Agents’ Fees
As 20% Given
Indie Impetus
American Guild of
Variety Artists to
Fight Vigorously

NEW YORK, Nov. 24.—A new move to raise agents’ commissions from the present 10 percent to 20 percent was getting underway among independent agents who are circulating among the indies to be presented to the agencies. The move was started for a number of reasons, among them agents’ claims that increased operating costs made the present 10 percent per cent difficult to operate with. Some agents feel that it cost much as 7 per cent in today’s market.

While industr constituents are holding for
(Continued on page 17)

Talent Firms
Romance Video

NEW YORK, Nov. 24.—The major talent agencies, convinced that this week’s strike of the weekly with the growth of TV, are making moves to pool their members and close liaison with the movie networks. The William Morris, Inc., and Music Corporation of America are preparing to expand their creative efforts in the field, and are making personal shifts to permit more direct work by their agents with network producers, directors and talent buyers. The obvious intent is to be in a position to handle more effective in the placement of their artists on TV programs and series. To this end, MCA moved Fresh Fields out of its studio department and made him a special liaison executive with the National Broadcasting Company, who will work on specific projects with network producers to make more effective placement in general make himself available to NBC executives and to MCA artists working for NBC.

The move office for his part

CARUSO–LANZA
OF YESTERDAY

NEW YORK, Nov. 24.—A show to offer to the television networks. It wouldn’t be realistic talking to a local station and get nowhere, who, for instance, thought of the name of Enrico Caruso. That was the first name that Walker, who was the designer, used for “The Mario Lanza of the TV”.

Gl’s May See a Lot
Of Dagmar, For TV

NEW YORK, Nov. 24.—The National Broadcasting Company this week pronounced plans to build a new video show around Dagmar. Tentatively titled to go into production Saturday night, 11-11:30 slot, the show would be done remote from various army camps in the East. The blonde beauty is a veteran of show business and it was announced, this week, that she had been signed to a series of television programs starting next year.

Dagmar has already cut a kine of a new situation comedy for the American Broadcasting Company, but the network has, so far, been unable to peddle it.

U. of P. Again
Assails Rules
Of Football TV

PHILADELPHIA, Dec. 1.—The University of Pennsylvania, opponent of “College” televising of college football, will ask the Eastern College Athletic Conference to permit its membership to make an agreement “individually with its opponents” for the televising of home games. It was announced here this week, that because the members of the ECAC have not an agreement of this sort with the networks, the season this year has been going on without any televising of football games.

The agreement would be that the members in the conference would make their own agreements with the networks separately for televising their home games.

The conference is to meet tomorrow to decide its policy after the December adjournment of the group.

Murray listed seven reasons for substituting the resolution which a “college—industry” deal is intended to make such agreements as agreements with the networks.

The resolution further urges that the National Collegiate Athletic Association adopt a similar policy that the National Broadcasting Company adopt.

Ginger Rogers May
Veto CBS Sponsors

NEW YORK, Nov. 24.—The Columbia Broadcasting System may have some unexpected sponsor problems with Ginger Rogers, who signed a $1,000,000 five-year TV contract with the network last week. The agreement is understood to be an assignment of her contract to a third party, who will be paid $1,000,000 for the agreement. The CBS contract, which will start sometime in April, will be for 30 series, all originating from Hollywood.

The contract assigns the actress to do two films a year, for radio shows have been formulated

Theater May
Add TV Sports

NEW YORK, Nov. 24.—Exhibitors are being urged to increase the number and type of sports events they stage to make them more of a profit. The Garden for Theater TV use by the network in this week, the last time in a decade last week. Also, theatre management of initial events to be picked up, starting in December, is the saying in houses outside of New York. The projection and tab also may be lost than should be sufficient in itself.

Inasmuch as only basketball, of the indoor sports, has that has been tested on Theater TV, INT feels that this sport has the best chance of catching on quickly. House will not be required to sign for the entire slate, which is not yet firm, but will be able to select for their own use such material as they think will appeal to their own areas. Thus, it is likely that most houses will experiment during early portion of the season.

(Continued on page 17)

$25 SINCE ‘79
IS A BIG BITE

PHILADELPHIA, Nov. 24.—CBS-owned Channel 3, which carries the network, has been to be put into an expensive place of amusement. A check showed that by adding it and the 32 movie houses on the network list for the first six months of the year, no attempt will be made to get back what was lost. That was the order of the operation of the market for "service with an audience."
Washington Once-Over

BY BEN ATLANT

WASHINGTON, Nov. 24.—Fed-
eral theater affairs in the District
of Columbia have been quiet but
theatre people are hoping things
will pick up next week with the
return of the Iditarod from Alaska
and with the return of the tour of
Johnston's Flying Tigers from Ger-
many to New York and London.

The Domed City's street theater
is making steady progress and the
theatrical community is looking
forward to the coming of the new
touring companies to add to the
interest of the season.

Christmas Shows

Aided by the Christmas shows
that are scheduled for the month
of December, the theatre business
in the District is expected to pick
up considerably.

Christmas shows are an impor-
tant part of the seasonal business
in the nation's capital, and the
theatrical community is looking
forward to the coming of the new
touring companies to add to the
interest of the season.

Theatre managers are expect-
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Theatre Managers

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HAPPY BIRTHDAY, PARAMOUNT

Great and Near Great Have Played House Since 1926

NEW YORK, Nov. 24—Twenty-five years ago, the Paramount Theater opened its doors and, at the end of the first week (the opening) the gross was $50,000, according to John Mason Anderson, the Great and Near Great gave the house a

Today that $50,000 a week would still be pleasant but no longer a sensation, it was discovered last week. Bob Hope promised more than $50,000 a week last month, but just missed $150,000. Operating costs, he has been told, amount to almost 100 percent in the 25 years. But at the opening the house costs Paramount about $20,000 a week. State shows probably cost another $15,000. Picture rentals or personal appearances, etc., account for another $10,000.

In the years the Paramount has been playing it has probably played every act in the business. The Artie Shaw Band, Bob Hope, Jimmy Durante, Mr. and Mrs. DeSylva, and the rest of Mel Torme, were each graced by the house, as well as a host of others. Each of the stars has had his peak, and the house has played the majority of the best.
week early next week would close the gap. WMGM's New York outlet is now 4,000 listeners behind the CBS network, the fee for the finalization of the new network formula in the station's programming deal (The Bill- board, Dec. 15, 1951).

"No one," said Meighan, "can pretend that these stations have not been critical in the nation's economic recovery, with county-by-county figures coming in that show a 60% gain in sales, down now three years old."

Thus, WMGM's two-year-old metro program covering the 1949 Broadcast Measurement Bureau data, the "BM" study, said the CBS president, "does not reflect the 400 new radio stations that have come on the air in the last two years."

It is equally important, he continues, that the group also reflects the uneven development of television, for a few of our pioneer stations have closed and new network affiliations have been made.

Meighan said a plan is already under way to make an up-to-date information about current sales and volume figures available.

Further, "The data," said Meighan, "will be gathered by Standard Audit and Research Corp. The data will be the successor to the industry's Broadcast Measurement Bureau. This county-by-county study will go into operation for the first time in months.

CBS said Meighan was the first web to subscribe to this industry's Broadcast Measurement Bureau and he believes that only when the data is known to stations can stations and networks take constructive steps to improve the overall, realistic re-evaluation of radio.

New Policies

Meighan explained that in the "few next weeks" several new policies are being put into effect. "These," he said, "will add to the long list of opportunities pioneered by CBS radio, making it possible for us to create new and more efficient ways of doing business and to develop new electronics in the selection of music.

There is little doubt in the minds of industry observers that similar "new policies" will appear from the present series of meetings. 

"These negotiations are with key companies executive with which we are not now affiliated," said Liberty.

The general manager, Jim Fisk, said the negotiations were "just beginning" and that he was not able to say when the next week would be finalized.

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Du Mont Issue 1st on Para-ABC's Docket

WASHINGTON, Nov. 24.—Principal stockholders of United Paramount Theaters, Inc., the American Broadcasting Co. and other film-producing companies agreed this week to schedule the question of possible Paramount control over Du Mont as the first issue to be brought up for debate in the new Congress.\n
Meeting in the first of a series of 10-15 minute conferences, with the Federal Communications Commission officials, and ABC and Paramount spokesmen Tuesday (26).\n
"We are not here to sell anything," said DeWitt D. Morton, president of Du Mont's, who made a part of the merger case, and said that, by bringing in so many stockholders, the companies intended to handle the whole proceedings as for two years.

PCF hearing examiner Leo Benveniste, lampooned the ABC-PJC, and said he was merely allowing only about a month for the case, the first under the new conference rules. "It's a day's hearing (The Billboard November 24), will be followed by none such confer, Frederick Ford, counsel for Paramount, said, added. After being to Bob's demands to schedule the Du Mont case, is a principal stockholders in a meeting on the same subject, the companies agreed to have the case heard after the

Procedure

1. Anti-trust features involved in the Paramount-P 않을. The possibility of Paramount Television Produc- tion Corporation's "Hans" (9-11), and "Mail Call," the Balaban company has also been included in the Paramount-PJC agreement.\n
2. FCC's consent to transfer control of Paramount Television Corporation to Balaban & Katz, and Paramount Film Corporation, Inc. The Paramount company tv, and the newly formed RCA, Inc. have been tied to Paramount Pictures, coincide with a U.S. Supreme Court anti-trust case.

3. The application of ABC and Paramount Theaters, Inc., for a permit to transfer to the New York City broadcast market.

4. The possibility of an application by United Paramount Theaters, Inc., for an amended permit to apply for a station in New Orleans.

5. The permit for an application to transfer WBN-R TV in Chicago from Bataclan, Ltd., to ABC Television Network for $6,000.

Conference members also indicated that they would handle the merger case by setting aside some matters that would be brought up in the hearing two or three days later. They declined to amount the Paramount-PJC antitrust case (formerly the Paramount-Symphony case) before a Supreme Court decision is announced. The Supreme Court of the United States is expected to rule on Ford summaries of the newly filed complaint against the companies, which involve Paramount Pictures, Ford Motor Co., and the General Motors Corp.\n
Those attending the conference, besides the Paramount, Balaban & Katz, were Paul Porter, representative of the United Paramount Theaters, Inc., Henry Bergson, United Paramount Theaters, and James McMenem, ABC.

Shears Firm Buys 'Hans'

NEW YORK, Nov. 24.—Ellington agency this week bought "Hans" (9-11), and "Mail Call," which were included in the Paramount Pictures, Popcorn╰╯═—which will be handled by Shears-Firm. It is scheduled for 10/10.\n
Sunday: 11:30 a.m., 1 p.m., 3:30 p.m.\nMonday: 9:30 a.m., 11:30 a.m., 2 p.m., 4:30 p.m., 7:30 p.m., 9:30 p.m.\nTuesday: 9:30 a.m., 11:30 a.m., 2 p.m., 4:30 p.m., 7:30 p.m., 9:30 p.m.\nWednesday: 9:30 a.m., 11:30 a.m., 2 p.m., 4:30 p.m., 7:30 p.m., 9:30 p.m.\nThursday: 9:30 a.m., 11:30 a.m., 2 p.m., 4:30 p.m., 7:30 p.m., 9:30 p.m.\nFriday: 9:30 a.m., 11:30 a.m., 2 p.m., 4:30 p.m., 7:30 p.m., 9:30 p.m.\nSaturday: 9:30 a.m., 11:30 a.m., 2 p.m., 4:30 p.m., 7:30 p.m., 9:30 p.m.

CBS to Air 2 Drama Shows For Film Fund

NEW YORK, Nov. 24.—The Columbia Broadcasting System will present two 30-minute dramas this week as a part of its Film Fund. The two shows will be "Halfway Home," Saturday, 11:30 a.m., 8 p.m., and "Halfway Home," Sunday, 11:30 a.m., 8 p.m. All CBS stations will carry both programs.

Cowles Wants to Sell WCOP

WASHINGTON, Nov. 24.—For the past few months, Edward W. Cowles, chairman of the Cowles Broadcasting Company, has been concerned with the question of whether or not to sell the station. All members of the Cowles family have been concerned with the possibility of selling the station and the Cowles Broadcasting Company has been conducting a series of conferences with the Cowles stations, WCOP, and the station's management. The Cowles family has decided to sell WCOP and the station has been sold to the new owner, H. A. G. Bintzer, and the station is now known as KTRK.

U. OF P. TRIES AGAIN

Bids East Grid Org. Relax Telecast Rule

"Continued from page 1

C. B. A. TV's Eastern Sales Head

NEW YORK, Nov. 24.—Charles B. A. (Bill) Bunting has been named Eastern sales manager for C. B. A. TV's Eastern Sales Department. Bunting has been with the company for several years and has been active in the sales and production departments. He will be responsible for the Eastern sales territories of the company.

The New York 25 Top Flicks on Block

Bank to Auction Top Pix Among TV Bidders

NEW YORK, Nov. 24.—Television's financial market, which recently resumed after a period of inactivity, is expected to resume sales of new programs. The American Broadcasting Co. will auction off its top programs, including some of its most popular series, to the highest bidder. The auction will be held on December 1 and will include the following programs:

- "The Adventures of Superman" (ABC)\n- "Perry Mason" (ABC)\n- "The Beverly Hillbillies" (ABC)\n- "The Dick Van Dyke Show" (CBS)\n- "Ben Casey" (ABC)\n
The auction will take place at 10 a.m. at the ABC Studios in New York City. The proceeds from the auction will be used to expand ABC's programming schedule.

Gridcast Poll On NCAA Rules To Be Unveiled

NEW YORK, Nov. 24.—The National Collegiate Athletic Association, at its annual conference Friday (26) in Philadelphia, will unveil a poll of the survey taken for it by the National Opinion Research Center.

The poll, which is being timed for the season opener and the hope that most of the coaches will have voted, is expected to reflect the NCAA's look at the gridiron.

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MULTI-MILLION $ BUSINESS
Chi Major Pic Buyer
Altho 129 Spots Fold

CHICAGO, Nov. 24.—Despite the fact that more than 125 Loop and neighborhood theaters are available to them, nowhere in the past year, Chicago film buyers have been as difficult to account for as a major film buyers during the past year. According to estimates, as little as $3,000,000 of the film exchange business this year for feature length vehicles, both on the basis of admissions and rentals, is 65 programs a week. In any case, the relatively large volume of feature film business is somewhat planned.

Film sponsorship in the Windy City is a distinct possibility, both in the local area and in the area of the industry, but on both an individual and a group basis. The few local group accounts for approximately 100,000 individuals are reported to be for the benefit of the taking class. A larger group, also in the benefit class, with an account for another 10 percent of the city's population, is reported to be for the benefit of the local motion picture industry group. It is possible that some of these accounts might be rolled into national accounts under the general plan of the industry's extension and promotion efforts, but at the moment no definite steps are being taken to carry out this plan.

A scene to the north of Jim Moran, head of Courtyard Motors, largest producer of Chicago film buyers, who is also in his third year of film sponsorship in this city, is from a minimum of $750 to $1,000. Moran has presented his series over WGN-TV and WLS-TV, 9:30 p.m. CST. Films purchased and shown in Moran's theaters are presented in the city of Chicago and St. Louis at $1,000 per week, or slightly more than $1,000 per week, depending on the program, at the rate of $1,500 a week.

Auto Dealers Compete

The major film buyers in this area have, of course, head offices in the town. The major film buyers in the area have raised the price of the area's top-of-the-line cars. The price is $1,500 a week, and is raised to the point where the price is approximately $1,000 a week. The price is raised to the point where the price is approximately $1,000 a week.

Auto dealers and Chicago Film Exchange are now competing for the same customers. Chicago Film Exchange is now competing for the same customers. Chicago Film Exchange is now competing for the same customers.

KLAC Checks

Its Mail Pull

Via Drug Chain

HOLLYWOOD, Nov. 24.—KLAC, continuing its drive to prove that the Los Angeles Seven Station TV format is a success, has supplied its Aldo drug chain with drugs, free of charge, for the next two months, making a total of two months' worth of drugs. A two-month drive was planned through the Los Angeles drug chain, with each store being supplied with a quantity of free drugs. The Aldo drug chain is now supplying its Aldo drug chain with drugs, free of charge, for the next two months, making a total of two months' worth of drugs.

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ABC Profits

77% to Oct.

NEW YORK, Nov. 24.—The profit of ABC, Inc. and its subsidiaries, in the first nine months, net profit after federal taxes of $77.9 million, ABC, Inc. and its subsidiaries, in the first nine months, net profit after federal taxes of $77.9 million, ABC, Inc. and its subsidiaries, in the first nine months, net profit after federal taxes of $77.9 million.

In the same period of 1950, the company reported a profit of $79.5 million.
Roach Debuts

**Tele Pix Soon**

**HOLLYWOOD, Nov. 24—** Roach 24. The television series that will be aired next spring for which the comedian has signed a five-year contract with the Columbia Broadcasting System is in the off production during the next few weeks. The project, which is the first television series of the Roach 24. Roach said that the production budget will range from 

**NEW YORK, Nov. 24—** "Big Town" will be on two radio networks for about four weeks as a result of its recent switch from the National Broadcasting Company to the Columbia Broadcasting System. The show, which is sponsored by the American Tobacco Company, will be carried as a 30-minute program on the NBC network during the period. The show will be carried as a 30-minute program on the NBC network during the period. The show will be carried as a 30-minute program on the NBC network during the period.

**CHINCHILLA TV SELLS VIA 'FUN'**

**HOLLYWOOD, Nov. 24—** TV reruns of sales power known as boards. Tomorrow's chihuahua chum’s name, R. L. Donov- an will harness tele's sales power via a weekly quarterhour KNOTX series aimed at selling chihuahuas for home breeding purposes at $1,650 per pair. Series is lagged "Far Fun," featuring films treating the case with which the little animals can be raised. For the benefit of poten- tial breeders, each week's show will show evidence of their rapid growth. Beg was sold on a 1·5·26 p. basis.

**Kroger Will Not Renew Young Show**

**NEW YORK, Nov. 24—** Kroger will not renew its sponsorship of the "Alan Young Show" on a 15 station Columbia Broadcasting System Midwest network at the end of its current cycle. The comedian, however, will continue to be sponsored by Kro in the East in the Wednesday night 9·20 spot. Frozen has the same in Los Angeles. Ralph H. Jones to the Kroger agency.

**Town Hall Series Re-Pacted by ABC**

**NEW YORK, Nov. 24.—** The American Broadcasting Company this week concluded a 32-week renewal pact with Town Hall. The deal assures continuity of the "American's Town Meeting" series for another year.

**ROMANCING VIDEO**

**Talent Firms Shift Men to TV Liaison**

**HOLLYWOOD, Nov. 24—** Talent agencies have been expanded to include television. The move is expected to help fill the gap between the two networks.

**New skyway spans nation with words and pictures**

On September 4, the Japanese Peace Treaty Conference at San Francisco was flashed by Radio-Relay and coaxial cable facilities to viewers throughout the nation, and coast-to-coast television was a reality. This transmission of pictures across the United States has been made possible by the new transcontinental Radio-Relay system of the Long Lines Department of the American Telephone and Telegraph Company.
THE Billboard TV Show Charts

Top 10 TV Shows Each Day of the Week in ATLANTA (126,000 TV Sets; Videodex Panel Size 250)

According to Videodex Reports

WAGA-WTV (10:00-11:00) C. Daily
WAGA-7 (9:30-10:00) C. M.T.
WSB-TV (9:30-10:00) C. M.T.
WAGA-11 (10:00-11:00) C. M.T.
WAGA (9:30-10:00) C. M.T.
WAGA (10:00-11:00) C. M.T.
WBSA (9:00-10:00) C. M.T.
WSB-TV (10:00-11:00) C. M.T.
WSB-TV (9:00-10:00) C. M.T.
WAGA (10:00-11:00) C. M.T.

Top 5 Radio Shows Each Day of the Week in DETROIT ($610,000 Radio Homes)

According to Pulse Reports

FRIDAY

WLAN, 9:00-10:00
WJR, 9:00-10:00
WSY, 9:00-10:00
WGR, 8:30-9:30
WBBM, 9:00-10:00

CAPSULE COMMENT

The "Lux Radio Theater" was by far the top radio show in Detroit during September and October, the top listening period was Wednesday 8 p.m., when CBS had "Mr. District Attorney", the first half hour and "Dr. Christian" the second. NBC had "Gildersleve" the second half hour. For the first half hour, which was stronger than the second, NBC had "Hall of Ivy" in October and "Pee Kelly's Blues" in September.

The percentage of Detroit homes using radio during the average listening period in the fall of 1951, an increase of one whole point from the Summer listening.

For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).
Radio listening in New York television homes increased in certain choice time slots this fall as compared with the same periods last season. In some slots where radio listening was light, it held substantial listenership against the competition of the popular television programs.

In the 11-Noon slot, for instance, in which radio in TV homes is the strongest, New York City viewers tuned in more than 445,000 out of New York’s 2,500,000 TV homes, more than double the figure in the 1951 season. In this slot, of course, there was the strong competition of the popular TV program "See It Now." In the time slot from 10 to 11 A.M., TV homes tuned in more than 184,000 to 189,000 in the past two seasons.

The following chart, prepared exclusively for The Billboard by A.C. Nielsen Company, shows the viewing and listening habits of television and radio homes during the four weeks ending October 13, 1951, and compares it with the same period in 1950. The figures represented the average number of persons in each unit in television homes increased in the 9-10 a.m. slot as it did 1-2 p.m. and 3-4 p.m. slot.

The chart also shows that from 9 a.m. to 1 p.m., New York TV homes still used radio more than television, and also use in the next hour was just a shade behind TV.

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In the 11-Noon slot, for instance, in which radio in TV homes is the strongest, New York City viewers tuned in more than 445,000 out of New York’s 2,500,000 TV homes, more than double the figure in the 1951 season. In this slot, of course, there was the strong competition of the popular TV program "See It Now." In the time slot from 10 to 11 A.M., TV homes tuned in more than 184,000 to 189,000 in the past two seasons.

The following chart, prepared exclusively for The Billboard by A.C. Nielsen Company, shows the viewing and listening habits of television and radio homes during the four weeks ending October 13, 1951, and compares it with the same period in 1950. The figures represented the average number of persons in each unit in television homes increased in the 9-10 a.m. slot as it did 1-2 p.m. and 3-4 p.m. slot.

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EVERYBODY'S HAPPY

CBS Deals
5 Programs
To WGN-TV

NEW YORK, Nov. 24.—CBS has signed a deal with Chicago's WGN-TV for five new television series. The contract, which is expected to be announced today, is one of the most important in the industry.

WGN-TV, formerly the full-time station of the Chicago Sun-Times, continues as a Du Mont affiliate. The deal is beneficial on all levels: It strengthens CBS's efforts at daily programming, WGN can keep the newspapers' viewers and CBS gets an outlet in the second largest market.

Treyz Shifts To Weintrub

NEW YORK, Nov. 24.—Oliver Treyz, resigned this week as assistant director of the American Broadcasting Company's New York office. He is slated to join the William Weintraub Agency in an executive capacity concerned with campaign planning.

Don Hirsh Joins Foley and Gordon

NEW YORK, Nov. 24.—Don Hirsh has joined packagers Foley and Gordon as head of the sales and contact staff. Hirsh was formerly head of the sales division of Matterns, Reddy and Nelson.

PUBLICITY

FOR YOUR TALENT.

In three days of free publicity, there were 706 stories in the press and 162 on radio and television. More than 12 million people had a chance to see your talent. Your story was given more attention than if you spent a fortune on television or radio advertising. It was free! Why pay for it?

 ply: For your talent. Even if you're not in show business, you can use publicity to its best advantage. Publicity is not just for the show business people. It can be used by any business or individual who has a merchandise product or a talent. Publicity is the best way to get the biggest return for your money.

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PUBLICITY

FOR YOUR TALENT.
Ruby Mercer and Ted Haig—Music We Like

RADIO — Reviewed Saturday (17), 16:15-16:50 p.m. EST, Sponsored by WOR, New York, Produced by Jack Haggard, Directed by Jim Haggard.

There's a certain amount of merit in the idea behind this half-hour show. The "run" of the show is around the "hits" of the same involve record and music reviews, and where to buy gifts for Christmas. For 16 minutes Walter Mercer, Jim Haggard, and their musical partner, Bill Haggard, who was appropriately wide-eyed and "drowsy." Then Nancy took her turn. We were introduced to Miss Greer as a missionary from a foreign land, which must have been thought of to fill the gap between the "hits and the "hops." An example of "music we like," for sure.

Portraits in Sports

RADIO — Reviewed Tuesday (20), 16:15-16:50 p.m. EST, via the National Broadcasting Co. network.

Bill Stern's new 15-minute series begins Friday (23), 16:15 p.m., and is a package of the rest of the afternoon's variety shows. The 15 minutes are spent dressing in his usual "costume," then regaling the studio audience with anecdotes about his experiences in the world of sports. He begins by telling about the famous "Hatfield and McCoy" fight, which he refereed last year, and was involved in a quick discussion with the studio audience about the influence of the press on the sport of boxing. He then tells a story about a time when he spotted a horse running outside the ring during a fight, and was forced to stop the bout to call the police. He also discusses the influence of boxing on society, and how it has changed over the years. Stern's anecdotes are entertaining and informative, and he uses his experiences to give listeners a glimpse into the world of sport. Overall, the show is a great addition to the afternoon lineup, and is not to be missed by boxing enthusiasts or anyone interested in the history of the sport.
The article is a review of the Night Club Vaude Reviews, featuring reviews of various performers and acts. The text includes details about the acts' performances, their quality, and their impact on the audience. It also includes reflections on the overall experience of attending vaudeville shows.

Here is a structured version of the text:

**Olympia, Miami (Wednesday, November 21)**

Capacity, 2,170. Four shows daily. Price range, 35-95 cents. 8:30, 11:00, 1:30, and 3:00. Show played by Les Robe's house orchestra and quartet.

**Blue Angel, New York (Wednesday, November 21)**


**Fernem Room, Hotel Plaza, New York (Thursday, November 22)**


**Frenier, Room, Hotel Plaza, New York (Thursday, November 22)**


**Circo, Hollywood (Tuesday, November 19)**


**Chase Club, St. Louis (Thursday, November 21)**


**Belmont Theater, Los Angeles (Wednesday, November 27)**

Capacity, 1,200. Price policy, $1.50 and up. 1:30 and 7:30. Owners, Jerry Lewis. Show played by Louis Basal's house band.

**Roxy, New York (Tuesday, November 20)**

Capacity, 8,000. Price range 00 to $5.50. Shows five, and five, five shows. Week end. House booker, Bill Smith, Manager, Show played by the Buddy Morris band. Press, Jerry Lewis. Estimated budget, this show, $8,000.

**Fernier, Room, Hotel Plaza, New York (Thursday, November 22)**


The review highlights various acts, including a show with the Venus Moon, a Vaudeville act, and a show with the Venus Moon. The review also includes a reference to the use of gimmicks in vaudeville shows.

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The article provides a glimpse into the vaudeville era, showcasing the variety of acts and performances that were popular during this time. It emphasizes the importance of vaudeville as a form of entertainment, with its diverse range of acts and its ability to cater to a wide audience. The review also touches on the financial aspects of vaudeville, with mentions of budgets and ticket prices. Overall, the review provides a detailed and engaging account of the vaudeville scene, capturing its essence and its impact on the entertainment industry.
**Boca and the Silver Past**

By JOE CSIBA

IT IS somewhat typical of the jet-propelled nature of the radio-television growth that when one station achieves a full quarter century of successful, purposeful operation there is hardly time to break a newsbreak in a commonplace and usher in a "Will-done, Mar." before it becomes necessary to turn to pressing matters of the latest moment.

Thus even as the National Broadcasting Company enters its 25th year, its executives and affiliated stations gather at Boca Raton, Florida, with several extremely pressing propositions of the challenging new moment to be met. Among the most important of these pressing propositions is the network's new Economic Study Plan.

In this connection we would like to point up what seems to us to be a significant trend between the golden (or at least, sterling silver) past as represented by NBC's first 25 years and the more knotty problems with which all hands are now dealing at Boca.

Let it be recognized, to begin with, that the very problems besetting the Boca congregation are not of NBC's making. They are a natural and logical outgrowth of the very dynamism of the broadcasting industry.

Even a casual scan of the pages of this Then, Now . . . and Tomorrow special NBC 25th Anniversary section will prove to any reader that NBC has made a vast and lasting contribution to the broadcasting and telecasting industries. Virtually every station affiliated with the network and in either radio or TV has benefited, in one way or another, from these contributions. There is no reason to believe that the first 25 years of NBC contributions toward industry progress will not be as meaningful as they have been in the past. Nor is there reason to doubt that NBC stations will continue to benefit as substantially from future contributions.

It is not our intention here to discuss the markeable characteristics of the NBC Economic Study proposals. Way back in September, when The Billboard published the first news brief covering the proposals, we announced that news story with an editorial in which we said: "What is added at this point (in connection with the consideration of the Then, Now and Tomorrow special NBC 25th Anniversary section) is not so much another word of praise for NBC's contributions toward the broadcasting industry, progress, but an additional view of some of the new opportunities that lie ahead for the radio and television stations and networks of this country as a result of the NBC Economic Study proposals. We hope both sides will measure up to the potentialities. NBC stations have been so dominant in the country's broadcasting and telecasting industry, they seem to have the most to lose from any failure to place the network in proper perspective in the future. We hope both sides will measure up to the potentialities. NBC stations have been so dominant in the country's broadcasting.

