Sp and are partners in an arrangement with ASCAP in which the two organizations will be merged into one on an independent basis. The new organization, which will be called the ASCAP Alliance, is expected to be announced next week.

General expectations are that the new organization will include all the major ASCAP divisions, including the ASCAP's network of over 100 affiliated local offices. The new organization will also include a new edition of the ASCAP's monthly magazine, 'The Musician.' The new organization will be headquartered in New York City.

The signing of the agreement has been long anticipated by industry leaders, who see it as a major step forward for the music industry. The new organization will be managed by a board of directors, which includes representatives from the ASCAP, the BMI, and the Networks of America.

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Billboard Backstage

By JOE CSDR

In the radio department this week there is a story about the FBI's latest attempt to produce a new trend in radio. The story was called "I Was a Communist for the FBI" and it details the experiences of Matt Crandall, a man who was arrested as an undercover agent for the FBI. The story is based on the available information on the matter and it was written by Friday.

As the party so-called liberal in The Saturday Eve, there are several members in the Communist Party of America, as well as many in other Communist front organizations, attending the party meetings and being secretaries of the Communist Bureau and head of the Communist Party committee for Western Pennsylvania.

Counterattack View

Crediting obviously has a far better option than average rate of the insurance, and other factors are not taken into account. It is reported that the Communist Party’s secretary does not have anything to do with the party or any other source.

In an interview, Credice told about experiences (unpublished) in which he was a member of the Communist Party and working as an usher at the Nite Theatre in Pittsburg. The Nite was playing stage shows in the old days, and Credice made it his business to keep the theater running smoothly. He said backstage he sold the newspapers.

Credice is a veteran of the agency’s vast expansion, having worked as a PCC staff member in his late twenties. Although he is said to be a PCC staff member, he is nonetheless a key figure in the Communist Party and has done much to advance its cause.

Learning the ropes of the organization, the PCC is now facing a new challenge. The Communist Party is facing a new challenge which takes advantage of a growing number of dissident and left-wing individuals who are disillusioned with the mainstream parties and are looking for a new political home.

The PCC has been successful in recruiting new members from various political and social groups, including former members of other parties, as well as people who are disillusioned with traditional politics.

The PCC’s strategy is to build a strong base of support among these new members and to work towards consolidating this support into a broad political movement. The PCC’s goal is to transform itself from a small group of like-minded individuals into a significant political force that can challenge the status quo and work for a more just and equitable society.

Washington Over-On

WASHINGTON, Jan. 5 — A lot of federal activities affecting show business will be trimmed against Congress this session. Drop-outs are now appearing in the State Department’s global propaganda program. All American radio stations, as well as several Communications Commission operations, have been reduced on the ground of the agency’s vast expansion.

The agency is now facing a new challenge which takes advantage of a growing number of dissident and left-wing individuals who are disillusioned with the mainstream parties and are looking for a new political home.

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Many Deductions OK, But Care Is Advised

By J. L. H. L. H. N. S. O. P. R. S.

New York Times, New York, N. Y.

The tax law, as amended, appears to be a boon for many taxpayers, but there are some traps that must be avoided.

For example, if you have a home office, you may deduct the cost of repairs and improvements, as well as the cost of insurance and taxes on your home office.

However, if you use your home office for both personal and business purposes, you may only deduct the portion of your home that is used exclusively for business purposes.

For instance, if you use a spare bedroom as your home office, you may only deduct the cost of repairs and improvements, as well as the cost of insurance and taxes on the portion of the bedroom that is used exclusively for business purposes.

Furthermore, if you use your home office for both personal and business purposes, you may only deduct the portion of your home that is used exclusively for business purposes.

For instance, if you use a spare bedroom as your home office, you may only deduct the cost of repairs and improvements, as well as the cost of insurance and taxes on the portion of the bedroom that is used exclusively for business purposes.

In addition, if you use your home office for both personal and business purposes, you may only deduct the portion of your home that is used exclusively for business purposes.

For instance, if you use a spare bedroom as your home office, you may only deduct the cost of repairs and improvements, as well as the cost of insurance and taxes on the portion of the bedroom that is used exclusively for business purposes.

In conclusion, while the tax law, as amended, appears to be a boon for many taxpayers, there are some traps that must be avoided.

We hope this brief overview of the tax law, as amended, has been helpful.

Highlight Reviews

After 11 Years, ‘Pal Joey’ Is Still Tungef, Lively & One Heluva Show

By JOHN FRANCIS

The New York Times, New York, N. Y.

After 11 years, ‘Pal Joey’ is still one of the most beloved musicals on Broadway. The show is a classic, and it still packs a wallop.

The cast is strong, with Robert Alda and Nancy Walker leading the way. Joanne Woodruff is wonderful as the bossy Mrs. Latimer, and the supporting cast is top-notch.

The music is also top-notch, with songs like “I’ll Say She Is” and “The Best Things in Life” still resonating with audiences.

The show is a must-see for anyone who loves musical theater.

Radio

Documentary Technique Gets Vital Stimulus Via Ford-CBS “People”

By SAUL CARSON

The New York Times, New York, N. Y.

The documentary technique is a powerful tool for getting information to the public.

Ford-CBS’s “People” series is a prime example of how the technique can be used effectively.

The series, which covers a range of topics, has been very successful in getting its message across.

It has been praised for its ability to engage its audience and for its ability to provide a compelling story.

The series has also been praised for its ability to provide a compelling story.

In conclusion, the documentary technique is a powerful tool for getting information to the public.

It is a technique that Ford-CBS’s “People” series has used effectively.

Television

Roy Rogers Rides Graceful Debut Right Into Success With Kids

By JOE MARTIN

The New York Times, New York, N. Y.

Roy Rogers’ new show is a hit with kids and adults alike.

The show features Rogers and his horse, Trigger, as they travel through the Wild West, solving problems and saving lives.

The show is well-written and well-directed, and the performances are top-notch.

The show is a must-see for anyone who loves Westerns.

It is a show that will be remembered for years to come.
Sets Have Little Effect on Gates, Says Advertisers

NEW YORK, Jan. 5.--Television has had little effect on the attendance of sporting events according to a survey made last month by the National Research Council. Although 68 per cent of the viewers reported that they would attend a sporting event if they had the chance to do so, only 16 per cent reported an attendance of 25,000.

A majority of those questioned disagreed with the plan of the National League of Baseball to limit the attendance of fans in order to protect the health of the players.

PROFESSIONAL SPORTS

New York, Jan. 5--Professional sports organizations have announced the start of a new television season, with the exception of baseball, which is embroiled in a labor dispute. The National Football League and the National Basketball Association have both started their seasons, with the latter announcing the start of its 1952-53 campaign.

