejector makers, but it will not enable them to produce at normal capacity.

United Intros New Five-Ball Red Shoes Unit

CHICAGO, Dec. 2.—United Manufacturing is now in production on its new five-ball novelty or replay pin game Red Shoes, it was announced this week by Billy DeSelm, general sales manager. Red Shoes features stepped-up flipper action, eight ways to score replays and a new tilt feature which resets after each ball has been played.

United also is producing its Double Shuffle Alley unit which features disappearing pits, rebound action and official bowling scoring.

Ontario Court Rules Free-Play Games Okay

TORONTO, Dec. 2.—Recent decision by the Appeal Court of Ontario may prove a bonanza to pinball operators in the province. They may, at long last, be able to resume their operations.

Slug retractor manufacturers do not expect the cobalt order will cut their new production in half since they are working to decrease the use of cobalt by increasing the use of other alloys. More nickel, for example, can be used. The big "if" is where to find the nickel, since that material is also high on the critical list.

The majority of games manufacturers said the allocation orders certainly would curtail production of new games if business were anywhere near normal for this period. Most games manufacturers, however, reported sales under normal with the net effect that the NPA directives and the scar-

(Continued on page 75)

Exhibit Wins NAAPPB Award For 2d Time

CHICAGO, Dec. 2.—Exhibit Supply Company for the second consecutive year, won the exhibitor plaque at the NAAPPB show for the firm having the most meritorious exhibit dealing in games and/or arcade equipment. This year the award was donated by Paul H. Huedepohl, NAAPPB secretary.

Exhibit Supply's booths were set up like a typical coin machine arcade on the convention floor of the Hotel Sherman. Display consisted of several Dalc Six Shooters, Rotary Merchandisers, Serv-a-Card Salesman (an electric card vender), Pony Express, Big Broncho, Vitalizer (a foot stimulator machine), and the Robot Ticket Vender (a coin-operated ticketing machine). Ford SeBastian, Joe Batten and Frank Menciuri were among the executives representing Exhibit Supply at the show.

NAAPPB Convention Reveals Closer Outdoor-Coin Machine Relationship

Continued from page 41

facturing of practically all types of coin-operated equipment would virtually cease.

To offset the obvious results of this curtailed equipment availability, these coinmen are turning to the outdoor business as a means of perpetuating their businesses. Kiddielands (and a museum park) probably would be the least affected by either controls or all-out war. While those parks located off the beaten paths would offer a problem, they are in the minority. Also important is the fact that per-ride tabs are set high enough to offer the operator a reasonable return. At the present time these operators, in their coin machine businesses, are forced to hold the price of their juke box, pin game and many vending machines to a nickel. In view of rising costs of all phases of coin machine operation, it is obvious that the nickel tab is no longer equitable.

On the fair front, operators of coin machines reviewing the events of the last war, feel these

types of locations would offer a lucrative market for their vending and music equipment. Most fairs would be in a position to run even in the face of an all-out war, although some plants undoubtedly again would be absorbed by the armed forces as they were in World War II. H. C. Evans & Company, manufacturer of equipment long used in outdoor show business, this year for the first time showed its music machine at the NAAPPB meet, and, according to Les Rieck, manager of the phonograph division, not only was interest in the unit displayed by park and fair execs, but definite orders were written for spring delivery.

With the Coin Machine Institute (CMI) again passing up its trade show in 1951 (The Billboard, December 2), traders in attendance at the NAAPPB meet were of the opinion that, barring an all-out war, the 1951 NAAPPB show would find a major turnout of coin machine reps, with that exhibit taking on the aspects of an industry-wide coin machine meet.

The decision which went in favor of the Supreme Vending Company, St. Catherine's, said that "a slot machine or pinball machine is legal when it allows the winner to play more free games and does not return merchandise or coins."

The appeal came as the result of the confiscation of one of the vending company's machines. The company lost its case in magistrate's court. Appealing the decision to the County Court, the company again lost. The decision was then taken to the highest court.

Helen Moloney Dies Suddenly

CHICAGO, Dec. 2.—Helen Moloney, 32, died of coronary thrombosis in Passavant Memorial Hospital here early today. She was secretary of the Lion Manufacturing Corporation and Bally Manufacturing Company.

A leading figure in the growth of both firms, Miss Moloney was the sister of Ray Moloney, Bally president, and Earle and Dan Moloney, Bally officials. She is also survived by a sister, Mrs. Fred Murphy, and another brother, Harold, both of Cleveland.

Funeral services will be held in Maloney Funeral Chapel here Monday (4). Interment will be in Cleveland, native city of the Moloneys.

KO NATIONAL ROCK-OLA DAYS

Rev Down Rocket Output; Distribs Hold Own Showings; List \$798.40

By Norman Weiser
CHICAGO, Dec. 2.—The Rock-Ola Manufacturing Company is now shipping the Rocket '51-50, its new 50-selection phonograph, to its distributors. Art Weinand, vice-president and director of sales, announced this week. The firm has called off its scheduled National Rock-Ola Days celebrations to officially introduce the new juke box because "complexion of the industry has changed" since the plan for the simultaneous showings was conceived last spring.

Too, with world conditions as they are, the future output of the Rocket cannot be fully determined

because of the possibilities of controls and shortages of materials needed to produce the phonograph. Cobalt, one of the materials in doubt, is an example of the type of controls which could affect the production plans of not only Rock-Ola, but all phonograph firms.

Set Price
List price on the Rocket has been set at \$798.40, Weinand announced. The conversion unit, making it possible for the standard 78-r.p.m. juke to be converted to 45-r.p.m. play, has not been priced as yet, but will be kept "as low as possible," Weinand said.

While there will be no co-or-

dated showing on a national basis of the Rocket, Weinand said the manufacturer has written to its distrib network advising them to act on their own on the matter of introducing the unit to their operator customers. However, he stressed these local showings would probably be conducted on a limited basis, as the firm did not wish to over-sell its known production.

Rocket Features
While several refinements in the Rocket have been effected since it was first unveiled at a distributor meeting last March, the machine which will be shown by all distributors starting in the next few days is the same as the one previewed in New York several weeks ago.

Among its features are a single tone arm which can play either side of a record with its forked head, adjustments incorporated into the machine making the conversion to 45-r.p.m. play a matter of less than one hour on location, and 50 selections.

JUKES TO GET 45 IF WAR LINGERS

Victor, Decca Ready To Supply Boxmen Even If Emergency Cuts Down Vinylite

Continued from page 1

affect production of 45s and, therefore, imperil investments in 45 boxes.

A spokesman for RCA Victor stated that the diskery—even in the event the war is prolonged—certainly expects to have sufficient materials "of a type" to continue to produce 45s. Further, he stated that Victor even had high hopes of maintaining 45 production without major sacrifice of quality.

The vinyl situation, according to Victor, is "bordering on dire" recently, but the diskery feels it can squeak thru under present conditions. Meanwhile, however, engineers have been studying substi-

tutes, some of which require vinyl and some of which do not.

Decca, with specific reference to the juke box operators, stated: "There is no reason to be concerned about the production of 45s. We look care of the operators in the last war, and we will take care of their needs now." As yet, the Decca spokesman indicated, the company has not had to use vinyl substitutes for its 45s.

The key to the matter is this: Diskeries are confident that they have sufficient manufacturing savvy to continue pressing the 45s in sufficient quantity to surmount any foreseeable war shortages.

CENSUS BUREAU REPORTS ON CM BIZ IN MAINE

WASHINGTON, Dec. 2.—Maine had an even dozen operators of coin-operated amusement games in 1948, the Census Bureau reported this week in the first of a series of breakdowns of data collected in the business census. In addition, there were nine establishments primarily engaged in renting or repairing coin machines of all types.

The operators had a total income for the year of \$187,000 and a pay roll of \$31,000. Retail repair firms grossed \$25,000 and had a payroll of \$37,000. Comparable figures for earlier censuses were not broken down by the agency.

Atlas Skeds 45 Show In Springfield, Ill.

CHICAGO, Dec. 2.—Atlas Music Company of Chicago will hold an operators' showing of the Seeburg 45 r.p.m. music machine at the Leland Hotel, Springfield, Ill., Saturday, December 9.

Nate Feinstein, Harold Schwartz and Bill Phillips of Atlas and Bob Dunlop, Seeburg district manager, will be on hand to explain the features of the new Seeburg at the showings.

ver, AMOA president, and Sidney H. Levine, attorney. All AMOA officers and board members were elected for another term.

Machine Costs
Haddock cautioned that increasing material and manpower costs may boost machine costs further in the near future. He expressed the view that operators who modernize their routes thru parts, supplies, truck, as well as new machine

AMOA Told Mfrs.' Woes; Elects Slate

NEW YORK, Dec. 2.—Juke box manufacturers and distributors face a gloomy future as material cutbacks threaten continued machine output, whereas route owners can look ahead to sustained operating profits regardless of the shift in international pressures, the annual election meeting of the Automatic Music Operators' Association (AMOA) was told here Tuesday (28).

The operators heard John Haddock, president of AMI, Inc., predict that the situation will worsen for manufacturers before it gets better. He reported that manufacturers have lost more money in phonograph production since World War II than they have made in profits.

Others addressing the 13th annual get-together at the Henry Hudson Hotel were Albert S. Den-

MEDIUM-BOB DISKS PAY OFF

Hit Tunes Not the Only Nickel Catchers, 45-RPM Survey Shows

Continued from page 1

hitherto unrealized facts about juke patron preference. If given the selection they will pay to hear "classicals" and old favorites almost as often current pop hits. While hits still head the frequency meter, medium-brow records for records will often account for 25 per cent of the total play. And old favorites and classicals lumped together bring in more nickels a week than current pops.

Starting to old-line operators, the result disclosed by the survey are already forcing a revision in programming thinking. Some are planning to slot high-play non-pops in old juke that never carried their weight. These will replace bottom-of-the-list disks that never carried their weight, but were switched frequently to show location owners that record money was being spent.

Evaluation Sketchy
While category programming was stressed in the 78-r.p.m. Seeburg, evaluation of tune preference was sketchy since the 100-selection machines had no popularity meters. Habits are hard to break

and operators that started out with representative non-pop disks often replaced them with more current tunes since they had no way of gauging play ratios.

The Seeburg 45, tho, has a play meter. Introduced a few months, well over 100 units are already on location in this area.

The survey covered representative locations. All the machines divided their program panel into five categories—hit tunes, old favorites, waltzes and polkas, fox trots and rumbas, and classicals, with 20 selections in each section. There was some overlapping. Tunes that more properly belonged in one category were occasionally found in another, but results were tabulated by panels. Also it was found that the term "classical" was used loosely, with Sabre Dance, Clair de Lune and Ritual Fire Dance among the most high-brow. But artists were strictly longhair.

The Figures
A Medford, Mass., Howard Johnson restaurant had 422 hit-tune plays out of a total of 1,199.

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:

JUKES TO GET 45 DISKS DESPITE VINYL SHORTAGE. Operators assured diskeries will manufacture even the supplies diminish (General Department).

NOT JUST HITS SNAG NICKELS. Spot 45 survey shows wide selection gives varied preference (General Department).

COLUMBIA-GOODY COURT DECISION TOTES DYNAMITE. Discount structure seen shaky, other trades may be affected (Music Department).

MACY'S CUTS LP PRICES ON MANY LINES. Action follows court decision on Columbia-Goody case (Music Department).

And other informative news stories as well as the Honor Roll of Hits and Pop Charts.

Chicago Coin Sets Band Box Shipments

Distribs in Key Cities Start Op Showings of Play Stimulator

CHICAGO, Dec. 2.—First shipments of the Band Box, a play stimulator for music machines manufactured by Chicago Coin Machine Company, have been made to firm distributors, Sam Wolberg and Sam Gensburg, firm owners, announced this week. Meanwhile 12 distributors announced they will start holding showings immediately.

The Band Box is a seven-piece band of miniature players built on a typical platform which measures approximately 4 by 2 feet. It has its own draw curtain which automatically opens at the beginning of a tune and closes when the record is finished. Each time a coin is dropped in a music box connected with it, the curtain opens and the bandmen start to play their instruments and move. The different speeds of the band players make it possible for the band to be in time with all tunes. It can be connected to any regular music

machine or hideaway and has its own 10-inch Jensen speaker built in. Installation can be made in a short time. Servicing is simplified by having all vital parts removable as a unit.

Hikes Play
Three models of the Band Box have been on test location in Florida for the past 18 months. Operators handling the tests reported the unit increased play as much as 25 per cent. In addition the unit has received unusual advance publicity on television shows, particularly on the Dave Garroway TV-NBC network show a few months ago. It also has won favorable comment from such artists as Dennis Day, Fran Warren, Eddie Howard and Kitty Kallen who were out to see the Band Box at the Chicago Coin plant recently.

Distributors showing the Band Box are Empire Coin Machine Exchange, Chicago; Red Distribut-

CPA FINDS ANSWERS

Switch From Figures To Music Biz Pays \$

By Sam Abbott

LOS ANGELES, Dec. 2.—Since 1945, when he decided he no longer wanted to be a certified public accountant, James F. Owens, Garden Grove operator, has found time to stay outdoors, grow camellias and build a successful music machine route in Orange County. The latter endeavor is the only one that causes him wonderment.

Owens, thru his CPA work, is quite familiar with figures. Altho he doesn't work so much with them today, there are still basic facts in the economics of working a route that he can not dismiss from his mind. This fact alone may be the foundation of his puzzling situation.

Operating in the vicinity of San Juan Capistrano on the western fringe of Orange County, Owens has several machines in places patronized by Mexicans in that area. On several occasions he has made collections from one spot in particular. He took the amount of the collection and divided it by 12, using this as a time factor in record playing. The machine could

WOG To Change Meeting Site

PORT CHESTER, N. Y., Dec. 2.—The Westchester Operators Guild, Inc., at its meeting last week (22) voted to change its meeting site to Moose Hall, White Plains, N. Y., and heard short talks by representatives of the Atlantic New York Corporation, Douglas Distributors, Leslie Record Distributors, Young Distributing Company and Runyon Sales, all of New York.

Org. according to Seymour Pollack, secretary, is continuing with its plans for a public good-will program by contributing machines and money to worthy causes.

Officers of the association, in addition to Pollack, include Carl Pavesi, president; Max Klein, vice-president, and Ralph Fabozzi, treasurer. Members of the board are Lewis Tartaglia, Harry Smet-hurst, Benjamin Fagan and James A. Smith. Malcolm Wein is the org's counsel.



"I couldn't believe it!"

Remember the farmer who saw his first giraffe? "There ain't no sech animal!" he insisted. *He couldn't believe it.*

Many operators, looking over the earnings record of their first AMI juke box, are like that farmer. They, too,

find the *factual truth* hard to believe.

They're amazed when they realize how little it costs to operate the AMI. Breakdowns are nil. There's no lengthy period of shutting down for repairs. The AMI costs less when new, sells for more on a trade-in; enjoys top earnings all the time between.

Small wonder that disbelief fades, for as operators add more AMI juke boxes to their routes, their experience proves that believing in AMI is a common-sense, profitable thing to do!