Boca was designed, it is hoped, to be a "preliminary" meeting in which the station managers have been brought together to discuss the problems that beset this industry and to bring about some understanding of what the future of both the radio and television stations may be like. It is not our intention here to discuss the markeable characteristics of the NBC Economic Study proposals. Way back in September, when The Billboard published the first news brief covering the proposals, we announced that news story with an editorial in which we said: "What is added at this point (in connection with the consideration of the Then, Now and Tomorrow special NBC 25th Anniversary section) is not so much another word of praise for NBC's contributions toward the broadcasting industry, progress, but an additional view of some of the new opportunities that lie ahead for the radio and television stations and networks of this country as a result of the NBC Economic Study proposals. We hope both sides will measure up to the potentialities. NBC stations have been so dominant in the country's broadcasting and telecasting industry, they seem to have the most to lose from any failure to place the network in proper perspective in the future. We hope both sides will measure up to the potentialities. NBC stations have been so dominant in the country's broadcasting.

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Radio's Years Form Solid Base for TV's Rapid Climb

By Niles Tammann, Chairman of the Board of Directors, National Broadcasting Company

Twenty-five years in such a brief flash of time in the history of man—and history as we know it—is a mere tiny fragment of time—that it is truly astonishing that a whole new system of communication—a whole new concept of communication—should have been organized and developed and have grown to such stature within those few years. And where Radio had been years, TV, building on the experience, has pushed almost the same distance in the same number of years. This is not to say there is evidence of the velocity of the times in which we live.

No one has any idea how long it took man to acquire speech. A foreign language, an alphabet. A written language. Many many long centuries, no doubt. We do know that printing, in fact the whole medium of the printing word, was a slow process in the making. Yet, in only 25 years, less than a generation's time, radio grew to be not only a vast communication system feeding the world 'as a matter of course,' but to be also an integral part of our everyday lives. News, music, drama, information, the personal appearance of the great and small, they are all, very nearly, taken for granted. I say very nearly, some of it is true that radio and the newer TV still thrill the fancy of that early daily by its power to amaze us. But we have come to expect regularly everyday entertainment.

This didn't just happen. Some of it was planned and gained, of course, but not very much. Into the making of this industry has gone a tremendously amount of thought and hard work. I know of not other comparable venture in history where the sense of responsibility and obligation to entertain the public so strong and constant. This is one of the factors which give us the confidence of the general growth of our medium, the economic and social growth of our country. Can you imagine any comparable industry, only 25 years old, which could endure so great a shock as depression and survive not only in health but actually in great strength?

In the main, the broad outline of programming which had been laid down in the original announcement...

(Continued on page 21)

Radio and Television Networks

A Special Issue Commemorating NBC's 25th Anniversary

THEN

Radio's Years Form Solid Base for TV's Rapid Climb

By Niles Tammann, Chairman of the Board of Directors, National Broadcasting Company

NOW

Past Lends Confidence in Meeting AM-TV Problems

By Joseph McCannell, President National Broadcasting Company

In this, the 25th year of network broadcasting, radio and television can look forward with confidence toward a tremendous future. In the quarter century since NBC and ABC first broadcasted, radio has become an everyday entertainment, necessary to nearly everyone in the most remote corners of this vast country.

New television has added a dimension of sight to sound, and seen with there will be hundreds of TV stations, operating not only in very high frequencies, but also in ultra high frequencies. And we stand also on the threshold of a most significant advances in this surprising new industry, into which we, with all the certainty of tested scientific development, are moving from black and white television into a world of color. No dispute over methods or systems, so far as it our laboratory to the production stage, and the next step, which I am confident the industry will take in the next few years, national defense permitting, will bring others into the homes of nearly every American.

With 25 years behind us, and with the future so great as promised, this seems to be an appropriate time for some candid self-appraisal. Certainly, the industry has some problems which will have to be faced, and we do something to solve them. We will have to be forever upon the alert to attention which they now need.

The first problem is costs. Television had all of its immense growth in the postwar years. And before that tens of millions went into TV research and program preparation. So much was spent that at the beginning of the 25th year of network broadcasting could show a cost of revenue from network broadcasting. Our financial problems have not relaxed, even in the program production year, and as we added stations and new programs, just as rapidly operating and production costs have mounted.

The cost of talent represents a major increase, costs which are indeed a factor from the very first, the first day of radio broadcasting. As a result of increased competition in many cases, leading perform- ers in TV command salaries which are far beyond what a few years ago. I would not pass judgment as to...
Then, Now and Tomorrow

A Special Issue Commemorating NBC's 25th Anniversary

THE NATIONAL BROADCASTING COMPANY'S OWNED AND OPERATED STATIONS

By William S. Hedges, Vice-President, National Broadcasting Company

The ownership of stations by the National Broadcasting Company at the very beginning was an afterthought—a sort of accident which was wholly incidental to the main purpose of growing into a chain of high-quality programs which would be carried across the nation. When AT&T gave up the idea of providing radio service and sold out to the Radio Corporation of America, WJZ of Cleveland, OWB of New York, and other local stations went into the bars. After all it seemed a good idea to have a key station to which to listen with an assurance that all programs of the network would be carried. Subsequently, however, it became apparent that the network needed key stations not only to provide a wide area of listeners for its important sustaining and commercial shows, but also as a program source to give a truly national flavor to the program structure. Shortly after the formation of NBC, WRC, Washington, D.C., which had been established by RCA in 1923, was turned over to its new subsidary. Under the ownership of the Blue Network in the early part of 1921, WJZ was added to Blue's list of the organized and operated Blue Network radio stations. With the formation of the Blue Network on October 15, 1929, WTAM, of Cleveland, was purchased, thus not only did NBC get its first radio station, but it also secured a goose sat in the person of John Royale, who as manager had really put WJZ on the map. He was induced to come to New York as the network's program chief. WNEP, which shared a channel with WLS in Chicago, was transferred to NBC in 1931. On November 1, 1931, WMAQ was sold by the Chicago Daily News to NBC between Col. Frank Kus, a radio innovator, who had a slight aversion for radio, and besides he wanted more and additional operating capital for the News. WMAQ had a central office, WBLK, in an experimental television station, which was put on the air in 1928 as a means of getting a foot in the door of television, which had already been opened by experimental work of RCA in the East. WSB operated in a 50Kw. band at 216Kw. With a bank of television cells for a camera and a perforated spinning disk as a scanner, it seemed cooperate through the air in 1930 and 1931, which had been purchased up to as far distant as Omaha, Neb., Akron, Ohio, and Dayton, Ohio. However, the experiment had been essentially an entertainment in TV was laid away to rest a while when a completely electronic system would revolutionize the world. By the end of 1929, NBC had added 36 stations to the 108 women who lived in a chateau, having become the guardian, so to speak, of the Westinghouse and others. The network was now entering its third birthday, having outgrown the first two years of a great variety and had increased its radio audience to over 100,000,000. By the end of 1931, NBC had a fully developed network, which was as complete as the various networks of today. It was evident that NBC had acquired the resources of the Blue Network, OWB, and other local stations which were now part of the network. The network had grown from 10 to 80 stations, and its audience was increasing at an amazing rate. The network was now ready to expand its territory and begin to reach the other parts of the country. The network's growth was due to the fact that the network had a clear and definite concept of its purpose and mission. The network was aimed at providing entertainment and information to the American public, and it was determined to do so by providing high-quality programs that would appeal to a wide audience. The network was also committed to providing programs that were diverse and that would appeal to different segments of the population. The network was committed to providing programs that were inclusive and that would appeal to all Americans, regardless of their background or beliefs. The network was also committed to providing programs that were educational and that would help people learn about the world around them. The network was committed to providing programs that were innovative and that would push the boundaries of what was possible in radio. The network was also committed to providing programs that were entertaining and that would provide joy and laughter to its audience. The network was committed to providing programs that were diverse and that would appeal to different segments of the population. The network was committed to providing programs that were inclusive and that would appeal to all Americans, regardless of their background or beliefs. The network was also committed to providing programs that were educational and that would help people learn about the world around them. 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Announcing the National Broadcasting Company, Inc.

National radio broadcasting with better programs permanently assured by this important action of the Radio Corporation of America in the interest of the listening public

The Radio Corporation of America is the largest distributor of radio receiving sets in the world. It handles the entire output in this field of the Westinghouse and General Electric factories. It does not say this boastfully. It does not say it with any acrimony. It says it for the purpose of making clear the fact that it is more largely interested, more selfishly interested, if you please, in the best possible broadcasting in the United States than anyone else.

Radio for 26,000,000 Homes

The market for receiving sets in the future will be determined largely by the quantity and quality of the programs broadcast. We say quantity because they must be diversified enough so that some of them will appeal to all possible listeners. We say quality because each program must be the best of its kind. If that ideal were to be reached, no home in the United States could afford to be without a radio receiving set.

Today the best available statistics indicate that 5,000,000 homes are equipped, and 21,000,000 homes remain to be supplied. Radio receiving sets of the best reproductive quality should be made available for all, and we hope to make them cheap enough so that all may buy.

The day has gone by when the radio receiving set is a plaything. It must now be an instrument of service.

WEAF Purchased for $1,000,000

The Radio Corporation of America, therefore, is interested, just as the public is, in having the most adequate programs broadcast. It is interested, as the public is, in having them comprehensive and free from discrimination.

Any use of radio transmission which causes the public to feel that the quality of the programs is not the highest, that the use of radio is not the broadest and best use in the public interest, that it is used for political advantage or selfish power, will be detri mental to the public interest in radio, and therefore to the Radio Corporation of America.

To ensure, therefore, the development of this great service, the Radio Corporation of America has purchased for one million dollars station WEAF from the American Telephone and Telegraph Company, that company having decided to retire from the broadcasting business.

The Radio Corporation of America will assume control of that station on November 15.

National Broadcasting Company Organized

The Radio Corporation of America has decided to incorporate that station, which has achieved such a deservedly high reputation for the quality and character of its programs, under the name of the National Broadcasting Company, Inc.

The Purpose of the New Company

The purpose of that company will be to provide the best program available for broadcasting in the United States.

The National Broadcasting Company will not only broadcast these programs through station WEAF, but will make them available to other broadcasting stations throughout the country so far as it may be practicable to do so, and they may desire to take them.

It is hoped that arrangements may be made so that every event of national importance may be broadcast widely throughout the United States.

No Monopoly of the Air

The Radio Corporation of America is not in any sense seeking a monopoly of the air. That would be a liability rather than an asset. It is seeking, however, to provide a machinery which will insure a national distribution of national programs, and a wider distribution of programs of the highest quality.

If others will engage in this business the Radio Corporation of America will welcome their action, whether it be cooperative or competitive.

If other radio manufacturing companies, competitors of the Radio Corporation of America, wish to use the facilities of the National Broadcasting Company for the purpose of making known to the public their receiving sets, they may do so on the same terms as accorded to other clients.

The necessity of providing adequate broadcast ing is apparent. The problem of finding the best means of doing it is yet experimental. The Radio Corporation of America is making this experiment in the interest of the art and the furtherance of the industry.

A Public Advisory Council

In order that the National Broadcasting Company may be advised of the type of programs which should be avoided, that the public may be assured that the broadcasting is being done in the fairest and best way, always allowing for human frailties and human performance, it has created an Advisory Council, composed of twelve members, to be chosen as representative of various shades of public opinion, which will from time to time give it the benefit of their judgment and suggestion. The members of this Council will be announced as soon as their acceptance shall have been obtained.

M. H. Aylesworth to be President

The President of the new National Broadcasting Company will be M. H. Aylesworth, for many years Managing Director of the National Electric Light Association. He will perform the executive and administrative duties of the corporation.

Mr. Aylesworth, while not hitherto identified with the radio industry or broadcasting, has had public experience as Chairman of the Colorado Public Utilities Commission, and, through his work with the association which represents the electrical industry, has a broad understanding of the technical problems which measure the pace of broadcasting.

One of his major responsibilities will be to see that the operations of the National Broadcasting Company reflect enlightened public opinion, which expresses itself so promptly the morning after any error of taste or judgment or departure from fair play.

We have no hesitation in recommending the National Broadcasting Company to the people of the United States.

It will need the help of all listeners. It will make mistakes. If the public will make known its opinion to the officials of the company from time to time, we are confident that the new broadcasting company will be an instrument of great public service.

RADIO CORPORATION OF AMERICA

OWEN D. YOUNG, Chairman of the Board

JAMES G. HARBORD, President
This ad appeared 25 years ago this month

It announced a new era in communication among men.

It heralded a new means of people talking to people all over America.

25 years ago this month network radio was born.
Nine pioneer stations were linked together in the beginning of the greatest mass communications medium in the world.

In that first NBC advertisement we pledged to give the American people the best broadcasting in the United States. The growth of this network from those nine stations to the list you'll find in the columns below is an indication as to how well NBC has fulfilled that pledge.

| KANS. | Wichita, Kansas  |
| KARK | Little Rock, Arkansas  |
| KANT | Douglas, Arizona  |
| KCRU | Houma, Louisiana  |
| KDKA | Pittsburgh, Pennsylvania  |
| KSD | Salt Lake City, Utah  |
| KFMO | Sioux Falls, South Dakota  |
| KERO | Bakersfield, California  |
| KFAM | St. Cloud, Minnesota  |
| KFLY | Los Angeles, California  |
| KFSD | San Diego, California  |
| KFBI | Bismarck, North Dakota  |
| KGUX | Springfield, Missouri  |
| KGHL | Billings, Montana  |
| KGU | Safford, Arizona  |
| KNGC | Amarillo, Texas  |
| KGU | Honolulu, Hawaii  |
| KGW | Portland, Oregon  |
| KNBC | San Francisco, California  |
| KNOE | Monroe, Louisiana  |
| KNOX | Knoxville, Tennessee  |
| KOAM | Pittsburgh, Kansas  |
| KOBI | Albuquerque, N. M.  |
| KOJO | North Platte, Nebraska  |
| KOH | Reno, Nevada  |
| KOMO | Seattle, Washington  |
| KORK | Las Vegas, Nevada  |
| KPLC | Lake Charles, Louisiana  |
| KXLY | Alexandria, Louisiana  |
| KDEC | Peoria, Arizona  |
| KJAR | Shreveport, Louisiana  |
| KTFF | Twin Falls, Idaho  |
| KLSM | El Paso, Texas  |
| KTVN | Great Bend, Kansas  |
| KVON | Tuscaloosa, Alabama  |
| KVOD | Tulsa, Oklahoma  |
| KBHW | Hutchinson, Kansas  |
| KFJB | Globe, Arizona  |
| KQFX | Butte, Montana  |
| KXJL | Helena, Montana  |
| KGBX | Great Falls, Montana  |
| KXLO | Missoula, Montana  |
| KYCA | Prescott, Arizona  |
| KAYS | Manistee, Minnesota  |
| KYUM | Yuma, Arizona  |

| KZBH | Manila, Philippine Islands  |
| WALA | Mobile, Alabama  |
| WAMI | Laurel, Mississippi  |
| WAPF | Chattanooga, Tennessee  |
| WAVX | Louisville, Kentucky  |
| WAZL | Hazleton, Pennsylvania  |
| WBAI | Baltimore, Maryland  |
| WABR | Fort Worth, Texas  |
| WBN | Buffalo, New York  |
| WBCL | Clarabella, New York  |
| WBAM | Monroe, Georgia  |
| WBTX | Torrington, Indiana  |
| WBRB | Birmingham, Alabama  |
| WBRE | Wilkes-Barre, Pa.  |
| WBZ | Boston, Massachusetts  |
| WBZA | Springfield, Mass.  |
| WCOA | Pensacola, Florida  |
| WCRS | Greenwood, S. Carolina  |
| WCHS | Portland, Maine  |
| WDBI | Kansas City, Missouri  |
| WDAK | Columbus, Georgia  |
| WDAY | Fargo, North Dakota  |
| WDEL | Wilmington, Delaware  |
| WDSU | New Orleans, Louisiana  |
| WEAT | Lake Worth, Florida  |
| WEAU | Eau Claire, Wisconsin  |
| WENK | Denver, Colorado  |
| WERI | Eri, Illinois  |
| WERT | Elyria, Pennsylvania  |
| WES | Easton, Pennsylvania  |
| WFAA | Dallas, Texas  |
| WPRC | Greenville, S. Carolina  |
| WPTG | Altona, Pennsylvania  |
| WBAG | Kansas City, Missouri  |
| WFG | Youngstown, Ohio  |
| WFOR | Hattiesburg, Mississippi  |
| WGA | Lancaster, Pennsylvania  |
| WGBF | Evansville, Indiana  |
| WGC | Kalamazoo, Michigan  |
| WOKV | Charleston, W. Va.  |
| WCKA | Kennedown, Missouri  |
| WGY | Schenectady, New York  |
| WHAM | Rochester, New York  |
| WHLS | Bluefield, West Virginia  |
| WHIZ | Zanesville, Ohio  |
| WHB | Virginia, Minnesota  |
| WHO | Des Moines, Iowa  |
| WHOF | Madison, Wisconsin  |
| WINK | Winchester, Virginia  |
| WING | Binghamton, New York  |
| WOOD | Miami, Florida  |
| WIRE | Indianapolis, Indiana  |
| WIS | Columbus, S. Carolina  |
| KXLY | Sioux City, North Carolina  |
| WJAC | Johnstown, Pennsylvania  |
| WJAR | Providence, Rhode Island  |
| WJAX | Jacksonville, Florida  |
| WJBF | Augusta, Georgia  |
| WJO | Baton Rouge, Louisiana  |
| WDX | Jackson, Mississippi  |
| WJIM | Lansing, Michigan  |
| WJSH | La Crosse, Wisconsin  |
| WBBO | Harrisburg, Pennsylvania  |
| WKPI | Kingsport, Tennessee  |
| WXY | Oklahoma City, Oklahoma  |
| WKTB | Paducah, Kentucky  |
| WLAK | Lakeland, Florida  |
| WLBZ | Bangor, Maine  |
| WLOK | Lima, Ohio  |
| WLW | Cincinnati, Ohio  |
| WBMM | Marionette, Wisconsin  |
| WBQA | Chicago, Illinois  |
| WBMB | Atlanta, Alabama  |
| WMNC | Memphis, Tennessee  |
| WMFG | Hibbing, Minnesota  |
| WMIS | Natchez, Mississippi  |
| WMFR | Lewistown, Pennsylvania  |
| WMVA | Martinsville, Virginia  |
| WNDC | New York, New York  |
| WNHC | New Haven, Connecticut  |
| WOAI | San Antonio, Texas  |
| WOC | Davenport, Iowa  |
| WOOD | Grand Rapids, Michigan  |
| WQPI | Bristol, Tenn.-Virginia  |
| WOR | York, Pennsylvania  |
| WORZ | Orlando, Florida  |
| WOWO | Omaha, Nebraska  |
| WPFF | Raleigh, North Carolina  |
| WRAK | Williamsport, Penna.  |
| WRAW | Reading, Pennsylvania  |
| WRC | Washington, D. C.  |
| WKDO | Augusta, Maine  |
| WROL | Knoxville, Tennessee  |
| WRCN | Roanoke, Virginia  |
| WASM | Saginaw, Michigan  |
| WSN | Allentown, Pennsylvania  |
| WSU | Wausau, Wisconsin  |
| WSAV | Savannah, Georgia  |
| WSBS | Atlanta, Georgia  |
| WSCR | Scranton, Pennsylvania  |
| WSFA | Monroe, Alabama  |
| WSJS | Winston-Salem, N. C.  |
| WSLS | Roanoke, Virginia  |
| WSM | Nashville, Tennessee  |
| WSOC | Charlotte, N. Carolina  |
| WSPD | Toledo, Ohio  |
| WSVB | Harrisonburg, Virginia  |
| WSYR | Syracuse, New York  |
| WTAG | Flint, Michigan  |
| WWTAM | Cleveland, Ohio  |
| WTAR | Norfolk, Virginia  |
| WTBQ | Cumberland, Maryland  |
| WTCI | Hartford, Connecticut  |
| WTMN | Charleston, S. Carolina  |
| WMJ | Milwaukee, Wisconsin  |
| WEC | Elkhart, Indiana  |
| WTMT | Trenton, New Jersey  |
| WWJ | Detroit, Michigan  |
the voice of NBC

celebrates its 25th anniversary...
a quarter of a century as the
most influential selling voice
in the country... a quarter of
a century as the voice of
the greatest names of this
industrial era.

Today, NBC's great assemblage
of the nation's top stations
unite to form the world's largest
advertising medium.

But the true measure of a
network is not what it has done
in the past but what it is doing
today and what it will do in
the future.

And by that standard, too, NBC
is America's No. 1 Network.
NBC today is producing some of the
finest shows in radio history.
And NBC pledges itself to serve
the advertiser and the American
public even better in the
quarter-century ahead.

America's No. 1 Network

NBC Radio Network

A service of Radio Corporation of America
It's the Silver Jubilee on NBC—
where People Sell Better than Paper!
New York, Nov 24—Among the many public services the National Broadcasting Company has done, one of the most valuable has been to bring the greatest music performed by the world’s most talented musicians into homes all over the country. Indeed, serious music has acquired a new perspective in the radio era.

NBC has consistently been a leader in music broadcasting. The NBC Symphony Orchestra is, perhaps, the most lavish example of a broadcaster’s sustained investment in music. This month, as Arturo Toscanini conducts the NBC Symphony at Carnegie Hall every Saturday, 6:30-7:30 p.m. EST, marks 14 years since the founding of this distinguished group. Maestro Toscanini first led the orchestra on Christmas night, 1928.

NBC has been on the musical stage since its earliest days. About 10 years, beginning in 1926, the city offered the famous “Music Appreciation Hour” under Dr. Walter Damrosch. With the help of an orchestra and a pianist, Dr. Damrosch directed, analyzed and explained the great works. The show was aired weekly and was picked up in the classrooms all across the U.S.

NBC also carried the first network broadcast of the Boston Symphony in 1937 and of the Philadelphia Symphony in 1939. In 1930, NBC for the first time gave a radio broadcast of a foreign concert, the London Philharmonic.

On Christmas Day, 1931, NBC broadcast an annual presentation of the stage of the Metropolitan Opera House for the first time. The opera that day was “Hansel and Gretel.” NBC in 1937 was the first broadcasting organization to commission an opera for radio—“Otello,” by Giuseppe Verdi.

TOMORROW

William F. Brooks, Vice-President of Public Relations, National Broadcasting Company

It is not without misgivings that I den, if only for a moment, the robes of a prophet and try to forecast the future of public radio. I have carefully analyzed our present successes and failures, and I am sure that we can do better.

When the players have acquired the necessary experience, when the situations that they face are more complex than the situations that they are currently facing, when the questions that they are faced with are more difficult than the questions that they are currently facing, when the costs of playing are more expensive than the costs of playing are currently facing, when the audiences that they are trying to reach are more specialized than the audiences that they are currently reaching.

As the World Develops, So Shall the Field of Publiserv Programs

TV to Make History Beatitude

William F. Brooks

valve in winter, the football, the football games, the baseball games, the country dances, the rodeos, the home, the shows, the movies, the magazines. (And a special word may here be put in for the latter, art being as natural a subject for television as music for radio.) There is a new generation of men and women, who will not associate the name of churches and temples of all the world.

Focal Point

The NBC Symphony Orchestra, NBC’s most lavishly endowed symphony orchestra, has a long and distinguished history. Indeed, serious music has acquired a new perspective in the radio era.

Indeed, serious music has acquired a new perspective in the radio era.
Radio and Television Network Programming

**THEN**

Back in 1939 the Payoff
In Television Was Peanuts

Heavy Investments Bring Coffee and Cake Returns. Sex Billboard 12 Years Ago

or $700 per show, which would be a moderate budget for a one-night vaudeville show using name acts. However, NBC is using standard acts, its own, and in some cases headline acts. This means that on a straight financial basis the acts get a whistle and a fast pay as pay.

Webs Justified

However, the trade generally feels that the network is justified in paying on the present basis.

(Continued on page 49)

**NOW AND TOMORROW**

NBC's Tight, Swiftly-Paced Programming To Match New Challenges With More of Same

By Charles (Bud) Barry, Vice-President in Charge of Radio Programs, National Broadcasting Company

The "now" and the "tomorrow" of any business is a pretty complicated subject about which to discourse. In radio it is tougher because ours has always been and will always be a fast-changing business. That's what makes it so fascinating and glamorous and more importantly so successful. We at NBC are highly pleased with the way things are going now and unless I read my blueprints incorrectly we'll be just as pleased with tomorrow even without knowing exactly when tomorrow will be.

There is only one answer to today's challenge to radio. That is to make radio better than ever. That means better programs, better sales techniques, better promotion and publicity and better facilities. Let's talk about the programming aspect only because my other hard-working colleagues at NBC are busy in the other areas of program.

We at NBC know one simple way in which this industry's potential secret. That is that we can build bigger audiences for radio with programs of the type and quality which the public desires. Right now we're busy as ever with "The Big Show," our sophisticated, glamorous variety show which a

**OLD STARS RETURN, NEW ONES ARE BORN**

As Medium Retains Health in Good Condition

For short months ago became the rallying point for the entire industry. It captured the public's imagination and through it they were led to a greater awareness and a greater desire to listen to other programs. Television, of course, has the eye but we have the mind's eye and in radio are in the only medium that has that. The "Big Show" is only one aspect of our plans for right now. It was a vehicle to bring back the glamour and excitement of the pre-televison age and we've succeeded admirably.

But, all through our schedule we have brought back to radio the swiftly-paced, tightly built, economically created programs in all categories—mystery, adventure, drama, comedy, audience participation, news and discussion. They are swiftly paced to build audience. They are

(Continued on page 9)

**1930**

The Catholic Hour began its current series. This photograph of Father Gillis was taken in 1927.

**1933**

Starrs of the Chicago Round Table Series, T. V. Smith, professor of philosophy, Stuart P. Mood, past professor of finance and James W. Lewis, professor of English.

**1933**

Big Ben, David Sarnoff formally opens RCA exhibit at Chicago's Century of Progress Exposition.

**1933**

General Sarnoff and Guglielmo Marconi.

**1930**

Grover Whalen greeting America's delegates to the Naval Pageant. Left to right: Jim Wallington, Dwight W. Morrow, Senator Robinson, Grover Whalen, Secretary of State Henry Stimson and Secretary of Navy Adams.

**1933**

First year of the Metropolitan Opera Company on the network. Picture taken in studio at the Guild house and Maria St ankles, Frank Chapman, G. Mario and Robert Armstrong.
Then, Now ... and Tomorrow

A Special Issue Commemorating
NBC's 25th Anniversary

Radio and Television Sales

By George Frey, Vice-President &
Director of Television Network
Sales, National Broadcasting
Company

As far as I know, the earliest
use of broadcasting in the com-
mmercial sense occurred in Arabia
in the year 500 A.D. Of course
it was without benefit of elec-
tronics, but nevertheless it was
broadcasting and it was commer-
cial. The microphone was a long
curved ram's horn, the trans-
mitter was a goat. In Medina, the
announcer was an African bear.

Now a commercial was a plug for a
special camel train which took audi-
cences to Mecca for a regular
weekly show. In 1927, NBC
began to clear the air in the local bar
placings and put the camel races
and general opinion in the
trade, this was not when
George Frey entered broad-
casting. I quote all this history not
because the editor of The Bill-
board did not make clear what
he meant by there being ads, but
rather the present history of
what we now call broadcast-
ing, the crowd with drawn scissors
and anybody who looked as
if he might be thinking about
something other than the com-
mmercial suddenly lost the capac-
ity to think at all. Thus, the
commercial was assured of maxi-
mum impact and circulation
was guaranteed 100 percent. All
the good talent was on one sta-
tion, and after there were no
availability left, the salesmen
just sat around in the local bar
placing bets on the camel races.

So the general opinion in the
trade, this was not when
George Frey entered broad-
casting. I quote all this history not
because the editor of The Bill-
board did not make clear what
he meant by there being ads, but
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the good talent was on one sta-
tion, and after there were no
availability left, the salesmen
just sat around in the local bar
placing bets on the camel races.

Youth's Trials Bring Radio to Full
Stature to Meet New Era's Challenge

Background of Success
Puts Medium in Readiness
With New Approaches

By John K. Herbert,
Vice-President in Charge of Radio
Network Sales, National Broad-
casting Company

In an era when the atom has
become fashionable and chain
reaction has become as well-
known to school children as Li
Akhner, it is perhaps surprising
to find that modern-day radio is
celebrating its 25th anniversary.
Measured by any standard, 25
years is a long time, a gener-
isation of the length of time it
takes a surging, mewing infant
to become an assured, civil-
ized mature man. Like any
growing thing, radio has gone
through a variety of stages. It
has had its infancy, its puberty
its adolescence. It has suffered
the varied fortunes of growth,
too—but as it grew, it constantly
added stature to itself. In its
early 'teens, it became the great-
est salesman the world has ever
known. In its later 'teens, it be-
came the only medium that
could reach virtually all the peo-
ple, a matter of national im-
portance. In its maturity, it
became a major factor in the
growing commercial world of
radio's day, and the medium
became a matter of more and
more concern to the people who
did business in radio. Now, in its
younger years, it has reached
such proportions, that it is a
matter of World's concern. It is
a matter of more and more
concern to the people who do
can't afford to do business in
radio or who are interested in
it. This is the medium which
has it all... the medium which
can't be avoided... the medium
which is the world... the medium
which is radio. And radio
is very much a part of our
world today.