Ziv Offers "Communist" Show With Andrews

NEW YORK, Jan. 5--Monday, Ziv Television Company's 100-man field service force will be shown in action during the broadcast of "The World of Tomorrow," a new non-commercial, half-hour radio series called "The World of TV." The series is the first presentation of a multi-series program of entertainment that will be broadcast daily from 7 to 9 p.m., seven days a week.

THE TELEVISION-RADIO BILLBOARD

UHF TV & OBO'S

NBC Seeks Change On Multiple Rule

New York, Jan. 5--NBC has been seeking changes in its multiple rule, which presently requires that at least two of the three television networks must carry the network programming. NBC is seeking to change this to a system where only one network must carry the programming.

REVIEW REALIGNS FORCES IN HIKED PRODUCTION SKEW

Hollywood, Jan. 5--In an effort to realign the forces in the production of television programs, NBC has announced a new system that will allow for the creation of more diverse and innovative programs. The new system will allow for the creation of programs that are not bound by the traditional network models.

SINATRA TV NIX DENIED BY CBS

New York, Jan. 5--Reports that Sinatra's image was on the screen in the Columbia Broadcasting System's 1952-53 schedule are denied. The late Frank Sinatra's image is not expected to appear on the screen in the Columbia Broadcasting System's 1952-53 schedule.

ADMIRAL BUYS TROUT ON CBS

New York, Jan. 5--Admiral tire and rubber company has announced plans to produce a television show called "The Admiral Tire and Rubber Company Show," which will feature the popular comic strip character, "The Admiral Tire and Rubber Company." The show will be produced by the Admiral Tire and Rubber Company.

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NEXT WEEK...

in The Billboard

A Real Eye-Opener for Those Who Have Been Selling Radio Short...

A Billboard-Pulse Radio Sets-In-Use Study for the Years From 1944 Thru 1950

Watch for it! - Watch for it! - Watch for it!
TV CONVENTION COSTS
SAME ON CBS OR NBC
NEW YORK, Jan. 5—The TV stations in single and dual station cities will decide whether to accept the Philips (National Broadcasting Company) or Westinghouse (Colombia Broadcasting System) plan to hold the usual post-convention sales. The only difference expected is in the price of the program. Phillips has offered to pay $6000 for 20 hours of studio coverage of each station, while Westinghouse will pay $5000. The decision rests with the local stations and will be announced early next week.

Colgate Accepts CBS Plan, Drops 6 Outlets
NEW YORK, Jan. 5—Colgate has decided to accept the CBS plan for the TV convention this year. The company, which has been criticized for its policy of not accepting the convention, has decided to participate in the convention to show its support of the medium. The company has also decided to drop six outlets from its list of stations, which will be replaced by new stations.

TV Webs Scramble Madly For Station Clearances for '52 Political Events
Individual Operators Face Many Problems
In Determining How Best to Meet Situation
NEW YORK, Jan. 5—One of the problems that will face the TV station managers during the political convention is how to allocate the limited number of channels available. With the convention taking place in a major city, the demand for coverage will be high. The American Broadcasting Company has wired the stations that refused coverage by the convention that they should provide coverage as a public service. However, many stations have refused to provide coverage, and the problem of determining how best to meet the situation is expected to be challenging. The situation is further complicated by the fact that the Columbia Broadcasting System has already wired the stations that it has decided to provide coverage to.

Survey Finds No Impairment In Kid Viewers
CINCINNATI, Jan. 5—There is no evidence that children have been impaired by watching TV, according to a recent survey conducted by University Hospital. The survey, which was conducted over a period of one year, involved nearly 1000 children, aged 12 and under, and found that children who watched TV did not show any significant impairment. However, the survey did find that children who watched too much TV were more likely to be overweight.

'House Party' A CBS Package
NEW YORK, Jan. 5—Colby Broadcasting Company's Columbian Broadcasting System has announced a special package for the TV event. The package includes a free screening of the show 'House Party,' which is expected to draw a large audience. The show will be aired on CBS at 8:00 pm and will feature a cast of well-known actors, including the famous couple, the R&B duo, and theUp-and-coming jazz musician.

Du Mont Mulls Own Film Unit
NEW YORK, Jan. 5—The Du Mont Television Company is considering establishing its own film unit. The company is considering the possibility of producing its own films, which would be sold to other stations. The move is expected to increase the company's revenue and reduce its dependency on programming from other sources.

ARTS Issue
Cumulative
WASHINGTON, Jan. 5—American Research Bureau has begun publishing an index of arts figures along with the city ratings. The index, which was first announced by James Balzer, director, is expected to be a valuable resource for those interested in tracking the arts in the city. The index is updated weekly and includes data on a wide range of arts activities, including museums, theaters, and musical performances.
FCC Patent Order Gets Loud, Bitter Squawks

WASHINGTON, Jan. 5—The Federal Communications Commission has issued a patent order that some members of the industry regard as a threat to free enterprise. The FCC, in a 120-page order, said it would not issue a patent for a television camera on a sus- tained basis because it found the invention unpatentable. The order was issued in response to a request by Albee, a New York City television station, for a patent on a television camera it said was in use at its studios.

The FCC order was the latest in a series of decisions by the agency that have been widely criticized by the industry. The FCC has been accused of being too lenient in granting patents to television companies and too quick in revoking them.

Gen. Mills Mulls 1/4-Hr. TV Seg

NEW YORK, Jan. 5—General Mills, the food company, is considering the possibility of a television segment that would be shown on its 1/4-hour network. The company has been experimenting with the idea of a television segment that would be shown on its 1/4-hour network. The company has been experimenting with the idea of a television segment that would be shown on its 1/4-hour network. The company has been experimenting with the idea of a television segment that would be shown on its 1/4-hour network. The company has been experimenting with the idea of a television segment that would be shown on its 1/4-hour network.

“Quick Quiz” Sales Mapped

CHICAGO, Jan. 5—The Chicago Sun-Times, a daily newspaper, has begun to sell advertising space in its “Quick Quiz” section, a weekly feature that appears in the newspaper. The “Quick Quiz” section is a popular feature in the newspaper, and the Sun-Times has been experimenting with the idea of selling advertising space in it.

Install Theater TV in Cincy RKO-Alco

NEW YORK, Jan. 5—The RKO-Alco, the Cincinnati radio station, has installed a television studio in its building. The station is planning to use the studio to broadcast television programs.

Your Top TV Sales Opportunity

Widelco

Wilmington, Delaware

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

Last month, the Widelco television station in Wilmington, Delaware, announced that it would be the first in its area to be sold.

Screen Gems Names Execs

NEW YORK, Jan. 5—Screen Gems, a television production company, has named execs for two of its operations. The company has been experimenting with the idea of naming execs for its operations.