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THE BILLBOARD Music Popularity Charts

Record Reviews

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

ARTIST TUNES LABEL AND NO. COMMENT

Continued from page 31

POPULAR		POPULAR
MARGARET WHITING (Frank DeVol Ork)	Once You Find Your Guy	79--82--78--77
CAPITOL 1306—Muscle is in top ballad form for this well-written. Key Swift move song. A real gem which should at least draw modest attention.		
A Man Ain't A Nuthin' But A Wolf	71--75--67--70	
DeVol begins Magic with a progressive backing as the tracks out a lightweight rhythmic novelty material piece. Singers may like but doesn't stick us for much beyond that.		
4 SHADES OF BLUE (Clair Barrett-Dick Fox-The Bo-Boys)		
Mission 'Your Kissin'	48--50--43--50	
CORNAK 125 1155—Freshly delivery of a slight rhythmic ditty. Doesn't have to climb a bit the it may have some local sales for this Capitol 45 label.		
I'm a Fool	47--50--44--48	
All available records by Dick Fox of a pleasant, not particularly fresh ballad. However, local sales will be required to give this meaning.		
CHARLES LINTON (3 Sharpe Sisters)	I'm Disillusioned	52--55--50--50
EMPLY 105—Linton shows a pleasant straight style in leading the way with an acceptable ballad. Working standard however.		
Sweet Suburban Sue	25--25--25--25	
(Keith David)		
Don't double of this rather mediocre item it does up in week only style. Gross as background is 14-cent only.		
LES PAUL (Mary Ford)	Little Rock Getaway	85--85--85--85
CAPITOL 1311—Paul has made one of his most effective slices with this old Joe Sullivan ditty. He creates some amazing sounds with his several guitars. Should ring up sizable sale.		
Tennessee Waltz	82--83--82--82	
Mary Ford duplicates Patti Page's duet with herself but her marking hasn't the potency of the original. Paul's several guitars make effective support. Good enough to catch a piece of what looks like one of the biggest hits of the season.		
GORDON MACRAE (Ewing Sisters & Frank DeVol)	You Dye'd Your Hair Chartruse	77--80--74--78
CAPITOL 1317—Macrae moves up to turn in a free-wheeling novelty performance of a new amusing ditty of a & b surprise. DeVol and girls and a spirited band. Singers and so on should like.		
Honky Tonk Ten Cent Dance	79--82--75--79	
The waltz does another novelty but really. Ditty has a country boogie flavor. Fine DeVol writing and solid vocal work but this one home. Another likely nicker grabber.		
JIMMY WAKELY (The Les Baxter Chorus)	Music By The Angels	81--84--80--80
CAPITOL 1324—The new singer tries it with a lush pop style and choral treatment on this cleverly conceived ditty. Fine Baxter work. Impressive dishing which could have meaning in pop field if song catches.		
My Heart Cries for You	83--83--83--83	
Another essentially listenable routine and vocal setting for a twelfth. Wakely remains of this growing pop-flavored white ditty. Sturdy enough dishing.		
BENNY STRONG ORK	I Don't Care	76--77--74--77
CAPITOL 1326—Strong's popular Midwestern crew adds another neat		

Two-beat dance going to its last with this Saele Dowle title. Good fare for Strong's Midwestern following.		
Three-Handed Woman	77--79--72--79	
Country/Romance novelty singer is really done up by the Strong crew. A couple of exciting moments highlight a catchy ditty.		
MARTHA YILTON-HARRY BABBITT (George Cates Ork)	It's a Lovely Day Today	79--80--78--78
CORAL 5035—Martha, singing wonderfully well, takes the first chorus; Babbitt, also in good form, takes the second; they blend nicely for a third chorus and an altogether pleasing slice of the Barrie show ditty.		
You're Just in Love	81W-84--80--80	
Another interesting ending of another catchy, promising Barrie "Call Me Madam" ditty in the "Simple Melody" pattern. A solid dishing which should make a strong bid for a fair-sized piece of the look on both sides.		
DANNY KAYE (Ken Darby Ork)	The Thing	74--77--70--74
DECCA 27390—Kaye's reading of this smooth novelty has a special twist adding to local sales' distinction to a neat coverage. But Harris' slicing looks like it's heading off all comers.		
The Little White Duck	78--80--80--75	
Kaye delivers an infectious slice of a catchy lidity done up neatly with his and chorus. Should catch some family trade.		
AL MORGAN-JACK PLEIS (The Key-Tones)	Cer Out Those Old Records	83--83--82--83
LONDON 877—Catchy ditty in the "Simple Melody" pattern is done up neatly by Morgan to cover the Loverside dishing. Should succeed in grabbing a big share.		
My Heart Cries for You	83--83--82--84	
Morgan burrs on his smarmy charm for a neat coverage of this promising title. Avered well. Should capture the Loverside business in addition to normal pop trade. Strong coverage copying.		
JACK PLEIS ORK (Bob Houston)	Sophisticated Lady	84--85--83--83
LONDON 871—Pleis' effective concrete treatment of the Ellington evergreen makes excellent use of choral solo and abs. Good sampler stuff and a solid catalog item.		
Autumn Leaves	80--81--79--80	
Concrete-like treatment of the lovely pop import spots a neat Bob Houston solo and a neat choral vocal. Pleis turns in effective work on both fronts.		
ANNE SHELTON-DICK JAMES (Ray Robertson Ork)	The Petite Waltz	67--70--66--66
LONDON 878—The British treasure delivers a straight cold vocal of the lyric to this growing white item. Anne Kaye's rather extra support to the Robertson writing. A busy dishing which doesn't impress.		
If We Met for the First Time	65--65--65--65	
The title carried by a fine piano ball tune in a neat job with a pleasant and particularly attractive bounce ballad.		
ANNE SHELTON (Al Starn)	Some of These Days	80--85--78--78
LONDON 861—Miss Shelton made this coming on her recent visit to this country. She puts a slice of jazz into her reading of the Sauter-Tinsky anthem. The obvious inspiration is Ella Fitzgerald. A novel dishing which could draw a fair-sized interest.		
After You've Gone	72--77--70--70	
Two-tempo jazz treatment of the oldie spots some block-chord piano and a neat horn bit in addition to the novelty of hearing Miss Shelton tackle Fitzgerald's song into her fine Smith-ish sound.		
VICTOR YOUNG (Paramount Symphony Ork)	Delilah Dances	65--70--65--60
DECCA 27335—Emphatic music soundtrack music scored from Young's score for "Samson and Delilah." Rowing, pretentious stuff which may attract a listener here and there.		
Song of Delilah	77--80--75--75	
Another excerpt from the movie score which has been converted into a current ballad. Done instrumentally. It is a lush slow which could attract the Good-bye dishing.		
MEREDITH WILLSON ORK (Eileen Whelan)	Every Day	67--68--67--66
DECCA 27336—Willson leads an ent and chorus who hit pop pretty but rather tricky ballad. Was Willson in net up to her par on this dishing.		
Ill I Met You	72--75--72--70	
General Willson's own song, an attractive ballad, is worked clearly by the chorus. Reading lacks a spark this.		
VICTOR YOUNG ORK	One Finger Melody	81--82--80--80
DECCA 27333—Extremely tasteful reading of this attractive gleam-ditty ballad spots Joe Graydon on the solo vocal being a Sauter. If tune catches, the dishing will be in line for a heavy piece.		
My Heart Cries for You	78--78--78--78	
Fifty-five which shows signs is done in master-of-facet orchestral style with a beautiful and varied utilization thereof. It is even wise Graydon continues in a similar vein. Not up to competition readings.		
LOUIS PRIMA ORK (Keely Smith)	Teardrops From My Eyes	73--73--71--75
EMPLY 103—Keely Prima uses the "Oh Babe" format on this tune. Smith, as a & b to her, but doesn't achieve the same emotional. Starts okay, but lags after the middle.		
This Evening	83--83--82--84	
A pretty ballad and a pretty performance. Keely Smith's piping, which is sweet & swelling, is a strong should top ditty.		
JULIAN COULD	Between The Trees	76--76--75--77
RECORD 103—Carefree! Appeared early done on the Hammond organ has a "You Can't Be True" charm. This one might well have deeper stratum.		
In Old Vienna	71--72--71--70	
(Eileen Gray-Allen Coast Ork)		
Musically warbler does a hand of gemütlich schmalz in a fine legit tone.		
CHILDREN		
FRANN WEIGEL (Low Cleary)	Just 'Fore Christmas	78--82--75--NS
EMPLY 104—Low Cleary's own, a few hook of festive Americana is narrated in appropriate style.		
The Night Before Christmas	74--77--72--NS	
Impersonal dishing of the poem could get lost in the shuffle for lack of vocal packaging.		
BETTY MARTIN (Alexander Coles Ork)	Nursery Songs, Parts 1 & 2	75--77--74--NS
MGM 514—Strong ensemble accompanies a sweet ten piece in a routine collection of nursery tunes. Will have stiff competition from earlier releases and 49-cent labels.		
TWO-TON BAKER (Irry Murad's Harmonicals)	Tubby the Tuba Song	78--78--78--NS
RECORD 105—Baker's title does what this version more easily. Spoken than sung, but others have already gotten circulation.		
Frosty the Snowman	72--71--73--NS	
Same treatment.		
WARREN GAIJOUR-RUDOLPH GOEMR	Silly Sides (Sides 1 & 2)	74--75--74--NS
CHILDREN'S RECORD GUILD CRG 5091—Four original ditty folk tunes. Goes with charming nonsense lyrics in English, are cutly fun as by Gaijour. They're lined at the 5-B age group, but may do even better with younger tots. The musical dishing, while provocatively modern, could be too heavy in certain.		
SUSAN REED	Mary Doodle (Sides 1 & 2)	82--82--82--NS
CHILDREN'S RECORD GUILD CRG 5091—A sweet voice is rarely heard in dishing. Mrs. Reed, accompanied by her live, gently rides thru a flock of hot tunes, some adjusted, to relate all the routines of daily living. The bits know most of 'em, and can associate themselves with them. Probably will be preferred by girls. Well illustrated.		
BERNARD WAGENAAR	Hot Cross Buns (Sides 1 & 2)	83--83--83--NS
CHILDREN'S RECORD GUILD CRG 5095—Entertaining and educational at the same time, the story weaves in the familiar nursery tune into a series of variations, e. g., in a waltz, march, jig, and tango. The dishing is not enough snappy and ditty having to guarantee pages. Excellent entertainment for 5 to 8 year olds.		

Constellation Gets Play at NAAPPB Meet

CHICAGO, Dec. 2—A juke box this week held a featured spot at the National Association of Amusement Parks, Pools and Beaches (NAAPPB) exhibit at the Hotel Sherman when H. C. Evans displayed its Constellation. Les Rieck, manager of the firm's music division, said outdoor showmen not only had displayed considerable interest in the Constellation during their four-day convention, but orders had been above expectations.

One of the reasons the firm showed its music machine was that the present model will continue in production next year. "Too, the firm is now settled in its new and larger plant, and production of the Constellation can be stepped up (barring a shortage of materials) to meet the demand from this new market."

45 Philer
Rieck reported Evans' 45 r.p.m. conversion kit has now successfully passed the development stage and will shortly be placed in production. While no list price has been set as yet, Rieck said the unit will be moderately priced, and can be installed on location. It also can be removed, and the phonograph re-converted to 78 r.p.m. play if the operator so desires.

Ris'crat Sets Benelux Rights

NEW YORK, Dec. 2—International Amusement Company, exporter of coin machines, has been granted a franchise to market Riscrat 45 r.p.m. phonographs in the Benelux countries. Abraham Wilsen, executive, said the firm will handle the counter juke in Belgium, Holland and Luxembourg thru its European affiliate, Belgian Amusement Company, Ltd.

Since 45 disks are a rarity in Europe, international plans to export seven-inch records—until enough 45 players have been distributed on the Continent to make it attractive for European dealers to handle them. A first shipment of 1,000 records is now on the way to Belgian Amusement, according to Wilsen.

Foreign orders will be placed by International thru Riscrat's established export division. (The Billboard, November 25).

Merchandising Music

MORE ABOUT STRIPS... The drive for printed title strips seems to be gaining impetus throughout the country. Nat Cutler, New Haven, Conn., says "we in Connecticut are trying to get title strips from the record companies. This is a very important item. The strips (supplied by the manufacturers) are neat and, in addition, give the manufacturer advertising on each strip used in a juke box." Pointing out that each juke box patron is a potential buyer of records, Cutler says he can't understand why the diskies don't take advantage of this type of advertising to tell the public who made the record they selected to play in a music machine.

RECORD REPORT... At least two platter winners are going strong in Wisconsin these days. John Tuska, Cudahy, Wis., reports "Tennessee Waltz," by Patti Page, and "The Thing," by Phil Harris, have been placed on every machine on his extensive route, and both are going even better than the "Goodnight, Irene" record cut by Gordon Jenkins, which had a long and profitable run in his area.

PROMOTING PLAY... Visual play promoters can build grosses for juke box operators, and here are several gimmicks reported as money-makers. E. J. Danner, Starke, Fla., starts a sign on the back of his machines, listing on the sign the top four tunes of the day.

TOMORROW... MAY BE TOO LATE!!

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Infinite Heat—Heat continues to build up as long as trigger is depressed.

High Intensity Light—A concentrated light beam focused where it stimulates all shadows.

Hot List Price **\$13.95**

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(Continued on page 74)

THE BILLBOARD Music Popularity Charts

Album and LP Reviews

Continued from page 32

CLASSICAL

69 SHOSTAKOVICH: TRIO IN E MINOR, OP. 67—Dmitri Shostakovich. David Oistrakh-Viola Solo—PROKOFIEFF: QUARTET NO. 2 in F MAJOR, OP. 92—First Artists Quartet of the American Broadcasting Company (3:12)
Mercury (33) MG-10045

Composed in 1941 and recorded in Prague in 1946, this edition to Shostakovich's slender chamber music output is a gem for chamber music lovers. Work is a subtle, exciting, and original with a double bonus in the performance of Oistrakh and the composer. Prokofiev is an admirable realizer by a talented ensemble of Profkofiev's Second String Quartet, composed in 1941. It is based on folk song material of the Caucasus, filtered through Prokofiev's spare, airtight style. Recording and surfaces excellent.

70 BROOKING: STRING QUARTET NO. 3 IN A MAJOR—Vienna Kammerchor Quartet—A. Kamper-K. Titz-E. Weiss-F. Kuziora (3:12)
Westminster (33) WL-50 35

Westminster hits the bell again with a "Best" Brooking's First Quartet, which has not been recorded until now, is quite a contrast with his Second, which has been recorded. The First is a pure 19th century tradition, a shining outpouring of lyrical melody, devoid of the Star Nationalism which characterized the famous "Five." Shading and coloring are superbly evoked by this Vienna quartet—yet another instance of the initiative and sensibility of Westminster in looking for and producing really stand-out music with genuine performers.

65 THIS IS THE USE—Francois Tone, Narrator (3:12)
Vanguard (33) VA-4853

The designed primarily for use in schools, this recorded history and anatomy of the United States features in at least some of the "I Can Hear It Now" trade. As with the latter series, this disc will give the spot recording of the actual participants and principals, bound with an explanatory commentary, here skillfully delivered by Francois Tone. Use now and leaders are recorded in actual exposition and debate on the big issues, sections are based according to subject matter and chronology, an excellent job of editing. A separate disk on 78 r. p. m. offers an address by assistant general Benjamin Cohen on the meaning and spirit of the UN. Accompanying brochure is a study guide with suggested approaches for teachers. Records are boxed in a sturdy, handsome container.

52 BRAHMS: TRIO IN E-FLAT FOR PIANO, VIOLIN AND FRENCH HORN, OP. 40—Annie de Arco-Georges Aleu-Jean, Dr. Henry (3:10)
Mercury (33) MG-15015

Recording this difficult work is a challenge. Mercury has failed to fulfill the challenge with this master. The piano and horn are recorded full almost throat, with the horn relegated to a subsidiary role. Playing is brash, insensitive, and unbalanced, horn tone is foggy. The disk must inevitably be compared with the Renaissance disk issued last month—these are the first recordings in many years, the only LPs. The Renaissance job is mastery on all counts. Only point in favor of the Mercury is the fact it is a 10-inch while the competition is on 12-inch.