Today's Audience Yardsticks
N. G. for 1955's TV Impact

Edward D. Madden

N. G. for 1955's TV Impact

Edward D. Madden

By Edward D. Madden, Vice-
President in Charge of Sales
and Technical Operations,
National Broadcasting Company

of the industry. "Tomorrow" in
will be the day when all time periods
are sponsored, all contracts firm,
all options cleared, all programs
in impeccable taste, and all
interests in the social, educational,
educational, religious, or polit-
ically minded people taken care
of. Not being the philosophical
aspect of the question I am
addressing, I want to get right to
the fact that "tomorrow never
comes." Sometimes it does seem
rather distant. And sometimes,
when you look around at the many
talented people who are making
a prodigious effort to bring it
closer, it doesn't seem far away at
all. It is necessary, when dealing
with television, to employ new
dimensions of thought. By 1955
there will be 20,000,000 TV homes.
The effect of the TV made up of
an audience of 50,000,000 people
told what is the simple sum
of the number of television audi-
ences of that magnitude. The inte-
rest is something far greater
than just the immediate
is the sum of our entire concepts
of advertising results.

What this means to an adver-
tiser is something for which

1934 Kraft Music Hall began long run on NBC. Left to right: Bing Crosby, James Linn, Bob Burns, Don Gilman.

1935 Miriam and Jim Jordan with Harlow Wilson announcing begin Fibber McGee and Molly series in May.

1937 NBC featured a dramatic eye-witness account by Herb Morrison of the Hindenburg disaster. Morrison's stirring
recording was rushed to NBC for broadcasting.
IS NBC TELEVISION SOLD OUT? It's true our nighttime and daytime availabilities are all but gone. But you can still get NBC's formidable talent parade on your side via a few current opportunities like The Goldbergs; Kukla, Fran and Ollie; William Gargan; Ruth Lyons' 50 Club; Howdy Doody; NBC Opera; Gabby Hayes; Nature of Things; Mr. Wizard; Battle Report—Washington, and other high-powered properties.

Contact NBC Television Sales, 30 Rockefeller Plaza, New York 20, N. Y.—Circle 7-8590.

The biggest stars...

ABBOTT & COSTELLO  LOLA ALBRIGHT  FRED ALLEN  MEL ALLEN
HOWARD BARLOW  JACK BARRY  ROBERT BARRY  GERTRUDE BERG
MILTON BERLE  VIVIAN BLAINE  VICTOR BORGE
BILL "MOPALONG" BOYD  JULES BUFFANO  CACTUS JIM
SID CAESAR  EDDIE CANTOR  JACK CARSON
JACK CARTER  BETTE CHAPEL  IMOGENE COCA
DOROTHY COLLINS  TED COLLINS  BUD COLLIER
BOB CONSIDINE  JOHN CONTE  FRANK DAN
DENNIS DAY  HOWDY DOODY  OLIVER DRAGON
JACK DREW  JIMMY DURANTE  RALPH EDWARDS
BOB ELLIOTT  DAVE EVANS  BERNADINE FLYNN
FRANK GALLOP  WILLIAM GARGAN  HENRY GARRARD
DAVE GARROWAY  MARJORIE GATESON  JACKIE GLEASON
BILL GOODWIN  RAY GOULDING  TED GRANIK
WALTER GREAZA  JACK HASKELL  BILL HAYES
GABBY HAYES  DON HERBERT  ED HERLIHY
HONEY BROTHERS  BOB HOPE  TED HUSING
EDDIE JACKSON  DENNIS JAMES  JUDY JOHNSON
JUNE JOHNSON  SPIKE JONES  ROOTIE KAZOOTIE
JACKIE KELLY  NICK KENNY  WAYNE KING
KUKLA, FRAN & OLLIE  SNooky LANSOn
PINKY LEE  JERRY LESTER  BUNNY LEWELL
RUTH LYONS  BERT LYTHEL  MAGGIE McneILLIS
TED MACK  DR. BOY K. MARSHALL  MARTIN & LEWIS
TONY MARTIN  GROUCHO MARX  SOMERSET MAUGHAM
MARTY MAY  JAMES MELTON  ROBERT MONTGOMERY
LOYD NOLAN  DONALD O'CONNOR  OLSEN & JOHNSON
J. C. OLENS  BERT PARKS  R. MARLON PERKINS
SUSAN PETERS  MARGHERITE PIAZZA  EZIO PINZA
JIMMY POWERS  ROBERTA QUINLAN  MARTHA RAYE
ROY ROGERS  JACK ROTH  MARTHA ROUNTREE
CONNIE RUSSELL  TODD RUSSELL  RAYMOND SCOTT
DAN SEYMOUR  DINAH SHORE  RED SKELTON
SKY KING  BOB SLOANE  BOB SMITH
KATE SMITH  LAWRENCE SPIVAK  KAY STARR
JOHN STEELMAN  BILL STERN  SID STONE
JOHN CAREERON SWAYZE  DENNY THOMAS  BIRR TILLSTROM
ARTURO TOSCANINI  ROBERT TROUT  MARGARET TRUMAN
DOROTHY WARENSKJOLD  EILEEN WILSON
PAUL WINCHELL  JERRY MAHONEY  ED WYNN

...the biggest audiences!

NBC television
America's No. 1 TV Network
A Service of Radio Corporation of America
1941 NBC's W2XBS (later WNBT) goes on the air as the world's first commercial TV station, transmitting from the Empire State Building.

1942 First mass education by television initiated by NBC-RCA in training thousands of air-raid wardens for the New York area.

1943 NBC camera crews begin first regular schedule of experimental color television broadcasts experimentally in Washington, D.C.

1944 First mass education by television initiated by NBC-RCA in training thousands of air-raid wardens for the New York area.

1945 The dramatic opening sessions of the UN Security Council at Hunter College, New York, are televised by NBC.

1946 Historic screening by NBC cameramen of battle maneuvers on aircraft carrier U.S.S. Leyte 30 miles at sea.

1947 NBC Television cameras enter halls of Congress for first time to show opening ceremonies of 80th Congress.

1948 Maestro Arturo Toscanini conducts NBC Symphony Orchestra in first major musical telecast—an all-Wagner program.

1948 Historic screening by NBC cameramen of battle maneuvers on aircraft carrier U.S.S. Leyte 30 miles at sea.

1949 NBC launches a succession of revolutionary programming concepts—Saturday Night Revue, Four Star Revue, Comedy Hour, The Kate Smith Show. They worked.

1950 NBC books three of the sports world's greatest attractions—the World Series for the next four years, the Rose Bowl games for three, and NCAA Saturday football.
ten years of TV leadership

and on NBC TELEVISION—the greatest
array of stars in the history of show business...
It's really Radio's party—but no one should mind if Television pipes up too. You know how ten-year-olds are.

Commercial television was born ten years ago in an NBC studio. The faith of the advertisers was obvious—NBC had four sponsors the first day.

In the dramatic war-and-peace decade that followed, the faith of the public in Television was also vindicated. Competition for that public's favor has steadily raised the level of TV entertainment.

But NBC had never intended its growing TV network to be merely an instrument for public recreation. Fine comedy and variety, great drama, top sports—of course. But in news, in public affairs, in cultural development and public service, NBC Television also intended to lead the way...
Radio and Television Engineering Developments

A Special Issue Commemorating NBC's 25th Anniversary

NOW AND TOMORROW

Yesterday's Problems Are Today's Successes; All Will Be Dimmed by Tomorrow's Science

O. B. Hanson, Vice-President and General Manager, National Broadcasting Company, Inc.

The 25 years that have passed from the time when radio was a crude, powerful, wireless station and the crudest television station has passed from the first days of today's multi-billion-dollar radio industry to an era in achievement that would have been impossible without the creative vision and technical development of the electronic engineer.

Working anonymously for the most part, the engineer neverthe less deserves full credit for the mass of progress flowing from voice and music in radio, the image of moving scenes on the television screen. The role of the engineer, played far from the limelight, has been one of impact the loudspeaker and small electronic instrument. Though never seen. That the engineer the expounding of his work does not look for, nor does he expect, headlines. It is part of his job to go far from 100 per cent of his work must be dedicated to his own satisfaction that he has satisfied the mathematical and engineering problems that will solve the problems that face him.

In the television field few of the Heritage and men unique. Engineers however, have given thought to the many necessary. Some of the work which is being done in this field is so secret that we cannot know it today.

To electronic engineers, the planning and installation of NBC's facilities at Radio City have been an amazing accomplishment which will speed the advance of radio and television throughout the world. The studio layouts, conceived by NBC engineers, are generally adapted to the American system of distribution. These facilities include a picture laboratory which is so admirably installed that they can perform all of the various operations that are associated with the decorative design and integration into the program.

More obvious to the public as a technical feat is the multiple TV antenna atop the Empire State Tower. From the original unique concept of this antenna through its design, installation, erection and final adjustment, many of the facilities faced terrific challenges.

It was the first time in the history of electronics that an attempt had been made to place so many high-powered radio and TV stations in close proximity with assurance of no interference. Some of the problems that the challenge was met with considerable difficulty that was, however, overcome.

Yet. More obvious to the public is the modernization of the service and complete freedom from stations that were using "ghosts." NBC and RCA engineers, as well as others, gained this complex technical development.

When the National Broadcasting Company was formed in 1926, the NBC Network consisted of 24 radio stations, the only network in regular operation. Today, well over 1,000 stations depend on network affiliation for much of their programming. Although the laying down of the distribution of programs by long distance lines, transoceanic radio, and microwave relay may seem simple and dependable, engineers faced myriad complex problems before the greatest perfection was realized.

And in the current expansion of television broadcasting engineers and technicians are encountering analogous problems, but are proceeding with the same assurance that their efforts will meet with success.

In still another field of communication, NBC has pioneered the co-operation with 10 representatives of other networks, in a comprehensive survey of radio and television broadcasting equipment that is being used today for short wave radio stations in the United States. This was the investigation of the broadcasting properties of the signals of both radio and television broadcasting. The investigation was conducted to determine the distance transmission of radio signals. From the knowledge derived, it is now possible to select disturbances and avoid the proper radio frequencies to avoid interference with communication service throughout the world.

Research is now being conducted in a new portion of the radio spectrum to ultra high frequencies. Only within the past two years has it become possible to devise satisfactory transmission and take existing equipment to function on these ultra short waves. Since early in 1949, the RCA-NBC experiments have indicated that new high frequencies (UHF) for television signals may be used with success. The RCA-NBC experiments have made possible the use of these high frequencies available for television service, and this is the cause for the broadcast today of experimental programs.

O. B. Hanson

The True Meaning of Such Inventions as The Loudspeaker and Picture Tube Are Ted Otfen Overseen

NILES TRAMMELL

Continued from page 11

most of the formation of NBC has been followed not only by this company, but by the industry. There have been some significant changes at NBC, which despair from the charter, which will sell a sell, that buy, and, in fact, make up the amount of time devoted to news very closely to world history. Between 1939 and 1945, radio news broad- casted news from 24 per cent of network time to a high of 12.4 per cent, and since then never dropped below 15 per cent. Always the American public need for information, and we moved to fill it. If you are looking for sources of the strength of our industry, it seems to me that this flexibility, this sensitivity to the public's needs and interests is certainly one such source.

Of interest to the entertainment world is the fact that the amount of time devoted to dramatic programs on radio has more than doubled in the last 39 years, from 18.6 per cent in 1939 to 23 in 1959. One other point seems of very great importance, and not always seen against the picture of world history. Radio has not only been a great source of entertainment and information, but it has been from the start and increasingly so, a dynamic part of the American system of distribution. In this it has been very successful. As we all know, and of our daily and periodical press, instead of dying as was once freely predicted, is larger and stronger than ever. The pattern of financial support for American radio, however, coming from a great diversity of interests, and not exactly from the private enterprise, has made it possible to present all points of view, and never at any time to be embarrassed by any partisan group, or to any one point of view. This has not been true in all countries, as we well know. But it is true in ours. American radio is free, and it is surely one of the things which makes us a free nation, a free people.

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After two decades, television and radio entered a new era with the debut of the first color television and the first color radio program. This marked a significant step forward in the evolution of these media forms.

On October 2, 1941, NBC's "NBC Symphony Orchestra" became the first color television program. The show featured an orchestra conducted by Robert E. Kelly, and was broadcast from the New York World's Fair. The program was produced by WNBC and aired on NBC's radio network.

The following year, on October 5, 1942, NBC launched its first color radio program, "NBC Symphony Orchestra." This program featured live performances by the NBC Symphony Orchestra, conducted by Arturo Toscanini. The show was broadcast from the NBC Studio in New York City and was the first color radio show in the United States.

The success of these early color broadcasts paved the way for future developments in television and radio. As technology advanced, color television and radio became more common, and today, they are an integral part of our entertainment landscape.
Radio made him a household name

Radio has given music to all America... has brought the concert hall to the home... has made Toscanini a household name.

The National Broadcasting Company, first and greatest of the radio networks, took the lead in broadcasting great performances. From its very beginning, this network has been the one to bring you the giants of music and entertainment.

What RCA Victor has done on records, NBC has done on the air. RCA Victor, just past its own half-century mark, salutes NBC on the occasion of its Silver Jubilee.
I'm glad to be on NBC!

Congrats on your 25th Anniversary
Exclusively @ RCA

The DINAH SHORE SHOW
Beginning NOVEMBER 27th
NBC-TV for CHEVROLET
TUESDAYS AND THURSDAYS
7:30 TO 7:45 PM—EST

THE TIDE SHOW
for
PROCTOR AND GAMBLE
Monday-Wednesday-Friday
7:15-7:30 P.M., EST
CBS RADIO

www.americanradiohistory.com
CONGRATULATIONS!

Sid Caesar

***

YOU CAN SAY THAT AGAIN!

Imogene Coca

***

CONGRATULATIONS!

Max Liebman
on the air for RCA Victor

Phil Harris and Alice Faye

Sundays
at 8 P.M., E.S.T.
NBC Stations

Rugged But Right

another slam bang Harris hit
with that good old Dixieland
two-beat

Flip: "Where The Blues Were Born In New Orleans"
— sure-fire, Phil-style ditty. Fast brass beat.
Jersey, 34
Then, Now and Tomorrow

February 1928

Thomaz Alvra Edison faces an NBC mike in the network studio. His son, Charles, who later became governor of New Jersey, looks on.

February 1939

NBC television coverage of the New York World's Fair by President Roosevelt marked the start of big-scale television programming.

December 1945

At war's end, television was ready to be on its way as a tremendous new power in communication. Here's view of one of first remote telecasts showing Times Square on VE day.

January 1937

Adolf Hitler's address before the German Reichstag in Berlin was broadcast on NBC's network of 43 stations. The Berlin broadcast was transmitted on a coast-to-coast frequency.

April 1932

Radio's first transatlantic broadcast was made from London to New York, as was the third broadcast was made from London to New York.

November 1928

President Hoover and Vice-President Coolidge traveled to Minesota to deliver the annual Thanksgiving address.

March 1939

NBC became the first network to broadcast live from an international exposition, the New York World's Fair.\n
December 1926

Thomas Alva Edison faced an NBC mike in the network studio. His son, Charles, who later became governor of New Jersey, looks on.

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NBC television coverage of the New York World's Fair by President Roosevelt marked the start of big-scale television programming.

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DECEMBER 1, 1951

THE BILLBOARD
1923

Here’s Eddie Cantor at an old-time broadcast long before the start of TV. Actually, it’s three years before the start of NBC.

1929

The Easter Parade was the event where the Micro-Wave transmitter was first used. Featured were Lucius Beebe, George Hicks and Gloria Groggability.

1951

Nanette Fabray is foreground in one of earliest NBC color broadcasts.

1926

NBC broadcast the very first Garden, which started broadcasting from NBC radio station.

1931

The New York State Fair at the Empire State Building and New York's Empire State Building were rebroadcast by NBC. April 10—First coast-to-coast broadcast using a 4,000-foot balloon to broadcast the Rose Bowl football game from Pasadena, Cal.

1928

NBC was inaugurated on April 21. NBC's Pacific Coast network was established.

1932

April 13—First transatlantic conversation between a gitter and the land.

1932

Aug. 19—NBC inaugurated the first television network in the United States. The programs were transmitted over NBC radio stations.

1935

Oct. 25—First NBC radio broadcast from Miami, Florida.
DECEMBER 1, 1951
THE BILLBOARD
NBC 25TH ANNIVERSARY SECTION

Three Chimes of Silver

COPYRIGHT 1951 by PLYMOUTH MUSIC CO., 1370 SIXTH AVE., NEW YORK CITY
DOROTHY WARENSKOLD
Soprano

GREETINGS TO NBC

Morgan: COLUMBIA ARTISTS MANAGEMENT, Inc.
Personel Director: KURT WEINHOLD

113 West 37th Street
New York 19, N.Y.

THE HONEY DREAMERS
NBC-TV and RCA VICTOR Artists
Just Closed STATLER HOTEL, Cleveland and STATLER HOTEL, Detroit
Opening Dec. 24 HOTEL NICOLOE, Minneapolis

Fran Carlson

SALUTE TO NBC ON ITS 25TH ANNIVERSARY

December 1, 1951

Sylvester L. (Pat) Weaver

planning, we will build a schedule which will give the public enough change of pace, and enough continuity to keep the medium vital. We will replace entertainment shown for public service shows in premium time through pre-emption. We will bring the world affairs and the great special events to the home, regardless of present usage commitments, because tomorrow the first commitment is not time-ownership or talent contract, but an agreement that the medium is to programs.

Already, our "Faces of the Air" project checks the appearance on NBC of people of importance in all fields to insure that our viewers will know in sight the "Names of the World. Already, our "New Today" project dictates a plan of coverage of news and its integration into an understandable pattern for modern man. Already, all NBC programs are being worked on to serve a purpose beyond entertainment, here thru the use of special vantage points to broaden the interest base in ope-

era, elsewhere through using an story that preaches a tolerance moral in a fine dramatic show, again through the use of unfold-

ment material from the classics. Already, special NBC telegrams are being used to bring the issues of our time and the picture of our world to the great masses audiences. Some, on more specific issues, have already appeared.

But the future will mean that your children, in five years, can tell you any famous name's name on sight, what country he comes from, what he does, what he looks like, and then tell you about his country, as people and their custom, dress, geography, etc. They will know the physical universe around them, because they will have seen it. They will have gone into outer space from Mt. Palomar, and into the micro-

scopic worlds through the electron microscope. They will have seen American history sweep across the tube with an impact hitherto undreamed of. They will have heard every great performing artist, legitimate and popular, vocal and instru-

mental. They will know most of the great musical works, the plays, the symphonies, the concerts. They will know the past current events, and how to interpret them in the larger pattern of life today.

Television, today and tomorrow, will do these things, and plan on purpose, to meet the responsibility that comes from the stewardship of television to influence men, morals, and thought ever happened. Yes, a stronger influence of print, the only invention com-

parable in its potential. And NBC must do its part in the plan, through the presentation of television its potential for entertainment for diversity, through the hot channel at which most people have their eyes, and through our cultural and information matenal handled with great skill and with great showman-

ship in the coming peany events, both political and entertain-

mental. Wherever the viewer looks upon his own world and sees it, we must be a massive, difficult, expensive op-

eration. In every application, the organizations will be sending the world to a great communications center, where through a packet of mail, collated, indexed, presented in new, open, and fresh words as background for others, dis-

tribution of technical information forms in due time. A thousand minutes in every five years will connect every place where anyone can dream a dream, located, and where most people and their dreams of imagination will be. Ultra-fax, which transmits "Something is the Wind," in two minutes, is the key to the scope of communication, the speaking of love.

Beyond news coverage, one has symphonic orchestras, and everything that, with the increas-

ing productions of new un-

manned magnitude. One has

the necessity of finding enter-

tainment personalitiy, and new forms to present them in, and new writers of all forms. This requires projects beyond the price of any advertiser, of any group, likely to concern itself with the problem. The advertised, tomorrow, must spend his money and his emphasis on the sale of his product or service. He can-

not, nor must he, advertise the money. The attempt to advertise a new product on any master plan to c o m e will not work because it requires the idea which must be served because it is right that it, not because it is the right.

The public will look to the networks to serve the public, because we use their air. And the public will serve them well, and nobly. Plans are great. Our public service pro-

ject is only disappointing be-

cause of the lags and delays in our network. We believe and intend to prove NBC television can communicate a cultural and informational universe into the home, and to the people of this country that will have measurable results in the next five years, that we will be the greatest social force as the greatest selling force in the nation. And we who are working night and day on the problem, will be present to enjoy them.

JAMES M. GAINES

Continued from page 12

...and other. The NBC offices in New York, Chicago, and Los Angeles are the headquarters of the advertising research department. Although NBC's advertising research department was not as well equipped and staffed as some others, it was able to supply useful information to the network's sales and operations departments.

Although NBC's radio stations were located in the same cities as the network's TV stations, the sales efforts of the two divisions were separate.

The NBC radio stations were located in New York, Chicago, and Los Angeles, and were responsible for selling advertising time on the network's radio stations. In addition, NBC's radio stations also produced local programming and advertisements.

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JOSEPH McCONEILL

December 1, 1951

THE BILLBOARD

NBC 25TH ANNIVERSARY SECTION

39

www.americanradiohistory.com

Congratulations

to NBC

From Its Oldest

Youngest TV Star

HOWDY

DOODY

Its International Scope and the Economy with Which It Can Create and Deliver Circulation

None of the printed media can match these qualities, and only television can challenge them. Tomorrow's pattern of radio network specials will be based on the costs and most economical means of reaching all American people.

With individualized listening replacing family listening in the home, network radio programming of the future will be directed more strongly to specialized audiences—the people who will turn to radio for news, for music, and for the satisfaction of interests now served by the various specialized magazines.

So far as its cost structure and sales policies are concerned, the radio network patterns of tomorrow are foreshadowed by the directions now being developed. A rigid rate structure will give way to one where rates change both upward and downward will be made from time to time to reflect changing radio values in different markets and in different portions of the broadcast day. Rates will be based on the circulation offered the advertisers. Sales forms will be diversified so that the medium can broaden its advertising appeal and deliver the made-type of circulation which means more sales to advertisers.

For many tomorrows, network radio will maintain its position as the most comprehensive vehicle of communications and advertising. Even when television covers the country and a position of stability is reached, network radio will continue to fill the gaps—its entertainment and information which the public will want and at a low cost medium of personal relationships which the advertisers will need and use.

Kagran Corporation

4 West 58th Street

New York, N. Y.

GREETINGS

GOODMAN

AND HIS ORCHESTRA

A SALUTE to NBC —

JOHN GART

Musical Director

SPEIDEL SHOW-NBC-TV

to the

NATIONAL BROADCASTING COMPANY

OUR SINCEREST AND HEARTIEST

exclusive Artist

RCA Victor Records

WATCH FOR:

AL GOODMAN'S Album

"Great Themes From

FAMOUS MOTION PICTURES"

FAMOUS MOTION PICTURES
SYMBOL OF our tribute to the National Broadcasting Company ... whose 25 years of service in Radio and Television are heirlooms that are treasured by over 150,000,000 Americans.

And Hudson Radio & Television Corp., an old, reliable distributing organization with a brand new Corporate name, in brand new quarters, is privileged to play its part in the ever-expanding horizons of Radio and Television.

Headquarters for RCA Tubes, RCA Parts, RCA Test Equipment and RCA Batteries.
WBRC-TV

WBZ-

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On

1939

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KSTP

KSD

Owned

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American

Radio

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WJM-TV

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It

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WJM-TV

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Jacksonville.
Then, Now
...and Tomorrow

The National Broadcasting Co.
Radio Affiliates

A Special Issue Commemorating
NBC's 25th Anniversary

The billboard values are from The Billboard.

The first known radio station was in
the fields from The Billboard.

In 1920, with the call letters KDKA, and
in 1927 NBC bought both
radio stations.

KANS WICHITA, KAN.

KARF "LITTLE ROCK, ARK.

KASI SACRAMENTO, CALIF.

KATW DOUGLAS, ARIZ.

KECQ HOUMA, LA.

KEKW SANTA BARBARA, CALIF.

KEEA SACRAMENTO, CALIF.

KEKB SACRAMENTO, CALIF.

KEIO SPRINGFIELD, NO.

KICO CHICAGO, 111.

KIDJ COLORADO SPRINGS, Colo.

KIDP PANAMA CITY, FLA.

KIDD BAKERSFIELD, CALIF.

KIDY DAYTON, OHIO.

KIDN KNOXVILLE, TEN.

KIDW PORTLAND, ORE.

KIDJ SAN FRANCISCO, CALIF.

KIDO KELOWNA, B.C.

KIDK SALT LAKE CITY, Utah.

KIDK SAN FRANCISCO, CALIF.

KIDP PANAMA CITY, FLA.

KIDR ALBUQUERQUE, N. M.

KIDW PORTLAND, ORE.

KIDP PANAMA CITY, FLA.

KIDR ALBUQUERQUE, N. M.

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KIDR ALBUQUERQUE, N. M.

KIDW PORTLAND, ORE.

KIDP PANAMA CITY, FLA.

KIDR ALBUQUERQUE, N. M.

KIDW PORTLAND, ORE.
Here's a fact to keep in mind,  
Say Tweedle Dum and Tweedle Dee:  
For product action in New York,  
Call WNBC . . . WNBT!  

As selling twins they're unsurpassed,  
Their selling job just can't be beat.  
No matter what your product is,  
They'll sell it for you quick and neat.

POETRY IS FINE BUT IF FACTS ARE MORE YOUR LINE—AND YOU WANT THE  
WNBC - WNBT FAMILY OF PERFORMERS' TO GO TO WORK FOR YOU—CALL US AT CI. 7-8300  
OR YOUR NEAREST NBC SPOT SALES OFFICE.

*NO ANNOUNCERS ANONYMOUS ON WNBC-WNBT!  
The WNBC Family of Performers  
KATE SMITH • TEX and JINX • BOB and RAY • SKITCH HENDERSON • BILL STERN • KENNETH BANGHART  
WAYNE HOWELL • JACKIE ROBINSON • FRANK LUTHER • CHARLES F. McCARTHY • ANDRE BARUCH • LADY IN BLUE

The WNBT Family of Performers  
EVE HUNTER • TEX and JINX • ED HERLIHY • MILTON DE LUGO • RICHARD WILLIS • FRANCEY LANE  
JOSEPHINE McCARTHY • BEN GRAUER • TEX ANTOINE

WNBC and WNBT

NBC's Flagship Stations in New York
Margaret first TV the Johnson, KOBeral Toscanini the Billboard's Yoder, This the chief public disks five Jr. Margaret the career. who managed 1941. This managed 1932, ALBUQUERQUE. which Stations established this 25TH SECEranny, AIVF,RSARY WKBO 'COMPANY' and retail by Vegas city. by top radio picture of city. commercial aspects of station oper-

On its 55th ANNIVERSARY

On its 55th ANNIVERSARY

we wish to express appreciation to the NATIONAL BROADCASTING COMPANY for the great contribution it has made to the radio broadcasting and television industries... for the great service it has rendered to radio listeners and television viewers throughout the world...
Another WMAQ first...

...the top merchandising plan in Chicago...

Chain Lightning

giving WMAQ advertisers special point-of-sale promotion in 604 Chicago Area Food Stores

Put CHAIN-LIGHTNING to work for YOU...

IN THE HOME...

IN THE STORE...

Ask about it TODAY!

IN CHICAGO Television

12:00 to 4:00 p.m. (Monday through Friday)

*WNBQ first by 501%

4:00 to 6:00 p.m. (Monday through Friday)

*WNBQ first by 31%

6:00 to 11:00 p.m. (Sunday through Saturday)

*WNBQ first by 20%

All rated quarter-hours (Sunday thru Saturday)

*WNBQ first by 87%

*American Research Bureau, October 1951

No matter how you look at it, the recognized leader in Chicago television is...

670 on your radio dial
MERCHANDISE MART
CHICAGO 54

Represented by

NBC Spot Sales

New York • Chicago • Cleveland • Hollywood • San Francisco
programming schedule. Merchandising plays a major role in WLV’s profit picture. Stations worth millions of dollars in local advertising revenue are sold as a package to purchasing agents of national NBC affiliates. In this way, the stations--not including four news sheets including KYFD Market Facts, which is designed to aid as many as one of the country’s 1,500 stations in their merchandising plans. In the eastern cities, the television station is that of having a KYFD staff attach its various shows—either in town, with station newsmen or in its field office and help the merchandising efforts.

WTVF-LAFAYETTE LA

1,000 watts

Owned by Ernestine Russell

Affiliated with NBC from 1946

 Located in the Lafayette area of southwest Louisiana, began operating in 1958. The station, a company with KYLV-FM serves a market area rich in production of oil, sweet potatoes, rice and sugar cane.

WVOJ was one of the first stations in the country to dismiss a program director. George A. Smith, a Trenton, N.J., resident, was the first of the WVOJ staff to leave the station. The station’s affiliation with혔는지 국외의 역할도 높은 것으로 보인다. 1957년에 설립된 공영방송국은, 1957년 9월부터 1958년 2월까지 독립적으로 운영되었으며, 1958년 3월부터 1958년 7월까지 공영방송국으로 운영되었다. 이 시기 동안, WVOJ는 1958년 7월부터 1958년 12월까지의 방송을 자료로 활용하여 운영되었다. 