Offer New Gimmick In Giveaway Show

WASHINGTON, Jan. 5—WABC, a television station in Washington, D.C., is offering a new gimmick in its giveaway show, “The Big Show.” The station is planning to offer a new gimmick in its giveaway show, “The Big Show.”

$1 Mil ’52 Yield Seen In WNBR’s ‘Lightning’ Plan

NEW YORK, Jan. 5—WNBR, the New York television station, has plans for a $1 million yield in its “Lightning” plan, which calls for a minimum payout of $1 million per week. The station is planning to offer a $1 million yield in its “Lightning” plan, which calls for a minimum payout of $1 million per week. The station is planning to offer a $1 million yield in its “Lightning” plan, which calls for a minimum payout of $1 million per week. The station is planning to offer a $1 million yield in its “Lightning” plan, which calls for a minimum payout of $1 million per week.
As the year ends...

Traditionally, year's end is a time for taking stock, for adding up a final score.

The score at Young and Rubicam shows that again in 1951 there was a sizable increase in the amount of dollars placed through our agency with television networks and individual local stations.

It also shows that, as the year ends, Young and Rubicam is placing the following radio and television shows for its clients:

**TELEVISION SHOWS**

"Paul Whitehouse Review" for the Goodyear Tire and Rubber Company, Inc.
"Young Mr. Bobbito" for the General Foods Corporation.
"Goodyear Television Playhouse" for the Goodyear Tire and Rubber Company, Inc.
"Mr. District Attorney" for the Bristol-Myers Company.
Arthur Godfrey's "Talent Scouts" for Thomas J. Lipton, Inc.
"It's News to Me" for the General Foods Corporation.
"The White Owl Sports Spot" for the General Cigar Co.
"Herb Shirley Time" for Chase, Peabody & Co.
"We, the People" for the Gulf Oil Corporation.
"Playhouse of Stars" for the Jos. Schlitz Brewing Company.

"Cavalcade of Stars" for Johnson & Johnson.
"Cosmopolitan Playhouse" for Johnson & Johnson.
"Bigelow Theatre" for the Bigelow Sanford Carpet Company, Inc.
"Roy Rogers" for the General Foods Corporation.

**RADIO SHOWS**

Arthur Godfrey's "Talent Scouts" for Thomas J. Lipton, Inc.
"Halls of Ivy" for the Jos. Schlitz Brewing Company.
"Countercry" for the Gulf Oil Corporation.
"Mr. District Attorney" for the Bristol-Myers Company.
"Hanging Covety" for the General Foods Corporation.
"Couscouners" for the General Foods Corporation.
"Allen Jackson & the News" for the Metropolitan Life Insurance Company.

**DAYTIME TELEVISION**

"Kate Smith Show" for the Singer Sewing Machine Company.
"Kate Smith Show" for the Simmons Company.
"Garry Moore" for the General Electric Company.
"Bert Parks Show" for the General Foods Corporation.
"Bill Goodwin Show" for the General Electric Company.
"Kate Smith Show" for Hunt Foods Inc.
"Kate Smith Show" for Cannon Mills, Inc.
"Kate Smith Show" for Johnson & Johnson.

**DAYTIME RADIO**

"Give & Take" for Cannon Mills, Inc.
"Don McNeill's Breakfast Club" for the General Foods Corporation.
"Second Mrs. Burton" for the General Foods Corporation.
"Brighter Day" for the Procter & Gamble Corporation.
"Lorenzo Jones" for the Procter & Gamble Corporation.

**ADVERTISING**

New York Chicago Detroit San Francisco Hollywood
Montreal Toronto Mexico City London
the biggest PLUS in network radio history: 10 all-star shows

the movie stars are moving to MUTUAL!

in 6 prime evening hours every week starting New Year's Eve

Leo (MGM) Lion provides Hollywood star-talent... and Mr. (MBS) PLUS provides new Multi-Message Plan for unprecedented advertiser benefits
I

JANUARY 12, 1952

THE BILLBOARD

TELEVISION-RADIO

FRI. 5:10 P.M. EST
ANN SOTHERN • "ADVENTURES OF MANSIE"

FOR NATIONAL ADVERTISERS...

BETTE DAVIS & GEORGE BRENT
ORSON WELLES
MGM Musical
Comedy of the Air
ERROL FLYNN
ANN SOTHERN

...the MUTUAL broadcasting system

FOR LOCAL ADVERTISERS...

CRIME DOES NOT PAY
LEW AYRES & LIONEL BARRYMORE
MICKEY ROONEY & LEWIS STONE
GRACIE FIELDS
MGM Theatre

THU. 8:30 P.M. EST
MILTON GORSON • "THE SLACK MUSEUM"

FOR LOCAL ADVERTISERS...

MARGARET SULLIVAN & GUEST

THU. 8:10 P.M. EST
MICKEY ROONEY & LEWIS STONE • "THE HARDY FAMILY"

MAY 18, N.Y.

for facts on how to reach the most-per-dollar in all radio, call:
MBS—PE 6-9600

MAKIN DAZZLE DAZZLE WITH THE LEE COOPER SCIENCE OF BEAUTY

MAY 18, N.Y.
RADIO BROCHURE HITS AT TV
Detroit's 7-Station Campaign Is Spurred by Dramatic WMCA Report

Detroit, Jan. 5—Aggressive television station promotion is under way in Detroit with the launch of a WMCA radio advertising campaign. The campaign is timed to coincide with the start of regular television programs.

Bleeden to NBC Publicity Post

DETOIT, Jan. 5—Bleeden joins NBC as Publicity Director in charge of the network's public relations activities. Bleeden was formerly associated with Mutual Broadcasting System, where he served as Vice President of Public Relations.

New Sales Execs Upbed by WWJ

DETOIT, Jan. 5—Three promotions have been made by WWJ for program development, sales, and studio operations. The promotions are the result of a major reorganization of the station's operations.

Radio Manager Takes Post With CBS

DETOIT, Jan. 5—Bob Bock, who has been associated with radio for many years, has been appointed General Manager of CBS Detroit. Bock was formerly with the Mutual Broadcasting System.

Sirens to Bow Out of WMCA Morning Show

NEW YORK, Jan. 5—Sid Sirens will discontinue his popular morning show on WMCA radio station, effective Jan. 10. The show has been on the air for the past five years.

CANADIANS LEASE TELE PIX TO U.S., DON'T GET ANY AT HOME

TORONTO, Jan. 5—Canadians are leasing television equipment to the United States, but not getting any at home. The Canadian government has recently leased 100 television sets to the United States at a cost of $100,000. The sets will be used in educational and cultural programs.