68 CHRISTMAS STORY—The Choir of the Park Avenue Christian Church of New York City-Solon Albert, director (3:12)
Bulwer (33) 1951-71

Birth of Christ: Alleluia Lord of All; A Merry Christmas; Cantique of Noel; Song of Bethlehem; Gode's Song; A Star Was His Guide; Sing We Noel. Disney has fabricated a virtual oratorio out of a group of the best-known and some lesser-known folk songs and carols. The singing of soloists and choir is excellent as is the recording. If it gets distribution and auditors, child enjoy a fair holiday tale. Draw art and color of the package is unlikely to help, however.

80 GILBERT AND SULLIVAN: YEOMAN OF THE GUARD—The D'Oyly Carte Opera Company-The New Promenade Orchestra-Godfrey, conductor (2:32)
London (33) LLP-241-2

London's eminently successful Gilbert and Sullivan project, which aims at making available on LP new recordings of each of the brilliant Britons' witty musicoperas, has produced still another remarkably well-recorded and beautifully balanced job. Done with full authority and vigor by the members of the D'Oyly Carte Company, the "Yeoman" proves handsome disk fare and shows to have been well received by many of the most popular G & S works. This too to Sincere's "Yeoman" is one of the leading G & S pieces, the work here generally is in the second rank behind such as "Ruddiger" and "Pirates of Penzance." The G & S series on London has proven solid commercial fare and this recording

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

It need not be an exception to the rule. This staff makes the Christmas gift, incidentally, Marjorie Green's "Jack Point" is one of the highlights of the generally excellent performance. Godfrey's conducting complements the unexceptionally definitive recording.

85 ALL TIME FAVORITES—M. Anderson-E. Caruso-Alison Jones-J. MacDonald-Jan. Peerg-L. Steinhilber-First Piano Quartet—Victrola Press (4:37)
VIGOR (33) 1438

Carry the Back to Old Virginia, Jalousie, La Donna e Mobile, Liebestraum, Make Believe Italian Street, Song, Bluebird at Harpers, The Blue Danube. This collection is described identically by the album cover. Each of Victor's all-time best-selling Red Seal titles has been transferred to 45's. If there are those who would want them in this form where the reproduction is infinitely superior and breakage possibility is reduced to nil. It appears that there should be a larger and willing market for such a collection of light classic chestnuts. The album should make a starry stack item.

71 BEETHOVEN: PIANO CONCERTO NO. 2 IN B-FLAT MAJOR, OP. 19—Hans Svatzker-The Bavarian Radio Orchestra-Altmann, conductor (3:10)
Mercury (33) MG-15013

An early Beethoven work, actually his first written concerto (the 11th the second to be published), this is graceful and brilliant music which is strongly tinged with stylistic derivations from Haydn and Mozart. This reading is a striking one which makes a remarkable point of the values of teamwork between solo instrument and orchestra. A fine balance, which is so very dependent from the spirited musicianship technique of Svatzker, is accomplished. Generally, the disc lacks the added values of some other, the recording at hand is perhaps the best technically available rendition of this concerto.

76 RICHARD STRAUSS: ALSO SPRACH ZARATHUSTRA—Vienna Philharmonic Orchestra-Clemens Kraus, conductor (3:12)
London (33) LLP-232

Kraus and the Vienna are here with a splendid job with the great love, balance, and the great masses of color and the subtle, delicate shadings with rare feeling and intelligence. The performance is liberally gripping, the recording undoubtedly faulted in error and detail. The score is a super-romantic tribute to Nietzsche, the very essence of 19th century German idealism. There should be a substantial market for this. The LP of work that is so widely commended and so varied with obvious emotional language.

80 GILBERT AND SULLIVAN: RUDDIGER—The D'Oyly Carte Opera Company-The New Promenade Orchestra-Godfrey, conductor (3:12)
London (33) LLP-243-4

London offers another superbly produced D'Oyly Carte Gilbert and Sullivan, and it delects all as about as well as all predecessors. Perhaps "Ruddiger" is not regarded with as much affection among the general public as "Pinafore," "Patience," et al., but to the Savoyards it's a cherished item. And to the Savoyards, no other recordings are worth mentioning alongside the D'Oyly Carte series. Performance—solo, chorus and orchestra—graceful and fine, recording excellent. Handmade package, with complete libretto in the now-familiar London G & S album.

72 BIRTHDAY IN BETHLEHEM—Eugene Conlay-Wilfred Heint-The New Symphony Orchestra-The Grange Mitchell Choir—Norman Del Mar, conductor-Lionel Murray (3:10)
London (33) LP-279

Using a novel but very simple format, this disc includes the history story very minutely. As an answer to being his child the story. As he narrates, to a delightful background, the chorus and soloists illustrate, at appropriate junctures, with songs. The work is tranquilly and devotional, the treatment is tasteful and uncomplex. Text was written by Frank Kingdom, music by Gene Bone and Howard Fenton. Performance is fine, with capable soloists, choir and symphony art. Something highly appropriate and of the best for Christmas.

66 BEETHOVEN: PROMETHEUS—OP. 43—Walter Coen, conductor—Winterthur Symphony Orchestra (3:12)
Concert Hall Music (33) 10-63

The Concert Hall Music here provides a complete recording of the Beethoven ballad score, of which there are few. It has been well received, still generally as the ball end of symphony seasons. The disk is a chamber-scale arrangement, and under Coen's baton, delivers a sympathetic performance. The work is a loose, expanded, sparkling thing studied with many delightful Beethovenian traits—dance, song, sonata and symphonic fragments, many of them truly magical. Some of the beauty of his ballad and score seems to be unfulfilled here. Well re-recorded and handsomely packaged in a two-disc folder cover. Not likely to sweep, but a sure-shot premium item for those who treasure Beethoven.

80 HELEN TRAUBEL-BELOVED RELIGIOUS SONGS—Helen Traubel-RCA Victor Orchestra-Rick, conductor (3:37)
VIGOR (33) 1453

Ave Maria; The Palm; Lead Kindly Light; Silent Night; The Lord's Prayer; The Lord's Prayer. This disc program, which gives the popular religious program that's eventually aimed at the middle-brow who prefer "45's." On several, such as "The Lord's Prayer" the lyrics coincide with several great discogs, but it doesn't mean they could improve on the version at hand. Lovers of good singing will want this model. Should do okay on Christmas carolers.

Invents Wire Music System For Coin Op'n

MIAMI, Dec. 2.—A coin-operated, wired-music system, said to be capable of furnishing music to any number of locations on a selective basis, has been patented by William W. Shayne, of the Shayne Dixie Music Company here. The system has been fully tested, he said, and manufacturer interest is being solicited.

Under the system developed by Shayne, any number of turntables each playing a single disk, may be set up in a studio. Wall boxes in the locations list all the tunes and carry telephone-type dials for tune selection. Flexibility of dial system permits several times the number of selections carried in a standard phonograph to be listed, he declared.

Shayne said use of his invention will "eliminate record mechanics, records and initial cost of machines on location, thus reducing installation and operating costs to a low minimum." System may also be operated on a rental basis, he said.

Shayne has offices here at 701 North Miami Avenue.

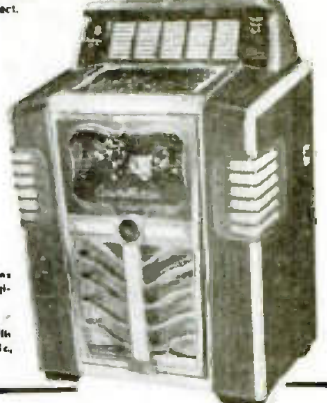
81 MY FAVORITES GLADYS SWARTWOUT—G. Swarthout-RCA Victor Orchestra-Kate, conductor (4:37)
VIGOR (33) 1440

One Night of Love; Estrellita; Oh Promise Me; Pinquill Pinquill; I Wonder As I Wander; My Blue Heaven; At Dawn, The Lonely Prayer. The popular Melrose re-orchestrated "Favorites" have been selected from the prime favorites of the mid-thirties library. The copying of the Swarthout album with this brace of everyday material should make a handsome and profitable item of this polypore. It could go without saying that Miss Swarthout does her own brand with tasteful aid of a talented studio and under the skillful hand of Milton Katze.

CAN YOU AFFORD NOT TO OPERATE EVANS' 1950 20 RECORD, 40 SELECTION CONSTELLATION?

Examine the facts, proved and proved again by operators from Coast to coast!
Constellation costs less to buy, less to operate, less to maintain. Because it saves you money on primary factors of music operating. Constellation earnings show a higher percentage of net profits. Constellation protects your investment and your profits with enduring quality construction throughout, advanced modern styling and trouble-free performance!

See your Evans Distributor or write Factory direct.



AVAILABLE NOW—Evans Record Play Meter for Original Constellation.

GENUINE PARTS for Milk Express, Throne of Music, Original Constellation.

H. C. EVANS & CO.
1536 W. CARROLL AVENUE CHICAGO 7, ILLINOIS
SEE OUR COIN MACHINE AD ON PAGE 77

Operators... Increase Your PROFITS

with the **MUSIC BOX**

for the **SMALL SPOTS**

Ristorauct '45' is the only Music Box Built Specifically for the Small Locations

RISTORAUCT '45'
PLAYS 12-45 RPM RECORDS
RESTACKS AUTOMATICALLY

The Ristorauct '45' is making gold mines out of the small spots for scores of far-sighted operators. Places like road stands, small taverns and drug stores, all too small to support a large juke box, are now producing solid weekly profit. This is possible with the Ristorauct '45' because of the low investment, low servicing costs, and the remarkable 45 RPM records. Put a few Ristoraucts on location and test for yourself. You'll be amazed. Write today for complete details.

Now Appointing Distributors in South and Southeastern Territories. Write for Details.

RISTORAUCT, Inc.
1216 E. Wisconsin Ave. Appleton, Wis.

48 TUNES 24 RECORDS
WURLITZER
Twelve Tally
Protects you
AGAINST OBSOLESCENCE

Cig Ops Cite Diversification Benefits; Up Candy, Gum Biz

Ratio of Non-Cig Machines Rising in Average Operation; NY Ops Exception

CHICAGO, Dec. 2.—Cigarette operators, who began developing a diversified route pattern on an almost general scale just prior to World War II, have found the results add up to several plus-factors and are continuing to (1) increase the ratio of non-cigarette equipment operated and, (2) add new converts to the diversification trend, a survey by The Billboard indicated this week.

Accenting the value of multi-

type equipment operation is the fact that, with few exceptions, all cigarette operators who have diversified routes have retained them. Surveyed operators reported that the ratio of non-cigarette equipment (mainly gum and candy machines, with cup beverage units playing an increasing role) has risen from about 1-20 in 1940-41 to an average 1-10 to 50-50 at present. And, according to numbers of operators, the trend will eventually mean that many basic cigarette operations will lose their identity as such as other types of equipment are added in greater numbers and greater variety.

Diversified Routes

While the diversified-cigarette route is now regarded as almost standard by leading operations over the country, exceptions are noted in New York, where the

straight route is still retained 100 per cent, and in Dallas. Reason claimed for the Gotham hold-out is simply that the operator "has no economic stimulus to venture into other (vending) fields." And Dallas operators still stick to their specialized routes for much the same reason, it was indicated.

Elsewhere, cigarette operators are in accord on the reasons for their abandonment of the specialized type operation. These are: (1) It offers more opportunity for route expansion, both thru multiple-machine locations and acquisition of new stops thru placement of non-cigarette units; (2) enables the offering of a more complete service; and thus (3) results in real gains in good will for the operator.

Added Benefit

Where penny gum equipment (Continued on page 70)

Ford Gum Plant Now Operating In Puerto Rico

LOCKPORT, N. Y., Dec. 2.—The Ford Gum & Machine Company, Inc., today opened a gum ball plant in Ponce, Puerto Rico, to supplement the output of its factories in Lockport and Akron, N. Y. Ford S. Mason, president of the firm, left here November 24 with a group of company officials and technicians to be present for the opening.

This marks the first time a gum manufacturer has opened a plant in Puerto Rico. Ford will occupy some 10,000 square feet of floor space leased from Ponce Candy Industries, an affiliate of Charny Candy Company, Bloomfield, N. J. From that plant, Ford executives estimate they will produce a minimum of 1,000,000, 100-ball boxes of gum annually.

Oversee Set-Up

John R. Rendall, works manager, and Henry A. McInroe, plant chemist, have been in Puerto Rico (Continued on page 71)

BEANTOWN BARGAIN BASEMENT

Filene's Boston Experiment Hits Jackpot; Feature Christmas Items

BOSTON, Dec. 2.—Staple items, such as handkerchiefs, women's hosiery, men's ties, nail clippers, screw drivers (utility tool) and pens and pencils, at a medium price, go best in vending machine operation. William Filene's Sons, Inc., operators of banks of 14 centers at the Grayhound Bus Station and 10 at Logan International Airport here, have found in their experiments with automatic selling so far.

The company, nationally known thru bargain basement fame, claims buyers save a few pennies on most items in the new merchandising idea. Both centers,

copyrighted under the name of "U-Serv-U Center," have been converted into Christmas gift operations, vending gift-wrapped packages, with all types of yule cards being shown.

Holiday Stocks

Stocked in the venders for the holiday season are Currier & Ives Christmas cards with envelopes, 15 different scenes, at \$1; 16 fa-

"VOICE" TO AIR VENDING SHOW

NEW YORK, Dec. 2.—A 15-minute program on the place of vending in the United States will be beamed by Voice of America transmitters to Europe Tuesday (5). Featured will be interviews with Nathaniel Leverone, head of Automatic Canteen, and Ernest Fox, Austin Packing Corp.

On Wednesday (6), the program will be rebroadcast for listeners in Latin America and the Far East. The interviews with Leverone and Fox were recorded on tape following the National Automatic Merchandising Association convention in Chicago last month.

Boston's Ops See Candy Bar Prices Rising

BOSTON, Dec. 2.—With most of the theater candy bars jacked up from 5 cents to the war-time 6-cent deal, the future of the nickel is beginning to look dark to vending operators in the area.

Candy manufacturers are openly predicting the return of the 10-cent chocolate bar, and one leader in the industry said, "I don't think any place in the country will be selling chocolate bars at the nickel price in six months."

Following the end of World War II, the confectionery industry in New England made a successful co-ordinated drive to do away with the 6-cent and 7-cent wartime prices. They had just about got everybody down to the nickel price, when the Korean War began. Shortly after that, the sub-way concessions went to a 8-cent price on all bars, chewing gum, etc., and movie theater concessions followed suit.

Now, the retail stores have begun to tack up 8-cent signs over their candy bars, and boxed chocolates have advanced in price from 10 cents to 25 cents.

Spokesmen in the confectionery industry say, "I think we can say goodbye to the nickel price for a long, long time."

VENDERS THEME TOY BANK FIELD

CHICAGO, Dec. 2.—Miniature working reproductions of vending machines continue to theme the toy bank field. Latest is a penny chocolate cigarette vender by Tell Chocolate Novelties Corporation here. Called Vend-O-Mat, the all plastic unit holds 10 individually wrapped candy cigarettes stacked horizontally and retails for 59 cents.

Macke Corp. Gets Oscar

WASHINGTON, Dec. 2.—The G. B. Macke Corporation, vending machine operators in this area, was one of 50 firms here to be awarded Red Feather Oscars for their employee-participation in the 1950-51 Community Chest campaign.