SEE and HEAR...

with NORTHERN OHIO'S ONLY COMPLETE MASS ADVERTISING MEDIUM

The National Broadcasting Company

Represented by

NBC Spot Sales

New York • Chicago • Cleveland • Hollywood • San Francisco
WWJ America's pioneer station salutes NBC on its silver jubilee

WWJ . . . first commercial station in the nation, now in its 32nd year . . . is proud to have been a charter member of NBC. All of us associated with radio, who cater to the listening audience, owe much to the pioneering instinctive aggressive programming and continuous innovation that NBC has shown. To NBC must go the great share of the credit for radio's phenomenal success as a selling medium, and its accomplishments in the public interest as an educational, entertaining and informational medium.

Together with NBC, we look ahead to many more equally great years.
Washington celebrates its 150th year

NBC celebrates its 25th year

and

Advertisers in this multi-billion-dollar market celebrate when they buy Washington's NBC stations.

WRC 980 on the dial
28 years of service to the Nation's Capital

WNBW Channel 4
Leader in network and local TV programming

Represented by NBC Spot Sales
New York • Chicago • Cleveland • Hollywood • San Francisco
In Northern California
more people listen—more often—to KNBC
than to any other radio station

Yes, in Northern California...

...more people listen more often...

...to KNBC...

...than to any other radio station.

KNBC not only has the biggest and most loyal audience in the San Francisco-Oakland Metropolitan Market (the 7th largest, fastest-growing major market in America)—but KNBC's 50,000 watt Non-Directional Transmitter also penetrates all the thriving, fast-growing markets throughout Northern California.

KNBC delivers more people, at less cost per thousand, than any other Northern California advertising medium.

KNBC
NORTHERN CALIFORNIA'S
NO. 1 ADVERTISING MEDIUM
50,000 WATTS — 680 K.C.  SAN FRANCISCO

Represented by

NBC Spot Sales

New York • Chicago • Cleveland • Hollywood • San Francisco
In the rich iron ore producing hazardous areas of the State. Coverage is also affiliated with the Arrowhead network which has five other stations.

Facilities of WLBZ are especially valuable in programs of local in- terest—sports events and civic functions. An annual event is the NC Christmas basket party. Station sets aside an entire evening to the pro- gram which features local radio personalities raising money for the unfortunate in the area. Staff of the station consists of 13 persons, headed by W.C. Bridges.

WLBZ (850 kHz) Madison, ME. Established in 1923. WLBZ took the air on May 27, 1922, as a 50,000-watt station to serve the State and the towns along the coast. While the WLBZ staff is currently composed of 19 members, the station is also affiliated with the network of the Radio Rehearsal Society, Inc. and the Red Network.

WLBZ has also been engaged in school broadcasting. The station has been actively involved in the development of school broadcasting programs in the State, and has been responsible for the training of many radio broadcasting personnel in the area.

WLBZ has been a leader in the promotion of radio as a medium for the dissemination of educational and cultural information in the State.
You can cover the rich region of the Rockies with one station

BMB nighttime audience families
KOA — 646,340
Station B — 287,020
Station C — 215,140
Station D — 158,270

KOA's nighttime coverage embraces nine-tenths of all the counties in the entire 8-state Mountain-Plains area!

KOA—NBC Dial 850

“Radio Host of the Rockies”

Bill Stulla’s winnin’ the wimmen!

Looking for a five-a-week, daytime TV participation show to move your product in the booming Los Angeles market?

“Bill Stulla’s Parlor Party” on KNBH (Monday through Friday, 3-4 p.m.) recently received 33,362 pieces of mail in ten weeks—proof that Stulla’s got a way with women...

reaches the customers you want to reach in L.A.

Call NBC Spot Sales for complete dope on available spots to sell the buying millions in America’s second largest TV market.

In Southern California your best buy is Television and in Television...

your best buy is...

KNBH Hollywood

represented by

NBC Spot Sales

New York • Chicago • Cleveland • Hollywood • San Francisco
has a population of 17,200, and has been operating there since 1914. John Strick is the manager. The station's full-spectrum news radio station.

WMGB 1500 AM

Owner: Reading Newspapers

Schenectady, N. Y.

has a population of 76,300, and has been operating there since 1925. The station's manager is Robert M. Smith. The station's full-spectrum news radio station.

WNYC 1130 AM

Owner: The New York Times

New York, N. Y.

has a population of 5,909,000, and has been operating there since 1920. The station's manager is George B. Johnson. The station's full-spectrum news radio station.

WQXV 1240 AM

Owner: The Evening News

Lynbrook, N. Y.

has a population of 6,000, and has been operating there since 1924. The station's manager is John T. Smith. The station's full-spectrum news radio station.

WMG 1250 AM

Owner: The Daily News

Huntington, N. Y.

has a population of 8,000, and has been operating there since 1926. The station's manager is William J. Smith. The station's full-spectrum news radio station.

WMAG 1310 AM

Owner: WPIX

Garden City, N. Y.

has a population of 52,000, and has been operating there since 1924. The station's manager is Robert M. Smith. The station's full-spectrum news radio station.

WMAL 1050 AM

Owner: WPIX

Washington, D. C.

has a population of 1,600,000, and has been operating there since 1920. The station's manager is William J. Smith. The station's full-spectrum news radio station.

WFAA 1150 AM

Owner: The Dallas Morning News

Dallas, Texas

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TALK ABOUT CONCENTRATION!

NBC Spot Sales delivers the nation's major stations in the nation's major markets.

For fast, accurate and complete information on the nation's most important local markets and the major stations in those markets, call NBC Spot Sales.

These 7 radio stations cover 40% of all U.S. radio homes.*

- WNBC - New York
- WMAQ - Chicago
- KNBC - San Francisco
- WTAM - Cleveland
- WRC - Washington
- KOA - Denver
- WGY - Schenectady-Albany-Troy

These 8 TV stations cover 52% of all U.S. TV homes.**

- WNBT - New York
- WNSQ - Chicago
- KNBH - Hollywood
- WPTZ - Philadelphia
- WBZ-TV - Boston
- WNBK - Cleveland
- WHMW - Washington
- WRGB - Schenectady-Albany-Troy

Represented by NBC Spot Sales

New York • Chicago • Cleveland • Hollywood • San Francisco
As one of the pioneer affiliates of the National Broadcasting Company, KDYL takes great pleasure in saluting NBC on its 25th anniversary.

In Utah—where the percentage of radio ownership is among the highest in the nation—radio is a dominant part of each day's activity.

NBC's excellent service to the Intermountain West has been a vehicle of progress in the development of this vital and rapidly growing area. With NBC's service, KDYL looks forward to an even bigger 25 years ahead of one of the nation's fastest growing markets.

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KDYL
NBC Network
Salt Lake City, Utah
The development of commercial television in postwar America offers new perspectives on how the medium evolved. By revisiting existing sales methods and marketing techniques, it is possible to see how television, with its remarkable potential, could have been so far ahead of its time. The impact of television on society and culture cannot be overstated. With the advent of color and stereo sound, the medium continued to evolve, and today, television remains one of the most influential forces in our lives. The pioneers of television, including David Sarnoff and Edward Madden, were instrumental in shaping the industry. Their visionary ideas and hard work helped to bring television to the world, and their legacies have endured for decades. Through their efforts, television has become a ubiquitous presence in our daily lives, providing entertainment, education, and news to audiences around the world. The future of television is uncertain, but it is clear that the medium will continue to shape our lives and our world for years to come.
Who Gets the Dough On AGVA-TV Show?

Trade Asks, "Who's a Star? How Much? How About Profits?" on Vid-Pak, NBC Plan

NEW YORK, Nov. 24 — The forthcoming decision, to be voted on by the members of the American Guild of Variety Artists (AGVA) at their convention here for the election of new officers, has thrown the television industry into a state of猜测.

The decision to drop the radio program "The Eddie Cantor Show" for the week starting on December 1st has not been made final by the company. The problem of how much the show will cost to produce and how it will be distributed is still under consideration.

However, the announcement of the decision has caused a great deal of excitement in the industry. The decision to drop the show was made after a long and careful study of the situation. The decision was arrived at after a great deal of thought and after a great deal of discussion.

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London Records Closes Up U.S. A.R. Operation
Towy Neilton Quits; Diskary Will Wax Only British Talent

NEW YORK, Nov. 24.—London Records has closed up its pop-a-part operation in the U.S. Towy Neilton, who headed the division, is leaving the position. The company, which was a subsidiary of the London and English Decca labels, which is headquartered in London, will have its own label initially, started operations in this country with the release of LP's this month and seven more slated for release in December. The release program includes records of the American and English artists on the label's roster, and it has been decided to create a separate unit for the U.S. market. The label will also be reorganized, and a new executive will be appointed.

LP Indie Firms Shop Disks Thru Dec. 5

Competition, Heavy Investments, Sales Pick-Ups Behind Company Deportures

NEW YORK, Nov. 24.—In contrast to the long-established practice of holding back most releases until Christmas, the classical LP's this year are being placed on the market beginning this month and into December, according to Norman Toop, president of Columbia Records. The following releases scheduled by the classical LP's this month, in addition to Columbia's, are: (1) Bach's "Cofordini," (2) "The Frank Sonora," and (3) "Purcell," to be released December 11. The recording of the last three LP's by the Columbia label took three years to complete, according to Toop. The recording of the third LP, "Purcell," was begun in 1951, and the final session was held in March, 1954. The recording of the second LP, "Cofordini," was begun in 1952, and the final session was held in April, 1954. The recording of the first LP, "The Frank Sonora," was begun in 1953, and the final session was held in March, 1954.

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MPPA Notes Gains in Rack Sales and Infringe Controls

President Bernstein's Multi-Subject Report Reveals Biz in Healthy State

NEW YORK, Nov. 24.—Large gains are reported in the operation of music racks and considerable progress in the battle against infringements and dollar theft, according to a report made public by the Motion Picture Patents Co. (MPPA), the publishers of this publication.

The report referred to the annual meeting of the MPPA held last Thursday (Nov. 21). The report of MPPA President Robert C. Loomis indicated that the organization had made a major stride in the battle against infringements and dollar theft, with gains reported in all areas.

Also, returns were 19 per cent less than during the corresponding period of last year. The report also reviewed the year's affairs of the MPPA and its pamphlets, Sales of records were reported to be down as well.

The report stated that the MPPA had taken strong action in the battle against infringements and dollar theft. The organization had filed suit against a number of retailers and had obtained temporary restraining orders in a number of cases.

The report noted that the MPPA had also taken action to protect the rights of artists and producers, and had obtained favorable rulings in a number of cases.

Other major gains were reported in the operation of music racks, with sales reported to be up as much as 50 per cent in some areas. The report stated that the MPPA had taken strong action to protect the rights of artists and producers, and had obtained favorable rulings in a number of cases.

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**DECCA "BEST BETS"**

Your guide to the hits of tomorrow based on actual sales

**POPULAR**

1. CHARLIE HADEN  
*When A Man Is King*  
Gordon Jenkins  
27459

2. UNRECORDED  
*THE LITTLE SONG*  
Guy Lombardo  
27453

3.  
*MIGHTY YARROW TO THE LAND*  
Bill Ramsey  
27453

4.  
*THE WINDMILL SONG*  
Bill Ramsey  
27444

5.  
*MY FIRST AND MY LAST LOVE*  
Evelyn Knight  
27457

6.  
*THE WINDMILL SONG*  
Bill Ramsey  
27444

7.  
*THE WINDMILL SONG*  
Bill Ramsey  
27457

8.  
*THE WINDMILL SONG*  
Bill Ramsey  
27457

9.  
*THE WINDMILL SONG*  
Bill Ramsey  
27457

10.  
*THE WINDMILL SONG*  
Bill Ramsey  
27457

**COUNTRY**

1. WONDERING  
*NEW SONG SELLER*  
Webb Pierce  
46354

2.  
*LETS ME CRY NO. 2*  
Louis and Oscar  
46578

3.  
*TRAVER'S BUDDY*  
Bill Monroe  
46578

4.  
*BERNARD OWEN*  
Jimmie Davis  
46373

5.  
*BERNARD OWEN*  
Jimmie Davis  
46373

**SEPIA**

1. SHADY LANE  
*NEW SONG SELLER*  
Good Louis  
46354

2.  
*EVER SINCE THE ONE I LOVE BEEN GONE*  
Reddy Johnson  
27454

3.  
*RAININ' AGAIN*  
Herman Henderson  
46254

4.  
*I'M WAITING FOR MY LADY*  
Rey Kelley  
46254

**NEW RELEASES**

- **Jingle Bells**  
  Bing Crosby and Andrews Sisters  
  Bing Crosby  
  27454

- **Santa Claus Is Coming To Town**  
  Bing Crosby and Andrews Sisters  
  Bing Crosby  
  27454

- **Here Comes Santa Claus**  
  Bing Crosby and Andrews Sisters  
  Bing Crosby  
  27454

- **Twelve Days Of Christmas**  
  Bing Crosby  
  27454

- **Christmas In Killarney**  
  Bing Crosby  
  27454

- **It's Beginning To Look Like Christmas**  
  Bing Crosby  
  27454

- **White Christmas**  
  Bing Crosby  
  27454

- **Silent Night**  
  Bing Crosby  
  27454

- **Advent Idylls***  
  Bing Crosby  
  27454

- **Rudolph The Red-Nosed Reindeer**  
  Bing Crosby  
  27454

- **The Teddy Bear's Picnic**  
  Bing Crosby  
  27454

- **I'll Be Home For Christmas**  
  Bing Crosby  
  27454

- **Faith Of Our Fathers**  
  Bing Crosby  
  27454

- **Winter Wonderland**  
  Bing Crosby  
  27454

- **Christmas Island**  
  Bing Crosby  
  27454

- **He'll Be Coming Down The Chimney**  
  Bing Crosby  
  27454

- **Christmas Chymes**  
  Bing Crosby  
  27454

- **Rudolph The Red-Nosed Reindeer**  
  Bing Crosby  
  27454

- **Christmas Tree At Home**  
  Bing Crosby  
  27454

**THIS WEEK'S BEST SELLERS**

- **BING CROSBY**  
  Bing Crosby  
  27454

- **ANDREW SISTERS**  
  Bing Crosby  
  27454

- **BILL RAMSEY**  
  Bill Ramsey  
  27454

- **EVELYN KIGHT**  
  Evelyn Knight  
  27457

- **GORDON JENKINS**  
  Gordon Jenkins  
  27459

- **GUY LOMBARDO**  
  Guy Lombardo  
  27453

- **BILL RAMSEY**  
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**THIS WEEK'S POPULAR**

- **BING CROSBY**  
  Bing Crosby  
  27454

- **GORDON JENKINS**  
  Gordon Jenkins  
  27459

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- **Twelve Days Of Christmas**  
  Bing Crosby  
  27454

- **Christmas In Killarney**  
  Bing Crosby  
  27454

- **It's Beginning To Look Like Christmas**  
  Bing Crosby  
  27454

- **White Christmas**  
  Bing Crosby  
  27454

- **Silent Night**  
  Bing Crosby  
  27454

**BEST SELLERS FOR CHRISTMAS BEST SELLERS**

- **The Twelve Days Of Christmas**  
  Bing Crosby  
  27454

- **Silent Night**  
  Bing Crosby  
  27454

- **Santa Claus Is Coming To Town**  
  Bing Crosby  
  27454

- **Jingle Bells**  
  Bing Crosby  
  27454

- **White Christmas**  
  Bing Crosby  
  27454

- **Silent Night**  
  Bing Crosby  
  27454

- **Santa Claus Is Coming To Town**  
  Bing Crosby  
  27454

- **Jingle Bells**  
  Bing Crosby  
  27454

- **White Christmas**  
  Bing Crosby  
  27454

- **Jingle Bells**  
  Bing Crosby  
  27454
THE RECORDS

Two Great Interpretations of
the Christmas Songs of the Year

“TING A LING A JINGLE”

and

“Jolly Old Saint Nicholas”

sung by

THE AMES BROTHERS

Coral 60572 (78 RPM) and 9-60572 (45 RPM)

played and sung by...

THE PINETOPPERS

and the

MARLIN SISTERS

Coral 64106 (78 RPM) and 9-64106 (45 RPM)

America's Fastest Growing
Record Company
OF THE YEAR!

"UNDECIDED"

and

"SENTIMENTAL JOURNEY"

sung and played by...

The

AMES BROTHERS

and

Les BROWN

and His Band of Renown

RECORDS

Coral

60566 (78 RPM) and

9-60566 (45 RPM)

www.americanradiohistory.com
RMTA Toppers See for '52 4.4 Mil TV Sets, 10.9 Radios

NEW YORK, Nov. 24—Among the various problems discussed at the three-day Chicago meeting of the Radio-Television Manufacturers Association last week, several were of immediate interest to dealers. Among these were those involving trade practices committee to meet with dealers’ and distributors’ associations prior to a third re-

duction in the proposed price cuts of the Federal Trade Commission and the review of the re-
novation committee’s program for promoting the TV set among both vocational and trade schools throughout the United States. RTMA expect attending the sessions made predictions of a set production of $4,800,000 TV sets and 10,600,000 radios.

Other matters under discussion, or which were the subject of commit-
tee reports, were subscription television, materials shortages, industry promotional programs and efforts to obtain closer co-
operation between the set industry and the sports world.

Spot surveys taken among TV set manufacturers recently have

proved that few if any video makers will introduce completely new sets in January. For the most part, manufacturers will turn out a few models either for promotional or fill-in purposes. As for price predictions, no one is willing to talk about future sets. Only firms expected to come in with some increase for the new, landmark Olympic, Jackson and Du Mont.

HONOR THE KID

Ory Omerves 51st Yr. in Biz On Christmas

HOLLYWOOD, Nov. 24—Kid Ory, famed Creole trombonist, that week made preparations for a gala Christmas night when he celebrates his 51st year as a musician. Jazz tootlers in town are being rounded up to visit the 21 Club, where Ory is playing, on Christ-
mas to wish the vet well further.

Born in 1886, Ory’s first taste of Christmas was Christmas Eve, in the La Plaza (La) Railroad. He came to the Coast in 1916 and returned 19 years later to make his home in Los Angeles. He played his first Cristmas lunch date in 1930 at Pete Lolita’s Storyville club in New Orleans. During his 11 years, Ory has been associated with practically all the top names in jazz. He claims to have started Louis Armstrong in 1916 and gave the late King Oliver his first steady job five years before. Such windmills as Jimmy Dinkle and Jimmy Noone also began musical careers with the Kid.

Associated Booking Corporation set Ory at the 21 Club last April. After two weeks, the spot in-kept the fawning of a year and Ory booked the 311 booking. Ory played the Beverly Garden Club and off-beat bistros and several local Disneyland concerts.

Bloch Associates Sign Danny Scholl

NEW YORK, Nov. 24—Danny Scholl, known for his work with RCA Victor, this week signed an agreement between his

management firm and the Bloch Artists agency to handle Scholl’s personal appearances in the various cities. Scholl, who has already recorded for RCA Victor, has been tested for two film roles. The Bloch Artists agency has seen him on radio and TV for the bates.

THIS GOBBLER IS NOT ON WAX

NEW YORK, Nov. 24—Joe Carlson, in behalf of Mer-
cury Records, sent a live turkey key to dejay Martin Block at WOR for Thanksgiving Day gift. With the fowl, Carlson sent a note the general rules of which follows:

We wish you to many turkeys this year that we de-
cide to send you one that could be used.

Charm Ties In On NBC Talent

HOLLYWOOD, Nov. 24—Count Basie Charm Records and NBC’s talent show, “Your Big Moment,” reached an agreement whereby two of the program’s monthly winners will be given a mini-

tum of one disk session with the band. Deal was worked by disk-

jockey’s Don Mayers and KNX pror-

ator Al Leff.

First to benefit from the tie-up is Jerry Lucas, who topped both honors this month. Artist who have recorded for Charm include Bobby Troup Trio, Arthur Van, Phil Gray, grammy Crothers, Ray Shaw, Ada Leonard and Leo Gere-

bald.

Poser: How to Keep ‘Em Out

NEW YORK, Nov. 24—Add to problem of the music business—whether it’s radio, records or films—is the problem of the radio station on their side of the mic. The Weavers, who are doing down Round Town Hall on December 21 and 22, are wonder-

ing what is the best way of keeping the inquisitive closer to the stage. Since half of the program to be presented will consist of folk-
type material not thus far recorded by the group, they feel that rival disk boys may be interested in scoring some cuts.

One more commercial level, the two Weavers are very strong and points to a sell-out. Last time the Weavers played a single Town Hall concert which did sell out.

Harry Weber New Owner of Discovery Firm

HOLLYWOOD, Nov. 24—Discovery Records was sold this week, thus bringing a story to The Billboard of November 17. New diskjockey top er is Harry Weber, a local businessman, who at the 11th hour stepped in for the purchase when Vernon Brown, announced buyer, backed out. Price was not available. How-

ever, at one time Discovery Presy Albert Marx was asking $60,000. Reason for Brown’s backing out was not known.

Mark indicated he would like to stay in the music business, "espe-
cially with a major," he added. Whether Weber will be able to exercise Discovery’s artists’ op-

tion will probably be determined by a court decision.

Weber could not be reached at press time, thus leaving the disk-\n
jockey’s future plans in the air. Dis-

covery manager Ray Brauman, who is expected to remain with the in-,lude will continue filling or-

ers on the catalog.

A NEW and DIFFERENT Christmas Song

WILF CARTER

(MONTANA SLIM)

26-4002 (78 rpm)

47-4300 (45 rpm)

45-5323 (kiddie Series-78 rpm)

47-0928 (kiddie Series-45 rpm)

With 2 Great RCA Victor Recordings ...

A NEW and DIFFERENT Christmas Song

FREDDY MARTIN

VOCAL BY MURRAY ANDREWS

26-5200 (78 rpm)

47-4300 (45 rpm)
TEX WILLIAMS

"I'm Proud to be Associated on NBC and NBC-TV Congratulations on your 25th"

First Release on -
R.C.A. VICTOR RECORDS

"SHRIMP BOATS"
"THE URN ON THE MANTEL"
(HIS PICTURE ON THE WALL)
Record No. 20-4409
Designed for JUKE BOX Play

On NBC Coast-to-Coast
"ROUND-UP TIME"
Starring-
TEX WILLIAMS
at MARTY LANDAU'S RIVERSIDE RANCHO
SATURDAY
P.S.T. 7:30 • M.S.T. 8:30 • C.S.T. 9:30 • E.S.T. 10:30
Also on NBC
WEDNESDAY, FRIDAY & SUNDAY 10:30 P.S.T.
DIRECT FROM RIVERSIDE RANCHO

Star of
* UNIVERSAL-INTERNATIONAL PICTURES
* SNADER TELESCRIPTIONS
* NBC-TV * KNBH Hollywood

Personal Management CLIFF CARLING
6223 SELMA AVE. • HOLLYWOOD 28, CALIF. • Phone Hillside 9311

www.americanradiohistory.com
That SAVVY Singing with a Sock Sound

Nat 'King' Cole

"I'M HURTIN''
backed by BILLY MAY'S Orchestra

paired with 'WALKIN'

Capitol RECORDS

RECORD NO. 1863 • F1863

THE BILLBOARD
December 1, 1951

Music Popularity Charts

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

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of certain grams of each song's popularity as measured by several factors of The Billboard's Popularity Chart. Based on reports received December 1, 22 and 23.

<table>
<thead>
<tr>
<th>Last Week</th>
<th>This Week</th>
<th>Change</th>
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<tbody>
<tr>
<td>1.</td>
<td>&quot;It's No Sin&quot;</td>
<td></td>
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<tr>
<td>2.</td>
<td>&quot;Because of You&quot;</td>
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<tr>
<td>3.</td>
<td>&quot;Cold, Cold Heart&quot;</td>
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<td>4.</td>
<td>&quot;Down Yonder&quot; - L. Wolf Gilbert</td>
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<td>5.</td>
<td>&quot;Undecided&quot; - Sid Robin and Charlie Shavers</td>
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<td>6.</td>
<td>&quot;I Get Ideas&quot;</td>
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<td>7.</td>
<td>&quot;Domino&quot; - Louis Farrer and Don Reno</td>
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<tr>
<td>8.</td>
<td>&quot;And So to Sleep Again&quot;</td>
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<td>9.</td>
<td>&quot;Slow Poke&quot;</td>
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<td>10.</td>
<td>&quot;Jalousie (Jealousy)&quot;</td>
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</table>

*WALKIN*
C. DECEMBER "THE DOMINO," "UNFORGETTABLE," "TWO DOWN JUST LET'S SIN," MEANDERIN', SHRIMP IN THE DECEMBER YOU EACH TEARDROPS Week WHAT THAT CHINA WHISKEY. The can Mar...

YOGI YORGESSON 'I WAS SANTA CLAUS AT THE SCHOOLHOUSE (For the P.T.A.)' backed by 'THE CHRISTMAS PARTY' No. 1831 'I'LL GUST GO NUTS AT CHRISTMAS' coupled with 'YINGLE BELLS' No. 781

THE VOICES OF WALTER SCHUMANN "WHITE CHRISTMAS" coupled with 'WINTER WONDERLAND' No. 1841

MARGARET WHITING and Jimmy WAKELY 'CHRISTMAS CANDY' backed by 'SILVER BELLS' No. 1255

COMING UP FAST! 78 45

"UNFORGETTABLE," "MY FIRST AND MY LAST LOVE" Les Paul and Mary Ford ............... 1951 $3.00

"DOMINO," "FIND ME" Mary May 1850 $3.00

"THE LITTLE WHITE CLOUD THAT CRIED," "BLUE DECEMBER" Les Domingo 1950 $3.00

"LIP," "CHARMAINE" The Four Knights 1850 $3.00

"LET SOMETHING ON THE BAR (Besides Your Ears)," "I LOVE GIRLS" Jerry Leigh 1950 $3.00

"TWO BROTHERS," "ON A HONEY FUNK HARDWOOD FLOOR" Roy Starr 1950 $3.00

POPULAR

"JUST ONE MORE CHANCE," "JAZZ ME BLUES" Les Paul and Mary Ford ............... 1952 $3.00

"THE WAY THE WORLD IS WAITING FOR THE SUNRISE," "WHISPERING" Les Paul and Mary Ford 1952 $3.00

"DOWN YONDER," "FLYING RAG" Joe "Flapper" gay 1952 $3.00

"LET'S LIVE A LITTLE," "I DON'T WANT TO BE FREE" Margaret Whiting and Jimmy Wakely 1953 $3.00

"HEART," "BELLA BINGA" Steve Martin 1953 $3.00

"SLOW POKE," "I WANNA PLAY HOUSE WITH YOU" Ronnie O'Connell 1952 $3.00

"COME ON MY HOUSE," "SOUND OFF" Buddy Bolden 1953 $3.00

"SHAKE IT," "JASIST" Rich Barlow and Les Baxter 1952 $3.00

"MY GOO GOOD LOVES," "COOL, COOL KISSES" Tennessee Waltz and Helen O'Connell 1953 $3.00

WESTERN & FOLK

"THE SHANE DANCE BOOGIE," "I'M GONNA GET ALONG WITHOUT YOU" Roy Rogers 1953 $3.00

"IN THE MOOD," "EVERYBODY THINKS YOU'RE AN ANGEL" Ray Herrick 1953 $3.00

"YOU TRIED TO RUIN MY NAME," "ASLEEP AT THE SWITCH" Dottie Fields and Jimmy Call "TEARDROPS AND TEA LEAVES," "I'LL BE YOUR SWEETHEART" 1952 $3.00

"EACH STEP ON THE WAY," "GONNA WALK WITH MY LORD" Jimmy Wakely 1953 $3.00

"WILL THE BEER Be 600 Oh," "THERE'S ANOTHER IN YOUR HEART" 1952 $3.00

"BUT YOU PACKED LETTER," "UNTIL I DIE" 1953 $3.00

"MATILDA," "THAT OLD WINDY WOMAN" 1952 $3.00

"DINAH ROSE" 1952 $3.00

NEW RELEASES ON Capitol

Nat "King" Cole: I'm Hurtin'

with BILLY MAY'S ORCHESTRA

THE GREATEST!

backed by 'WALKIN' No. 1863

IF I CAN'T HAVE YOU ALL TO MYSELF YOU'RE GONNA LOVE SOMEBODY SOMEDAY (Just Like I Love You) 1853 FL 1312

RUM BUSHMAN'S HOLIDAY THE HONEYDripper 1854 FL 1314

DEAN MARTIN THE NIGHT TRAIN TO MEMPHIS 1855 FL 1315

JAN GARRER HI BEAUTIFUL -- TOYLAND JUBILEE 1946 FL 1316

BOB EBERLY AND LES BAXTER SOMEBOY'S BEEN BEATIN' MY TIME I CAN'T HELP IT 1947 FL 1317

THE JERUSALEM I'VE DONE MY WORK DAVID AND GOLIATH 1948 FL 1318

JIMMY SKINNER 'TIS SWEET TO BE REMEMBERED SEND ME A PENNY POSTCARD 1949 FL 1319

SKEETS McKEON FUS AND FIGHT -- BABY BROWN EYES 1950 FL 1320
<table>
<thead>
<tr>
<th>POPULAR</th>
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<tbody>
<tr>
<td>SHRIMP BOATS</td>
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<tr>
<td>JO STAFFORD</td>
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<td>39581 — 4-39581</td>
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<td>COLD, COLD HEART</td>
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<tr>
<td>TONY BENNETT</td>
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<td>FRANKIE LAVE</td>
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<td>39585 — 4-39585</td>
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<tr>
<td>BECAUSE OF YOU</td>
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<tr>
<td>TONY BENNETT</td>
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<td>39362 — 4-39362</td>
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<tr>
<td>SOLITAIRE</td>
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<td>TONY BENNETT</td>
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<td>GAMBELLA</td>
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<td>39570 — 4-39570</td>
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<td>DOMINO</td>
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<td>DORIS DAY</td>
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<td>39596 — 4-39596</td>
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<td>THERE'S ALWAYS ROOM AT OUR HOUSE</td>
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<td>GUY MITCHELL</td>
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<td>39595 — 4-39595</td>
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<td>DOWN TENDER</td>
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<td>CHAMP BUTLER</td>
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<td>39533 — 4-39533</td>
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<td>CHRISTMAS CROPSSTICKS</td>
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<td>FRANKIE TAMMIE</td>
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<th>FOLK</th>
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<tr>
<td>ALWAYS LATE</td>
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<td>LEFTY FRIZZELL</td>
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<td>20837 — 4-20837</td>
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<tr>
<td>ME AND MY BROKEN HEART</td>
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<td>LEFTY FRIZZELL</td>
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<td>20862 — 4-20862</td>
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<td>BRAXHAM'S BLUES</td>
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<td>LEFTY FRIZZELL</td>
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<td>20841 — 4-20841</td>
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<td>MY ROUGH AND ROWDY WAYS</td>
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<td>LEFTY FRIZZELL</td>
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<td>20843 — 4-20843</td>
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<tr>
<td>IF TEARDROPS WERE PEPPIES</td>
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<tr>
<td>CARL SMITH</td>
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<td>20825 — 4-20825</td>
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<tr>
<th>COMING UP</th>
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<tbody>
<tr>
<td>GREEN SLEEVES</td>
</tr>
<tr>
<td>MITCH MILLER</td>
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<td>39517 — 4-39517</td>
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<tr>
<td>CHARMAIN</td>
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<td>PAUL WESTON</td>
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<td>39616 — 4-39616</td>
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<tr>
<td>IF I LOVED YOU</td>
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<tr>
<td>PERCY FAITH</td>
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<td>39613 — 4-39613</td>
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</tbody>
</table>

get with it now! a blazing new entry from

**RAY PRICE**

"WEARY BLUES" (From Waiting) "I MADE A MISTAKE AND I'M SORRY"
Both with String Band Acc.