TV EDGEING OUT RED

1950 Losses $9.2 Mil; AM-FM Profits in Gain

WASHINGTON, Jan. 5—Latest Federal Communications Commission figures show that 1950 was a year of decline for radio. The net loss in AM and FM revenues was $9.2 million, compared to a gain of $6.3 million in 1949.

Mars Sponsors "Super Circus"

CHICAGO, Jan. 5—One of the most popular events on the American Broadcasting Company's schedule is the "Super Circus," sponsored by Mars. The circus will be broadcast live on ABC from New York City.

WKBK's Garrison Opens With 'Pace'

CHICAGO, Jan. 5—The 1200-watt WKBK radio station, located in the business center of Chicago, has opened with a program called "Pace." The program is produced by the Gannett Company and is featured on the Chicago Tribune.

TV CODE OF NACE SET FOR DISTRIBUTION

WASHINGTON, Jan. 5—The National Association of Radio and Television Broadcasters' (NAB) new code was approved by the NAB board yesterday and is now ready for distribution to subscribers.

No Rate Increases Planned on Du Mont O-O Stations

NEW YORK, Jan. 5—The three owned and operated stations of Du Mont will not increase their rates above the average of 10 per cent. This represents an average increase of 10 per cent over the previous rates of the stations.

Hanna Named to Head GE's B'ds

BOSTON, Jan. 5—General Electric has appointed Robert H. Hanna as manager of the newly organized broadcast station department. Hanna was formerly manager of the company's Department of Sales Promotion.

Station Facts

Hanna Named to Head GE's B'ds

Schneiderstedt, Y. J.

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Paramount Presents

Cecil B. DeMille's

The Greatest Show
On Earth

Color by
Technicolor

Now Playing Its
World Pre-Release Engagement
At Radio City Music Hall
New York City

Betty Hutton
Charlton Heston
Gloria Grahame

Produced with the cooperation of Ringling Bros.-
Barnum & Bailey Circus - Screenplay by Fredric M. Frank,
Barre Lyndon and Theodore St. John - Story by
Fredric M. Frank, Theodore St. John and Frank Cavett

With This Cast Of Celebrated Performers From The World's Greatest Circus!

Lou Jacobs
The Alzanas
Trisco
The Flying Artonys
Leco Juston
The Chaludis
The Ionavis
The Realles
The Fredonias
Luciana & Friedel
Buzzy Poits
Ernie Burch
Felix Adler
Paul Jerome

Miss Patricia
Eddie Kohl
Tieror's Sea Lions
Mrozczowskis
Liberty Horses
The Zoppes
Bones Brown
Fay Alexander
The Flying Concellos
Lola Dobritch
The Hemadas
Christy & Gorilla
Tonito
The Bokaras

Prince Paul
Jimmy Armstrong
Paul Horompo
Paul Jung
Charley Bell
Gilbert Reichert
C. H. Lindsey
Peterson's Dogs
Rix's Bears
Arthur Burson
La Norma
Jeanne Sleetor
Bill Snyder
The Flying Comets

Veronica Martell
Miss Loni
The Romigs
Rusty Parent
The Maxellos
Martha Hunter
Truzzi
Eugene Scott
James Barnes
Merle Evans
Frank McClusky
Mike Petrillo
Peter Grace
Bob Reynolds
George Werner

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RADIO ROLLS ON!

TV SHOWS TUNED DESPITE PROTESTS

NEW YORK, Jan. 5 — In an attempt to show that the television audience is still interested in the shows, several networks have increased their schedule of programming in an effort to attract more viewers. The networks are trying to prove that there is still an audience for television, even though some critics have claimed that the medium is losing its popularity.

One network that has increased its schedule is the Mutual Broadcasting System. They have added several new programs to their lineup, including a news show and a comedy series. The network is also planning to increase its advertising budget in an effort to attract more advertisers.

Another network that has increased its schedule is the National Broadcasting Company. They have added several new programs to their lineup, including a drama series and a variety show. The network is also planning to increase its advertising budget in an effort to attract more advertisers.

Despite the increased schedule, some critics remain skeptical about the long-term viability of television. They argue that the medium is becoming outdated and that it is time for new formats to be developed.

For its part, the networks are confident that they will be able to attract more viewers if they continue to offer high-quality programming. They are also optimistic about the future of the medium, believing that it will continue to evolve and adapt to the changing needs of its audience.
ALL I KNOW
is what I read in the
faces of patients at
Will Rogers Memorial
Hospital...

Thank
you!

IF ALL in the amusement
industry could see the gratitude and
new hope, born of confidence and
cure, expressed in the faces of our
patients as a result of the generous
response to the Christmas Salute they
would glow with a warm and justifi-
able pride in their co-ownership in the
Will Rogers Memorial Hospital.

And those of you who haven't yet
mailed your Christmas Salute con-
tribution checks are urged to do so now—
to participate with holiday significance
in spreading hope, and joy, and health,
and rehabilitation where it's needed
most — by those suffering from TB, and confined to
the amusement industry's own — and only hospital,
at Saranac Lake, N. Y.

You've done yourselves proud in this
year's Christmas Salute. Your Board
of Directors thanks you. The patients
and their families thank you. Truly
it has been said, "there's no people
like show people"—and "we care for
our own."

While the annual Christmas Salute is
the only concentrated campaign to
raise funds for the hospital, large or
small contributions can be put to good
use any time during the year. So,
give something to the hospital as
often as you can. Contributions are
tax-deductible.

Where Big Hearts help others to
Take Heart
For 25 years the Will Rogers
Memorial Hospital has aver-
aged 90%—plus—in cures of
TB. This is a notable tribute to
our seriousness-of-purpose,
facilities, medical knowledge
and techniques... We have
accepted this...

CHALLENGE
1. To care for those in the enter-
tainment industry who are stricken
with TB, to return them to their famil-
ies, their jobs, in good health—
mentally and physically;
2. To conduct a TB education pro-
gram in the entertainment field;
3. To develop and conduct research
in the field of TB—ever seeking
more effective methods of combating
and curing TB;
4. To find the source of TB infec-
tion, and to advance controls and
sterilization;
5. To modernize facilities for dis-
seminating the presence of TB before it
becomes seriously entrenched.

THE VARIETY CLUBS
WILL ROGERS
MEMORIAL HOSPITAL
1501 BROADWAY (ROOM 2011), NEW YORK 18, N. Y.  BRYANT 9-0146
The Will Rogers Hospital thanks the Trade Press for contributing campaign advertising as an industry service
Radio-TV Show Charts

Top 25 TV Shows NATIONALLY
... According to American Research Bureau

For FULL INFORMATION about all radio and television shows, ask your local radio and television agency or the agency of your choice.