Miss Helen Ershler, to whom the presentation was made, announced that every person associated with the corporation had made a donation to the drive this year.

New State, Fed Cig Taxes May Force Costs Up

CMAM Exec Points Out Possibilities To Vend Operators

BOSTON, Dec. 2.—An increase in both the federal and Massachusetts excise tax on cigarettes is probable in 1951, according to Lucius F. Foster, associate director of the Cigarette Merchandisers' Association of Massachusetts. "In addition," he said, "the present federal tax on matches may not survive the scrutiny of Congress in its search for the many billions necessary to finance the defense program."

These facts startled most of the 31 members who were present at a meeting of the association November 21, and caused considerable uneasiness and concern over the 1951 outlook. Foster, who recently returned from a visit in Washington, told the operators that the federal tax on cigarettes may go as high as 9 cents per pack—an increase of 2 cents per pack over the present rate. He made no predictions as to the tax on matches, which is now \$1 per case. "There is little discussion of this commodity their now," he said.

Local Situation

"However, the local situation is of even greater concern to Massachusetts operators," he pointed out. "The most serious tax crisis in the history of the Commonwealth lies just ahead. Unfortunately, the problem of raising \$54,000,000 in new revenue to finance the higher old age benefits and broader eligibility rules approved at the November 7 elections is only a part of the story."

"Actually, Massachusetts tax payers will be faced with the stupendous task of supplying \$163,000,000 in additional revenue to the Commonwealth next year.

"When this incredible sum is added to the present tax bill for State and local governments of

(Continued on page 71)

Tax Talks Head WVMOA Meeting

Sales, Personal Property Levies Scrutinized; Name Special Group

LOS ANGELES, Dec. 2.—Sales and personal property tax discussions marked the regular meeting of the Western Vending Machine Operators' Association (WVMOA) held here Tuesday night (27).

The discussion of sales tax was a continuation of an investigation started some months ago. Because a number of items vended thru the penny machines are classified and not subject to sales tax, the association members have been seeking a way to charge the tax on the gross price. The suggestion made to the Board of Equalization was that the tax be based upon twice the wholesale cost.

The differentiation between nuts which are tax free, and candy, which is taxable, has been the basis for the WVMOA delving into the matter. Members claim that it is practically impossible to determine the amount of money collected on each when they are vended thru multiple selector machines.

Suggest Basis

Lou Feldman, head of Acme Vending Machine Company, was in attendance and gave his views

on the application of sales tax. He said that it was his opinion that special dispensations had been made by the Equalization board to shoemakers, whose work is principally labor. Feldman said he believed that such a deal could be put into effect for the operators. However, he suggested 1 1/2 times the wholesale price as the basis for the 3 per cent tax.

M. I. Slater, president, who conducted the meeting, advised that the personal property rate was being increased in the county and that an effort would be made to reach an adjustment on the valuation of machines. The county's policy, Slater declared, was to assess a machine 40 per cent of its value and then charge a rate of 6 per cent.

List Machines

Opening this phase of the discussion, Slater read a list of machines and also their values. These were increased or reduced by the operators on the basis of offers they had had when selling and (Continued on page 70)

John McCormick Dies

BOSTON, Mass., Dec. 2.—John McCormick, supervisor of the ABC Vending Corporation, with which he had been connected for 53 years, died suddenly at his home in Redland Road, West Roxbury, November 23. He is survived by two sisters, both of Boston. A funeral mass was celebrated at Holy Name Church, West Roxbury, November 27.

Nashville Interests Buy Walla-Walla Gum

KNOXVILLE, Dec. 2.—The Walla-Walla chewing gum plant here has been sold to a Nashville group and will now operate a Private Brands Corporation. President is Herman Wynn; vice-president, Henley Tate; Leonard Ambrose, treasurer, and Cletus Jasper, secretary.

Plant equipment is reported worth \$125,000, plant capacity 1,200 sticks of gum a minute.

Merge Apex, Allied With ABC Vending

P. Rosenbaum To Manage Cup Division; ABC Gets Interest in Square Patents

NEW YORK, Dec. 2.—Stockholders of the ABC Vending Corporation approved a management proposal Tuesday (28) to merge

into the parent company two partially owned cup vending firms which presently operate between 1,000 and 1,500 machines. The move, which is seen as clearing the decks for stepped-up expansion in the coin beverage field, also served to realign ABC's relationship to the Rosenbaums, whose Square Manufacturing Company, of Chicago, produce the venders used in the operations.

The firms involved are Allied Beverage Company, formerly 50-per-cent-owned by ABC, and Apex

Beverage Corporation, in which ABC had a 75 per cent equity. Remaining stock of both companies was controlled by Max and Paul Rosenbaum.

The package deal calls for purchase of the Rosenbaum stock in the two companies, provides that Paul Rosenbaum manage what, in effect, will be a cup vender division of ABC, and includes purchase by ABC of a half-interest in patents, tools and dies of Square's line of beverage machines.

Close Tie

One spokesman described the merger as effecting a closer tie between the two groups, ABC to provide actual and potential locations in some 28 States, and the Rosenbaums to contribute machine and operating know-how.

For their interest in Apex and Allied, ABC will issue the Rosenbaums 89,240 new shares of ABC common stock, it was learned. Paul Rosenbaum, as manager of the company's drink-machine interests, will receive \$22,000 yearly for two years as expense money. No salary, as such, will be paid him.

"A proviso of the pact has the Rosenbaums agreeing that they will not engage in cup vender ops (Continued on page 70)

Spacarb Moves To Conn. Plant

NEW YORK, Dec. 2.—Spacarb, Inc., manufacturers of multi-flavor cup vending machines, was completing its move this week from Stamford, Conn. Production is already under way at the new location, an 18,000-square-foot plant at 375 Fairfield Avenue.

Main purpose of the move is to house additional production facilities under one roof. I. H. Houston, president, stated. The new plant is twice as large as the one occupied here by Spacarb at 317 East 23d Street. It will permit the manufacture of assemblies formerly farmed out because of lack of space, he said.

Victor Ups Prices

CHICAGO, Dec. 2.—With the cost of materials and labor having risen steadily since the beginning of the past few months, Victor Vending, effective Friday (11), raised the prices of some of the venders in its line. Raises were held to the amount covering the increased costs officials stated.

GET * NEWER CHARMS

Lower prices from America's newest Charm manufacturer. Over 30 new and different series of Charms. Our prices are lower! Send 35c for complete samples.

PENNY KING CO.
413 Poplar Street, Pittsburgh 22, Pa.

OPS WELCOME AUTOMAT SHIFT TO DIME JAVA

NEW YORK, Dec. 2.—The passing of the nickel cup of coffee in Horn & Hardart automats, an institution here and in Philadelphia since 1888, is proving high-powered ammunition for operators trying to convert location thinking to accept a dime standard for machine-dispensed java.

Horn & Hardart changed all its coffee coin mechanisms to two-nickel operation in 42 city restaurants Tuesday night (28). A spokesman explained, "We were forced to raise the price if we were to maintain the quality." Several other restaurant and luncheonette chains which have held the nickel line were considering similar price increases.

In most cases coffee machine operators here have been accepting new locations only at the dime price. Move by Horn & Hardart will ease the switch to a dime in some established nickel locations in their view, as well as furnishing a stronger argument for the higher price per in new stops.

Popcorn
MACHINE OPERATORS AND DISTRIBUTORS

Supplies the best and best quality bags. Popcorn cups make the biggest profits in any kind of popcorn vending machine or warm up. Packed in one-half moistureproof bags, 12 to shipping carton by express anywhere. Write or visit in prices.

supRopt co.
5058 BAUM BLVD. PITTSBURGH 6, PA.

OPERATORS -HERE IT IS!



Northwestern
SELECTIVE TAB GUM VENDOR

A sensation from the start! It has everything operators want in a gum vendor... big capacity... fast servicing... simple construction. It is a dependable, rugged machine, proved on location for nearly a year before being offered. See your Northwestern distributor or write for circular.

THE NORTHWESTERN CORPORATION
820 S. Armstrong St. Moline, Illinois

Drive To Hike Sugar May Up Bar, Drink \$\$

WASHINGTON, Dec. 2.—Further increases in the cost of candy bars and soft drinks are in store if the sugar industry is successful in a drive launched this week to boost the price of sugar by cutting down on the 1951 quota.

Lined up in opposition to a quota cut as the Agriculture Department began gathering testimony on the quota were the industrial sugar users of the country, including candy and soft drink makers, who contend that an increase in sugar prices will sound the death knell for the nickel bar and the nickel bottle of pop.

Sugar growers claimed that their product is the only one still selling for less than wartime price ceilings. When sugar ceilings ended, the price averaged \$6.32 per hundred pounds, but is now running less than \$6.

The 1950 sugar quota amounted to 8.7 million tons after several boosts. A 1951 quota around that mark will drive sugar prices further down, according to sugar growers, who want to knock a million tons off the 1950 mark. Consumers want a quota of 8.5 million tons.

Saskatoon Tests

SASKATOON, Sask., Dec. 2.—Electric plug-ins for attachment to auto heater blocks will be tried as an experiment on 17 downtown parking meters from January 1 to March 31, 1951, city council decided.

Included in the experiment will also be a three-hour parking mechanism. Motorists will be able to deposit up to 15 cents at one time, enough for three hours' parking. The city's other meters will not operate during the three-month period.

NCWA Prexy Says Candy Sales Potential Is Big

WASHINGTON, Dec. 2.—"The wholesaler's independent retailer customers sell a billion dollars worth of candy each year—yet the potential here has been barely tapped," Joseph Balocca, president of the National Candy Wholesalers' Association (NCWA), declared in a statement issued here on the fifth anniversary of NCWA's formation.

Balocca is head of the Commercial Candy Company, a wholesale firm located at Paola and Topeka, Kan., with a branch in Kansas City, Mo.

He asserted in the annual presidential statement that "millions and millions" of dollars worth more in candy can be sold if the retailers "receive guidance in what to purchase, store planning, candy departmentalizing, display and selling."

PLUS BIZ

Test Nylon Venders in Dept. Store

NEW YORK, Dec. 2.—B. Altman & Company, Fifth Avenue department store, installed three coin-operated nylon vendors last week on an experimental basis as an added customer convenience in non-theater store sections.

The nine-column, cigarette-conversion type machines dispense the compact, single-pair packs upon insertion of five quarters. Two colors are stocked and the patron is offered a selection of sizes. One vendor is in a women's restroom, another in the shoe department and the third in the customers' restaurant.

Meyer Lee, Altman's hosiery buyer who is supervising the test, said the purpose of the machines is to supplement counter sales in store where an emergency need for hose might be noted by female shoppers.

Concentrated Milk Seen as Potential Food Vender Item

NEW YORK, Dec. 2.—A potential new item for the growing food vender field is seen in the just-introduced concentrated milk by National Dairy Products Corporation here. Addition of two parts of water to the fluid concentrate, later made by employing a new process to remove most of the water originally in whole milk, gives a full quart of homogenized vitamin D grade A milk. The concentrate will be available in one-third quart fiber board containers.

When reconstituted, the milk will keep for about nine days when refrigerated in a 40 degree temperature. Regular milk starts to lose its flavor after the seventh day, National Dairy contends.

First sale of the new concentrate is being made in Wilmington, Del., with next two sale points to be Ashabula and Lima, O.

Proper Tools
"As independents they are individualists," he stated. "But they can be led if their source of supply, the wholesaler, is given the proper incentive and the proper tools with which to guide them."

"The phenomenal war-time growth of the candy manufacturing industry brought with it a need for selling two to three times the amount of confectionery produced prior to the war. Advertising-minded manufacturers spent millions after the war to keep up consumer demand only to realize that for the product to sell, it must be on the retailer's counter."

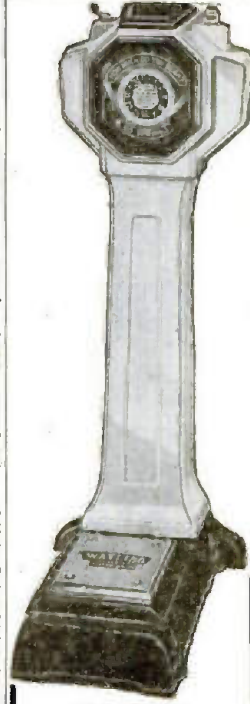
Impulse Buying
"Many discovered that if it were on the counter, impulse buying would take care of the sale, even without advertising. And it is interesting to observe, according to a recent address before the NCA convention in New York, by a Department of Commerce official, that the manufacturers who depended entirely on their consumer advertising to put their product over, suffered the greatest losses in volume. The old theory that if the consumer demands it the wholesaler and retailer will have to handle the product, does not work for candy. The consumer likes variety in candy, and if he does not find variety on the retail counter, candy sales fall off."

Op Pacts Op To Take Over Route Chores

NEW YORK, Dec. 2.—In an apparent move to trim operating costs, the owners of the Automatic Beverage Corporation here have liquidated their service set-up and contracted with another operating firm to take over service duties. The novel arrangement has United Automatic, also in the cup vending business locally, keeping Automatic's machines in running order and stocked with ingredients.

Representatives of both firms stressed that no corporate or financial tie, other than the contract agreement, bound the two operations. Irving Rodner, United executive, said some personnel have taken over from Automatic's roster to handle the additional work load.

George H. Thiers, who has managed the Automatic route since 1947, said he will disclose a new vending affiliation soon.



Size: 48" high
24" deep
13" wide

NET WEIGHT 119 POUNDS

\$25 DOWN
Balance \$10 Monthly

ALL WEATHER SCALE FOR OUTSIDE LOCATIONS

The head and post of this penny weighing scale are made of pure aluminum, when highly polished and anodized it takes on a satin silver finish and makes the look like a piece of jewelry. It looks nice with any fixtures and will also stand the weather.

WRITE FOR PRICES
Invented and Made Only by

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FITS ANY SPOIT
ALKUNO
Cigarette Vender

You need a cigarette machine like this—4 columns—regular milk start to lose its flavor after the seventh day, National Dairy contends.

MODEL 600

VERY LOW PRICE

Immediate Delivery, In Green Metal Luster Finish.

ONLY ALKUNO Models—600, Silver Quarter, Free Matched—601, Two Dimes—602, Matchless.

TAKE ADVANTAGE OF ALKUNO'S NEW FINANCE PLAN

Write for Catalog and Complete List including 3c Cigarette Vender

Alkuno & Co.
408 Concord Ave., New York 24, N. Y.
AD 6-1928

There are **SMALL FORTUNE** in it... for You!

PAYS 50% TO 200% STEADY PROFITS

Outdraws, Outearns and Outperforms All Others! Be penny-wise... and profit! American Scales pull better in stores, amusement places, entrances, corners, etc. You'll realize an immediate and never-failing income! Model 403 has 12 slots, one for each month of the year. More appeal for customers, more pennies for you. Guaranteed 5 years, built to last 20. Porcelain and baked enamel finish in red, cream and black.

★ 2 Machines in 1... Fortunes and Weight
★ Fully Automatic & Patented
★ No Knobs, No Handles, No Trouble

Yours for Only **\$25 DEPOSIT**

★ Mail coupon today for immediate delivery or further details, monthly terms as low as \$3.

THE STRIKE IS OVER THANK YOU FOR WAITING

We wish to take this opportunity to tell our operator customers how much we appreciate their patience during a trying period. It feels good to have proven once again that Northwestern products are worth waiting for.

Now that the strike is over and the factory is in full swing...
Be Happy—Go Lucky Buy NORTHWESTERN Today

MODEL 49 SPECIAL

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANOELL

438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • GEdney 8-3600

ATTENTION, CHARM USERS!