78 rpm 20883 — 45 rpm 4-20883

---

EDDIE FISHER comes up with his greatest record to date...

"ANY TIME"

and

"NEVER BEFORE"

RCA VICTOR 20-4359-47-4359

Going Strong...

Slow Poke
Pee Wee King
21-0489 (45-0489)

Any Time/Nevert Before
Eddie Fisher
20-4359 (45-4359)

Music Makin' Mamma/The Highest Bidder
Eddie Fisher with Hugo Winterhalter's Orch.
20-4356 (45-4356)

Turn Back the Hands of Time
Eddie Fisher with Hugo Winterhalter's Orch.
20-4257 (45-4257)

Rugged But Right
Phil Harris
20-4342 (45-4342)

I Get Ideas
Tony Martin
20-4141 (45-4141)

Loveliest Night of the Year
Maria Lanza
18-3300 (45-3300)

Charmaine
Vaugn Monroe
20-4375 (45-4375)

Oh, Holy Night
Maria Lanza
10-1382 (45-1382)

It's Beginning to Look Like Christmas
Perry Como
20-4314 (45-4314)

Domino
Tony Martin
20-4343 (45-4343)

Rudolph, the Red-Nosed Reindeer/Two Front Teeth
Bink Jansen
20-4315 (45-4315)

(I'm) No Sin
Savannah Churchill
19-1209 (45-1209)

Ave Maria/The Lord's Prayer
Perry Como
20-4346 (45-4346)

Slow Poke/Charmaine
Ralph Flanagan
20-4373 (45-4373)

Indicates records which, according to critical sale, are exceptional lots. The disc is urged to keep ample stock of these records on hand, and to endeavor promptly when current stocks begin to approach the "sold out" stage.

This week's New Releases... on RCA Victor

Release No. 15-48

Ships Coast to Coast, Week of December 2

POPULAR

FREDY MARTIN and his Orch.
I Would If I Could
Heaven Dropped Her Curtain Down
20-4401 (45-4401)

RALPH FLANAGAN and his Orch.
Dixie Jump
Just One More Chance
20-4402 (45-4402)

DANNY SCHOLL
Shrimp Boats
I Remember You, Love
20-4405 (45-4405)

COUNTRY—WESTERN

JIMMY MURPHY
Educated Fool
Rambin' Heart
20-4394 (45-4394)

HERE AND JETHRO
Cold, Cold Heart No. 2
Alabama Jubilee
20-4397 (45-4397)

TEX WILLIAMS
Shrimp Boats
The Ums on the Mississippi
20-4409 (45-4409)

SACRED

HANK SNOW and the JORDANAIRES
These Things Shall Pass
Pray
20-4318 (45-4318)

RHYTHM-BLUES

TAMPA RED
She's a Cool Operator
Green and Lucky Blues
20-4399 (45-4399)

BOB WILLIAMS
On a Lonely Torch Bordered Floor
Cry
20-4406 (45-4406)

NEW ALBUMS

PAINT YOUR WAGON
Original Score Cast
78 RPM—OC-6
731/2 RPM—WGC-6

CHRISTMAS BONUS

At about this time everyone begins to wonder if he will be lucky enough to get a Christmas bonus. Well, we hope not going to get one—but you will get this!

The first bonus is: THE GLENN MILLER CONCERT ALBUM.

This is the album which was made up from留下ed Glenn Miller material, and which has been getting rave reviews and considerable record buying and at the SATURDAY REVIEW OF LITERATURE, a publication noted for its exceptional honesty, gave the album a review, calling it: "one of the greatest albums in the Glenn Miller series, and now reviewed a vitality and spontaneity rarely hit in its single solution. Its "Ragtime and '29—Leaders of the until generation of entertainers.

This critical reaction is being backed up by the response we are getting from all the people who buy the album. THE GLENN MILLER CONCERT ALBUM captures the best of Glenn's style in single recordings that every admirer of Glenn Miller should have. The album is a "hit" in the true sense of the word and makes up a "home" in the form of profits from your listening.

The record bonus is: PAINT YOUR WAGON, the album from THE GLENN MILLER WAGON in the latest Broadway musical hit by Jerome Kern and Oscar Hammerstein II. The celebrated writers of show music have combined their talents to produce a show and album that is sure to bring movie audience to the Broadway shows. The Saturday Review of Literature comments: "is the best hit in New York in quite a while. I think the show will be a hit here."ốt is a hit in New York. More people like the album than we ever thought could be possible. The first bonus is: THE GLENN MILLER CONCERT ALBUM captures the best of Glenn's style in single recordings that every admirer of Glenn Miller should have. The album is a "hit" in the true sense of the word and makes up a "home" in the form of profits from your listening.

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**FOLK TALENT AND TUNES**

**ARTISTS’ ACTIVITIES**

The folk music world is mourning the death of Mrs. Red Foley, who, as Judy Martin and Eva Overstake, played an important part in popularizing country music to the nation. She died November 17 in Nashville after a short illness. As a member of the original Overstake Sisters, she broke into radio at WLS, Chicago, where she met and married Foley.趁着 "VAGA, Ben Levitt, a former voice of the "Junior Louie Loan" in, as well as the man and wife team, whom they recorded and promoted in the early days at WLS.

**C&G Records to Watch**

In this issue of the "C&G Records" it features the best selling folk recordings for the week of November 30 and December 7. The chart is compiled by the Billboard's music survey and is a selection of the most popular records in the country and Western music field.

**Coming Up**

eron singers have been noted in previous issues of this column. According to a recent survey, the following records have chosen as the most popular hits among the Western music audience.

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

This column is compiled by Billboard's music survey and is a selection of the most popular records in the country and Western music field.

**WAGON**

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

These records are compiled by Billboard's music survey and are a selection of the most popular records in the country and Western music field.

**WATCH!**

**GOOD FISHING!**

**JOHNNY HORTON**

The Singing Fisherman in the Western and Folk Field

Johnny Horton is considered by sporting goods manufacturers as one of the best water fishermen that ever cast an artificial lure. Johnny has reeled in many prize-winning bass out of lakes where fish are hard to catch. Now in the entertainment field, Johnny Horton is reeling in very interesting records with reactions equal to a 20-lb. bass. All of the records here are striking like winning catches and you'll feel them weighing heavy on the contest line.

**OPERATORS! RIGHT ON TIME FOR THE HOLIDAY SEASON... AND JUST LIKE MONEY!**

**GOTHAM**

GOLDEN SLIPPERS

GOOD FELLOWS MUSCLE

ERNEST HOPKINS CHARITY

ORDER EARLY FROM YOUR GOTHAM DISTRIBUTOR

**RECORD PRESSING**

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**Music Popularity Charts**

**Rhythm & Blues Record Reviews**

**Best Selling Retail Rhythm & Blues Records**

- **Records** listed are rhythm and blues records that sold best in stores during the week.
- **Retail Sources** include selected retailers, the majority of whose customers purchased records in hard and bran stores.

**Rhythm and Blues Notes**

By Hal Heman

The Paradise Theatre in Denver closed down after the first of the year. In its place a new one is being built, recently this week, and they're penciling in about 18 shows in the coming year. The agencies lost their noses and accepted the cancellation notices three months ago. The Booking Records is the recording director, Bobby Shadd. This week continues to build his talent roster. He signed a new artist for a Columbia release, a young, Southern blues expert from Maryland, Bob Lockwood. Paul Quender, who currently is working with the Count Blake Orchestra, is now with

**Most Played Juke Box Rhythm & Blues Records**

- **Records** listed are rhythm and blues records that were most played in juke boxes across the country. These are the special surveys among a selected group of juke box operators whose locations require rhythm and blues music.

**Juke Box Natural!**

3 A.M. BOOGIE

WILLIAM McDANIEL

**R&D Records to Watch**

In the review of The Billboard's music chart the following record has been sold in stores and performances popular among the rhythm and blues disc lovers this week.

**Everyday's Fishin'**

Savoy Record Co., Inc.
58 Market St., Newark, N. J.

LOOK! New PEACOCK Releases CLARENCE "GATEMOUTH" BROWN presents

**Don't Pass Up This One!**

Picked By BILLBOARD!

"Who'll Be The Fool From Now On?"

hunked with

"Mr. Santa's Boogie"

by the Marshall Brothers

**Juke Box Blues**

RAY BRUN

**Rhythm & Blues Record Reviews**

**Artist**

**Label and No.**

**Tunes**

**Comment**

B. B. King

That Ain't the Way to Do It

82--83--81--82

B.B. King

84--85--86--87

Three O'Clock Jump

King blues a world-wide story about his mother's letter-the eyes.

(Continued on page 115)

**Your Best Bets Are on**

**The Little White Cloud That Cried**

Cryin', Johnnie Ray

610--610--610

**Whiskey and Gin**

Johnnie Ray

390--590--590

**Tell the Lady I Said Goodbye**

Chris Powell

810--610--610

**I Rule My House**

Ray Charles

610--610--610

**The Masquerade Is Over**

George Walker

610--610--610

**Plenty of Money**

The Teenagers

610--610--610

**Cocktails for Two**

Arnett Cobb

610--610--610

**Walkin' Home**

610--610--610

610--610--610

A PRODUCT OF COLUMBIA RECORDS, INC.

**Specialty Records**

**It's Selling**

TRUMPET #147

EVEYBODY'S FISHIN'

**Diamond Records**

JACKSON, MISS.

**The South Sides Again Heading Up Your Way on"Bald Headed Daddy"**

LYDIA LARSON

**Apollo Records**

**Get On The Sonny Boy Williamson Train With Sonny Boy Williamson**

(You can't keep him down)

Sonny Boy's Christmas Blues

**Trumpet Records**

301 N. Park

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

ARTIST
LABEL AND NO.
TUNES
COMMENT

LEROY ANDERSON ORK
Blue Skies
DECCA 27976—"Beautiful cheer, repeated in an arrangement
just to the point of restraint, could generally happen with
an effect reminiscent of "Skyscrapers.""
88--90--78

EDDY HOWARD
There's a Old Time Tree in Heaven
MERCURY 75-4150—"The voice with its bit on "C"-
although the violin solo was mentioned after the
four bars in the arrangement saved by the four bars
which the lead solo in two for the four bars.
78--82--80

ANDREW SISTERS (Vic Schoen Orch)
All the World to Me
DECCA 27979—"The voice with the bit on "C"-
achieved by the quartet and made more
natural by the record.
73--75--75

ARTHUR PRYSCOCK (Sy Other Orch)
I Didn't Know What to Do Last Night
COLUMBIA 27981—"The finely articulated with sepia and
light sheet music would be adding to the not surprisingly
feature of the record.
68--76--76

LOU DINNER
Babi Love
COLUMBIA 27982—"A song that needed more space
for the record.
72--80--78

LUCINDA'S SISTERS
Moanin' for a Cr, A
DECCA 27983—"The voice which usually toned down to
the rhythm of the record.
69--75--78

PERCY FAITH ORK
Billy's Blues
COLUMBIA 27984—"The song that needed more space
for the rhythm of the record.
70--72--70

ROBERT L. WILSON
Flamenco
Musicraft 5020—"Not a song that needed more space
for the rhythm of the record.
79--72--75

Just One More Chance
Musicraft 5025—"Not a song that
needed more space for the rhythm of the record.
73--75--77

ROBBIE HALL
Find
Musicraft 5026—"Not a song that
needed more space for the rhythm of the record.
70--72--77

NEIL OLSON
Morning
Musicraft 5027—"Not a song that
needed more space for the rhythm of the record.
70--72--77

NEIL OLSON
Cinderella and Train To The Zoo... Now
WE OFFER THE SALES SENSATIONS OF THE YEAR!

"SLEEPING BEAUTY"
WITH MUSIC BY
Tchaikovsky
AND
"TRAIN TO THE FARM"

Here are two more profit makers guaranteed to help you make this holiday season the best and biggest ever! Here's the favorite of all composers, Tchaikovsky'S...AND THE TOP FAIRY TALE, "SLEEPING BEAUTY," IN A sensational new two-record album. There's magic in these names—and magic for the record smart dealers who display them.

His No. 2 is "TRAIN TO THE FARM," a companion for our best-seller, "TRAIN TO THE ZOO." Watch how parents and youngsters pick this title right off your shelves—a guaranteed money maker. For the holiday season—and all year round—display the best-recommended, best-for-children, best promoted, best-SELLING line. CHILDREN'S GUILD RECORDS!

THE BILLBOARD
Music Popularity Charts

THE BILLBOARD
Music Popularity Charts

- Record Reviews

- ARTIST
- LABEL AND NO.
- TUNES
- COMMENT

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INCREDIBLE!

The versatility of
'THE SINGING RAGE'
PATTI PAGE

NOW ANOTHER BIG WINNER!

'COWBOY'S SWEETHEART'
COUPLED WITH
DOWN IN THE VALLEY

MERCURY 5751 • 5751445

THE BILLBOARD Music
Popularity Charts

• Advance Record Releases

POPULAR

Sunny, Lee (Columbia) 36880
Stanley, Jack (Columbia) 36885
Gatling, Tom (Columbia) 36885
Siegfried, Jack (Columbia) 36885
Broadbent, Jack (Columbia) 36885

LATIN AMERICAN

The Billboards (Imperial) 5226
Miranda, Francisco (Imperial) 5226

RELIGIOUS

Parkes, John (Dixie) 3744

INTERNATIONAL

Henderson, Wally (Columbia) 4572
Carroll, Joe (Decca) 4572

THE BILLBOARD
MUSIC RECORD COMPANY INC.
THE BILLBOARD, INC.
1155 AVENUE OF THE AMERICANS
NEW YORK 10, N.Y.
THE BILLBOARD Music Popularity Charts

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

**Most Played Juke Box Records**

...Based on reports received November 21 and 22.

<table>
<thead>
<tr>
<th>POSITION</th>
<th>SONG</th>
<th>ARTIST</th>
<th>LABELS</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td>1. BECAUSE OF YOU</td>
<td>T. Bennett, E.</td>
<td>MGM</td>
</tr>
<tr>
<td>16</td>
<td>2. COLD, COLD HEART</td>
<td>T. Bennett, E.</td>
<td>MGM</td>
</tr>
<tr>
<td>10</td>
<td>3. SIN</td>
<td>F. Howard</td>
<td>MGM</td>
</tr>
<tr>
<td>9</td>
<td>4. UNDECIDED</td>
<td>Amer Benents-L.</td>
<td>MGM</td>
</tr>
<tr>
<td>3</td>
<td>5. DOWN YONDER</td>
<td>Del Wood</td>
<td>MGM</td>
</tr>
<tr>
<td>1</td>
<td>6. JALOUSIE (JEALOUS)</td>
<td>F. Laine</td>
<td>MGM</td>
</tr>
<tr>
<td>4</td>
<td>7. SLOW POKE</td>
<td>Pee Wee King</td>
<td>MGM</td>
</tr>
<tr>
<td>11</td>
<td>8. SIN</td>
<td>Four Aces, A.</td>
<td>MGM</td>
</tr>
<tr>
<td>7</td>
<td>9. SIN</td>
<td>S. Chambill</td>
<td>MGM</td>
</tr>
<tr>
<td>5</td>
<td>10. I GET IDEAS</td>
<td>T. Marlin</td>
<td>MGM</td>
</tr>
<tr>
<td>6</td>
<td>11. DOMINO</td>
<td>T. Marlin</td>
<td>MGM</td>
</tr>
<tr>
<td>10</td>
<td>12. JUST ONE MORE CHANCE</td>
<td>L. Paul, M. Ford</td>
<td>MGM</td>
</tr>
<tr>
<td>15</td>
<td>13. TURN BACK THE HANDS OF TIME</td>
<td>E. Fisher</td>
<td>MGM</td>
</tr>
<tr>
<td>10</td>
<td>14. AND SO TO SLEEP AGAIN</td>
<td>P. Pope</td>
<td>MGM</td>
</tr>
<tr>
<td>15</td>
<td>15. WORLD IS WAITING FOR THE SUNRISE</td>
<td>L. Paul, M. Ford</td>
<td>MGM</td>
</tr>
<tr>
<td>5</td>
<td>16. OUT IN THE COLD AGAIN</td>
<td>R. Hayes</td>
<td>MGM</td>
</tr>
<tr>
<td>7</td>
<td>17. HEY, GOOD LOOKIN'</td>
<td>J. Stafford, F. Laine</td>
<td>MGM</td>
</tr>
<tr>
<td>11</td>
<td>18. I GET IDEAS</td>
<td>L. Armstrong</td>
<td>MGM</td>
</tr>
<tr>
<td>9</td>
<td>19. DOWN YONDER</td>
<td>C. Butler</td>
<td>MGM</td>
</tr>
<tr>
<td>3</td>
<td>20. BECAUSE OF YOU</td>
<td>L. Smith</td>
<td>MGM</td>
</tr>
<tr>
<td>2</td>
<td>21. I LIKE IT</td>
<td>L. Turky</td>
<td>MGM</td>
</tr>
<tr>
<td>1</td>
<td>22. COLD, COLD HEART</td>
<td>Fontane Sisters</td>
<td>MGM</td>
</tr>
<tr>
<td>7</td>
<td>23. BLUE VELVET</td>
<td>F. Breech</td>
<td>MGM</td>
</tr>
<tr>
<td>1</td>
<td>24. CRY</td>
<td>F. Roy</td>
<td>MGM</td>
</tr>
<tr>
<td>15</td>
<td>25. WHISPERING</td>
<td>L. Paul</td>
<td>MGM</td>
</tr>
<tr>
<td>2</td>
<td>26. SOULFARE</td>
<td>L. Bennett</td>
<td>MGM</td>
</tr>
<tr>
<td>4</td>
<td>27. DOWN YONDER</td>
<td>F. Firetti</td>
<td>MGM</td>
</tr>
<tr>
<td>29</td>
<td>28. JAZZ ME BLUES</td>
<td>L. Paul</td>
<td>MGM</td>
</tr>
</tbody>
</table>

A GREAT PERFORMANCE OF A NEW HIT!

TONY FONTANE

"ALL OVER AGAIN"

COUPLED WITH "LOVE"

MERCURY 5754 • 5754X45

Mercury Records, Chicago, Illinois

Mercury Records of Canada Ltd., Toronto, Canada
**THE BILLBOARD Music Popularity Charts**

**The Billboard Picks**

In the opinion of The Billboard, music specialty records listed below are most likely to achieve popularity as determined by mass radio network, most-played or most-listened features of the chart.

1. TELL ME WHY - Four Aces
2. CARSON IN THE RAIN - Hugo Winterhalter Orch. & Chorus
3. BLUE DECEMBER - Hugo Winterhalter Orch. & Chorus
4. I'M NOT THE ONE - Gene Austin
5. I CAN'T HELP IT - Ray Anthony

**The Disk Jockeys Pick**

Picks that have appeared for three consecutive weeks or three times within a six-week period are not reported below. Based on a weekly survey among them on what two disk jockeys think tomorrow's hits will be:

1. JINGLE BELLS - Les Paul
2. I LIKE IT - Jackie Leon
3. I'M TAKING YOU - Vic Damone
4. CRY - Sammy Davis
5. I CAN'T HELP IT - Guy Mitchell-Mitch Miller

**The Retailers Pick**

Picks that have appeared for three consecutive weeks or three times within a six-week period are not reported below. Based on a weekly survey among them on what the local retailer thinks tomorrow's hits will be:

1. JINGLE BELLS - Les Paul
2. THREE BELLS - Andrew Sisters-Gene Jenkins
3. CRY - Sammy Davis
4. NEVER - Sammy Davis

**The Operators Pick**

Picks that have appeared for three consecutive weeks or three times within a six-week period are not reported below. Based on a weekly survey among them on what the jock box operators think tomorrow's hits will be:

1. ANYTIME - Eddie Fisher-Roberta Sherwood
2. CHARAMME - Monty Paterson
3. BABY, WE'RE REALLY IN LOVE - Sammy Davis
4. LITTLE WHITE CLOUD THAT CRIED - Sammy Davis
5. CRY - Sammy Davis

**The Country and Western Disk Jockeys Pick**

Picks that have appeared for three consecutive weeks or three times within a six-week period are not reported below. Based on a weekly survey among them on what the country & western disk jockeys think tomorrow's hits will be:

1. MUSIC MAKIN' MAMA FROM BIRMINGHAM - Red Sovine
2. TALK TO A SAILOR TILL - Opry Gang
3. TIS SWEET TO BE REMEMBERED - Cowboy Copas
4. HEARTLESS Lovers - Roy Hall
5. TOO OLD TO CUT THE MUSTARD - Carl Smith

---

**THE BILLBOARD Music Popularity Charts**

**The Greatest Name in Entertainment**

**M-G-M MONEY MAKERS!**

Everybody wants it...and here it is! Two great artists on one great record!

Gene David

Kelly Rose - Love is Here to Stay

78 rpm - MGM 70147
45 rpm - MGM K30477

**BILLY ECKSTINE**

Jealousy
Strange Interlude

78 rpm - MGM 11111
45 rpm - MGM K11111

**BILLY ECKSTINE**

George Shearing

Taking a Chance on Love
You're Driving Me Crazy

78 rpm - MGM 11111
45 rpm - MGM K11111

**BILL FARRELL**

Shrimp Boats

Cry

78 rpm - MGM 11111
45 rpm - MGM K11111

**TOMMY EDWARDS**

Christmas is for Children

Kris Kringle

78 rpm - MGM 11107
45 rpm - MGM K11107

**FRAN WARREN**

I'm Sending You Roses

Speak Low

78 rpm - MGM 11111
45 rpm - MGM K11111

**BILLY ECKSTINE**

George Shearing

Taking a Chance on Love
You're Driving Me Crazy

78 rpm - MGM 11111
45 rpm - MGM K11111

**FRAN WARREN**

I'm Sending You Roses

Speak Low

78 rpm - MGM 11111
45 rpm - MGM K11111

**BILL HAYES**

Charmaine

For All We Know

78 rpm - MGM 11111
45 rpm - MGM K11111

**HANK WILLIAMS**

Baby, We're Really in Love

I'd Still Want You

78 rpm - MGM 11111
45 rpm - MGM K11111

**MARION MORGAN**

I Get a Warm Feeling

Charlie Changed His Mind

78 rpm - MGM 11111
45 rpm - MGM K11111

**ART MOONEY**

Slow Poke

Keep on the Sunnyside

78 rpm - MGM 11111
45 rpm - MGM K11111

**DANNY DAVIS**

Crazy Heart - I'm Not Alone

78 rpm - MGM 11111
45 rpm - MGM K11111

---

**THE BILLBOARD Music Popularity Charts**

**The Greatest Name in Entertainment**

**M-G-M RECORDS**

701 SEVENTH AVE., NEW YORK 19, N.Y.
GOING UP!
a tuneful new treat from

TONI ARDEN

a great new Floyd Tillman song

GUESS I’LL BE PLAYIN’ THE FIELD FROM NOW ON

with PERCY FAITH and his Orchestra

and WHEN THE WORLD WAS YOUNG

78 rpm 39605—45 rpm 4-39605

COLUMBIA Records
FOR MUSIC THAT SENDS ‘EM—TO YOU!

CLIMBING HIGH!
a joyous new setting of...

GREEN SLEEVES

MICH MILLER

and his Horns and Chorus
Vocal Chorus by PETER HANLEY

coupled with

LOVE MAKES THE WORLD GO ROUND

Vocal Chorus by THE PAULETTE SISTERS
78 rpm 39617—45 rpm 4-39617

Columbia Records
FOR MUSIC THAT SENDS THEM... TO YOU!
Music as Written

"Merry Christmas
Ev'rywhere"

by Jerry Velasco and FRANKIE LAINE

A Seasonal Song, dedicated to the kids who have no Christmas; one of Frankie Laline's most heartwarming records.

Sam Wigler
Oris Polland
Gloria Perle

POLLSAM MUSIC
1649 Broadway
New York 19, N. Y.

"The finest sound on record"
S. F. Symphony Has 40th Anniversary

NEW YORK, Nov. 24—As part of the celebration of the 40th anniversary of the San Francisco Symphony Orchestra, Pierre Monteux, conductor, presented special albums of the orchestra's music to the Library of Congress American collections in a coast-to-coast ceremony via NBC closed circuit network.

Mr. Monteux, now in his 17th and farewell season with the symphony, spoke from the NBC studio in San Francisco, and Esther B. Evans, librarian of Congress, accepted the recordings on a broadcast from the Washington end of the circuit in the Library's Coolidge Pavilion.
The integrity and experience of
THE BILLBOARD
RCA VICTOR
custom record sales
RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION
NEW YORK
Dept. 24-A
265 Fifth Ave.
New York 10, N.Y.

CHICAGO
Dept. 25-A
1016 S. Dearborn St.
Chicago 5, Illinois

HOLLYWOOD
Dept. 26-A
7000 Hollywood Blvd.
Hollywood, California

BUSINESSENT COME TO RCA VICTOR'S
VALLEYS FOR A CUSTOM
TOTAL CONTROL \ RECORD SALES

Busse Junket Adds Dates
HOLLYWOOD, Nov. 24 — Ad
ipation for the second release
creasing rumors of a possible

GARCI'S Sets Tour
HOLLYWOOD, Nov. 24 — Joe
Garcia's Band's tour will start
Palmolive Auditorium on Decem

Granz's "Jazz" Ends Fat Trek
HOLLYWOOD, Nov. 24 — Nat
Granz' "Jazz at the Philharmonic" cross-country tour, which began last
in San Francisco, has ended at
Granz back to the road. The

VALDO Signed To MGM Pact
NEW YORK, Nov. 24 — MGM
this week signed young vocalist

Toronto Ork's Border Fuss
TORONTO, Nov. 24 — Security
regulations will prevent the ap

Mary's Music Shop
306 E. 63rd Street
New York 21, N.Y.

MCA Sets Tour For Jurgens Ork
HOLLYWOOD, Nov. 24 — The
sets for an east coast tour of

GAC Offering Wolcott Pkge.
HOLLYWOOD, Nov. 24 — Joe
Viviano's new release, "Wolcott Pkg.,"

Aragon, Wkl Smokc The Pipe
HOLLYWOOD, Nov. 24 — Aragon
smoked six joints while record-
Stan Jones Into Sacred Music Field With "Resurrectus"

HOLLYWOOD, Nov. 3—Stan Jones, who skyrocketed into national prominence with "Ghost Riders in the Sky," has now reversed his interests and is working in a sacred music field. Jones' initial religious efforts were not especially successful until recently, when he teamed up with business men, headed by the Star Worlds Corporation, to produce a collection of sacred music called "Resurrectus," which was under the auspices of the National Council of Churches.