Top 10 TV Shows Each Day of the Week in BUFFALO
(371,000 TV Sets; Panel New 779)
... According to Videotex Reports

Out-of-Home Listening...
MINNEAPOLIS-ST. PAUL
... According to Pulse Reports

Doubled Hope Show (Radio). MBC, Tuesday (9:30-10:00 pm EST). The show was a big hit deal with Bing Crosby, Frank Sinatra and Jack Benny joining in for a special holiday program organized from the Radio City Music Hall (CBS, New York) of June, 1954. This program is known as the "Best of the Best" for the patents and certainly a compensation for the failures of the performers. However (and this is only fair), it is desirable that these "in-room" programs and the "out-of-home" programs be separated for the best possible presentation to the listener.

The program was well done, and the vocal talent was a big improvement.

The show was well written and adapted in their usual professional manner, and the performers and audience, but the songs were not altogether memorable. With the reception of Crosby's voice, the program of the show was equally dull. Billed as a "close-up visit to the audience", Dinah didn't show up until the last three minutes of the broadcast, and even then didn't have anything to do. This was a disappointment, and the performer actually surprised the audience by his quickness.

The next week, the show was equally dull. Billed as a "close-up visit to the audience", Dinah didn't show up until the last three minutes of the broadcast, and even then didn't have anything to do. This was a disappointment, and the performer actually surprised the audience by his quickness.

Women of the Year (Radio). MBC, Monday (11-12:30 pm EST). A finely written program for the occasion. The hour is made up for its artful quality, even though the main character is the on-going star, off-again star

Doubled Hope Show: March 1954

THE BILLBOARD

THE BILLBOARD

JANUARY 12, 1952

Radio Vox Charts

Top 10 TV Shows Each Day of the Week in MILWAUKEE
... According to Videotex Reports

Black Museum (Radio). MBC, Tuesday (10:00-11:00 pm EST).

The next week, SHARE OF TOTAL AUDIENCE Radio vs Television in NEW YORK
... According to Pulse Reports

The Black Museum (Radio). MBC, Tuesday (10:00-11:00 pm EST).

This new English thriller based on Scotland Yard crimes rates high in the San Francisco...
## THE BILLBOARD

### Radio-TV Show Charts

**Top 5 Radio Shows Each Day in MINNEAPOLIS-ST. PAUL (350,000 Radio Homes)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Show</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 A.M.</td>
<td>MURPHY'S SHAPE SHAPES</td>
<td>CBS</td>
<td>9.4</td>
</tr>
<tr>
<td>7:30 A.M.</td>
<td>MURPHY'S SHAPE SHAPES</td>
<td>CBS</td>
<td>12.5</td>
</tr>
<tr>
<td>8 A.M.</td>
<td>MURPHY'S SHAPE SHAPES</td>
<td>CBS</td>
<td>9.8</td>
</tr>
<tr>
<td>8:30 A.M.</td>
<td>MURPHY'S SHAPE SHAPES</td>
<td>CBS</td>
<td>16.2</td>
</tr>
<tr>
<td>9 A.M.</td>
<td>ROBERT FORD &amp; THE JUNIORS</td>
<td>CBS</td>
<td>10.8</td>
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</table>

**Top 5 Radio Shows Each Day in NEW YORK (400,000 Radio Homes)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Show</th>
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<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 A.M.</td>
<td>BARRIE ROSS &amp; THE BARRIE ROSS Show</td>
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</table>

**Share of Total Audience Radio vs TV in MINNEAPOLIS-ST. PAUL**

<table>
<thead>
<tr>
<th>Day</th>
<th>Radio %</th>
<th>TV %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>47.6</td>
<td>52.4</td>
</tr>
<tr>
<td>Monday</td>
<td>48.3</td>
<td>51.7</td>
</tr>
<tr>
<td>Tuesday</td>
<td>47.6</td>
<td>52.4</td>
</tr>
<tr>
<td>Wednesday</td>
<td>47.6</td>
<td>52.4</td>
</tr>
<tr>
<td>Thursday</td>
<td>47.6</td>
<td>52.4</td>
</tr>
<tr>
<td>Friday</td>
<td>47.6</td>
<td>52.4</td>
</tr>
<tr>
<td>Saturday</td>
<td>47.6</td>
<td>52.4</td>
</tr>
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**Top 10 TV Programs Each Day in MINNEAPOLIS-ST. PAUL**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>7 A.M.</td>
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<td>CBS</td>
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</tr>
<tr>
<td>12 NOON</td>
<td>LIVING STANDARDS</td>
<td>CBS</td>
<td>11.2</td>
</tr>
<tr>
<td>1 P.M.</td>
<td>LIVING STANDARDS</td>
<td>CBS</td>
<td>11.5</td>
</tr>
<tr>
<td>2 P.M.</td>
<td>LIVING STANDARDS</td>
<td>CBS</td>
<td>11.8</td>
</tr>
<tr>
<td>3 P.M.</td>
<td>LIVING STANDARDS</td>
<td>CBS</td>
<td>12.0</td>
</tr>
<tr>
<td>4 P.M.</td>
<td>LIVING STANDARDS</td>
<td>CBS</td>
<td>12.2</td>
</tr>
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**Regular Viewers of Top TV Shows, New Sets vs. Old Sets (According to Videodex Reports)**

<table>
<thead>
<tr>
<th>Day</th>
<th>New Sets %</th>
<th>Old Sets %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>47.3</td>
<td>40.7</td>
</tr>
<tr>
<td>Tuesday</td>
<td>48.3</td>
<td>39.7</td>
</tr>
<tr>
<td>Wednesday</td>
<td>50.3</td>
<td>37.7</td>
</tr>
<tr>
<td>Thursday</td>
<td>51.3</td>
<td>36.7</td>
</tr>
<tr>
<td>Friday</td>
<td>52.3</td>
<td>35.7</td>
</tr>
<tr>
<td>Saturday</td>
<td>53.3</td>
<td>34.7</td>
</tr>
<tr>
<td>Sunday</td>
<td>54.3</td>
<td>33.7</td>
</tr>
</tbody>
</table>

## NEXT WEEK:

### OUT-OF-HOME LISTENING Radio and Television in NEW YORK

**Top 5 Radio Shows Each Day in NEW YORK (400,000 Radio Homes)**

<table>
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<td>CBS</td>
<td>10.8</td>
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**Top 5 TV Programs Each Day in NEW YORK**

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<th>Ratings</th>
</tr>
</thead>
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</table>

**Next Week: Comparative Ratings of Half-Hour TV Dramatic Shows (Based on Videodex Reports)**

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>BARRIE ROSS &amp; THE BARRIE ROSS Show</td>
<td>10.2</td>
</tr>
<tr>
<td>ROBERT FORD &amp; THE JUNIORS</td>
<td>10.8</td>
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</table>