COMIC MIX—Comprising Your Favorite Comic Characters
WESTERN SERIES... \$2.25 per M
Super Detective... \$3.25 per M
Both in Beautiful Different Plastic Cases

New and Inexpensive Combination Metal & Plastic Comic and Western Mix... \$4.25 per M
Minimum order 10 thousand.
Deposit with all orders.
Phone, Wire or Write

Character Charms, Inc.
1324 5th Ave. Pittsburgh, Pa.
ATlantic 14478

AMERICAN SCALE MFG. CO.
3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:
 Approved Red check for \$25 payment on one model 403 scale. Ship at once.
 Please send further details immediately.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

GIVE TO THE DAMON RUNYON CANCER FUND



NOW AVAILABLE!!
VICTOR'S
TOPPER DE LUXE
 with the
ALL-PLASTIC GLOBE
 See this great vendor at
 your VICTOR distributor

CHARMS THAT PAY OFF
NEW GUNS
 (Same size as flunk)
 Plastic (Ass. Colors) \$4.75 M
 Nickel Plated 6.50 M
 Gold, Silver Plated ... 7.50 M
 Also large assorted Sport Charms.
OPPORTUNITY FOR DISTRIBUTORS.
DON'T DELAY! ORDER NOW!
Paul A. Price Co.
 130 Broadway New York 7, N. Y.

VICTOR'S
TOPPER LINE
IS TOPS IN MODERN VENDING



ONLY
\$59.50
 Complete

"TOPPER"
 Reg. U. S.
 Pat. Off.

VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 29, Ill.

Cig Ops Cite Diversification

• *Continued from page 68*
 has been included in the cigarette operation, especially when such units are mounted on the larger machine. An added benefit has been the high return rate of pennies given as change with each pack. Where odd-cent cigarette prices are not charged, operators find a high penny business still the rule when gum machines are handy to their cigarette vendors.
 In Detroit, where the majority of cigarette operators went into non-cigarette fields 10 years ago, most obtained new locations. That is, regular cigarette stops were bypassed when candy, gum and drink units were added. A delayed-action benefit was the resultant placement of cigarette equipment in many of the newly acquired spots at a later date. Now, with Detroit operators realizing a better profit margin following recent rise in cig prices, the reverse is proving true; a number of firms are placing other vending equipment in regular cigarette locations.

Ops Sum Up
 Summing up other Motor City operators' thinking, W. R. Palechek, of the Howard Meter Company, declared: "All our eggs are not in one basket. Now when cigarettes are off, the others are up, and vice versa." Al Smith, O-Kay Vending Company, stated: "We can operate on the same overhead and our service costs are proportionately lower."
 The same "route benefit" story was told by Sidney Lotenberg, Westway Vending Company, Washington. He reported that while most non-cigarette units went into already established locations, new spots have been added where the gum and candy equipment furnished the means of entry for cigarette vendors later.
 Chief reason for diversifying their operations was "competi-

tion," according to Milwaukee operators. With candy machines the main addition, most state that their regular cigarette personnel doubles on the non-cig units. However, Los Angeles operator E. Nelson claims that his candy locations require service two or three times weekly, in contrast to the average once-a-week-basis for cigarette units. And this means that to combine the two jobs would mean cutting down the roufeman's stops per day; result, Nelson employs added help to service his non-cig machines.
 In the main, this is the pattern followed by most diversified cigarette operators. Al Weymouth, Weymouth Service Company, Los Angeles, tells the same story. His firm added personnel to handle nothing but candy machines, while cigarette men concentrate on their equipment.

Merge Apex, Allied

• *Continued from page 68*
 eration, except for ABC, in areas where ABC and its affiliates run selling concessions. In turn, ABC will not operate drink vendors in most of Illinois, Indiana and Michigan, where the Rosenbaums control two operating companies.
 Another facet of the agreement has Square receiving \$4,000 from ABC, for which it will continue to supply cog vendors according to a price formula fixed to a base as of July 1. Lots will be adjusted in accordance with fluctuating material costs, however. Sales price of the Square four-drinker is believed well in excess of \$2,000. The consideration, also giving ABC half-interest in Square patents and dies, enables the operating company to have the vendors made by other manufacturing firms, should it consider such a move desirable.
 Allied, in the operating business since December, 1947, and Apex, formed in June, 1949, had a combined net value of \$895,885 in July, 1950, according to an ABC statement. Indicative of the scope of their operations, they sold \$27,880 worth of drinks thru machines during August, of which they realized \$40,480 in net profits after provisions for income taxes.

**— LARGEST —
 PROFIT MAKER**

5c Silver-King for Pistachios
 Change NOW to 5c Model for REAL PROFITS
 5c Change-over parts available for all 1c Models
 Sample \$13.95 each 10 @ \$12.50 each
 100 or more—Write for low price.
 Machines can be purchased on TIME PAYMENT, paying for them in 20 weeks. Write for details TODAY!

ROY TORR LANSDOWNE, PENNA.

**WE'VE GOT...
 TOPPER**
 Victor's Terrific Vendor

Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks.
 Packed and sold 4 to case, \$45.00 case lots of 1 to 5 cases. Furthermore, on orders of more than 5 cases, contact us for full details.

Birmingham Vending Co.
 540 2ND AVE., N. BIRMINGHAM 4, ALABAMA

Tax Talks Head

• *Continued from page 68*
 prices quoted when buying. On present machines, the group arrived at \$1.50 minimum assessed valuation.
 Bob Lydenbarger, secretary, advised that he had contacted a tax counselor regarding the sales tax as applied to operators. The group voted to empower the secretary to contact the expert with the idea of having him draft a letter to the State Board of Equalization, Feldman and Preston Coombs, the latter of Ott & Preston, were named a committee to confer with Lydenbarger and the tax man on the drafting of the letter.
 The association does not meet in December and its next meeting will be January 30. Hather than wait two months for action, the committee was instructed to get the tax deal rolling immediately.

**N. Y. Supreme Court
 KO's Meter Contract**

NEW YORK, Dec. 2.—A parking meter program for the city, involving 1,500 test machines, was tossed off the curb this week as State Supreme Court held that bid specifications unlawfully excluded one supplier from consideration.
 The city contract was awarded to the Karpark Corporation, a Cincinnati firm, to supply and install the devices for \$71,336. But International Meters, producers of a twin-type unit, complained that it had not been allowed to bid since the city ruled twin-head machines unacceptable. The court agreed with the complainant that the city specifications were "unreasonable and arbitrary."

**NOW!
 Bigger Profit**
 FROM EVERY LOCATION
 With the New
Northwestern

**CABINET STAND
 FOR MODEL 49**



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 OR SEE YOUR DISTRIBUTOR**
 THE NORTHWESTERN CORPORATION
 829A ARMSTRONG STREET, MORRIS, ILL.

CIGARETTE MACHINES

Rowe Crusader, 8 Col., 380 Pack Cap.	\$135.00
Rowe President, 10 Col., 475 Pack Cap.	110.00
Rowe, 8 Col., 380 Pack Cap.	100.00
Rowe Royal, 10 Col., 420 Pack Cap.	85.00
Rowe, 8 Col., 320 Pack Cap.	80.00
Rowe, 6 Col., 240 Pack Cap.	57.50
Rowe Imperial, 8 Col., 240 Pack Cap.	70.00
Rowe, 6 Col., 180 Pack Cap.	60.00
Uneda, 9 Col., Model 500, 350 Pack Cap.	85.00
Uneda, 9 Col., Model A, 270 Pack Cap.	72.50
Uneda, 9 Col., Model E, 270 Pack Cap.	62.50
Uneda, 8 Col., Model E, 220 Pack Cap.	59.50

SALE!!
MODEL W
 DuGenier 9 Col. 308 Pack Cap. **\$62.50**

CANDY MACHINES
 VENDOR, 150 Bar Cap. \$47.50

25c CONVERSIONS: PARTS GUARANTEED
TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
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 Parts and Mirrors available for all makes and models.

UNEDA VENDING SERVICE
 "THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
 New Reconditioned As Is
 166 CLYMER ST. Evesgreen 7-4561 BROOKLYN 11, N. Y.

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HERE ARE THE FACTS!
TOPPER IS THE MOST RELIABLE VENDING MACHINE OPPORTUNITY EVER OFFERED. PAYS FOR ITSELF AND MAKES A PROFIT ON THE SALE OF ONLY TWO FILLINGS.
 Topper has a capacity of 7 1/2 pounds or 187 1/2 balls of gum. (310 balls of gum by the pound.) Takes in \$18.75 each time the machine operates.

COST OF OPERATING	PROFIT FROM OPERATING
Cost of gum (7 1/2 lbs. @ 24¢ per lb.)	\$2.10
Cost of charms (60¢ @ 10¢)	1.50
Commission to local agent (10% @ 2.10)	2.10
Total Cost	\$6.45
Takes in \$18.75 per filling.	Cost ... \$6.45 for ab. 90¢
Profit ... \$12.30 each time Topper operates	

DOLLAR FOR DOLLAR, TOPPER IS THE MOST PROFITABLE INVESTMENT FOR YOUR MONEY. TOPPER PAYS FOR ITSELF AND MAKES A PROFIT ON THE SALE OF ONLY TWO FILLINGS.
 Order a complete Topper today. 1 Topper filled with Ball Gum Put in on location and prove to yourself that Topper is the best investment for your money.
GET MORE "TOPPERS" WITH YOUR "TOPPERS" **\$16.00 EACH** Send money order and we will ship immediately. Get started today.

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 JANUARY 15-31

NOW TAKING ORDERS!

NEW Northwestern '49 Special

Cure Cows and Servicing Time in Half Less Than 25... \$15.35 Less Than 100... \$15.15 Over 100... \$14.95

AVAILABLE IN 1c OR 5c PLAY. PLEASE SPECIFY WHEN ORDERING.

IMMEDIATE DELIVERY!

NEW NORTHWESTERN SELECTIVE 1c TAB GUM VENDOR IMMEDIATE DELIVERY

RECONDITIONED VENDORS

- N.W. Deluxe, 1c to 5c \$12.50 N.W. Model 42 \$7.50 N.W. Model 33 Ball Gum, 1c \$7.50 N.W. Model 33 Mar. 1c \$7.50 N.W. Standard, 1c & 5c \$7.50 Silver King Ball Gum \$7.50 Silver King Ball Gum, 1c \$7.50 Master 32 \$7.50 Master 36 \$7.50 Master 38, 1c & 5c Comb. \$7.50 Columbian Model 81G Ball Gum 1c to 5c \$7.50 Columbian Model 42B, 1c \$7.50 Postone Stone Model \$7.50 Adams Gum, 6 Cols. \$7.50 S & M, 4 Cols. Adams \$7.50 Rowe 1c Gum \$7.50 Regal \$7.50 Top Corn Sea Breeze \$7.50 Electro-Save \$7.50 Columbus 7-Model \$7.50 Columbus B-Model \$7.50 Conk & Crutch Adams \$7.50 Mabs Dimert 5c Cookie \$7.50 N-Neap-Pak, 5c Candy \$7.50 S-Cole, 10c Bars \$7.50 U-Salchit, 7c-Bar Candy \$7.50 Columbus Model 42B, 1c \$7.50 Victor Model V, Globe Type \$7.50 Victor Model V, C&S, Adams \$7.50 Advance Ball Gum, New 1c \$7.50 U-Need-a-Pak Model A \$7.50 S-Cole, 25c \$7.50 U-Need-a-Pak Model 500 \$7.50 S-Cole, 25c \$7.50 DUCronier 1c, 5c Cols. \$7.50 DUCronier 1c, 5c Cols. \$7.50 Bone Imprinted \$7.50 Rowe Novel, 7 Cols. \$7.50 Silver King Candy \$7.50 U-P, 1c Candy, 5 Cols. \$7.50 National Gum & Life Saver \$7.50 Rowe Gum & Life Saver \$7.50

RECONDITIONED COUNTER GAMES

- Mit-a-Homers, New \$5.50 Marvinis, 1c Token P.O. \$2.50 King Black Jack \$2.50 Doyal 31 Black Jack \$2.50 Camera Check \$2.50 Daniel Back \$2.50 Baker Pick-a-Pack \$2.50 Bowling Skill Draw, 1c \$2.50 Bingo, 5 Balls for 1c \$2.50 S-1c Minors \$2.50 Doyal Skill Shot, 1c \$2.50 Marvinis Pop-Up, Catcher \$2.50 Baker Kicker \$2.50 Whirl-a-Ball, 1c Counter \$2.50 A-B-C, Chatterbox \$2.50 Conf-a-Pack, 1c Cig \$2.50 Sports Gold Award, 1c Token \$2.50 Target Skills, 1c Penny Back \$2.50 Mach. Wooden Gob \$2.50 Bar-Ball Jr. \$2.50 Electric Snooker \$2.50 Exhibit Card Machine \$2.50 Exhibit Card Machine, Late Model \$2.50 Piles Pool \$2.50

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TOPPER DELUXE WIN Plastic Kids Display Windows \$13.45 Terms for Mo. & Ill. Dealers. J. ROSENFIELD CO. 3720 Olive St., St. Louis 1, Mo. (Phone) OL 10-1881

SMOKESHOP '612' THE NATION'S FINEST CIGARETTE VENDOR Tear-Out And Mail-Ad For Details AUTOMATIC PRODUCTS CO. 250 & N. 57th St., N.Y. 19, N.Y. - NY 7-2131

Supplies In Brief

CCC Activity WASHINGTON, Dec. 2.—Agriculture Department has announced that the Commodity Credit Corporation (CCC) will accept requests for assignments of limited quantities of CCC-owned Cuban sugar for shipment to countries other than the United States. Export controls on "quota" sugar are being relaxed to put "quota" and "non-quota" sugar under similar export restrictions. These actions are being taken, Ag said, because of the easing of the emergency situation created by sugar hoarding last summer.

Smokes Off WASHINGTON, Dec. 2.—Cigarette consumption in September slumped nearly 23 per cent in one of the sharpest declines on record, Commerce Department has reported. Cigar sales also dipped from high August levels.

Cigarette consumption totaled 30,704,000, as compared with 39,126,000 of the preceding month, while stogie sales dropped to 503,738,000 from 587,406,000 in August.

LARGEST PROFIT MAKER 5c Silver-King for Pistachios Change NOW to 5c Model for REAL PROFITS 5c Change-over parts available for all 1c Models Sample, \$12.95 Ea. 10 @ \$12.50 More, 10c or more, write for lowest price. 5c HOT NUT, \$39.50 Nut and Ball Gum, Candy Charms, Vendors, 1c to 5c and Foreign Cans "Hot Nut" Vendors. At all the best dealers—get them! Ask about the new "Hunter". SILVER KING CORP. 622 Diversey Parkway Chicago, Ill.

WRITE FOR FREE ILLUSTRATED CATALOG OF ALL TYPES OF MACHINES TOPPER (Illustrated) Lots of 100 \$10.50 Sample, \$11.75 Vendors: Jumbo 1" Ball Gum 1" Vendor Best Location Center in Year! Immediate Delivery 1/3 Dep. With Order, Bal. C. O. D. VEEDO SALES CO. 2124 Market St. Philadelphia 3, Pa. Phone LO 6067 7-1444

MAKE BIG CASH PROFITS WITH THE NEPCORN POPPER Papers in the Sashes of the picture below—offers Big Profits for YOU. Every feature designed to make money. Does the work of an \$18.00 machine. Popcorn corn economical! —Big 8-oz. pepping daily \$22.50 —Big 16-oz. Top Apollo built-in double egg. —Large O.K. Top Apollo construction. Minimum space size 18" x 27" x 30", complete with cord and plug. Mechanically controlled — AC 110V, 60 cycles, 1250W. Also has a warmer and oil screen plates, silver-plated all angles, fully automatic. Solenoid and Bin all complete. Write for literature. NEPCO INC. 7207 Melrose Ave. Los Angeles 40, Ca.