The fateful project, which has been in progress for some time, was the brainchild of Jones' Pioneers, Inc., and the large collection of words and music, which were to be sold to professional musicians at $1.25 each for copy, Civil War songs and hymns resulted in permanent income for the Star Worlds Corporation and deficiency costs. Other music, notably in the Spirituals and Negro spirituals, were reprinted from operating similar records. The latter were made by recording with musical numbers via the different union labels, in both Eastern cities.

The Federal Bureau of Investigation, according to the report, has been on the lookout for the collection of music, and the making and selling of illegal copies of spirituals and Negro spirituals has been a major activity of the bureau. A letter sent by the MPA to 1,000 dealers in January, inviting them to explain to teachers, music educators, and organizations, that the making of certain Negro spirituals was against the law, hit home last—some Negro spirituals were made by being a "call" in some ten, five band dresses. 

Agency is also working on a show which would be made sometime after the musical effort is complete.

Rupe Sets Disturb Chain for Fidelity

ENGLEWOOD CLiffs, N. J., Nov. 4—Speci-
elty Records' top seller Art Rupe, whose company, the Fidelity Record Corporation, has had quite a bit of success in the past, has made an offer to the president of Columbia, who has the option to buy out the former's entire holdings in the company, Fidelity plans to put out a new line of records expected to sell at least $26 more outside the United States than it plans to sell in full year.

Jones, who is the president of the United Record Distributors, Houston, Big State Distributors, Chicago, and Fidelity Distributors, Los Angeles, Midwest Distributors, Cleveland, and Fidelity City Distributors, St. Louis, Cleveland, Detroit, Marquette Sales, Detroit, Burbon Distributing, Charlotte, N. C, Wisconsin Distributing, Dallas, and Robert, Rupe will reveal Fidelity's future plans and the new line of records, locked in around the time when the company is expected to be completed in December, is likely $1.5 million in sales.

The company, which now conducts lists of recorded music from every branch of the music business, has now added 12 new branches, all devoted to the distribution of classical music, whether it be classical, folk, modern, or not. And the English Decca Records, which has added the service, has now added an English record service to it and will be available here by the end of this year, according to Rupe.

Deco Prepares World Record Encyclopedia

NEW YORK, Nov. 4—English Decca Records, who will publish "The World's Encyclopedia of Recorded Music," early in 1953. The publication, to be edited by Leonard Jacobsen, and produced by Decca President, Deco, and G. J. Canning, English director, is expected to be completed by December, and will be available here by the end of this year, according to Rupe.

The company, which now conducts lists of recorded music from every branch of the music business, has now added 12 new branches, all devoted to the distribution of classical music, whether it be classical, folk, modern, or not. And the English Decca Records, which has added the service, has now added an English record service to it and will be available here by the end of this year, according to Rupe.

"Resurrectus" for issue from the解除的五音”for issue after the music's release. The MPA's top sellers, according to the report, are pushing back many book publishers to meet the demands of the business, according to the report, it was printed out, however, that the music must remain under the control of the MPA and that the publishing company, MPA Publications, Inc., takes no advantage of the negative position with regard to enforcing the plan.

Pubs were buried on the first version of the general copyright with a major change in the field of international copyright, scheduled for the UNESCO Conference in Paris in January, when a preliminary draft of a universal copyright convention was prepared. The MPA, which was to be submitted to each country for study, provides for broad rights for the author, including an interest in the work as copyright owner. The printing of the text makes it possible, according to the MPA, to inform publishers of the UNESCO proposal was called encouraging.

The MPA report also covered the leadership of the music business in supporting the bills seeking to protect the copyright act, the exemption now covering the jazz boom. Efforts of Sidney Wittenberg in this direction were discussed. The MPA also covered the MPA's successful efforts to have music exempted from the Office of Price Stabilization's policy and the bill that now is part of the work of the National Music Council, with which Douglas is treasurer, in promoting the bill to make the library, colleges, and municipalities.

MGM Strengthens Sales Org.

CHICAGO, Nov. 24—Jimmie Martin, leading distributor of country records, this week signed with MGM to serve as their distributor, in a three-year area, west and northwest of the United States. The Zenith Radio Distributors, which had handled the label, moved to Zenith Records, when MGM left the way in December, Martin is regaining his labels and reports that he intends to do some taste full kind of business. He will handle large portion of the Southern records for the label, which has a contract with the American Federation of Musicians, and will likely overtake them as well as the music he previously handled.

GMP Notes Rack Sale Gains

The South's Leading Organist

HERBIE KOCH

- at the world's largest studio organ, plays

CHARMAINE

b/w VALENCIA

on ACME RECORD #980

WRITE ... WIRE ... PHONE

ACME RECORDS, Inc.
CAMPBELLVILLE, KY.
Phone 226	 188

EXCLUSIVELY ON CAPITOL

"I TANT WAIT TILL QUITHMUTH"

RECORDED BY
MEL BLANK
CAPITOL RECORD #11853
Hocus-Pocus

By BILL SACHS

FOR Comics-Emcees. Free,

Best COMEDY

THATS SANTA CLAUS

of

Wednesday,

Al Armstrong

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LOOT FOR THE LUCRATIVE AOW. Beauty Contest Winner Snags Buick

ELIZABETH, N. J., Nov. 24.—Alto Edward L. LaVenture was temporarily out of business following an Oct. 30 fire which destroyed the rink he operated at Wharton Park here with a loss estimated at $50,000, and he made plans shortly thereafter to reopen skating operations when Wharton P. A. Amusement Co., owner of the park, ballroom, and skating establishment over to him for use as a roller rink.

Last summer park officials made plans to install new floors in the park and ballroom end had heating equipment installed in the building. However, dancing now will not return until next season.

Laventure lost skates and other equipment valued at $10,000 in the blaze which started in the check from and incurred damages that end of the structure before spreading from Wharton Park and two neighboring homes. The blaze. The absence of wind helped confine the fire to the rink.

Brockton Rink Burns

BROCKTON, Mass., Nov. 24.—Six hundred patrons escaped a local skating rink in less than 30 seconds Thursday night, the roof of the building was set afire by flames that destroyed nearby home.

Maple and Fibre Wheels

Back Rack Maple No. 8700—No. 875 Regular No. 877 Figure. No. 860—No. 861 Racing—No. 862 full tire one piece steel bushing in No. 863—No. 864—No. 865—No. 867—No. 876—No. 876—No. 878. Known for quality products.

CHICAGO ROLLER SKATE CO.

HUNTINGTON MEMORIAL FIELD HOUSE

Huntington, West Virginia

For the latest updates, visit our website at www.americanradiohistory.com
**Roadshow Rep**

H. T. Bray is presenting his religious picture in Central Oklahoma with the following engagements:

- **State Family Show** is on the road again after a summer vacation in Ontario. Ottawa. Harvey M. Boyd, who has been associated with Bray, has been with him for years, and he has been keeping good returns. Right now he has booked:
  - **Sonja Henie's 1952 Ice Revue** (Open Thursday, November 10)
  - **Cow Palace, San Francisco**

- **Ashford** is booking a dynasty of figure skating by Baby Legs, Londe, and putting stars. Miss Henie is in the featured personality through the whole engagement. In an elaborate "Paramount Winter" program she does figure skating, dance, tennis, and track stars. She is said to draw crowd interest equals to that of the best female vocalist or dancer, but she gracefully and equipped in her dazzling smile.

- The choreography and staging by Bob Caller is also highly effective and thrilling. This comic return performance is definitely better than San Francisco has seen in many years. The skating number, a comic soldier, and a great water act are among the highlights.

- "Football Follies" of Tuffy and Gil McKinnon are one of the sharpest and the best. Likely to appear for the first time will be the sometime silent trio, "Arny Mills, Mickey and a large orchestra" helped pace the show nicely, and the first act of the first night was astonishing. The Honolulu crowd enjoyed the 18 performances before dismantling the set and leaving for another city across the country. The show is being booked for all the theaters in Europe.

- Edward Murphy.

**Holiday Radio**

The following stations have scheduled "Command Performance" early in the season:

- **WRLC, Detroit**
- **KFCI, Kansas City**
- **WFMT, Chicago**
- **WABC, New York**
- **WJR, Detroit**

**Open a Drive-In Theatre**

**London Dispatch**

BY LEIGH VANCE

- **Elinor Glyn's new novel, "Fifteen," is the title of the book, and the first outlines are expected to be available next year. The story is a sequel of "Fifteen," and it is said to be a swift romance. More details are expected to be revealed in a few weeks.

- **Screen Personalities**

  - Orson Welles, that firecracker of the film world, has been doing a lot of work since the release of his latest film, "The Lady from Shanghai," and he has been in the news ever since. He is planning to make a new film, "The Magnificent Ambersons," which is expected to be a big hit. The movie is based on the novel by Booth Tarkington.

**Rome Round-Up**

BY SYD STOCEL

- **Tom Waits** is still struggling with his latest, "Small Change," and it is expected to be a big hit. The album has been well received by the critics, and it is expected to do well at the box office.

- **Evelyn Waugh** is still working on his latest novel, "A Banana for Dinner," and it is expected to be published next year. The book is a sequel to "Sword of Honor," and it is expected to be a big hit. The novel is about a young man who is sent to Europe to fight in World War II.

**Dorothy, a Son**

Because it is so pleasing, Ronald Howard, who is strikingly like his father, is doing well playing the young husband with a strong, gentle manner. He has been known for his beauteous appearances, and it is expected that he will continue to do well in the future. The role is a part in "The Magnificent Ambersons," directed by Orson Welles.

**London 'Round the Drive-Ins**

**Ben Wachman,** supervisor of the George Theater Circuit, has an unusual problem on his hands. The circuit is facing a strike by the Screen Actors Guild, which is demanding a 20-cent wage increase for all its members. Wachman is trying to negotiate a settlement with the Guild, but the talks have broken down. It is expected that a strike will be called soon. The circuit has been running without a strike for several years, and it is hoped that a settlement can be reached soon.

**Carla Tognazzi,** executive producer of the Toronto-based Tognazzi Studios, is in New York to discuss possible future projects with industry executives. Tognazzi, who has been in the entertainment industry for over 20 years, is known for her work on television series such as "The Little House on the Prairie." She is expected to bring some exciting projects to the United States in the near future.

**Dr. Robert Moore,** former head of Lucky Luke and Golden Daffodil (now Drive-In), is in New York to discuss possible future projects with industry executives. Moore, who has been in the entertainment industry for over 30 years, is known for his work on television series such as "The Andy Griffith Show." He is expected to bring some exciting projects to the United States in the near future.
The Final Curtain

AKRON—Dec. 2. Miss Helen Heflin, a native of Creston, Ohio, has been on tour with the film company of the San Francisco Opera Company for many years. She had a voice that was both beautiful and powerful, and she was admired by her fellow artists. She died at her home in San Francisco on November 16.

Blum—Bud, 77, died at his home in the Hotel Washington, Washington, D.C., on November 15, 1951.

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BROOKLYN—Bud Lashbrook, 77, a native of Creston, Ohio, has been on tour with the film company of the San Francisco Opera Company for many years. He had a voice that was both beautiful and powerful, and he was admired by his fellow artists. He died at his home in San Francisco on November 16.

Burlesque Bits

December 16, 1950

Newark, N. J.

Mr. and Mrs. Lloyd Heflin, parents of Mrs. Helen Heflin, who was a native of Creston, Ohio, have been on tour with the film company of the San Francisco Opera Company for many years. They had a voice that was both beautiful and powerful, and they were admired by their fellow artists. They died at their home in San Francisco on November 16.

November 16, 1950

Cincinnati, O.

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Off-Season

Continued from page 46

New in the December 22nd Issue

The Billboard's

ARENA-AUDITORIUM SPECIAL

The very first issue of its kind ever published!

BASIC DATA

THE BILLBOARD ARENA-AUDITORIUM SPECIAL

WHO PUBLISHES IT?—published by The Billboard Pub-

lishing Company, Chicago, Illinois, owner and pub-

lisher of The Billboard is a successful publishing background of 20 years,

who have been associated with the business, and the work in the interests of the

business, and the work in the interests of the

THE BIRTH AND DEVELOPMENT OF ICE SHOWS—

By ED. J. QUILLEY

The manhood of the Ryals, an old hand in the field, covers the

subject in its full scope.

HOW ARENAS PROMOTE MIAMI IN THE

SUMMERTIME—by C. A. RITTER

How these publications and arenas are helping bring extra business in

the Miami-Beach March area.

ARENA PROFITS IN ROCHESTER—

by ALEX H. REED

The story of a successful small city operation.

PROMOTION—

In addition to a special two-page display of

music, three special full-page ads will be in the issue. The

ads will cover the two-week period ending March 17.

MECHANICAL SPECIFICATIONS:—Columns, 8 feet;

10 feet; length of beam, 13 feet; roof height, 15 feet;

3 inches; top material, 14 inches; depth, 10 inches.

形状:

The program will be handled by the Billboard

editors and the Editorial Department.

FEATURES—

ARENAA MANAGERS I HAVE KNOWN—by BOB HOPSE

The features are from the personal experiences of the

editors of this column.

ARENAR TOUR SUCCESS STORY—by NAT "KING" COLE

The features are from the personal experiences of the

editors of this column.

THE OUTLOOK FOR AUDITORIUMS—by C. W. VAN LOPK

The features are from the personal experiences of the

editors of this column.

SUMMER OPERATIONS—by ED FURNI

The features are from the personal experiences of the

editors of this column.

NEW ARENAS STILL GOING UP—by PETER ALDEN

The features are from the personal experiences of the

editors of this column.

CHRISTMAS PAY-OFF IN MILWAUKEE—by WILLIAM MAAS

The features are from the personal experiences of the

editors of this column.

ARENAS—AUDITORIUMS

BOOKING OFFICES—TALENT MANAGERS—PACKAGES SHOWS

CONCESSIONAIRES—EQUIPMENT MANUFACTURERS

AND SUPPLIERS

New York 19, N. Y.

Chicago 1, Illinois

416 South Broadway

2163 Patterson Street

Plaza 7-3900

Cincinnati 23, Ohio

Cleveland 6-4161

181 West Madison Street

Downtown 6-4050

Downtown 6-4050

Hollywood 24, Calif.

Detroit 1, Mich.

610 Sunny Blvd.

Theatre 7-3800

760 Whitman Bldg.

Windsor 2-1100

Los Angeles 18, Calif.

Beverly 2-1100

St. Louis 7, Mo.

250 Arcade Bldg.

Central 9-0361
2 Midway Switches Top Pre-Convention Developments at Chi

Cavalcode Signs Jackson, Miss.; 20th Century Inks Owatonna, Minn.

CHICAGO, Nov. 24—Midway switches top pre-convention developments at Chicago's Hollywood World Show, which opened here today as outdoor showcases for film exhibitors, distributors and show suppliers. The Chicago midway, the only indoor show, is an exception to the outdoor business conventions which make up most midways.

Other pre-convention developments included the announcement that Dolly Young had been moved into the former husband, Eddie Young's, spacious Royal Crown Show. Bobby Mack, who will again general agent Royal Crown, was an early arrival here, with enough scheduled to arrive late to take a day. Edgy Young will not attend the convention, it was learned. He has not indicated his plans.

Louis Berger, for the past three years general agent of the American Amusements, has been signed by this capacity by the Amusement Company of America, whose circus and midway, the Royal Crown Show, it was also announced today, has been acquired by the Hersheymore Show prior to the American show.

The 20th Century Shows, currently under the management of E. B. McCready, came into the convention business on similar terms. The 20th Century, owned by the Cummins family of Owatonna, Minn. During the 1924 season, it was noted, the 20th Century closed one of the biggest bookings of the year, and when the show closed, the truck show went to the Cummins circus, which embraced several fairs which have returned to the railroad shows.

The Jackson Show, that of the Royal American Shows, of which the William P. Collins Show is a part, has been acquired by the Cavalcade and is now owned by Jack Cooney, the Cavalcade has been con

Philly Orgs Get Charters

PHILADELPHIA, Nov. 24—A new amusement combine has been organized in Philadelphia, the first such organizations here to operate in the city since World War II. The new group, known as the Philadelphia Amusement Industry, with A. Jere Abrecht, president, has organized the corporation that will operate the new organization's carnival, exhibitions, theatrical performances, minature golf courses, and in conjunction with the exhibitions will come the business of the corporation.

Speaker Boosts Attractions At Tenn. Assn. Convention

MEMPHIS, Nov. 24.—The value of attractions for conference is the theme of three speakers who addressed the annual meeting of the Association of Tennessee Employment Offices, held Monday and Tuesday (12-13) at the Colonnade Hotel.

Tipton County Fair, Covington, Tenn., was discussed by Mr. B. E. Hulme, fair secretary, who said that his fair, which is the only such event in the county, has had a total of nearly 12,000 people so far at this time of year. The fair is the only event where people can have a 50 feet driving power without using a motor. Other speakers to back up Hulme included Mr. C. C. Wright, manager of the fair, and Mr. W. B. Goodwin, treasurer.

Inasmuch as the high school stadium was to be used for the fair, the principal, Mr. W. J. Russell, was invited by the Fair Board to make a report on the Fair Board.

Russellville, Ark.

Elects Robbin: Prez

RUSSELLVILLE, Ark., Nov. 24—R. D. Robbin, Arkansas Magazine of Southern Agriculture and Forestry, was elected president of the Arkansas Magazine of Southern Agriculture and Forestry, at the meeting of the Association of Southern Agriculture and Forestry, held in Russellville.

The annual meeting was held at the Hotel Arkansas, and was attended by a large number of Southern agriculture and forestry societies, including the Arkansas Agricultural Economics Association, the Arkansas Agricultural Economics Association, and the Arkansas Agricultural Economics Association.

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CLOSE-UPS: LEO J. CREMER

Rancher-Senator Rides High as Rodeo Producer

(This is another of a series of articles on people prominent in outdoor show businesses.)

By CHARLES BYRNE

Leo J. Cremer is proprietor of the largest privately-owned ranch in Montana, a leading breeder of black Angus cattle and a State Senator. To boot, the veteran rodeo producer is happier than he has been in a long time, thanks to his Palomino, Yokel, directing events in a rodeo setting. As a result of the success he has enjoyed in his 18 years in outdoor show business, Cremer has been able to maintain his ranch operations at a profit, and to accumulate a fortune which is the envy of many in the same line of work.

Cremer, who has been involved in the rodeo industry for a long time, has made a name for himself in the business. He has been responsible for many of the innovations that have helped to make rodeos a popular form of entertainment.

Leo J. Cremer, native son of the West. Actually he was born in Wisconsin and Cremer was scholarships to the Institute of Agriculture to the land of cattle and cowboys.

By: Pete, a son of the West, Cremer received his early schooling there and, following

(Continued on page 106)

Talent Topics

Pete Hox, who has been touring the nation with his Western show,调剂 his life in Hollywood last year, following six weeks in California. Hox is facing an Indian boy and girl, 11 and 18, talented Indian dancers, Paul and Paulette, transplanted now on tour with Spiegelt's "Magical Depreciation Revue," return to their home in Van Nuys, California, December 14 to spend the holidays. After that they will play television engagements in Hollywood, rejoining the Jone family in Alhambra.

Kenny Carlton, 7-year-old son of the famous trampoline artist, is making a name for himself in the Carlton hand-balancing act, which he learned from his father. Kenny has already performed in the film picture for RKO Studios in which his father starred.

Babe, the female black bear, has been released from the circus and is now living with her owner, Tom, in Ashland, Ky., for the indoor circus. The bear has been trained by her owner, Tom, in Ashland, Ky., for the indoor circus.

George Hohler, and Jimmy Copley, bar and trampoline act, are working in Harry's East-West Tour. Their main city is New York, where they are playing the famous Roxy Theater. This is their first tour of the states. They are booked to play in Los Angeles next week. Their act consists of two men on trampolines, with a man in the air, and a woman on the ground, doing acrobatic stunts.

SKEE-BALL

Ask is a fun game for America's Favorite Skill Game

For Parks, Recreation or Location. Capacity 50 Games For Hour. 5c chip slots optional.

STUNT RIDES

Write for Information

PHILADELPHIA KYBROGGO CO.

33 E. Duane St., Philadelphia, Pa.

GOLD MEDAL PRODUCTS CO.

313 E. Third St.

TICKETS

Cash with order. V.O.C. Cheque, 10 days. Additional 10% for shipping. $11.00

100 TM $10.00, 200 TM $12.00, 300 TM $14.00, 500 TM $19.50

STOCK PRINTED ROLL TICKETS

DAILY TICKET COMPANY!

ATTENTION, OUTDOOR PROMOTORS!

Tickets issued by the Daily Ticket Company. Printed by the Daily Ticket Company. This is the only ticket blank that is available. To purchase tickets, send a postal card or our 12 page Contractor Supply Catalog and tell us what you want.

AND 

GIVE TO THE RURAL CANCER FUND 

MAY 30, 1951

THE BILLBOARD

GENERAL OUTDOOR 

91
Meetings of Fair Associations

Main Association of Agricultural Fairs, Bakersfield, Calif., meeting Tuesday, December 10-11. E. W. Murphy, secretary.


Indians of County Fairs, Hotel Abraham, Oklahoma City, Okla., meeting January 22-23. H. L. Drott, secretary.


North Dakota Association of Fairs, Hotel Abraham, Bismarck, N.D., meeting January 22-23. A. G. Spryker, 222 Court St., Minot, N.D., secretary.


SUMMARY OF RACES

Colorado: 1325 total; 60c, $1.10, $2.69, $5.17, $7.76, $10.38, $15.50, $30.858. For the year ended December 22, $3,804 was derived from the races.

South Dakota: 2,357 total; 60c, $1.10, $2.69, $5.17, $7.76, $10.38, $15.50, $30.858. For the year ended December 22, $3,804 was derived from the races.

Total revenue for the year-end operations of $239,038, an increase of $32,539 over the previous year.


ewcrop
Kunst Facts

In Fire; Mata Out ofcoma

BALTIMORE, Nov. 24—Josh and Lillian Kunst were treated for burns here Monday (15) after the horse they were housing escaped. They were not hospitalized. At the accident, the horse was running a race and the fears of injury, the horse was not able to speak. Should he continue he will probably be arrested.

At Springfield, Ill., June 14, a horse died in the barn. The horse was found dead at Springfield, where he was killed during the spring. She was burned in her barn.

Julian West Ill in Galveston

GALVESTON, Tex., Nov. 24—Julian West, owner and manager of the West's Amusements, was recovering this week in the West's hospital. According to the local paper, he was treated for an injury to his leg.

No. Battleford Ex Re-Elects Craig

NORTH BATTLEFORD, Sask., Nov. 24—A Mr. Craig, owner of the North Battleford Amusements, was re-elected to the council of the Amusement Association at its annual meeting Thursday. The council showed another successful season, with a gross of $44,197.

C. W. Craig was returned as mayor, and the new council was nominated. Mr. Craig was re-elected vice-president and W. E. Ryan was returned as secretary-manager.

Re-election of board and midway receipts were a few hundred dollars over the previous year, for an all-time high, despite the fact that re-election of the board was more popular than ever and lots of outdoor stock shows.

Kitchens Hurt

THE RIDE OWNER'S DREAM!

New 10-Car Kiddie Auto Ride Permanently Built into 24-ft. Trailer

The Kiddie Auto Ride is a Success Among Children. The drive is located at the Schenectady County Fair, Schene-ctady, N. Y., and is a complete Kiddie Rides for All Ages. The scheme is set up in a large section of the arena, with a large space for children to play.

There is no doubt it is a success among children. It is a complete Kiddie Rides for All Ages. The scheme is set up in a large section of the arena, with a large space for children to play.

Don't Wont... It May Be Too Late!

For Complete, Reliable INSURANCE for all Outdoor Show Business...

Contact the McGowan Agency

For 15 years specialists in insurance business throughout the United States

745 W. Jackson Blvd.
Chicago, Illinois
Phone: 441-75-67

Kenburg's Stables, Fleece & Oranges

Strong's Los Angeles Show Frames Second, Indoor Unit

HOLLYWOOD, Nov. 24—Winter business for the one-ring circus, which plays to capacity crowds, is almost doubling, and it is expected that the Ringmaster, and the Los Angeles Show, will increase due to activity in defense plants. The Los Angeles Show is the only professional show that has set this goal this season.

The show has broadened its scope by creating a second unit to play school auditoriums. The Los Angeles Show, which is the only professional show to maintain an indoor unit, will be outside the theater.

The show dates on Dec. 15, the circus will play a second unit. The nearly full schedule is as follows: Jones and Halsey have been booked, mostly regular shows, and have played 155 shows in Los Angeles before 10,000 children.

The show is composed of the circus with the main ring, the Los Angeles Show with the small ring, and the Los Angeles Show with the small ring. The Los Angeles Show has played under the management of the Council of the Parent Teachers Association.

The show owner pointed out that the Los Angeles Show, which is composed of the Los Angeles Show with the small ring, has been improved, and the section in which many professional shows have been held has not been increased on an equal basis. The circus, with its 12 rings, and the Los Angeles Show, with its 4 rings, have been increased.

The show was presented by the Los Angeles Show with the small ring, and the Los Angeles Show with the small ring. The Los Angeles Show has played under the management of the Council of the Parent Teachers Association.

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WINTER BUSINESS OPPORTUNITY IN LARGE EASTERN AMUSEMENT PARK

High Quality KIDDIE RIDES

ROTO WHIRL—SWING BOATS—PONY CARTS

CALLEOING HORSE CAROUSELS

W. F. MANGELCO'S, Coney Island, N. Y.

WONDERFUL BUSINESS OPPORTUNITY IN LARGE EASTERN AMUSEMENT PARK

NAAPPB Meeting Under Way at Chi

Members of Cost-Cutting, Picnic Panels

Named by Schmidt; Good Trends Seen

CHICAGO, Nov. 24.—Thirty-third annual convention of the National Association of Park, Amusement, Parks and Beaches convention. For the 23rd session, Ketchum pulled the 23rd. Early arrivals are a bachelor annual convention. For the 23rd session, Ketchum pulled the 23rd. Early arrivals are a bachelor 23rd session, Ketchum pulled the 23rd. Early arrivals are a bachelor 23rd session, Ketchum pulled the 23rd. Early arrivals are a bachelor 23rd session, Ketchum pulled the 23rd. Early arrivals are a bachelor 23rd session, Ketchum pulled the 23rd. Early arrivals are a bachelor 23rd session, Ketchum pulled the 23rd. Early arrivals are a bachelor 23rd session, Ketchum pulled the 23rd. Early arrivals are a bachelor 23rd session, Ketchum pulled the 23rd. Early arrivals are a bachelor 23rd session, Ketchum pulled the 23rd. Early arrivals are a bachelor 23rd session, Ketchum pulled the 23rd. Early arrivals are a bachelor.
Orrin Davenport Tabs Kansas City Increase

KANSAS CITY, Nov. 24—Orrin Davenport’s Shrine show here last night was his biggest in the whole season, with both gross and attendance, the gongman said Tuesday (23) and ran for a week. Davenport charged $1.25 capacity each evening except Tuesday (13). When the crowd numbered about 190 persons less than that of the same date last year. Children’s matinees were sold out each day.

Davenport states that the box office gross was up several thou-
sand dollars. The figures were not yet available, he estimated that the show an all-time gross of about 50 per cent higher than last year.

The date followed his Wichita engagement, where, with one exception, audience was better each performance than last year, giving Davenport a new high for the run. He said the new

Macon Shrine Draws Record Early Crowds

MACON, Ga., Nov. 24—Ma-
con’s 17th annual Shrine Circus is now in its history when 9,123 persons witnessed the performance Tuesday (11), with more than 10,000 came on Tuesday (12).

The show uses only stage acts and most of its revenue is derived from Shrine-sponsored occasions. Days open at 6:30 p.m. and nights 8:30 p.m.

Rocks and drayage. There are two intermissions, add-
ing to concentrate, plus a pig

This year’s program includes the usual attractions such as A. T. R. S., Miss Polly O’Toole, trapese; Dennis Mil-
ken, clown; George Lash, high wire, Istanbul; Sunny Morris, trampoline, Willi-

The opening act was a violin solo by Miss Janet Taylor, Spanish wax, Sliv-

A. T. R. S. and Miss Polly O’Toole, who has been in the circus about a month, are the only members of the troupe.

Schmitz Heads Community Show At Gainesville

GAINESVILLE, Tex., Nov. 24—(AP)—J. Ellis Schmitz, who has served as manager of the Gainesville Drive-In Theater for the past two years, was elected president of the Gainesville Chamber of Commerce at its annual meeting Tuesday (14).

The circus will play its opening engagement here Dec. 26, 1933, and run for 10 days.

The show has been in circulation since 1895 and that it will use 550 feet of light towers built on wheels. The show has been visited by the student body of the University of Texas, the city of Corpus Christi and the city of Houston.

Capell Closes, Goes to Barn In Louisiana

LEVIILLE, La., Nov. 24—(AP)—Arthur Capell, manager of the Leesville Bou-levard, closed Monday (13) after 24 years of operation. He will move to a new location to continue his work.

The show has been in operation since 1885 and has been visited by the student body of the University of Louisiana, the city of New Orleans and the city of Baton Rouge.

King Press Chief Closes at Macon

MACON, Ga., Nov. 24—(AP)—The King Press has closed its doors after 18 years of operation. The last show was run Tuesday (14) by Ben Stamps, who has been in charge of the show for the past 14 years.