### CAPSULE COMMENT

The Capsule Comment section discusses the upcoming television events, focusing on the game "Fireside Theater" and "N.Y. and the Playhouse." The commentary highlights the importance of television in bringing families together, with programs tailored to various age groups. For example, "N.Y. and the Playhouse" is noted for its ability to engage younger audiences, while "Fireside Theater" offers a more mature and sophisticated viewing experience. The commentary also touches on the role of television in education, suggesting that it can provide valuable learning opportunities for viewers of all ages.
Television—Radio Reviews

Introduction


Television of the Week

The Story of the Dr. Kildare


The Adventures of Casanova


The Adventures of Maise


The Black Museum


Ford Festival

**TELEVISION—** The Ford Festival, which opened Tuesday (1) at the Theatre at the Ford Motor Company's new Dearborn world headquarters, was formally announced Wednesday (2) in Washington, D.C., where President Kennedy and the master of ceremonies, Thomas Downer, spoke about the event. The festival, which is the first of its kind in the United States, is a series of radio and television programs designed to promote the industry's products and to encourage public interest in the growth of the automobile industry. The festival will feature a variety of events, including automobile races, concerts, and musical performances. The events will be broadcast live from the Ford Motor Company's world headquarters in Dearborn, Michigan, and will be available on both radio and television networks.

**Comedy Material**

**DAILY**

*The Original Show-A-Day Gag Festival*

The first of a series of daily gag festivals began today (1) at the Ford Motor Company's new world headquarters in Dearborn, Michigan. The festival is designed to provide a source of humor for the general public, and it will feature a variety of gags and jokes contributed by employees of the company. The festival will continue for 365 days, and it will be broadcast daily on radio and television networks.

**Roy Rogers Show**

**TELEVISION—** The Roy Rogers Show, which is broadcast on NBC, has been renewed for another season. The show, which features Rogers and his band, the Sons of the Pioneers, has been popular with fans for many years. It is expected to continue to be a hit with audiences, and it will be broadcast daily on NBC.

**The People Act**

**TELEVISION—** The People Act, which is broadcast on NBC, has been renewed for another season. The show, which features a variety of musical numbers and sketches, has been popular with fans for many years. It is expected to continue to be a hit with audiences, and it will be broadcast daily on NBC.

**Save More Money, Make More Money**

Subscribe to The Billboard TODAY, see page 3 for details.
Night-Club Vaude Reviews

**Clever Club, Miami**

*Thursday, December 30*


This show is strictly for laughs. There's one with the exception of an illusionist. Performances are of girls who have purveyed anything but comedy for their acts. The act is billed as "Blind Bill," the brainiest boy in the entertainment business. He works his way through every routine, over and above his own material. It's a winning combination here.

**Ambassador, Copenhagen**

*January 12, 1952*


Spoo is rated as the city's plush room. Formal attire is a must on Saturday nights. Act is used but talent is nicely topped up. The act is "Hans Christian Andersen," an act on a large circular stage with the appearance of a violinist playing different minstrel songs.

**Latin Quarter, Miami**

*Thursday, December 20*


Lou Walters has whipped up an outstanding revue for his redesigned Latin Quarter. A great big, bountiful revue, packed with comics, clowning, dancing, music, circus animals, and, most important of all, funny, clever gags and songs. A Parisian marks the evening asNavia, the gift-giver, who runs thru a series of difficult tricks. He is strictly a "stretch" act. Understated is powerful and true. The show is packed with comedy, and some of the shows of the evening are absolutely hilarious. Anything with work and ease and a bit of a sense of humor.

Opening is an unusual hand-to-hand act, two men, who run thru a series of difficult tricks. The act is also a bit of a sense of humor. It's a delight.

**Copa Cabana, New York**

*Thursday, January 3*


The act at the Copa these nights. Now, if it does not deliver the goods, it has been a happy time.

The happy time of Jacky Miles and her hula dance ensemble, which is filled with color and beauty.

This show is a big hit, not only because of the novelty, but also because of the variety of acts. There is a combination of hula dancing, acrobatics, and music. The act is also a bit of a sense of humor.

**Sherry's, Miami Beach**

*Friday, December 21*


Advent of Herkule Styles to the Coast was hampered by poor spot- light. But the act is well worth the trip. If one is camping, up with the act and the act is better. If one is camping, up with the act. If one is camping, up with the act. If one is camping, up with the act. If one is camping, up with the act. If one is camping, up with the act. If one is camping, up with the act.

**Songbird Myra Fox sets a high standard for any department of a pleasure in her type of work. She is a real comedienne and a dancer. Her show is always a hit.**

**Beachcomber, Miami Beach**

*Saturday, December 31*


Altho the Miami Beach night club season is young and won't reach its height for another week or two, there will be fewer entertainers who will put the top people in the business. The Miami Beach season isyoung and won't reach its height for another week or two, there will be fewer entertainers who will put the top people in the business. The Miami Beach season isyoung and won't reach its height for another week or two, there will be fewer entertainers who will put the top people in the business. The Miami Beach season isyoung and won't reach its height for another week or two, there will be fewer entertainers who will put the top people in the business.

The show combines a June Taylor line-up of dance acts, at least two with Steve Gibson's Red Caps in the Copa. (Continued on page 48.)
EDITORIAL

Few Questions, Mr. Dunn!

Henry Dunn makes his official exit from the American Guild of Variety Artists in Chicago, and his business for his new house, Law and Lusby糙tles. Group members who dropped Dunn said to another member, "Why was he fired?"

Why was the head of the American Guild of Variety Artists in Chicago, Dunn, fired? Was it because he did not have any union support, or was it because he did not have any network? Dunn was certainly the head of the American Guild of Variety Artists in Chicago, but it is not clear why he was fired.

AGVA Probes

Kickbacks at Army Camps

The American Guild of Variety Artists (AGVA) has open a probe into kickbacks at Army camps. AGVA is a union that represents performers, including comedians, singers, and dancers. The probe is being conducted to ensure that the performers are not receiving kickbacks or any form of compensation.

Extra Added

Chicago

The Chicagoan Club, new near-neighbor to the Chicagoan Hotel, opened on the second floor of the Drake Hotel. The club features a bar, lounge, and a dance floor. The opening of the Chicagoan Club has been well-received by the locals and visitors alike.

Wiggles Must

Tow The Line

In Phila. Now

AGVA Probes

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Guber Cashes

In on Waxes

Chicago

Alphonse Jenkins and Frank Lilly, partners of Strick & Lilly, have opened a new tavern called "The Gubernatorial". The tavern is located at 123 Wabash Ave. and is open from 9:00 AM to 2:00 AM. The owners hope to attract a crowd of traders and investors.