FOR SALE 50 USED 1c Columbus Vendors Model Z, ZM and G, @ \$6.50 ea. CASH WITH ORDER BIRMINGHAM VENDING COMPANY 540 2d Avenue, North Birmingham, Alabama

FRENCH BOY POPCORN SHIPPED ANYWHERE IN THE COUNTRY packed in 2 1/2 peck plastic bags. Keeps fresh and tasty, ready to eat. ABC POPCORN CO. 3461 W. North Ave. CHICAGO 43

Candy Demand Continues Climbing in New England

BOSTON, Dec. 2.—Volume sales of confectionery in the New England area have shown continuous increases since April, latest figures released by the New England Manufacturing Confectioners' Association reveal, and total volume for 10 months of 1950 shows a 2 per cent increase over the corresponding 10 months of 1949.

Figures released were for total net sales of 17 member companies in Massachusetts and Connecticut as follows:

Table with columns for Year (1948, 1949, 1950), Month (November, December, January, February, March, April, May, June, August, September, October), Sales (\$6,377,906, \$5,924,235, \$4,378,377, etc.), and % Change (7.1, -18.0, -0.5, etc.).

Turning Back the Clock

10 Years Ago CHICAGO Nov. 30, 1940.—Coin machine news of the day (sounding off the first notes of an era of unsettled conditions now being reechoed) revolved around the first two drafters of the industry. Both turned out to be employees of the Mills Novelty Company. Holder of draft number 158 was Bruno Kosear, a production line worker, while number 192 was held by Morton Lang, on the office staff.

Another coinman whose number was drawn early was Milton W. McBroon, head of Modern Music Company, Colorado Springs. From Bally Manufacturing Company came word of the appointment of Sam May as distributor in the San Antonio area. With the appointment, May again became active in the coin-operated games business. Rowe Manufacturing Company released a new 1-cent gum vander as a companion unit to its 5-cent gum and mint unit introduced in 1937. New machine featured a slug ejector mechanism and an automatic coin return which went into action when columns were emptied.

ADVANCE 21-A • Unit-C STICK GUM and MINT VENDOR Another Advance MONEY MAKER. Vends stick gum, pack size gum, slab gum, mint, and mint fumes, comb, matches and many other items. Advance coin detector reaction with bonus products. 2 1/2" high, 3 1/2" wide, 10" to 12" deep. Sheet metal finished in orange enamel. Available with 1c or 5c, or 10c mechanism. ORDER TODAY! J. SCHOENBACH DISTRIBUTORS OF ADVANCE VENDING MACHINES 1447 Bedford Ave. Brooklyn 31, N. Y.

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CONFIDENTIAL PEERLESS WEIGHING AND VENDING MACHINE CORPORATION still has a few "ON LOCATION" scale routes for sale Scales from \$30.00 and up—WRITE OR WIRE DEPT. "B" Peerless Weighing and Vending Machine Corporation 26-28 Park Street, New York Long Island City 1, New York



JUMBO UNIVERSAL 15/16 INCH BALL GUM Also Jumbo Universal Special Vends 3/4", 170 and 210 without any changes. Capacity 2,375 Balls. \$14.45 GRAFF VENDING SUPPLIES 1122 Tarpley Ave., Dallas 11, Texas

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LEAF GUM Simplifies Your Machines Faster The Finest Quality Gum All Orders Filled Immediately Write—Wire—Phone RAKE COIN MACHINE EXCHANGE 609 Spring Garden St., Phila. 23, Pa. Lombard 3-2676

TOP VALUE—LOW PRICE!! A-1 good buy and buying it on the TORR Time Payment Plan makes it a doubly good buy. 4 or more \$11.25 each 100 or more \$10.50 each ROY TORR LANSDOWNE, PA.

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Solo-tone Master Entertainer Midway, Selects to Records or 4 Music Stations, Brand	29.50
New Grand New Bosses Over Above	57.50
Wurlitzer 1015	57.50
Wurlitzer 1015	57.50
Seeburg 444 with 48 Domes	57.50
Rock-Ola 1047 (1126)	210.00
Packard Wall Boxes, Comp. Refin.	17.50

ORIGINAL BALLY FLY-UP CONVERSION FOR SHUFFLE BOWLER RFD. \$75.00

NOW DELIVERING UNIVERSAL "WINNER" FREE PLAY AND PATENT MODELS WRITE!

1947 EVANS RACES FREE PLAY CONV. BEAUT. COND. \$195.00

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3/4 Dep. with orders over \$50

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Merchandising Music

Chick Henske, Jacksonville, Ill., has a promotion to help build tunes into the hit class. Henske lists upcoming tunes which look like eventual hits as "specials" in his jukes, with the patrons putting their nickels in the box out of curiosity. Then, when the tune catches on with the public, Henske replaces the "special" strip with a regular one listing the name of the tune.

MORE ABOUT QUARTERS... Continuing the conversation on six-for-a-quarter play, Harry C. Perrine, Oceanside, Calif., this week says: "In spite of the additional costs of records and equipment, six plays, for 25 cents will increase the take, and will help offset those quiet hours. Most phonographs can be converted to the six-for-a-quarter play."

Dom Pigati, Highwood, Ill., reports that he recently put a new Wurlitzer 1250 in a location which had been grossing \$25 per week. In all nickels, Pigati reports his new machine, after several weeks on location, has \$100.70 in the coin box for one week's take. In the collection there was \$12.25 in nickels, \$53.70 in dimes and \$34.75 in quarters. Pigati says the machine is set for six-for-a-quarter play, and streamers are used to promote this feature. He says the above figures show that a patron will drop a nickel in a juke box out of curiosity, and finding the performance of the machine above par, he will follow-up the initial investment with dimes and quarters.

Dallas Music Distrib Plans Larger Quarters

DALLAS, Dec. 2.—Gramophone Enterprises here announced this week it will move into larger quarters in April. Firm, headed by Everett DeGoyler Jr., distributes recordings and record-playing equipment and accessories in Texas, Oklahoma and New Mexico. Present facilities at 1917 North Harwood Avenue will be doubled with the move to new location at 1425 Dragon.

Mass. Solons Seek Higher Taxes, Wages

BOSTON, Dec. 2.—Higher taxes, minimum wage provisions and cash sickness benefits are some of the things the incoming 1951 Massachusetts State Legislature will consider. Re-election of Democratic Gov. Paul A. Dever by an overwhelming majority at the polls is taken as a mandate by the administration in favor of the governor's policies.

Last year a proposal for a minimum wage law was defeated along with a cash sickness bill, which would have taxed employer and employee. Both bills were favored by the governor, and they will be drafted anew for the 1951 session.

A new wage order covering some 200,000 employees of retail establishments in the State is expected to be announced within 60 days, and be made effective in four months, according to Mrs. Hattie H. Smith, assistant commissioner of labor and industries.

"The new basic wages will apply not alone to stores, but to all types of selling, retail and wholesale whether on an employer's premises or elsewhere," she said. "They will reach the corner selling establishments in the country along with the big cities—no distinction is made for location."

Ship Williams Nifty 5-Ball

CHICAGO, Dec. 2.—Distributors samples of the new five ball Nifty were shipped this week by Williams Manufacturing Company and a preview of the game was held at the plant here.

Nifty has a special score feature which when made results in five replays. Another high point is the super special score which permits the player to build the five replays into 10 when carried over from previous games.

The Williams developed tilt reset, which penalizes the player only for points made on the ball in play at the tilt occurrence, is included in Nifty.

Ind. League In 8th Week

LA PORTE, Ind., Dec. 2.—The losing its match in Rudy's Tavern, Stillwell, Ind., maintained first place in the Maple City Shuffleboard League here. Operator Don Calkins is directing play in the 10-term loop which has just completed its eighth round of competition.

With the cash prize fund now up to \$415 and growing each week, competition has stepped up sharply in the past few weeks. Another Stillwell team, Last Round-Up, won its latest match to advance within one game of its intra-city rival. The Rudy's Tavern group has won a total of 83 games while dropping but 19 while the Last Round-Up has a 50-20 record. The third place unit is Red-ama's from New Buffalo, Mich., with a 47-25 showing. The remainder of the league standings follow: Three Star, La Porte, 43-29; Wally's, La Porte, 39-33; Kyrcak's, New Buffalo, 34-28; The Pub, La Porte, 29-43; Stevenson's, Rolling Prairie, Ind., 26-40; Kaminski's, La Porte, 20-52; and Houli's, La Porte, 17-55.

THE BILLBOARD Music Popularity Charts

Record Reviews

ARTIST LABEL AND NO.	TUNES COMMENT	WEEKS ON CHART
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Continued from page 66

CHILDREN

ROGER COLEMAN
Nothing To Do (Sides 1 & 2)
CHILDREN'S RECORD GUILD CRG 1012—In material and delivery, this is one of the best efforts yet at a preschool activity disk. Songs are far-reaching, making six-year-olds feel they are clearly, warmly, and fearfully sung by Coleman, and handling the narrative equally well. Music is simple and rhythms are positive.

SPIRITUAL

MARIE KNIGHT (Sam Price Trio)
The Florida Storm
DECCA 48183—Powerful rendition and timely theme give this record a sharp edge. Should do okay.

Hallelujah, What a Song
More positive stuff here.

LATIN AMERICAN

TITO PUENTE (Ray Timbal Ork)
Swimming the Mamba
VICTOR 23-224—Strong, modern large ball mamba features piano and well-matched beat.

Donde Estabas Tu (mamba)
Vocalists Afro Lopez to play more distant dance side. Heavy mamba beat and clear singing stand out.

JOHNNY RODRIGUEZ TRIO
El Arriero (mamba)
DECCA 2124—Trio of guitar-vocal group renders a highly danceable side with top tropical flavor. Spanish dimes, white shoes at sunrise, is in mystic.

Ciento Por Ciento Boricua (son mamba)
Easily danceable stuff.

ALBERTO IZNAORA ORK
St. Louis Blues Mamba
DECCA 21238—Tango mambos, native mambos, and jazz jives will all go for this one. Score is mace, rhythm is powerful, and the recording brilliant.

Mambo Pa Changó
Wild mamba swinger has more primitive flavor, plus good piano. Has all the required ingredients.

CHUY REYES
Mocambo Mamba
CAPITOL 1300—West Coast Latin favorite voices a modern synthetic mamba creation with some standard Pradoisms and brief, tasty piano.

Ork, Ork, Mamba
Similarly slick stuff for the Yankee trade.

VINCENT LOPEZ ORK
Jicotea (mamba)
VICTOR 23-2359—The Manhattan Latin leads this a surprisingly bright, fervent mamba side. Has real excitement and mamba beat. Good ball if it can get distribution.

Japa-Japa (mamba)
Too much gong on here. Side gets limited tho the beat keeps moving.

BOBBY CAPO
Soy Tolmense (torbellino)
SEECO 7918—No dance side for the Yankee market, but a beautifully worked folk type tune of considerable quality.

No Volviera A Pasar (guaracha)
Cape is the force here, and this one's danceable. Okay for the mamba mamba crowd. The Spanish dialogue portion extracts.

DANIEL SANTOS-SONORA MATAHERA
Mambo (guaracha-mamba)
SEECO 7260—Fine native Cuban mamba joins the rhythmic writer in a full-blown tropical charl. Strong, medium-tempo dance offering.

De Que Te Quizas Mi Hermano (bolero)
Santos is the effective if slower tempo, but the group provides a persistent dance beat here.

Money Saving Prices—Money Making Quality!

Cleaned!	GAMES	Checked!	
7-11 Pool Table	\$49.50	Pool Table	\$49.50
Genco Billiard	34.50	1-2-3	54.50
Genco Bag a Roll	49.50	Yankee	39.50
Genco Billiard	69.50	Virginia	39.50
Triple Action	29.50	Wisconsin	29.50
Triple Woods	29.50	Minnesota	29.50
Merry Widow	29.50	Spinal	29.50
Semball	29.50	Catalina	29.50
Santa	29.50	Thru	29.50
Bumpy Dumpty	29.50	Money	29.50

SPICIFY SECOND CHOICE

Cleaned!	PHONOGRAPHS AND ACCESSORIES	Checked!
FILBEN FP-300 (30 Selection)		\$199.50
SEEBURG COLONEL		69.50
SEEBURG 8200, 8800, 9800		69.50
ROCK-OLA PLAYMASTER		79.50

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Williams Star Series
New Quarterback
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Podofin Table
Chicago Coin Game
Used Machines

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Bally Champion
Bally Citations
Univ. Photo Finish
Bally Special Entry
Merry Widow
Bally Kentucky
Bally Lexington
Bally Trophy
Bally Victory Derby
Big Ball Combination

UNITED SKEE ALLEY
BALLY HOOK BOWLER
KEENEY LEAGUE BOWLER
UNITED 4 PLAYER SHUFFLE ALLEY

USED SHUFFLE CHAMP
USED SHUFFLE'S
Bally Speed Bowler
Bally Bowler
With Swingline Case
Williams Twin
With Swingline Case
California Shuffle Lane
United Shuffle Alley
With Record Conversion
With Record Conversion

CONSOLES
Claver Balls
Star Ball
Triple Ball
Super Bonus
Bonus Super Ball
Twin Bonus
De Luxe Draw Ball
Bally Double Up

PHONOS
1944 Seeburg Midway
Mod. 1015 Wurlitzer
Mod. 1206 Wurlitzer
Mod. 1644 Seeburg
Mod. 150-2 Wurlitzer
Packard Mod. 7
With 1000
Rock-Ola Commando
Rock-Ola Super
Rock-Ola De Luxe

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ONE BALL GAMES
BOWLING GAMES

ROY McGINNIS CORP.
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ARTIST LABEL AND NO. TUNES COMMENT

HOT JAZZ OSCAR PETTIFORD (D. Ellington-Jo Jones-Lloyd Treatment) Perdido 72--80--73--63

GENE AMMONS BAND (G. Ammons-Sony SIM) Seven Eleven 55--59--55--52

ZOOT SIMS (John Lewis-Curtley Russell-Don Lamond) Dancing in the Dark 62--65--60--60

SONNY STITT ORK Our Very Own 75--75--75--75

After You've Gone 73--77--72--70

CLASSICAL BOSTON POPS ORK-ARTHUR FIEDLER, COND.

Classical Juke Box VICTOR 45145-301-302-303-304-305

BOSTON POPS ORK-ARTHUR FIEDLER, COND. Coquet: Knightbridge March 84--85--82--85

American Patrol March 83--85--84--77

GLADYS SWARTHOUT-GIBNER KING-LEONARD ROSE Massener: Elegie 69--68--70--85

Hahn: Les Cygnes 65--63--67--85

BOSTON SYMPHONY ORK-SERGE Koussevitzky, COND. Haydn: Toy Symphony, Parts 1 & 2 79--79--79--85

INTERNATIONAL LAWRENCE DUCHOW

Holla Polka 75--74--74--76

Come Wet Your Mustache With Me 76--75--75--77

EDDIE HABAT The Polka Habat 71--70--70--72

Red Lips Waltz 71--70--71--72

WALT SOLEK ORK (Wah and Mama) Oh, Mama, Mama 77--78--77--77

Nappy Hop Polka 76--76--76--77

VICTOR ZEMBRUSKI Samba Vox Polka 74--75--73--73

Alexander Polka 67--67--67--66

SUTPHEN GIVES BOWL-O SHOW \$5 TO POLIO FUND

CHICAGO, Dec. 2.—Sutphen Products Corporation donated all receipts taken in by its Bowl-O game exhibit at the NAAPPB show at the Hotel Sherman Sunday thru Wednesday (26-29) to Infantile Paralysis, Inc. Donation was made in the name of NAAPPB. Bowl-O is a bowling game using a ball similar to a duck pin ball. Player bowls 12 shots for a dime at simulated light-up pins which go out when hits are recorded. Strikes score 25 points and spares 20 points. Playfield is 26 inches wide and is available in 18 and 14-foot lengths. Preston Sutphen, president, and Parker Lawrence, sales manager, represented the firm at the convention.