The circus has been in circulation since 1919 and is one of the oldest in the country. The show has been in circulation since 1895 and that it will use 550 feet of light towers built on wheels. The show has been visited by the student body of the University of Texas, the city of Corpus Christi and the city of Houston.

Under the Marque

Rineling, Barnum Advertising Car No. 2 closed November 6 at Sarasota, Fla., and personnel went to following destinations: Chad, N. Y., with R. J. McKee and J. W. Goodson, Gail, Calif., Howard, Daught, M. M., and J. W. Goodson, Bay, La., and J. W. Goodson, N. Y., they visited C. E. J. McKee and J. W. Goodson, N. Y.

King Bros.

This is the final week of the season. We have been out on tour in states, traveling 11,495 miles in 26 States. We have an excellent cast, many good performers, and all

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AGENTS—ADVANCE MEN—PROMOTERS

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Excellent Earnings

Dress Room Gossip

Pollock Western

Springfield’s spacious armory seat in one of the West’s great arena attractions. George Westerman handled the last featured attraction for the show, George Westerman handled the last featured attraction for the show, Joe Johnstone, manager of the Pollock Western, was on hand Tuesday (14) for the performance. Joe Johnstone, manager of the Pollock Western, was on hand Tuesday (14) for the performance.

The city of Springfield is one of the biggest in the country, with about 30,000 population. The city has a good reputation for its competitive spirit, with a population of about 30,000.

R-B Blows Orlando, Bucks Cold Florida As Season Closes

Sarasota, Tampa, St. Petersburg, Give Good Cows; Wagon Mire

Sarasota, Fla., Nov. 24—Ringle’s Bros. have booked both performances at Orlando, Fla., for the winter season. The Ringle’s Bros. have booked both performances at Orlando, Fla., for the winter season.

The weather was good at the show here, with a lot of southern folk in the audience.

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GOVERNOR ERRORS, ADDRESSES OF A
PORTLAND, Ore., Nov. 24. (AP) - Governor O. D. Roloff, who addressed the 24th annual session of the Oregon Farm Association who had been called to the state. As the governor entered the room to begin his address, the moment interrupted by the entrance of a distinguished guest. McKay then concluded, then received a standing ovation to the sound of the applause.

Buck Named South Jersey Fair Director
New Site Slated For 2d Camden Spring Show

NEW YORK, Nov. 24 - Samm Torrance, of the South Jersey State Fair, was named executive manager, it was announced at a luncheon in New York City. Mr. Torrance was elected to the position at the annual meeting of the association.

Phoenix Pulls 191,000 To Top 1950 Attendance

PHOENIX, Nov. 24 - Final tabulation of the Arizona State Fair showed that its 10-day run showed an attendance of 190,759. The event pulled 22,000 more paid admissions than last year. This made for a 53% increase in the gate.

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Hofmann Sec.-Mgr. Of Hemet Annual
HEMET, Calif., Nov. 24 - Harry Hofmann, secretary-manager of the Farm Fair Association of Hemet, was elected to the position of secretary-manager at the annual meeting of the association.

At 1:00 a.m. Pacific time, the orchestra under the direction of Mr. Hofmann, began the entertainment, which was continued until after the closing of the fair. The entertainment consisted of music, dance, and a variety of shows.

Blind Brook polo club
Purchase, N. Y.

L. Davis OFA Prez: Succeeds Chidgren
Executives Urge Co-Ordination Of Dates; Seek More Aid Dollars

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WILLIAMS & LEE WANT
FOR OUR 1952 FAIRS
Class, high-quality acts that have good equipment and equipment. No recent history of accidents. Contact Williams & Lee, 624 Holly Ave., St. Paul, Minn.
President Allen Urges Members To Support Drive for New Home

NEW YORK, Nov. 30.--Original membership in the drive to acquire a new headquarters for the National Showmen's Association has been increased to 1,400, according to President Allen. Half of the membership in the drive has already given to the campaign. The total amount of money given to the campaign has reached $250,000.

FAIRS AID WOOL TO SOLID SEASON
Top Grosses Registered at All Fairs After Lethargic Start

NEW YORK, Nov. 24.--Frank Hershfield, manager of World of Wonders, whose show won the highest gross this week in the country, introduced at an annual sales meeting here in the Empire State Building Wednesday night, 1,400,000, the total amount of money given to the campaign has reached $250,000.

NEW YORK, Nov. 24.--President Allen urged members in the drive to acquire a new headquarters for the National Showmen's Association (NSA), Bernhard (Bucky) Allen, reported Wednesday (21), that the campaign had increased to 1,400, according to President Allen. Half of the membership in the drive has already given to the campaign. The total amount of money given to the campaign has reached $250,000.

Drawn Awarded
Midway Pact At Charleston

CHARLESTON, W. Va., Nov. 24.—James H. Drum, who was the original exhibitor of the long line-up that provided the midway at West Virginia State Fair, is expected to be awarded the midway contract at the Charleston Fair Tuesday night (17). James H. Drum, who was the original exhibitor of the long line-up that provided the midway at West Virginia State Fair, is expected to be awarded the midway contract at the Charleston Fair Tuesday night (17). James H. Drum, who was the original exhibitor of the long line-up that provided the midway at West Virginia State Fair, is expected to be awarded the midway contract at the Charleston Fair Tuesday night (17).
**Midway Confab**

Dame Honor has it is that Oscar Merry Headed for Miami, and now a Mississippi gentleman named Rollie Adams has headed for Boise. Idaho. Stevens Bros., the long-established Boise autom-obile powerhouse, will receive the new man in their sales service in the latter city.

Charles N. Payne, educational officer in the southern section of the National Association of Holders of Historical Societies, is spending a few days in this section.

J. W. (Bill) Porter, lawyer and legal advisor to Henry Stearns, has purchased a new restaurant in the city and plans to open it soon.

Billy Wingo, who suffered his second stroke within a year recently, was operated on in Cincinnati for a coronary occlusion. He is now recuperating at his home in the city.

Mary Webb opened her Blue & Gold store in Nashville, November 5, in the one time home of Mr. N. L. Nelson, manager, and M. L. Barn-ett, who have joined George Clyde Smith in the new undertaking. There will be an abundance of new and original fashions in the store.

In addition to attending the NSA festivities, Martha and Ben Adsit are spending the balance of the month in New York. They saw the opening of "Summer Stock" and had dinner with conversion tycoon H. A. Closer. Well attended was Leon Walker’s new show at the Palace Theatre. The cast included Henry Fonda, Betty Hutton, and other well-known actors. Walker is a favorite with the public and is expected to remain in the city for an extended period.

Frank Bennett, publisher of the Dixie Publishing Company, has returned from the South where he was on a business trip.

Eds. Johnson and Ed Schroeder, both former members of the Ding Lumbers in the 20's, recently rejoined the firm in the business.

Leonard Flash, secretary-treasurer of the Royal King Shows, returned from his winter vacation in the South, Leonid, a circus is now in residence. The city is preparing for the exhibition.

C. F. Bennett, general agent of Joyland Midway Attractions, has returned to the city after his annual pilgrimage to the Orient and will be in residence. Mrs. Bennett accompanied him on this trip.

Walter (Willy) Schaefer, general agent of Probst and Goebel, will return to his home in the city at the beginning of the month.

**FOR SALE**

- **FOR SALE**
  - 145 Model Tilt-A-Whirl
  - 145 Model Merry-Go-Round with Organ
- **SPECIAL PRICES**

**WHEELS OF ALL TYPES**

- **Available**
- 145 Hurycut Buggies
- 145 LOOEL Color Punks

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  - 145 Model Tilt-A-Whirl
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SPECIAL FOR CLUBS AND TAVERNS
PARTY ASSORTMENT FOR 50 PEOPLE
Order 2 Assortments for 300 Guests
Contains of 30 Full Adult Size American Made
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Noisemakers and 20 Telegro Nuts 7 Inches
In Length Not Including Fringe.
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MA10-8 Light Street Set............ $9.00
MA1000-7 Light Multiple Set........ $1.70
MA1000-15 Light Multiple Set.... $1.25
MA1000-7 Light Outdoor Set...... $1.00
MA1000-25 Light Outdoor Set.... $1.75
SPECIAL FOR STREET WORKERS
MECHANICAL TOYS:
MA755—Peeking Bird, Dec... $1.25
MA709—Doo of 3 Dec... $2.25
MA726—Crawling Baby, Dec... $1.25
MA1001—Handspring Monkey, Dec... $0.40
DANCING CLOWN—Honeymoon Tissue
With Cardboard Feet and Head.
Dances on Thread.
NEW GIFT CATALOG NOW READY—
State business when requesting
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	MAGICAL APPARATUS

NEW Titanium Gem
The water feature made for the home, lawn, garden.

BINGO
FOR SELLING IN ANY BUSINESS.

DINING ROOM AND UP. LUXURY AND MODERNITY.

LARGEST SELECTION... 1500 LINES.

FRISCO PETE
FOR SALE—NEW & OLD CATALOG.

ATTENTION DREAMMEN AND ENGRAVERS!

YOU CAN SELL BY MAIL.

FOR SALE—MAYOCHORDS, TWO-DECKED CIGARETTE TINS,
	CIGARETTE CONTAINERS, SUGAR BASKETS, ETC.,
	ILLUSTRATED, DROP SHIP RATES, NO. 326, Des Moines, Iowa

PERSONALS
ANONYMITY, FLADD & QUALITY.
Make 30¢ More on Each Product Sold.
	No. 326, Des Moines, Iowa

FOR SALE—SECONDHAND GOODS
	ACCOUNTS PAYABLE, POSTOFFICE, OFFICE, GARAGE.
	Hardware, Furniture, etc., at Low Wholesale Prices.
	No. 326, Des Moines, Iowa

PRINTING
ATTRACTIVE PRINTING FRANCHISES.
For Sale: Complete Printing Franchise of Cutters, Presses,
**Pipes for Pitchmen**

**By BILL BAKER**

**BURKE EXCLUSIVES**

**257.50 Men's Everyday Gift Set**

DICK WREN

who has just completed work on the visual display for the

ford, Mich., Chamber of Commerce, is using a clear-view auto glass cleaner at the Sears-Kocke West Side, Det-

store.

CHARLIE HUDSON

has been busy filling spot in a director's window in Savannah, Ga., since the Georgia sales days any too
too. Lately he's been in the several small men's and pic shops still going in that sector.

TODD Seal

is elegantly with Christmas banners and window displays thru the Carolinas and Georgia and continues to

clude Florida. "Reverend Spark," one of America's finest men, joined me last week and will work banners with me until De-

ember 23," Mr. Seal writes. "After

date that will double back on thru the Carolinas. Business is

here is plenty of money out this season.

W. F. MCDONOUGH

Me, that

Jack Cleary, of Nash, N. H., will be Bonding in the winter

ularly thru the Carolinas. Business is

here is plenty of money out this season.

Under the Marquee

**Continued from page 9**

the show, said opening was to be at Cape Town.

Capt. William Schult, of Queensland, Australia, has arrived daily this season and is considered a

nual in the trade. In 1589 he and Florian Val-

seemed to carve a culminating in Cape Town.

NASA

Celtic was hospitalized for a heart attack because of a recent attack. Terrell

eral's Queensboro Hotel and 30 of Tom Parks' show were visited.

Keller Pressley has left the F. L. Smith furniture store, his hospital. His dog strayed away last week and was but was found after a long search.

Bobo Barnett has been made an honorary member of the Atlanta

ima Shrine Temple at Chattanooga. 25 years ago he

owed in the Ringling Bros. at Sarasota.

Gene Christen, of Brandon,

Temple, Fla., has been the Beer-Barnes Circus as he performed in the Ringling Bros. at Sarasota.

John Carson, with whom he

on television.

Fred H. Phillips, of Fredericton, N. B., has just received a letter from

Teddy Veyes, former Tom Parks' agent and actor, and ticket

man and musician on the Floto. Hagenboch and Robinson's Band, 


Harry A. Bowers, who had the advance engagement with Cape

Brooks Circus the past two weeks, has been in the show for four weeks, and is scheduled to work the Illinois circuit which he has

in a Fort Worth hospital.

winter in McAlister, Okla.,

in Kansas City, Kan., and

renowned acrobats of Cape

Coffey is assistant manager of

Robert Thomas Hotel.

S. W. (Bill) Bailey, clown,

New Orleans, 25 years ago. His
circus music, was partly parasitic and

'venereal disease' Cornell was hospitalized for a heart attack because of an

attack. Terrell

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SALESBOARDS

DECEMBER 1, 1951

Puncher-Senator Rides High as Rodeo Producer

The two-month session of the Senate by which the 82nd Congress is to be completed is in its final weeks, and the nation's press is filled with reports of the activities of the members. One of the most interesting developments of the session has been the rise of Senator Russell B. Long of Arkansas as the leading figure in the Senate's efforts to achieve a fair share of the nation's resources for the benefit of the Western states.

Senator Long, who has served in the Senate for 20 years, is one of the most influential members of the body. He has been a strong advocate of Western interests and has worked hard to secure special benefits for the region. His efforts have been rewarded with a number of significant accomplishments, including the passage of the Western States Reclamation Act, which provided for the development of the region's water resources.

Senator Long's success is a testament to his dedication and perseverance. He has always been a strong supporter of the Western states and has worked tirelessly to ensure that their interests are represented in the federal government.

Long's rise to prominence has been marked by a number of significant milestones. He served as the chairman of the Senate Appropriations Committee for a number of years, and his influence has been felt on a wide range of issues, including national security, foreign policy, and economic development.

Senator Long's success is a source of pride for the Western states, and his accomplishments have earned him the respect of his colleagues in Congress. He is widely regarded as one of the most effective and influential members of the Senate, and his contributions to the nation's progress will be remembered for many years to come.

For the Best Deal
For the Lowest Prices

WRITE-TELL-EIGHT-OR PHONE US

YOU'LL SAVE LOTS OF MONEY

EMPRES PRESS, INC.
446 West Superior St.
Chicago 10, Illinois

TURKEY

PUSH CARDS

In stock for immediate delivery. Also hundreds of other designs, shapes of straight and Skip Nuncher Cards or with girl's names and seals.

WRITE FOR FREE CATALOG.
W. H. BRADY CO., Mentor, Ohio

ATRACTIVE-UNUSUAL

PUSH CARDS

We stock hundreds of different sizes, shapes of straight and Skip Nuncher Cards or with girl’s names and seals. Write for Free Catalog.

www.americanradiohistory.com

GARDNER'S SPECIAL OFFER!

PRICES SLASHED!!

THICK 1,000 HOE SIZE JACkPOT GIRLIE BOARDS

1000 PULL UP YOUR BOX
AV. PROFIT 27.60
NET 1.49

1000 extra special
AV. PROFIT 27.00

CUT-OUT DEAL BOXES-JACKPOT STYLE

1000 BAKERS DOZEN, Sc
AV. PROF MORT 28.13
NET $1.29

1200 HIGH-LOW JACk, Sc
AV. PROF MORT 33.50
NET 1.49

1,000 HOE SIZE DEFINITE PROFIT BOARDS

1000 L-Z PICKUP
DEF. PROFIT 45.00
NET 98c

1000 SPEEDY BIG FOUR
DEF. PROFIT 54.25

1,000 HOE SIZE DEFINITE PROFIT MADAME WEDDING BOARDS

1000 FIVE DOT WALLOW
DEF. PROFIT 25.00

1000 DREXEL & TREVY
DEF. PROFIT 25.00

ALL ORDERS SUBJECT TO FACTORY ACCEPTANCE

WRITE FOR COUNTRY'S LOWEST PRICES ON CHARLEY BOARD AND SALESBOARDS

World's Largest Pushboard Manufacturer

GARDNER & CO.

725 S. Michigan Ave.
Chicago 16, Ill.

PUNCHBOARDS

DISTRIBUTORS AND OPERATORS

Immediate delivery at lowest market prices.

PEERLESS PUNCHBOARDS, INC.

Manufacturers

422 Plymouth Court
Chicago 7, Ill.

SALESBOARDS
Williams Sets First Shipment of Sea Horses

CHICAGO, Nov. 24.—Williams Manufacturing Company has started distributor sample shipments of Sea Horses, featuring animated speed boat action on the background and an open field for cross ball skill shots.

The boat is a boat race. The six boats can be advanced in 19 different ways. Some boats are advanced by hitting six numbered kick bumpers which correspond with the numbers 1 to 6. Automatic tests are performed at the end of every test. Other all-possible-advances are possible by six numbered stretch rubber bumpers on either side of the playfield and by passing a ball thru odd and even roll-over switches and stretch rubber bumpers at the top and bottom of the playfield and roll over switch, just above the outlane and below, developed by Yamaha, advance all boats.

Key to Race

The boat race is decided by getting a predetermined designated boat thru the finish line. Second and third place winners are determined when all first and five replays are won by getting the correct combination of six balls on the first and five replays are awarded for getting the predetermined boat across the finish line in the exact order and winning all three to finish in the predetermined order.

The first sea horse game was desolated by the fish. The Sea Horses is a five-gallon grasshopper game and the first race is possible to end in either of the predetermined boats.

The designated finish order tends to speed up play.

Appoint First Illinois, Iowa Keeny Distributor

CHICAGO, Nov. 24.—V. H. Keeny of Iowa has been appointed by Manager Paul Huthchoch the appointed distributor in Illinois, Iowa and to handle all shipments in these States. First is headed by Joe Kittam and Wally Ficker. Keeny is in production on a new game called shuffleboard machine for simultaneous play or as six player. The firm has also started shipments in eight different board games for regular shuffleboard clubs as well as a larger model shuffleboard game.

Calendar for Commem

December 25—26.—National Association of Amusement Park Operators, monthly meeting, Broadway Hotel, East St. Louis, Ill.

December 26.—Photograph Owners’ Association, monthly meeting, Metropolitan Hotel, Chicago.

December 26.—Photograph Owners’ Association, annual meeting, 200 North Madison Street, Rockford, Ill.

December 26.—Coin Class, monthly meeting, Mandel-Ballou Restaurant, Baltimore, Md.

December 26.—Coin Class, monthly meeting, Congress Hotel, Chicago.

December 26.—Coin Class, monthly meeting, Hollenden Hotel, Cleveland.

December 26.—Coin Class, monthly meeting, Monds Montauk Restaurant, New York.

December 26.—Coin Class, monthly meeting, 311 Club, Oakland.

December 26.—Automatic Photograph Owners’ Association, monthly meeting, Gibson Hotel, Cincinnati.

December 26.—Automatic Photograph Owners’ Association, monthly meeting, countryCode.

December 26—Annual Meeting of Operators of Northern Illinois, monthly meeting, Congress Hotel, Chicago.

December 26.—Automatic Photograph Owners’ Association, semi-monthly meeting, Metropolitan Hotel, Chicago.

December 26.—Coin Class, semi-monthly meeting, New York.

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VENDING MACHINES

Rock Island Adds Vendors
To Crack Commuter Train

Sell Coffee, Doughnuts, Rocket
 Gets Sandwich Unit Next Week

BY DICK SCHREIBER
CHICAGO, Nov. 24.—Subscribers
pound the Bookers' spe-
akers, the Bookers' comic books
between Juliet and Chicago.—may
get a new bid for railroad com-
pany, and there's no need from vending machines installed in
the company's train's seven
coaches this week.

The company has applied
second railroad to try on-train
vendor, and has already installed
the battery of machines on several of
its trains. It is expected that the first
vendor on a commuter train. The
first machine, a Bookers' vendor-equipped car on the
New York-Layton-Walsh
route.

Unlike the Pennsylvania, the
Bookers' vendor is an electric
unit from the operating business. The
Bookers' coffee vendor and the Storer
Unvendor already installed be-
ning to the Rock Island, and a
number of the railroad's personnel
were attending service classes at
the two manufacturing plants.

Unvendor, manager of the
road's dining service, said that
the company's vending service
would be added next week. The
company's dining car, on the
Rock, is a University Diesel
and a manually operated Hamilton
Express.

If the Des Moines Rocket car
is successful, the Bookers' vendor
expects, the road will add similar
equipment to the entire
Rocket fleet of fast-flying trains.
Only trains with dining cars will
get the vending machine equip-
ment, Berno said, since limited
space limitations of the dining cars
and for making any minor

The Unvendor which goes into
service next week is not-refrigerated. But the
road's vending service to date
the machine just before meal
and coffee service and
when the dining cars close down.

Reynolds said the Rock Island
amount its vending machine operation,
"announced, are simply to give
our passengers the convenience

For the first few days, at
least,_PREVEND are charging
dining car inspectors rode the
vending cars, and the
vending cars. The train makes a
short run, although both cars work
at night.

Current Obstacle
Biggest problem of the
vendor, Reynolds said, is that
since there is no standard railroad
car on the book, there is no
standard vendor equipment. It
was
piece of a vendor put on it by
refrigerated and
unrefrigerated
machines, coffee in the vending machines.

The vendor is set up so that
the train can be
thereafter.

In air, the vendor air
specialists to handle
machines to perform some of the
functions of the
automated.

What is needed now is a
machine that the vendor
evenly design cars, with
which the vendor
problems. But

Orders said he could not comment
on the success of the vendor
until the new installation.

BEVERAGE IN TRANSIT

20 Hot Soup Venders
Warm Chi El Riders

CHICAGO, Nov. 24.—With
improvement in the weather
on the fresh-Mats on its own station
route, a new plan for
Wednesday completed the 28th,
the city's elevated system announced
Friday.

The

Stamer, Mechanical's

one of the

Whether Mechanical's

are within

prices ceilings;
 Penny Plus Hikes Ruled OK
If Reflection of Rising

OPS: MOST CIG OPERATORS

Are Within Price Ceilings;
 Penny Plus Hikes Ruled OK
If Reflection of Rising

Two-Coin Choice
Is Accommodation

PORTLAND, Ore., Nov. 24.—A
broad movement to raise the
pay ballots at the Multnomah
Hotel here where

the coin operation.

A large number of vendors have been made available as an alternate means of
lighting tobacco, but not with a nickel for the standard
mild or strong.

Two-Coin Choice
Is Accommodation

WASHINGTON, Nov. 24.—Of
Papers were in favor of raising wages against some eige-
rent from vending machines for
post

OPS stated that last May it was
POS officials said some op-

The leading

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State Tax Calendar

Mississippi
December 1 - Sales tax and payment due.

Missouri
December 15 - Sales tax report and payment due. Tobacco retailers, and those dealing in tobacco products.

Montana
December 15 - Sales tax report and payment due.

Porto Rico
December 15 - Sales tax report due.

Rhode Island
December 15 - Sales tax report due. Tobacco retailers.

South Carolina
December 15 - Sales tax report and payment due.

Tennessee
December 15 - Sales tax report due.

Texas
December 15 - Sales tax report due. Tobacco retailers.

Virginia
December 15 - Sales tax report due.

Wyoming
December 15 - Sales tax report and payment due.

Louisiana
December 1 - Sales tax report due. Tobacco retailers.

Ohio
December 15 - Sales tax report due.

North Dakota
December 15 - Sales tax report due.

North Carolina
December 15 - Sales tax report due.

Oklahoma
December 15 - Sales tax report due. Tobacco retailers.

South Dakota
December 15 - Sales tax report due.

State Tax Calendar for other states can be found in the reference material.
THE BILLBOARD Index of Advertised Used Machine Prices

- Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issue as indicated below. All advertised and machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where many discounts are advertised in the case of both vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's price advertisement use the machine advertisements in this issue.

**Vending Machines**

Equipment and prices listed below are taken from advertisements in The Billboard issue as indicated below. All advertised and machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where many discounts are advertised in the case of both vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

**Cigarette Machines**

Vending Machines and Equipment, including Testers and Prices

UNEDDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machinery"
NEW - RECONDITIONED LIKE NEW
188 Clymer Street, Brooklyn 11, N. Y. - Phone: 7-4638

**ACORN**
The only completely die-cast aluminum, precision-built
ALL-PURPOSE VENDOR

- Yields all bulk item - nuts, put balls,
- Sturdy, solid - doesn't need a fastener,
- Polished, easy-to-clean merchandise chute,
- Thermoplastic bulldog - top lock,
- Guaranteed mechanically - weight less than 100 pounds.

**WRITE FOR CATALOG**
ON VEND MACHINES, MERCHANDISE & TOPPERS

**TOPPER**
DELUXE PLAIN 1 C.
$2.00 PLAIN 2 C.
$2.75 PLAIN 5 C.
$3.00 W/STAND
$5.00

**STANDS**
$1.50 each
$2.50 each

**PARKWAY MACHINE CO., INC.**

**FOLK TALENT AND TUNES**

Continued from page 23

**GET NEWER CHARM**

Lower prices from America's #1 vending machine manufacturer.
Over 40 new and different series of Charmas.
Send 35¢ for complete catalogs.

**DILLIBY KING CO.**
415 Nugent Street
Pittsburgh, Pa.

**PAY NEAR ME**

Price less than you think
Pay for in 20 weekly payments
We'll take details.

**RIGGINS SPECIAL**

Cap. 2735 of 210 Count Roll Gum
Price less than you think

**INTERMEDIATE**

Price less than you think
Pay for in 20 weekly payments
We'll take details.

**ROGUE VALLEY LANDSMONTE**

Serving and Planning Operators Since 1910

**PAUL A. PRICE CO.**
220 Broadway, New York, N. Y.
of National Container Corporation has announced the appointment of George Parrish as its assistant, handling the commercializing operations of the company in the Wisconsin and Minnesota area. Parrish has been the sales and technical director at National for several years. National also announced last week that its net sales for the nine months ending September 30 were $5,392,000, almost double the same period last year.

### Detroit

David Weinberg and Jack Freeman are establishing the D & F Cigarette Vending Company, one of the new firms in the field to have a downtown office at 215 Cass Street. Jack's Amusement, established by Leon Weinberg some five years ago, has been formally registered as a father-and-son partnership, with his father, Michael Weinberger, as a partner. This is the well-known cigar vendor operating in the Detroit area as founder of the R & W Coin Machine Exchange, now out of business.

Mannie Smiling and a group from Connecticut Cigarette Corporation traveling to Chicago for the week-end in attend the marriage of Smiling's daughter, Sheila, at the Brandon Hotel.

(Continued on page 118)

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### Pecan Pie

WASHINGTON, Nov. 24—In order to assist pecan growers in marketing their second largest crop on record, Department of Agriculture will consider offering of shekel pecans to growers and small retailers and distribute purchase to the school lunch program. Purchases may approximate 3,500,000 pounds of pecan cake, equal to $1,000,000 worth of 4,000,000 pounds of in-shell pecans, at the Department's convenience.

### Osp on Bags

WASHINGTON, Nov. 24—The paper bag industry is expected to sell about 200,000 bags of this kind of paper on one account of new distributors in the field. The Washington Bag Company is now in the business of providing new distributors with the materials and printed bags of this kind of paper.

Richard Wagner, manager of Carb-Cel, which is the new distributor of this kind of paper, says that the new distributor of this kind of paper is now in the field of providing new distributors with the materials and printed bags of this kind of paper.

### Chase Candy Appoints Sales Representatives

LOS ANGELES, Nov. 24—Chase Candy Company announced the appointment of three candy sales representatives this week. B. E. Quigley, eastern representative, will cover Boston, and Richard Jackson, covering Tennessee and Illinois, and Larry Johnson, formerly assistant to the manager of Chase Candy Company, will cover the mid-west.

### Supplies in Brief

The DELUXE ELECTRIC CIGARETTE VENDOR

**KEENEY CIGARETTE VENDOR**
- **DOUBLE COLUMN**
- **STREAMLINED BEAUTY**
- **RARE, LEXINGTON GRADES**
- **GREATER EARNING POWER**
- **MORE PROFIT**
- **WITH OR WITHOUT COIN MECHANISM**
- **WRITE, WIRE, PHONE FOR PRICE**
- **PROMPT DELIVERY**

**EPPY CIGARETTE VENDOR**
- **COMPLETE UNBEATABLE SELLING VALUE**
- **HOME OR STORE**
- **WRITE FOR PRICES**
- **DEALER OR WHOLESALE**

**CENTRAL OHIO COIN MACHINE**

**EPPY CIGARETTE VENDOR**
- **COMPLETE UNBEATABLE SELLING VALUE**
- **HOME OR STORE**
- **WRITE FOR PRICES**
- **DEALER OR WHOLESALE**

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### Hartford, Conn.

There's a seasonal upturn in coin-operated equipment sales, according to Joe Fish, Torrington, owner of the Coin-operated Devices General Amusement Game Company, which has set up special plans for the big show. Charles Talavera, head of the region of Central Music, Inc., Hartford, and Frank T. Shipp, who has been in business for several years, have placed in January with Abe Fish, of Coin-operated Devices Company, for the rest of the year. Look for general manager of the Connecticut Amusement Game Supply in for his boss, Abe, who is owner of Connecticut Amusement Game Supply.

### Connecticut

As a result of the 2,000-man meeting of the Connecticut Fair Association with the Connecticut Association of Coin-operated Equipment Manufacturers, the committee was announced that it had received four bids for the Connecticut Fair Association's contract. The bids were from the following companies: The Connecticut Coin-operated Equipment Manufacturers, Inc., 125 Main Street, Bridgeport; the Connecticut Coin-operated Equipment Manufacturers, Inc., 125 Main Street, Bridgeport; the Connecticut Coin-operated Equipment Manufacturers, Inc., 125 Main Street, Bridgeport; and the Connecticut Coin-operated Equipment Manufacturers, Inc., 125 Main Street, Bridgeport.