Boston Clamps

Ban on Niteries

Boston, Mass. - Charges of corruption and racketeering have been leveled at the Boston Clamps, a local night club. The club is known for its high-class entertainment and has been a popular destination for the city's elite. However, recent events have cast a shadow over the club's reputation.

Night Club Vaude Reviews appear on opposite page. Also, as Marcus-Poetz and Burlesque Notes, appears on page 49. Radio-Television Reviews are on pages 16 and 17.
Valando and Meyer Deal Sparks Poser Of Renewal’s Worth
Dover Music Set Up to Handle New Copyrights

Rival Kidisk
Firms Join on National Sales

GAC Off to Fast Start on Build-Up Of ‘Four Lads’ Unit

American Nations Work Toward Final Model Global Copyright Pact
Capitol in Over-All Realignment Move

Plans Strengthened N.Y. Operations; 10 Sales Districts in New Set-Up

HOLLYWOOD, Jan. 5—Capitol Records, in an over-all realignment move, has expanded its New York operations, this week transferring the talent sales and promotion manager, in the Gotham headquarters. Cook came thru as a pattern of growing sales, branch manager, and had served the terminal through a national sales promotion director at Capitile's Hollywood office. His new post will be as a representative of the firm's division of the San Francisco area, in addition to his branch promotion manager, on the New York, New Jersey area. In addition to that, he will also be the principal promoter for Capitol Records Distributing Corporation, co-operating with sales promotion in the New York market, Gene Becker, who this week was named promotion manager for the former firm. Cook's New York promotion department will include Dick Linke, vice-president, Western talent manager, who have been named promotion manager for the firm. Its New York promotion department will include Dick Linke, who have been named promotion manager for the former firm. Cook's New York promotion department will include Dick Linke, vice-president, Western talent manager, who have been named promotion manager for the firm. Its New York promotion department will include Dick Linke, vice-president, Western talent manager, who have been named promotion manager for the firm. Its New York promotion department will include Dick Linke, vice-president, Western talent manager, who have been named promotion manager for the firm. Its New York promotion department will include Dick Linke, vice-president, Western talent manager, who have been named promotion manager for the firm. Its New York promotion department will include Dick Linke, vice-president, Western talent manager, who have been named promotion manager for the firm. Its New York promotion department will include Dick Linke, vice-president, Western talent manager, who have been named promotion manager for the firm. Its New York promotion department will include Dick Linke, vice-president, Western talent manager, who have been named promotion manager for the firm. Its New York promotion department will include Dick Linke, vice-president, Western talent manager, who have been named promotion manager for the firm. Its New York promotion department will include Dick Linke, vice-president, Western talent manager, who have been named promotion manager for the firm. Its New York promotion department will include Dick Linke, vice-president, Western talent manager, who have been named promotion manager for the firm. Its New York

Screen Applicants For RIAA Exec Post

NEW YORK, Jan. 5—The RIAA executive post, which has been vacant, has been filled by the former executive vice-president of the American Federation of Musicians, Paul Butterfield, who has been named managing director of the new post, which was established by the RIAA to handle administrative matters for RIAA, and represent the group in industry discussions. 

Top Tunes for 1951 Show Equal Strength Via Live & DJ Polls

Peatman and Billboard Surveys Turn Up Same Three Pops Heading Lists

NEW YORK, Jan. 5—As it's announced, Peatman's poll for the year 1951 which included the survey of the 10 most popular songs of 1951, was released Monday night at the Peatman's annual meeting of the Songwriters Association. The survey includes the top 10 songs of the year, as picked by the Poll and the Billboard, which was released by the same company. The survey includes the top 10 songs of the year, as picked by the Poll and the Billboard, which was released by the same company.
**BMI Staff To Observe "TV Week"**

**Plan Better Service for Indies, Web**

HOLLYWOOD, Jan. 4—Stations and recording companies here are busy planning arrangements to set up foreign offices and to open new business opportunities. St. Thomas is being sold by BMI to the British Broadcasting Corp. The London office is expected to be opened soon. The new office will be located at 111 Regent St., W1, London. It will be operated by John Baldwin, formerly of BMI's New York office. The new office will handle the company's foreign business for the United Kingdom, Ireland, and the Middle East.

**T.T. Press**

*The Tonight Show* will be broadcast from London on Wednesday night. It is estimated that the show will attract a large audience in England and other European countries. The program will feature musical performances and interviews with well-known American stars. The show is produced by Don Hewitt and directed by Dick Egan. It is distributed by NBC Network and is carried on the network's affiliated stations.

**Columbia LPS**

Columbia Goes After College Foot Trade

NEW YORK Jan 5—Columbia's strong showing in the college market during the holidays has prompted the company to intensify its efforts to capture the college market. The company has announced that it will increase its advertising in college newspapers and magazines and will also increase its promotion efforts on college campuses. Columbia has also announced that it will offer a special college package, which includes a free record and a discount on purchases of five or more records.

**Valianto Sets 3 Foreign Offices**

NEW YORK, Jan. 5—Valianto, the independent record company, has announced the opening of three foreign offices. The offices will be located in London, Paris, and Tokyo. The company plans to expand its operations in other countries as well. The London office will be headed by John Smith, who has been with Columbia Records for many years. The Paris office will be headed by Marc Dupont, who has been with Sony Music for the past 10 years. The Tokyo office will be headed by Hiroshi Tanaka, who has been with Sony Music for the past 15 years.

**C-W INTEREST UP**

**Folk Shows Grow In N. E., Canada**

CHICAGO, Jan. 5—Growing interest in country and Western music in the New England area has led to a number of new and innovative programs and events. One of the most popular is the Folk Festival, held annually in April. The festival features a variety of performers, including folk singers, country and Western musicians, and bluegrass bands. The festival has become a popular event for music lovers of all ages.

**Valli Signed By Alexander**

NEW YORK, Jan. 5—Johnny Valli, the well-known singer, has signed a new contract with Alexander Agency. The agency is well known for its work in the music industry and has represented many top performers. Valli's new contract is expected to be a major boost for the agency, which is looking to expand its presence in the music industry.