CHICAGO, Dec. 2.—A complete line of miniature lamps is being manufactured by the Hudson Lamp Company here for distribution thru its parent firm, Oxford Electric Corporation.

Fla. Shuffle League Starts

JENSEN BEACH, Fla., Dec. 2.—The Indian River Shuffleboard League, organized for the second consecutive year and believed to be the only league of its kind in the United States, will start its season December 1, according to President Harry Hoke. The league is composed of the cities of Cocoa, Melbourne, Vero Beach, Fort Pierce and Stuart, with Ocean Breeze Park representing Jensen Beach.

A traveling trophy, which has been donated by The Fort Pierce News Tribune, will be presented to Ocean Breeze Park, last year's champions, at a basket picnic in Fort Pierce November 29. Officers of the league besides Hoke include Mrs. Paul M. Johnston, Vero Beach, secretary, and a board member from each of the cities represented.

Hike CM Levies

WASHINGTON, Dec. 2.—The Arlington County, Virginia, board of supervisors has approved distributor licenses and upped nickel machine taxes to \$200 and dime machines to \$300.

Coin Interest

Continued from page 63

New York, cigarette, multiple choice cup vendors, soup vendor, hot coffee machine and small-size drink vendor for specialized locations.

Capitol Projectors Corporation, New York, coin-operated midget movies.

Como Manufacturing Corporation, Chicago, three models of Holyeranes (shag open chute merchandise, closed chute and free-play models).

I. L. C. Evans & Company, Chicago, the Constellation music machine plus wheels for outdoor trade.

Exhibit Supply Company, Chicago, Parry Express (small mechanical horse), Big Broncho, Dale six shooter, Robot ticket vendor, Serv-a-Card salesman, rotary merchandisers and vitalizer (foot machine).

International Motoscope Company, Long Island City, N. Y., Photomatics (photo machines), coin-controlled massage unit, cross-country steering control arcade piece, drop kick game.

Memphis Metal Manufacturing Company, Memphis, Crusader (mechanical horse).

Mike Arundee Corporation, New York, moves pieces, including Goole Hockey game, Exhibit six shooter, basketball and baseball games.

Philadelphia Toboggan Company, Philadelphia, Skee Ball machines.

Perey Manufacturing Company, Chicago, coin-operated turnstiles. Sutphen Products Corporation, New York, Bowl-O (coin-operated bowling game).

Supplier Firms In addition, the following firms showed supplies used in vending machines:

Blevins Popcorn Company, Inc., Nashville, popcorn and manual vendors.

Chunk-E-Nuts Products Company, Philadelphia, nuts, popcorn and supplies.

Coca-Cola Company, New York, Coca-Cola.

Charles E. Hires Company, Philadelphia, Hires root beer.

Joyce Distributors, Chicago, premiums (for games, crane machines, etc.).

Krispy Kist Korn Machine Company, Chicago, fancy popcorn and related equipment for making it.

Manley, Inc., Kansas City, Mo., popcorn.

Orange-Crush Company, Chicago, Orange-Crush beverage.

Sero Syrup Company, Brooklyn, Liberty brand sirups.

Capitol Corp. Produces New Film Series

NEW YORK, Dec. 2.—Capitol Projector Corporation, manufacturer of Midget Movie machines, has entered the film producing field with 10 all-girlie series already for release and new attractions scheduled on a regular monthly release basis. Ralph Holkins, president, said his firm expanded into film production only after an acute need for new attractions developed among park and arcade users of coin-operated movie machines. Capitol previously distributed films produced by other companies.

Each Capitol series consists of six subjects and they are offered in either sound or silent versions. With sound tracks, they list at \$30 a series. Price for the silent strips are \$27 per series. Two new series will be issued each month.

Copper Roll-Back

Continued from page 63

city of other materials has not been felt as yet. Meantime, the government started gathering statistical information concerning the coin machine industry thru the Bureau of the Census and NPA.

Manufacturers reported receiving a Census Bureau questionnaire, directed at all industries rather than at coin machines specifically, which seeks to determine the dollar volume of materials used in the 12-month period ended January 1, 1950. NPA also approached segments of the industry to determine the amount of materials manufacturers use—especially the amount of copper and copper-alloy products.

TAX RECEIPTS SET NEW HIGH

WASHINGTON, Dec. 2.—Coin machine tax receipts of \$919,241 in October set a new record for that month, the Bureau of Internal Revenue reported this week. The total was nearly one-third greater than the October, 1949, mark of \$660,449.

The high return wiped out some of the cumulative decline for the 1951 fiscal year. Collections for the first four months of the year totaled \$14,050,183 compared with \$15,711,557 for the same period in the 1950 fiscal year.

REAL BUYS at the RIGHT PRICE! All games are cleaned, checked and ready for action. You know you can buy with confidence! JOE ASH \$34.50 EACH!!!

ACTIVE AMUSEMENT MACHINES CO. 666 N. Broad Street, Philadelphia 20, Pa. Phone: FRANK 7-4495

DISAPPEARING PIN CONVERSION UNITS ONLY \$59.50 complete Easy to install. Complete instructions furnished. AVAILABLE FOR THE FOLLOWING SHUFFLE GAMES

The PLAY-WRITE is BUILDING A GOOD REPUTATION: Because IT'S GOT WHAT IT TAKES! 1. It opens up closed territories. 2. Requires No Federal License. 3. It has that Popular Slot-Feed action, with Numbers, interest and that is a Wonderful combination in any territory.



The price is only \$169.50 F. D. B. Akron, Ohio 1/2 down deposit required with order, balance C. O. D. We URGE YOU to be First in Your Territory—mail in your order for a few PLAY-WRITES and place them in some of your locations—then in a few days your PLAY-WRITES will prove their Fast-Action. Then you can order more PLAY-WRITES to cover your territory—but remember, BE FIRST.

GENCO'S NEWEST SENSATION!
FLYING SAUCERS!
featuring
The NEW EXCLUSIVE VISIBLE TILT
 Adds New Zip!
 Adds Extra Skill!
 Adds Greater Play!

Visible tilt pendulum rotates with every shake of the machine. Permits players to see how closely they come to tilting without losing.

LIGHTS UP MARS, VENUS AND THE MOON!

7 Ways for Replay...
 SCORES IN THE MILLIONS

Get on the **FLYING SAUCER** Money Maker Today!
 FOR SALES IN TEST LOCATIONS

GENCO
 2621 NORTH ASHLAND AVE. CHICAGO 14, ILL.

WRITE, WIRE, PHONE YOUR DISTRIBUTOR NOW

Pittsburgh:
 From the Chicago convention, M. J. Abelson, of American Distributors, planned to the West Coast... **Harry Rosenthal**, Banner Specialty Company, reporting on his trip thru West Virginia, says better TV programming is keeping more people at home, especially in the evenings... **Meyer Popkins**, owner, Pittsburgh Coin Machine Exchange, plans to move into his new building March 1. He believes the building is the only one of its type in the country... **Gilbert Bales**, Washington, Pa.; **Al Rosenzweig**, Milk Vending Service Company, Wilkensburg, Pa.; and **Joseph McGlenn**, of McGlenn's, entrained for Chicago together.

Among pleasant comments **Joseph McGlenn** received from his recent article in The Billboard was a complimentary letter from the American Chicle Company... **Herbert Rosenthal**, of Banner Specialty Company, received a card from newweds Mr. and Mrs. **Frank Miksic**, honeymooning near Mexico City.

M. J. Ballinger, owner, Acme Vending Machine Company, with more records coming out, finds the practice of taking a smaller percentage and providing five-or-six more first-class records more than makes up for giving operators a high percentage and putting on only a few or even no top-notch new records.

While good service is all important today, regular customers become uninterested if high quality of merchandise is not maintained, says **Raymond Stone**, general manager, Theater Candy Service.

With disk jockeys plugging him heavily because of Pittsburgh's newspaper strike, **Louis Prima's** band at West View Park's Dance-land November 5 drew 800 better than an average night, even though the band was booked only five days prior to the date.

Sydney Reinwasser, manager, Pittsburgh Coin Machine Exchange, has some new and original ideas on money-making to present to customers when the exchange opens in its new building.

James Winston, managing Columbia's record department here, says most dealers haven't the lightest idea how many shellac classics to order because their customers are being weaned from 78's over to LP's.

EVANS' 1951
TEN STRIKE

Original and Still Greatest of Bowling Games!

REAL BOWLING!
ALL SKILL!

BETTER THAN EVER—EVERY WAY:

NEW! High Dial Projector Bearing up to 150!

IMPROVED! Pin Setting Device eliminates wooden pulleys. Many other improvements for faster play.

PERFECTED! When pins are knocked over, perfected Automatic Pin Boy removes them from alley, leaving it clear for next ball! Perfected Miniball Bowler is adjustable by the player for delivery of ball to any part of the alley! Adds more skill to play!

REALISTIC! Closest thing to real bowling and just as thrilling! Player controls ball action and makes strikes and spares by skillful play! Pipe frames be with extra balls for spares and strikes, same as actual bowling. Fully automatic! Bug-free, trouble-proof!

For equipment that pays profits sooner—faster—longer, buy Evans' 1951 Improved TEN STRIKE! Thousands of original pre-war TEN STRIKES are still in operation and still producing profitable earnings... proof positive of top appeal and quality! 1951 TEN STRIKE the finest game of skill for amusement only, is still-edge! If you are tired of "90-Day Wonders" on which you have to write your investment, get started with the game that pays dividends, not weeks or months, but for years!

AVAILABLE IN NOVELTY OR REPLAY MODELS
 ORDER FROM YOUR DISTRIBUTOR OR DIRECT
H. C. EVANS & CO.
 1556 W. CARROLL AVE. CHICAGO 7, ILL.
 SEE THE EVANS' CONSTELLATION AD ON PAGE 67

FIRST AID!
 Just what the doctor ordered. Pep up your ailing route with FIRST's reconditioned equipment, the finest in the country!

PREMIUMS! AND HOW!

OPERATORS — for immediate delivery of the NEWEST ITEMS at the RIGHT PRICES see FIRST Distributors. We have the largest selection!

DISTRIBUTORS & JOBBERS — write for quantity prices. We have the largest stock of fast moving premiums, featuring many exclusive items.

Send for Our New FULLY ILLUSTRATED CATALOG

First-Class Reconditioned SHUFFLE GAMES

Playing Fields Reconditioned
 Chi Coin TROPIC BOWL \$225
 Kenney DOUBLE BOWLER 215
 Bally SPEED BOWLER 195
 Universal SUPER TWIN BOWLER 175
 United SHUFFLE ALLEY EXPRESS 165
 Universal TWINBOWLER 119
 Chicago Coin BOWLING ALLEY 119
 Williams TWIN SHUFFLE 69
 Kenney PIM BOY 55

Twin Cities:
Harold Lieberman, Hy Greenstein and **Jonas Bessler**, of Lieberman Hy-G Music Company, played host to a large number of colmen from all phases of the industry in its new quarters at 257 Plymouth Avenue, Minneapolis. Among the out-of-town guests present were **Ed Wurgler**, general sales manager, and his assistant, **Robert Baer**, of Wurlitzer; **Ed Levin**, of Chicago Coin; **J. C. Barrett**, vice-president, and **Frank Mccurt**, sales manager of Exhibit Supply; Mr. and Mrs. **W. J. Ryan**, of Universal Manufacturing Company; Mr. and Mrs. **David Gottlieb** and **Sol Gottlieb**, of D. Gottlieb & Company. They were guests of Mr. and Mrs. Lieberman at a dinner party Saturday night at the Lieberman home.

Solly Rose, for 15 years with Hy-G Music Company, local distributor, severed his connections with the coin machine business and Monday (27) took over direct ownership and management of California Wine House in downtown Minneapolis. **Harold Draw**, of Lieberman Music Company, was married Saturday (25). Recent visitors to this marriage included **Frank Phillips**, of Winona, Minn.; **Ray Kohner**, also of Winona, and Mr. and Mrs. **Jack Harrison**, of Crosby, Minn.

CLOSEOUTS!

SHUFFLE ALLEYS
 LATE MODELS
 56 on hand
\$29.50
 Each
 Best offer for complete lot

Bally Conversions
 Original \$89.50 value
\$59.50
 First come—first served!

SHUFFLE BOARDS
 Nationally advertised brands
\$59.50
 Scoring Unit With Models \$49.50

Write for Weekly List on Premiums at Lowest Prices Available Anywhere

GUARANTEED AND RECONDITIONED FIVE BALL GAMES

Constate	4183	Gin Rummy	5115	1-3-3	549
Arizona	149	Just 21	90	Chicago	45
South Pacific	135	Big Ten	45	Cinderella	45
Big Brother	125	Phoenia	51	Trade Winds	45
Lucky Ending	125	Majors of '49	55	Circus	29
3 Musketiers	119	SummerTime	49	Lady Robin Hood	29
				Humpty Dumpty	29
				Draw Wa Bally	29
				Tombled	25
				Catalina	25

FIRST DISTRIBUTORS
 Wally Flato & Joe Kline
 1748 W. North Avenue • Chicago 22, Illinois • Dickens 2-8300

Cincinnati:
 The Automatic Phonograph Owners' Association (APO) will hold its next meeting December 12 at the Hotel Sheraton Gibson. This will be a Christmas celebration for the members. Org expects to have gifts and free records for the members and entertainment. Luncheon and refreshments will be served.

Tom Ruwan, associated with the Lincoln Amusement Company, is recuperating at his home in Price Hill after suffering a heart attack.

Raleigh Davis, Ohio Appliance, is sponsoring a contest, along with the association on "The Thing." Stickers have been sent out to all the members, to be put on their phonographs.

ALLIED COIN MACHINE CO.
 766 MILWAUKEE AVE. • CA nal 6-0293 • CHICAGO 22

WAX-OLA
 POWDERED WAXES
 CONCENTRATED WAXES
 CLEANERS
PUCKS
 HIGHEST QUALITY
 Patented under Pat. 2,245,946
 National Distributors—
EDELCO MFG. & SALES CO.
 1438 Franklin St. • Detroit 7, Mich.
 Phone: Woodward 3-0248
 Distributors Wanted—Some Choice Territories Still Available.

For the best in PIN GAMES SHUFFLE ALLEYS RAY GUNS

COINEX CORPORATION
 Murray Rosenthal
 1346 Roscoe Street Chicago 13
 GRaceland 2-0317

TRADIO
 THE GREATEST NAME IN COIN OPERATED TELEVISION
 Write for details
 TRAD TELEVISION CO.,
 1609 Park, N. E., Albany Park 3-7607

GIVE TO THE DAMON RUNYON CANCER FUND



*the Coin Machine world
has been waiting for this...*

The NEW HEATH

DROP CHUTE and SWITCH!
PATENT NO. 2213651



3 COIN SIZES
AVAILABLE

5c, 10c OR 25c PLAY

only \$3.50 ea.