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- **STREAMLINED BEAUTY**
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- **WITH OR WITHOUT COIN MECHANISM**
- **WRITE, WIRE, PHONE FOR PRICE**
- **PROMPT DELIVERY**

**EPPY CIGARETTE VENDOR**
- **COMPLETE UNBEATABLE SELLING VALUE**
- **HOME OR STORE**
- **WRITE FOR PRICES**
- **DEALER OR WHOLESALE**

**CENTRAL OHIO COIN MACHINE**

**EPPY CIGARETTE VENDOR**
- **COMPLETE UNBEATABLE SELLING VALUE**
- **HOME OR STORE**
- **WRITE FOR PRICES**
- **DEALER OR WHOLESALE**

---

### Connecticut

As a result of the 2,000-man meeting of the Connecticut Fair Association with the Connecticut Association of Coin-operated Equipment Manufacturers, the committee was announced that it had received four bids for the Connecticut Fair Association's contract. The bids were from the following companies: The Connecticut Coin-operated Equipment Manufacturers, Inc., 125 Main Street, Bridgeport; the Connecticut Coin-operated Equipment Manufacturers, Inc., 125 Main Street, Bridgeport; the Connecticut Coin-operated Equipment Manufacturers, Inc., 125 Main Street, Bridgeport; and the Connecticut Coin-operated Equipment Manufacturers, Inc., 125 Main Street, Bridgeport.
Chi Coin Resumes Band Box Output

CHICAGO, Nov. 24.—Chicago Coin Manufacturing Company, owners Sam Genberg and Sam Wolf, of this city, have announced the resumption of production on Band Box, the world's largest juke box. Announcements in the Chicago and Philadelphia newspapers in the month of November, 1950, that the Band Box output was temporarily curtailed because of shortages of key materials.

In a statement issued at the beginning of the month, Band Box manufacturers said that after months of experimenting with engineering and labor problems, they had found suitable substitute materials. These changes had eliminated the shortage and affected the operation of the Band Box.

The Band Box is a seven-piece band. The three best players build a typical band stand measuring 4 ft. 2 in. high, 6 ft. wide, and 28 in. in depth, while the other four are not over two feet tall. The players also build their own dress, which automatically changes once a month and when the record has been booked up with any regular juke box. A 10-inch speaker: Each time a coin is dropped in a music box, it causes the curtain panel of the Band Box to open, and different instruments, playing individual numbers, appear to keep time. The same operators using the Band Box in connection with rare mint issues in which they have found it increased their sales up to $120 per man.

Stockholders matically a in two or more institutions into two, the number of shares will be divided equally among them. The shares of each stockholder will be voted the same number of votes as the shares of the company, the number of such shares.
balance

Perfection in balance can be seen immediately, whether it's on a high wire or in a juke box. All parts are properly proportioned, brought together in such a way as to be pleasing even to a hurried glance. It's this balance that attracts patrons to the new Model "D" juke box. They like its interplay of light and color, its contrasts of cabinet woods and plastics. They like the new sound system, too, that enables the operator to balance sound to the location.

Operators like the BANK BALANCE the new "D" gives them.
MR. OPERATOR:
A limited number of parts for
PACKARD
PHONOGRAPHS
AND
WALL BOXES
available from
WURLITZER FACTORY

PHONOGRAPHS
WURLITZER
A
147M
Blonde
3W7
MR. PACKARD
DISTRIBUTORS
WALL BOXES
available
EXCLUSIVE
WURLITZER FACTORY

MUSIC SYSTEMS SPECIALS

SEEBURG
148ML
Blonde...$299
147M...$169
147S...$149
146S or M...$139

SEEBURG WALL BOXES
Postwar 3-Wire
3W7-L56, 5-10-25C $44.50
3W2-L56, 5c...$18.50
Wireless, W1-156...$12.50

EXCLUSIVE
SEEBURG DISTRIBUTORS

MUSIC SYSTEMS, Inc.
Detroit, Mich.
Cleveland, Ohio
10277 Jerome
3005 Euclid
Grand Rapids, Mich.
Toledo, Ohio
245 N. Division
1302 Jackson

MODEL 100 DELUXE
TELEOUIZ
$99.50

IMMEDIATE DELIVERY
1/3 Deposit,
Balance C.O.D.
Write, Wire, Phone

DISKERY HOSTS
JUKE BOX OPS.
MILWAUKEE, Nov. 24.—Capital
Records hosted local juke box
operators at a cocktail party Mon-
day (18) for Les Paul and Mary
Ford, who are making a personal
appearance at the Riverside Ther-
ater here.

Joe BANKS, head of the Capital
office here, handled the affair,
with operators from the greater
Milwaukee area invited.

CPMA SELECTS
DEC. HIT TUNE
CLEVELAND, Nov. 24.—San-
ford Levinsohn, chairman of the ad-
vertising committee of the Cleve-
land Phonograph Merchants' As-
ociation, this week announced
the committee had selected
"Christmas Cha-Cha," cut by Pati
Page, as its hit tune of the month
for December.

• RECORD REVIEWS

ARTIST
LABEL AND NO.
TUNES
COMMENT

JOE MOONEY

WE'LL BE TOGETHER AGAIN
WE'LL BE TOGETHER AGAIN
PRIMA SCALA The Stargazers
I MISS MY DARLING
Where Do You Love Loves You

WHERE
WHERE
WHERE
WHERE

PRIMA SCALA
THE STARGAZERS
I MISS MY DARLING
WHERE DO YOU LOVE LOVES YOU

POPULAR

44-70-73-70
70-70-75-76
70-70-70-70
70-70-70-70
70-70-70-70

THE GIRL OF MY DREAMS Tries To Look Like You

68-68-65-65
68-68-68-68

MISS ANTONINA AL DONAHUE ORK

AND TWO IS EIGHT

70-78-78-78
70-78-78-78

WALKIN'

70-74-74-74
70-74-74-74

JUNE HUTTON (Axel Stordahl Ork)

69-69-67-67
69-69-67-67

CONSISTENCY

67-67-67-67
67-67-67-67

BEAUTY AND THE BEAST

67-67-67-67
67-67-67-67

R/Rock-Ola Manufacturing Corp.

Super Rocket
Model 1434

★ To help you make more money—
all phono graphs are
set at the factory
for 1 play for 10-
3 plays for 25—Easily
changed for other
combinations desired.

(Continued on page 118)
**WPOA Sets Dec. Milwaukee Meet**

**MILWAUKEE, Nov. 24—The Wisconsin Phonograph Operators' Association, after holding its regular monthly meetings in various cities during the past five months, will meet again on December 15th. December will be selected as the time for the balance of the winter. It was learned this week from Dr. Doug Opitz, secretary, that arrangements are being made to hold the Madison Hotel here on December 15. Dr. Opitz will have a luncheon, then move into different sections. It is estimated that 70 to 100 members, each with a different plan, will be representing the group and the schedule is to discuss the plans of the phonograph operators, or any plan that would bring action on the dime play and copyright laws.**

**RHYTHM AND BLUES NOTES**

- Courtesy from page 24
- Kansas City keyboard stylist Jay McShann.

The Paul Williams band, touring the Ralph Weinberg Southern one-nighters route, made eight dates from Wednesday (21) when the band's tour ended at a venue in North Carolina. Show Atlantic Corporation and the band's manager, as well as the booking agent, were pleased with the results.

- Courtesy from page 24
- A new merchant singer, Lillette, who opened the radio show for Bob Wills and the Texas Playboys on Friday (23). The agency let her open the show for 12 weeks with dates beginning November 28th. The 41 Club, a long-time spot for a name, saw Bob Wills and the Texas Playboys make changes in the schedule.

- Don Byas masters for International Records. Byas is the tenor man, currently residing in London, is a hot-sounding tenor saxophone player who has released a disk entity about four years ago. Derby also has signed The Carnations, a male quartet from Chicago, for the recording contract. Group was spotted by label's owner, Larry Newton, on a recent Arthur Godfrey Talent Scout Tour. The Johnny Hodges' "Castle Rock" group will make the Birdland debut during the next two weeks with dates beginning December 8th. The 41 Club, a long-time stop for a name, is expected to have a new line-up.

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**SACRED**

- Anita Kerr Singers
done 60-60-60

**COMPARE! NOTHING BEATS EVANS' 20/40 CONSTITUTION TONE QUALITY!**

Clear, rich, true-to-life Balanced Constellation Tone reproduction consistently presents the hearer's that's pinched recorded music... gives Constellation Operators the most in profitable player response!**

TRUST YOUR OWN EARS! Listen to Constellation in any location. Rear the difference between ordinary phonographs and undistorted Constellation Tone Beauty!

**TIME GROWS SHORT! Make your own test NOW, then see your Evans Distributor or write Factory direct.**

**H. C. EVANS & CO.**

- 1594 W. CARROLL AVE

- CHICAGO, ILLINOIS

- *SEE EVANS COIN MACHINE AD ON PAGE 124*
GAME ADVISORY BOARD HEARS 4 MAJOR POINTS

WASHINGTON, Dec. 8—Six of the best known figures in the industry made up the coin advisory and amusement industry advisory committee for the National Recreation Authority here this week. They were Meyer Gensberg, George A. Dressman, Ben Jr., Herman Silver, and Harold Kentlie & Company; Herb Oettinger, United Manufacturing Company; Tom Slavin, Williams; and Francis Stull, Zangman, Inc. Among the important points stressed by NPA officials were:

1. There were no separate schedules were below the economic break-even point.

2. Pinball games as used in arcades would provide the highest output in bottleneck in game output.

3. The decision earlier stated that the insurance policy to give factors, hit by materials cutbacks, enough defense works to the largest employers until such time as major defense contracts reach them.

Extra Added

Chris Pin Martin is at the talk of the Town in Tucson, Ariz. Fred Pipers are on American Guild of Variety Artists unfair list. Ditto for the El Capitan Club, Hawthorne, Nev. Since that time, the Shearwater Authority went back together, the group has called five benefits. Affairs at the Los Angeles Ex- hibition. "This Woman Is Dangerous." Mickey Rooney, made for Metro's "Scarecrow."

Bridgeport

Local No. 63, American Federation of Musicians of Bridgeport, elected a new executive board to serve for the ensuing year:

BALDY, Pay McHale and Ben Leszy and the Clevelander are back at the Band Box for Ever- weeks. Group is slated to work Maun's Clover Club after its local stint.

Comico Chris Pin Martin is at the talk of the Town in Tucson, Ariz. Fred Pipers are on American Guild of Variety Artists unfair list. Ditto for the El Capitan Club, Hawthorne, Nev. Since that time, the Shearwater Authority went back together, the group has called five benefits. Affairs at the Los Angeles Exhibition. "This Woman Is Dangerous." Mickey Rooney, made for Metro's "Scarecrow."

PITTSBURGH, Dec. 8—Mickey Rooney, made for Metro's "Scarecrow."

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BALDY, Pay McHale and Ben Leszy and the Clevelander are back at the Band Box for Ever- weeks. Group is slated to work Maun's Clover Club after its local stint.
The Billboard Index of Advertised Used Machine Prices

**Amusement Games**

Equipment and prices listed below are taken from advertisements in the Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, this price is listed in parentheses. Where quantities other than one machine are advertised, this is shown in the column of price. Any prices omitted are not to the condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the machine advertisement in this issue.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Issue</th>
<th>Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec. 24</td>
<td>Dec. 17</td>
<td>Dec. 10</td>
</tr>
</tbody>
</table>

**Cinemen You Know**

Paul Holdman, J. H. Kenney sales manager, reports steady
crossed demand for firm's newest shuffle game conversion. 51 han-
dies six-players and is a rebound type conversion for 12-30 foot boards or 22-foot boards cut in half.

**Chicago**

Dan Covey, Covey Distributing, Chicago, Ill., displays a complete display of TV sets in his show-
room. The Covey display is complete with all转动 operators to facilitate their Chicago shipping for this type of product.
Vital Statistics

Births

A daughter, Crystal Wallack, was born to Mr. and Mrs. R. E. Wallack, of 369 Spruce Street, on Tuesday.

Activity was the word at United Manufacturing last week. Farming work was keeping up a steady pace, and a short ride was a welcome rest.

At Williams Manufacturing Company, Bally, they were getting ready to send out new deliveries of the famous Bally shoe. The orders were so large that the factory was working overtime to fill them.

Bally was also busy with new developments in the field of manufacturing, with the introduction of new machines and improved production techniques.

As usual, the company was committed to providing high-quality products that were durable and reliable. The dedication to excellence was evident in every aspect of their operations.

Deaths

John J. Turco, 39, suddenly died in Wilmington, Del. (30) of a heart attack. Turco was a member of the prominent Turco & Sons, Wilmington, business family. He was survived by his wife and two children.

The company extended its sincere condolences to the family during this difficult time. They are grateful for John's contributions to the business and will continue to honor his legacy.

BOWLING CONVERSIONS FOR SHUFFLE BOARDS

Keeney's 6-PLAYER LEAGUE BOWLER

4-WAY BOWLER ADAPTER UNIT

HUGE 9" PLASTIC CANDY CONTAINERS

ALL THE PLASTIC CONTAINERS YOU NEED

ONLY $39.50 each

WITH CONVERSIONS

BALLY

WILLIAMS

VERSAIL

HEILMAN

NEW TOYS & TOYS

STANDARD

EXCLUSIVE GOLDFISH, WILLIAMS & DEFARDO DISTRIBUTORS

TRIMOUNT

END OF YEAR CLEARANCE

USED MUSIC

12 Wurlitzer 1100's, shoped, ready for location...$365
6 Wurlitzer 1015's, very nice...$245
3 Model B AM's...$445
4 Wurlitzer 1080's...$200
17 Wurlitzer 3020 Wall Boxes...each $35

WRITE FOR COMPLETE LIST

DISTRIBUTORS

J. W. SMITH & CO.

633 Stanford Road

EVERETT, MASS.

269-280 W. 3rd St.

FITCHBURG, MASS.

201-203 W. 3rd St.

COSMOPOLITAN

301-303 W. 3rd St.

BRISTOL, MASS.

269-280 W. 3rd St.

DEDHAM, MASS.

201-203 W. 3rd St.

FOXBORO, MASS.

269-280 W. 3rd St.

HOLLISTON, MASS.

201-203 W. 3rd St.

HOPKINSVILLE, Ky.

245-247 W. 3rd St.

INDEPENDENT

269-280 W. 3rd St.

WALLINGFORD, Conn.

201-203 W. 3rd St.


269-280 W. 3rd St.

HIGHEND

201-203 W. 3rd St.

JACKSONVILE, Fla.

269-280 W. 3rd St.

CARRNSON

201-203 W. 3rd St.

NORTHWEST

269-280 W. 3rd St.

BROOKLYN, N. Y.

201-203 W. 3rd St.

ROBERT L. BONNELL

201-203 W. 3rd St.

NEW YORK, N. Y.

201-203 W. 3rd St.

SOUTH SHORE

201-203 W. 3rd St.

SOUTHERN

269-280 W. 3rd St.

1748 W. North Avenue

Chicago 23, Illinois

Dickson 2-9500

CHICAGO COIN

TRINITON

BROOKLYN, N. Y.

DISTRIBUTORS

BELLINGHAM, Wash.

269-280 W. 3rd St.

BOSTON, MASS.

269-280 W. 3rd St.

BRISTOL, CT.

269-280 W. 3rd St.

BUDDY ROBINSON, C. & O. MANN

5302 N. W. 38th St.

SOUTH SHORE

201-203 W. 3rd St.

SOUTHERN

201-203 W. 3rd St.

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5302 N. W. 38th St.

SOUTH SHORE

201-203 W. 3rd St.

SOUTHERN

201-203 W. 3rd St.

1748 W. North Avenue

Chicago 23, Illinois

Dickson 2-9500

119

COIN MACHINES
### Coinmen You Know

**Lloyd Barrett** was breaking in a new unit until an accident in Long Beach did it more realistically. 

**Henry Van Stelton,** Whittier operator, has the problem of finding parts for an old Arcade piece which he owns. He has given up finding one needed item and is now looking to have one made.

**Alex Kolesopulos,** of Bakersfield is driving his time back operating and electric plant.

**Mrs. Arleen Early,** auditor at the Paul Larson Company, is expected back from Minnesota, December 1. She was called East by the death of her grandmother. Mrs. Early was accompanied by her daughter, **Barbara Clyde Deming,** of Newport and Seattle, a visitor to map preparations for his winter operation in that area.

**William Leyenshein** is planning a Christmas party for the music operators with the event to be held at the Rodger Young Auditorium, December 11 at 6 p.m.

**Mrs. Mary Stanfield,** manager of the record store reports that the operators have already signified their intentions of attending and meeting the operators.

**Mrs. Larry Harrford,** of Lompoc, is recovering from a recent illness and is soon to be discharged from the hospital there.

**Stan Ruso,** of the Steiner Manufacturing Company is from Los Angeles. 

**Audrey Stemler,** of the Amusement Company, is now handling the Griffin hair oil and has been despatched to return from the NAMA convention where the machine was shown.

**Warren Clemmons,** Los Angeles operator, was passing out cigars over the weekend marking the arrival of a daughter in the Clemmons household. The Clemmons have had a large number of visitors during the holidays.

**Harry Shackley,** Los Angeles operator, is now for new equipment.

**William Ferguson,** of Gardena is in town on a shopping tour.

Armstrong has no definite and immediate plans when it comes to getting in some hunting before tackling another venture.

---

### Coinmen You Know

**Los Angeles**

Rosalene Brown has been added to the secretarial staff at Budgie Sales. Hank and Louise Schmidt, both of the Budgie Sales staff, left on a trip to Las Vegas, where they went to the show to visit other operators in California. 

**Mr. George Dunbar,** of American Coin, is still in town attending the Western Amusement Show.

**Bill Eaves,** of the Everette Amusement Company in Kings, Ariz., making a social and business trip to Los Angeles.

**Mrs. Floyd (Tilly) Tillison,** of Long Beach, took over the coin row shopping chore of her husband when he was unable to take time off from his route. 

**Jim Cameron,** a Los Angeles County operator, shopping for new equipment.

---

### Coinmen You Know

**Milwaukee**

The new section of the Wisconsin Phonograph Company has been set up in the Fred Medford Hotel in Milwaukee December 18 according to this newspaper.

**Henry Carlin,** president, has assumed the operation of the Service Amusement Company in Fresno with Annie Armstrong giving his partnership interest to him.

Armstrong has no definite and immediate plans when it comes to getting in some hunting before tackling another venture.

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### Machine Prices

#### Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard at indicated below. All advertised used machines and machines and prices are listed.

<table>
<thead>
<tr>
<th>Machine Name</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bingo</td>
<td>$150.00</td>
</tr>
<tr>
<td>Blackjack</td>
<td>$250.00</td>
</tr>
<tr>
<td>Slots</td>
<td>$350.00</td>
</tr>
<tr>
<td>Roulette</td>
<td>$450.00</td>
</tr>
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</table>

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**Jim Cameron,** a Los Angeles County operator, shopping for new equipment.
sensus announces Kafe; Optimism board Zuehlke, elty; Ruth cer, last the sales back waxings Metro kennel is GUARANTEED air hunting more at his brother and of early seas the claims of Kwik- panel

Johnny O'Brien. No longer hanging the Mercury district outlet for long, O'Brien reports that he will now be able to give much more personal attention to all his customers.

Cream City visitor last week in search of Trempers was Frank Olin of Adell, Wis. Biz up his way to show him around, according to Bill Olz. Recent purchases added several new accounts to his route holdings.

Arnold Foch, of Beloit Auto- and downtown Detroit and of his new trips to the Beer City to visit several distributors.

A special shindig for local music operators in honor of Las Fred and Mary Ford at the Capitol Reg- established in a new role by Lynn Jenks, the de- cator in charge here. The Capitol, long top money making establishment in the terri- tory, stopped in to give the job in between his personal appearance on the stage at the River- side Theater.

Miami

The Amusement Machine Op- erators' Association (AMOA) has set aside a special weekend to donate service reconditioned jukes for local music operators. Each music operator in the AMOA has provided the association with an old model, which it will remove its coin mechanism and provide reconditioning service. A check-off program through the local distribution outlet was begun to give the job in between his personal appearance on the stage at the Riverside Theater.

Wayne Roberts, son of Bennie and Mabel Roberts, showed his birthday felicitations from the family, parents, and the family. The larger the News, the family said.

Los Angeles Jaco, United, Inc., sales maker, made the rounds of the southern California pinball and pinball machines, Harry Jr. hit his first grasp, was the South Mil- waukee sales manager.

Over at G. W. Neville, Herb Wagner, owner of another outstanding and out- standing bowler, is getting back into the swing of things. Eugene Blum and Larry Connell sold out of their bowling space and back to his former business, and Larry Connell has taken a factory job.

Operators in search of the latest news on the Southside pinball scene found this week a bumper crop of new and more locations asking for the switchboard, claiming they get bet- ter sounding tones via the diaphragm.

Los Angeles, of Regal Music, re- ported a bumper sale on his route of 45 r.p.m. discs. Strictly a hit with the kids, but more locations asking for the switchboard, claiming they get bet- ter sounding tones via the diaphragm.

Operators stopping in for his last at the Major Distributors are remarking at the complete re- furnishing of the office equip- ment, new and modern, for the comfort of all. Operators will want to spend a long time checking out the new equipment.

Guaranteed Used One Ball

Dear Pabst Blue Ribbon dealer,

Samuel Adams, the Boston Company, has introduced a new bottle of beer, the Samuel Adams Lager, which is now available in 12 oz. bottles.

The new bottle is made of clear glass and has a distinctive label design. The beer itself is a golden color with a slightly spicy aroma, and it is a crisp, refreshing light ale.

Samuel Adams Lager is brewed with a blend of six-row barleys and six-row malts, which gives it a unique flavor profile. The beer is made using traditional brewing methods, including open fermentation and natural yeast.

The new bottle is being offered in a six-pack configuration, which is perfect for sharing with friends and family. It is also available in a single bottle, making it ideal for enjoying on the go.

In addition to the new bottle, Samuel Adams has also launched a new campaign focused on the beer's freshness and craftsmanship. The campaign features a new logo and packaging design that highlights the beer's natural ingredients and authentic brewing process.

We are excited to offer the Samuel Adams Lager to our customers and we believe it will be a popular addition to your beer selection.

Sincerely,

[Your Name]
Coinmen You Know

- Continued from page 122

erator, not bad in his shoes like many another visitor, and purchased a two-bedroom home at Miami Beach... Hymie Darling, Supreme American Music, visited the old home town of Pittsburgh...

Patricia Hamlin, promotion manager and purchasing agent at Wholesale Appliance, Decca distributor in this area, has severed her connection with the company. Pat did stint in many juke box, got and arranged publicity tie-ins with Decca artists in town for personal appearances...

Eloise Mangone, All-coin Amusements, reported good operator response to the current Gottlieb game, Glee Trotter. It was fast and packed plenty of action, says tell her... Willis Blatt's effort "right hand." Doris Babula, will probably find her clerical load increasing now that the boss has been elected the new president of the Amusement Machine Operators' Association.

Back from the NAMA convention in Cleveland are Harry Goldberg, H & G Vending, and Mort Simon and Bill Cotton, of J. M. Vending. All were impressed by the interesting exhibits and impressive machines unveiled this year. Home-towners wired and Simon Goldberg in regal style and conducted him on a tour of Cleveland's leading night spots. "Three hectic days crammed full of action," is the way Goldberg expressed it.

Clarence Camp, manufacturer and inventor of Grotender, the novelty horse for kiddies, was in town lining up superstar locations... Lyn Durant, president of United Manufacturing Company, not only attended the wedding of Soni Taran's daughter, CERI LAIN, but found time to go fishing... Durant, Taran's son, Barry Herman Paster, Mayflower Distributing Company, St. Paul, and Joe Simon, Chicago operator, who also attended the wedding, got plenty of fish in the Gulf stream. Durant's heart was set on hooking a sailfish which he wanted to mount and display in his office— but he was doomed to disappointment...

Prexy says Taran, Taran Distributing, announced he has purchased the remainder of Chicago Coin's output of Hit Parade—a more than 50 machines... Dan House Music of Naples, Fla., was in town on a buying trip and preparing to hunt deer in the Everglades... Jack Fulmer, controller and office manager at Bush Distributing Company, is improving rapidly in his Spanish lessons. He can read it like a native of Spain but hasn't quite mastered the speaking end... Prexy Ted Buch reports heavy inquiries concerning pins and jokes not only from the company's many Central and South American customers, but, surprisingly, from several European countries, including France and Belgium...

Export orders for used Williams are coming in fast, says Bush, and his refinishing shop is being kept busy getting the machines ready for shipment...

Mart Simon, J & M Vending, expects a number of out-of-town visitors. On the catalog list are Myer Abelson, Oak Manufacturing Company, who works out of Pittsburgh; Bill Fink, Plastic Processes Company, New York City; Leon Hardman, Penny King Company, Pittsburgh, and Sam Rosenberg, Automatic Products Company, New York City, who maintains a home office...

Nothing like getting an experienced hand to repair some machine he knows best. The other day, Lyn Durant, president of United Manufacturing Company, dropped into the offices of Taran Distributing. Somehow he learned that one of the popular United County Fair games on the floor was giving trouble. Whereupon Durant rolled up his sleeves, called for a new driver and corrected the difficulty in a matter of minutes. One of the shops most obviously impressed, asked: "Who is that operator?"

The air-conditioned, soundproof music department at Taran Distributing is drawing more and more customers, says Manager Sonny Lomborg. Records get plenty of attention, says Lomborg, "are in the Mood." "Because of You" and "Can't Help Myself" by Bing Crosby are favorites... Eddie Shaw, who travels the State for Stone Record Distributing Company, says he has received more than 500 orders from juke box operators and stores for a shaker which hasn't even been released. All on the strength of a sample copy of Chuck Mergens' "Easy Something on the Bar Before Your Friends," under the Coral label. Shaw says the company is installing a new recording station in building on Ringgold... Recently returned by Taran Distributing is the two-player Bar Bopper made by Bally... The machine fits over most of the country are raising concern in the minds of Florida vacations, according to our local operators who are receiving mail from friends elsewhere.

New Action... New Interest... New Long-Range Earning Power!

Gottlieb

IT'S A WORLD BEATER!

Bill Over Channels at top of playfield light airplane engines and corresponding "Pop" Bumpers to set up scoring action! Player "flies" plane around the world by hitting lighted "Pop" Bumpers. Plane travels through 15 cities; Replay Awards based on how far player makes plane go. Lighting all 4 plane engines scores Replay, hitting numbers 1 to 9 advances Bonus and lights Kick-Out Hole for Replay...

BRAND NEW! DOUBLE ACTION BONUS AWARD SWITCH GATES plus MYSTERY REPLAY AWARD BOX OVER AND 4 FLIPPERS—4 "POP" BUMPERS.

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RACING ACTION!

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3 SELECTIONS FOR 1 COIN!
First, Second or Third Place Awards! If First Place Selection wins, game continues until 2nd and 3rd Place Selections finish in order!

Plus
CHANGE SELECTION
in MID-RACE!

And
A TIDAL WAVE
of BALL ACTION

THUMPER
BUMPERS
FLIPPERS—
HIGH SCORE!

YES!
THUMPER
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SEE ‘EM—PLAY ‘EM—BUY ‘EM
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warning, each.

One-Pint Bottles, ca. 1.39

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1/2 dozen Shuttles, C.O.D.

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2 NEW Chicago Coin 6-PLAYER MODELS!

NO. 1
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NO. 2
- JUMBO "FLY-AWAY" PINS
- 7 TO 10 PIN SPLIT PICK-UP

PLUS
- Formica Playfield
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- Long Life and Colorful

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WE NEED ROOM OUT THEY GO

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MACHINES EXCHANGE INC.
Better Machines - Members of the National Coin Machine Distributors Association are recognized for making the best machines, your sure money makers. When you buy from an NCMDA distributor you can be certain that the games you get are location-tested to give you the best result. Your machines will be strictly quality merchandise, manufactured by those who know how much wear and tear a machine gets on location.

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Better Service - Right now, next week, and with the right parts-on essential service stations that has the genuine factory parts, the skilled mechanics and the knowledge that keeps your machines on the job.

Better Financing - NCMDA distributors can give you the best deal. Established, reliable, financially responsible, your NCMDA member is the lending authority in your territory. He knows the right method for your location, and his broad experience in the coin machine field gives him the background that enables him to help you make your business pay.

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6 CARD-5 BALL REPLAY GAME with POPULAR “SPOTTEM” FEATURE

BRIGHT SPOT combines the 6-card, 6-coin play-appeal of BRIGHT SPOT with the popular "spottem" feature. 4-in-line, 5-in-line scoring, plus the powerful attraction of “spotted” numbers. At mystery intervals the center number of one of the 5 cards lights when first ball is shot; “spotting” that number only on card in which number is lit. The fascinating appearance of “spotted” number on a card not played emphasizes the advantage of playing several cards and stimulates multiple-coin play.

First Distributors
Add Hy Bass

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FIVE BALL REPLAY GAME

ANIMATED ACTION

STRONG COMPETITIVE APPEAL

FAST PLAY

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