Replace That Old Drop Chute on Any Game
With This Wonderful, New, Foolproof Chute!
Look at These Advantages . . .

1. Adjustable finger to reject all lightweight slugs such as paper, aluminum, etc.
2. Drop coin straight down on switch for positive contact.
3. Provides relief space at switch to prevent coin hanging.
4. Coin drops down into chute—can't be thumped in fast.
5. Rejects all underside coins & slugs.
6. Oversize coins & slugs cannot enter.
7. Neat appearance—simple to mount.
8. Easy to clean—no screws to take off and lose; just "open the latch."
9. Virtually jam-proof.
10. All hardware furnished, including bent coin return bracket (this is not needed when replacing old chute).
11. **MOST IMPORTANT OF ALL!!!**
The switch is totally anchored and has double wiping type silver contacts, fully patented and is underwriters approved 110 volts AC & amps.

HEATH DISTRIBUTING CO.

243 THIRD STREET

Phones 2681-2

MACON, GEORGIA

Coinmen You Know

Continued from page 77

Milwaukee:

Recent visitors at the Hastings' Blueground Road salesroom and offices were, Jake Schaller and Tony Hirt, Sheboygan; Math Wolfe, Waukesha; Glenn Ludwig, Waukesha; Sid and Art Vaillancourt, Gem Novelty Company, Racine; Arnold Foch, Beloit Automatic Hostess Company, and Cliff Bookmeier, Green Bay.

Most active disks on juke boxes in this territory at the present date, according to routemen at Banaco Music and G. & W. Novelty Company, are "Tennessee Waltz," by Patti Page, and Mercury's "I'll Sail My Ship Alone," with Tiny Hill. Close behind these waxings, and gaining ground rapidly, is Phil Harris' "The Thing."

At the L. R. Distributors, electrician Charles A. Story is patiently waiting for serviceman Carl Slaska to get back from deer hunting so he can make a long awaited trip to Florida.

Many local operators have been voicing complaints about the slow delivery of records. A few of the current top tunes have been noticeably absent from the juke boxes of late due to the laxness on the part of distributors.

A business visitor to Milwaukee last week was Harvey Bunke, of Valley Vending & Amusement Company, Oshkosh. Harvey has shown rapid strides as a coinman since getting into the field a few months back.

Les Reder's L. R. Distributors office is having a new front installed. The entire North Water Street block on which the office is located is being renovated. It will begin a few months back when Johnny O'Brien's Mercury Records distrib went thru a remodeling.

Plans are reportedly afoot among a sizable group of Milwaukee operators to set up and maintain a scale of commissions for locations. With conditions as they are, there are quite a few complaints of rates being out of line and many ops wonder how long such chaotic conditions can continue without hurting the

business in general. Meetings are being held to discuss the problem and hash over suggestions for improvement of the situation. Most of the ops questioned seemed to favor a graduated scale of commission splits, with the rates going up as the gross receipts improve. Most of the ops believe that the locations will work harder to hypo machine play if they have some incentive.

Just returned from deer hunting in the North, Red Jaomet, of Red's Novelty Company, reports a couple of clean shots at some bucks, but he returned without any trophies.

One lucky hunter who brought back some venison for the Thanksgiving was Frank Kodousek, of the S. L. London Company.

Martha Schalk, of the S. L. London front office, is apparently taking no chances this year. She already has obtained her train reservations for her Florida vacation which won't take place for another two months.

Meanwhile, at the Seaburg distributors, manager Nathan Victor reports that the firm is oversold on the new 45 r.p.m. machines with the demand far exceeding the ability to deliver.

Hartford, Conn.:

It'll be a Bermuda "second honeymoon" trip for Abe Fish, General Amusement Game Company, Hartford, and president of the Connecticut State Coin Association, Inc., and Mrs. Fish in January. They are making their 10th wedding anniversary. Abe was a recent New York business visitor.

Carlton F. Small, of New London, Conn., has sold the Beverage Home Delivery Company of that city to Margaret A. Wright and Agnes Wright, of Waterford, Conn., for an undisclosed sum. The sale, it is understood, conveyed a truck, the contents of a warehouse in New London and the good will of Small's concern. . . . Ralph Colucci, of Seaboard Distributors, Hartford, was in New York on business.

BRING 'WESTERNS' to your spots! CROWDS LIKE 'EM!

**EXHIBIT'S
DALE**

SIX

**VARI-SPEED
MOVING
TARGETS**

SIX SHOOTER

SHOOTER

**Operators Report
Fast Growing Popularity
with Location Crowds**

**OPERATE
EVERYWHERE**

Vends Ticket on Skill Scores

**EVERY HIT TUMBLES
A FAST RIDING BANDIT
FROM GALLOPING HORSE**

A LONG TERM MONEY MAKER

SEE YOUR "EXHIBIT"
DISTRIBUTOR

**TARGET SHOOTING
BECOMES
A DAILY HABIT**

EXHIBIT SUPPLY CO. - 4218-30 W. LAKE ST. - CHICAGO 24, ILL.



It's SLICK! It's SMOOTH! It's SWIFT!

IT'S NIFTY!

Williams NEW Location Defroster!

Warm Up Play Action with Williams' Exclusive:

★ SPECIAL SCORE—Awards 5 Replays!
★ SUPER-SPECIAL SCORE—

Stays on Until Made, and Player Can Increase Award Up to 10 Replays!

NIFTY Has Everything!

HIGH SCORE REPLAY AWARDS! THUMPER BUMPERS! FLIPPERS! Williams ORIGINAL TILT RESET! (Pat. Pending)



CREATORS OF DEPENDABLE PLAY APPEAL! 4342 W. FILLMORE STREET, CHICAGO 24, ILLINOIS

SEE IT—BUY IT

AT YOUR DISTRIBUTOR

NOW!

PHONOGRAPHS WITH THE DAVIS 6 POINT GUARANTEE!

- Mechanism Overhauled, Speaker Inspected, Worn Parts Replaced, Amplifier Reconditioned, Cabinet Professionally Refinished, Tonehead Renewed

Table listing various phonograph models like Wurlitzer, Seeburg, and Rock-Ola with their prices.

Phonographs listed below available in complete and good working order at low prices quoted—D with Davis 6 Point Guarantee for \$35 additional per machine.

Table listing more phonograph models such as Seeburg, Wurlitzer, and Rock-Ola with prices.

Table listing wall boxes for Seeburg, Wurlitzer, and Rock-Ola with prices.

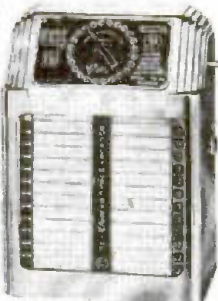
147 Dome \$17.50. Terms: 1/3 deposit with order, balance C. O. D. We specialize in export trade.

DAVIS DISTRIBUTING CORP. Seeburg Factory Distributors. 738 ERIE BLVD. EAST SYRACUSE, N.Y.—PHONE 5-5194

CLOSE-OUT OF GAMES IN FACTORY SEALED CARTONS. Includes items like Wurlitzer, Seeburg, and Rock-Ola.

CLEAN EQUIPMENT—LOWEST PRICES!! Includes items like Wurlitzer, Seeburg, and Rock-Ola.

BETTER BUYS BUCKLEY WALL and BAR BOXES



\$19.50 BUCKLEY MFG. CO. 4223 W. Lake Street, Chicago 24, Illinois

KEENEY LEAGUE 8' & 9 1/2' BOWLER. Fastest Scoring 1, 2, 3 or 4 Player Rebound Bowling Game!

Available for immediate delivery. KEENEY ELEC. CO. DAVE LOWY & CO. Exclusive Distributor for Keeneey Products in the Metropolitan Area and N.Y.

FOR SALE SCALE ROUTE. 300 Scales, Northern Ohio: 170 Watling Scales, 130 Jennings, Pace, Seac, Mills and Marion Scales. Answer Schwartz Seal Co. 145 East Market St. Tiffin, Ohio

Central Ohio Coin Quality Buys

Table listing various coin machine games and parts for sale, including Used Pin Games, Used 1-Balls, Shuffle Allys, and New Pin Games.

WRITE PHONE NO. AD. 7254 CENTRAL OHIO COIN MACHINE EXCHANGE 525 S. HIGH — COLUMBUS 15, OHIO

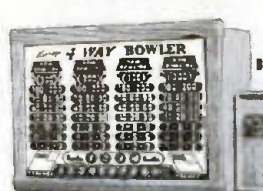
SHUFFLE ALLEY \$49.50. LARGE LIST OF PREMIUMS. ONE BALLS CHAMPION \$349.00. SCOREBOARDS Wall Type \$19.50.

Table listing various shuffle alley and bowling equipment, including Shuffle Alley, Used Shuffle Games, and Shuffleboards.

WANTED USED MILLS SLOT MACHINES HIGHEST CASH PRICES PAID! BAKER NOVELTY COMPANY THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT 1700 WASHINGTON BOULEVARD CHICAGO 12, ILLINOIS

New!
KEENEY'S
**4 WAY
BOWLER**
ADAPTOR UNIT

PUCK ELEVATED AUTO-
MATICALLY AND
ROLLS BACK AT
LEFT SIDE
OF BOARD



4 WAY
FOLLOW-UP OF
BOWLING CHAMP!

ADAPTABLE
TO ALL
18-20-22 FT.
BOARDS

Keeneey's
**LEAGUE
BOWLER**
Fastest Rebound of all!

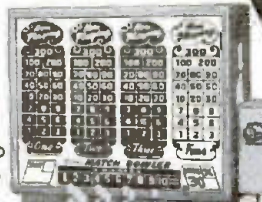
COMPLETE GAME
4 COINS EVERY THREE MINUTES!
10c PER PLAYER—4 PLAYERS: 40c!
45 SECONDS!
1-2-3 or 4
PLAYERS!



IF
**IT'S A BETTER
BOWLER**
EITHER COMPLETE GAME
OR ADAPTOR UNIT...

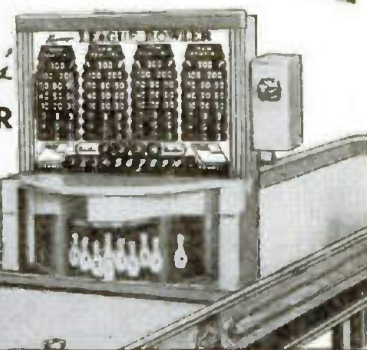
Keeneey
HAS IT!

Keeneey's
**MATCH
BOWLER**
ADAPTOR UNIT
ONE-TWO-THREE OR
4 PLAYER REBOUND
FULLY MATCHED TO
FIT
ALL 12 FT. CUSHION
BOARDS!



COIN BOX
AND
CHUTE

Keeneey's
LEAGUE BOWLER
ADAPTOR UNIT
• FITS ALL BOARDS
• QUICK REBOUND
• 45 SECOND GAME
• UP TO 4 PLAYERS



Operate these Keeneey
PROFIT MAKERS

Keeneey's Deluxe Electric
CIGARETTE VENDOR
Keeneey's PENNY LOADER

J. H. Keeneey & CO. INC.
2420 W. FIFTH STREET, CHICAGO 32, ILLINOIS

Keeneey's **BOWLING CHAMP**

WHILE THEY LAST
PACE
SLOTS
BRAND NEW!

Chrome Finish

CHOICE OF
GUARANTEED JACKPOT
OR
REGULAR JACKPOT

5c PLAY
10c PLAY
25c PLAY
50c PLAY
\$1.00 PLAY

WIRE OR PHONE



\$169.50

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago

Don't Write!
WIRE OR PHONE!

Atlas **NOVELTY COMPANY** HOME OF PERSONAL SERVICE
2220 N. WESTERN AVE. • PHONE ARmitage 6-5005 • CHICAGO 47
Division of ATLAS MUSIC CO.
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9



Mr. Operator!

YOU DESERVE THE BEST!

Insist on Gottlieb Pre-Tested Games!

JOKER

"ACE" BUMPERS AND "JOKERS" SCORE POINTS

ALTERNATING BOTTOM ROLLOVERS FOR REPLAY AWARDS • SIDE ROLLOVERS SPOT JOKERS AND SCORE POINTS

AWARDS REPLAYS ON POINTS—HIGH SCORE—MYSTERY ROLLOVERS

EXCITING NEW LAST-MINUTE BALL ACTION • EXTRA SCORING KICKOUT HOLE 3 SUPER-ACTION "POG" BUMPERS FLIPPERS

ORDER FROM YOUR DISTRIBUTOR TODAY!

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

CLEARANCE SALE!

PRICES SLASHED!—BUY NOW!

MUSIC

WURLITZER	SEEBURG
1100 & 1050 Write or Call	146-M \$198.00
1080 & 1017 Write or Call	146-S 185.00
950 \$ 65.00	Litones 85.00
850 70.00	Hilones 30.00
750E 115.00	Com 35.00
610 25.00	Rock-Ola 1422 165.00
71 35.00	

SPECIAL AIRCREMS DELUXE \$59.50

USED WALL BOXES

Wurlitzer 3020 \$50.00	Seeburg Pre-War 3 Wire \$3.00
Putward 14.00	Seeburg Wallomatic 3.00

ARCADE	SHUFFLE ALLEYS
Exhibit 6-Shooter Write	Chicago Cade Ace Write
7 Mi Belgium Pool \$ 35.00	Seeburg, New Write
All Stars 85.00	Bally Speed Bowler Write
Star Series 150.00	

FRESHEN UP YOUR ROUTE WITH OUR SELECTED PREMIUMS—LATEST RECORDS—FREE TITLE STRIPS

NEW ENGLAND OPERATORS: LOW DOWN PAYMENTS—EASY TERMS

Exclusive Distributors WURLITZER BALLY—KEENEY—EXHIBIT—UNITED and other leading manufacturers FOR ALL NEW ENGLAND!

NEW BRANCH OFFICE: 87 SCHOOL ST., MANCHESTER, N. H.

REDD
Distributing Co. Inc.

298 LINCOLN ST., Phone: AL 4-4040 ALLSTON, MASS.
BRANCH OFFICE
611 UNION ST., WEST SPRINGFIELD, MASS. Phone: 6-5418

ATLANTIC'S
triple tested values

SPECIAL
Reconditioned Like New
Ready for Location.

SEEBURG

146S \$239.50
146M 269.50

WURLITZER

1100 \$395.00
1013 285.00
600K (With Mirrors) 125.00
500K (With Mirrors) 125.00

1/2 Deposit, Bal. C. O. D.
Write For Complete Music List.

ATLANTIC
NEW YORK CORP.

Exclusive Seeburg Distributors
583 10th Ave. (Near 42nd St.)
New York 18, N. Y. Bryant 7-5410

BOWLING GAMES
AT LOWEST PRICES

Bally Speed Bowler	\$124.50
lifting pins	
United Shuffle Express	124.50
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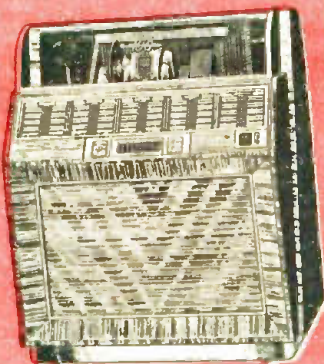


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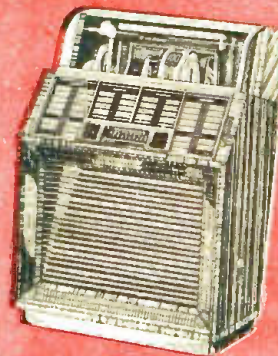
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