**Western Jamboree**

*Western Jamboree* Monday, Western World, 1300 to 1:30 p.m., over WABF, Burant. New only a few scattered programs are heard across the nation, but the demand for country and Western music continues to grow. This summer is expected to reach new heights, with the demand for country and Western music expected to increase even further.
DECCA "BEST BETS"
Your guide to the hits of tomorrow based on actual sales

POPULAR

1. WHEN IT MEETS THE DOWN SOUTH
2. BE MY LIFE COMPANION
3. BLUE SKIES
4. LULLABY OF BROADWAY
5. THIS IS THE NIGHT
6. MADE IN PARIS
7. THE LITTLE WHITE CLOTH THAT CHIC
8. I'M SITTING IN ON THE BAR
9. LOVE IS NOT ALL
10. MY MISTRESS
11. DANCE IN THE MOONLIGHT
12. I CAN'T KEEP FROM CRYING
13. WALKING WITH THE WIND
14. DANCE IN THE MOONLIGHT
15. YOUR FRIENDS AND ME

COUNTRY

1. BE MY LOVE
2. LULLABY OF BROADWAY
3. THIS IS THE NIGHT
4. I CAN'T KEEP FROM CRYING
5. WALKING WITH THE WIND
6. YOUR FRIENDS AND ME

SEPIA

1. THE BILLY BOY
2. HOW DO YOU DO?
3. MAMMA

NEW RELEASES

Singer | Record Label | Album
---|---|---
Jeri Southern | Decca | Jeri Southern Sings
Charley Rich | Columbia | Charley Rich
Johnny Cash | Columbia | The Man in Black
Jackie Deshannon | Vanguard | I Don't Need a Man
Steve Alaimo | Don't | Waiting for a Woman
Joe South | Epic | The Ghost of a Blue Raincoat
Chuck Berry | Chess | Johnny B. Goode
Linda Ronstadt | Warner Bros. | Heart Like a Wheel
Donna Summer | Atlantic | On the Radio
Mamie Smith | Bluebird | Sippin' (Bluebird Dub)
Fats Domino | Imperial | Blue Monday
Roy Orbison | Monument | Only the Lonely
Tommy James & The Shondells | Epic | Cruisin'
Elvis Presley | RCA Victor | Return to Sender
Elvis Presley | RCA Victor | Jailhouse Rock
The Beatles | Capitol | Help!
The Rolling Stones | Decca | Let It Bleed
The Who | Track | Tommy
The Doors | Epic | Waiting for the Sun
The Byrds | Columbia | Turn! Turn! Turn!
Bob Dylan | Columbia | Highway 61 Revisited
Bruce Springsteen | Columbia | The River
Grateful Dead | Warner Bros. | American Beauty
Guns N' Roses | Geffen | Appetite for Destruction
Metallica | Warner Bros. | Ride the Lightning
Corey Taylor | Roadrunner | Vol. 3: The Last in Line
Dan Aykroyd | BMG / Sony | The Blues Brothers
Aretha Franklin | Atlantic | Think
James Brown | King | Payback
The Temptations | Gordy | A Solo Kind of Christmas
The Supremes | Motown | Reflections
The Four Tops | Motown | Reach Out (I'll Be There)
The Isley Brothers | T.K. | Fever
The Jackson 5 | Motown | I Want You Back
The Jackson 5 | Motown | Love You
The Jackson 5 | Motown | The Jackson 5 Greatest Hits
The Jackson 5 | Motown | The Ultimate Collection
The Jackson 5 | Motown | The Ultimate Collection (2)
Decca Shakes Jinx With New Selling Techniques

NEW YORK, Jan. 5—Applying a new, modernized twist to its program and merchandising tactics, Decca Records seems headed toward shaking a bit of magic which beleaguered the industry about six months ago. For the first time in that period, the waxers have been able to elevate one of its distributors—Four Aces—victorious with "Tell Me Why," into the top five best-sellers, primarily at a result of tough salesmanship and a fleet-expanded promotion program on all levels, mainly on the West Coast.

Decca has changed its customary method of general type merchandising to a pinpoint method of power-greasing selected units. Such was the method employed for the Four Aces platter, and the result has been that the single has sold over 100,000 copies in a period of slightly more than six weeks.

With the Aces' record to provide the industry with a leader, Decca has applied the same type of saturative exploitation to a number of other platters, and its sales operations division claims that there have begun to roll with more sparkle than anything the waxers had in months. "Be My Life's Companion" by the Mills Brothers, "Blue Tango" by Lenore Anderson, and her recent song, "Knockout Punch" are "Wishing Shadows" by Gary Leonard and "Dream Bikes" by Evelyn Knight and the Lombardos, "I'll Never Be Just a Dreamer" are the titles being worshipfully touted. Decca currently is anticipating the all-out ballyhoo to the West's selling campaign of "Old Plant" and "Wanda" for January.

Even more unusual for the disk in a single album exploitation is the Jimmy Dorsey and His Orchestra album recorded with "To the Tune of Jingle Bells" and "Sweet Adelines". The album, which is being officially promoted with "The Music of Jingle Bells" in a single promotion in the industry, is the result of "A Visit to Build a Dream On" and the titles being more highly touted. Decca currently is being distributed for 

CBOA Maps Election at L. A. Meeting

HOLLYWOOD, Jan. 5—The California Booking Operators Association annual election will be held here either in the first or second week in February at the Los Angeles Athletic Club, CBOA reported. Mel LANDAU, president, is planning further to the membership in order to determine an exact date convenient to all operators. Consideration includes ballot, membership meeting and election.

Only six California operators have not joined CBOA, which is affiliated with the National Booking Operators Association. Organizers in the area are the Clarion Gardens and the Colonial Gardens.

Membership confab will take up ways to raise money from the national org to fight the cabaret tax plan. Landau believes that considerable time will be spent in the promotion of the CBOA convention that do not belong to CBOA. This is the first election the CBOA since it joined the national association.

Shaw Sets Up W. Coast Office

NEW YORK, Jan. 5—Shaw Allied Corporations, less than two years in the agency business and its speciality on merchandising rhythm and blues talent, this time, opened in Hollywood. The Shaw office will probably work heavily on split commission deals with Coast agencies in an attempt to hook in the West.

The new office, which opened on Tuesday (12), will be run by Cliff Aronson, who formerly worked for the Coast office of Associated Booking Corporation. The Shaw agency's structure remains intact with Irving Siders in charge of locations and Jack Archer handling the one nighter operation.
Here It Is...
The rendition you've been waiting for!

Featured in the M-G-M picture "THE STRIP"

a KISS to build a dream on

RCA VICTOR 20-4455 (78 rpm) • 47-4455 (45 rpm)

Hugo Winterhalter orchestra and chorus

with vocal by JOHNNY PARKER

RCA VICTOR RECORDS
can't hold this Tiger

LES PAUL
MARY FORD
"Tiger Rag"
and
"It's A Lonesome Old Town"
No. 1920

WESTERN & FOLK

JACK HUNT
"Postage Due" and "All I Do Is Sit And Cry"
No. 1934

TOP SELLERS
in POPS

"Just One More Chance" "Jazz Me Blues"
Les Paul and Mary Ford ... 1928 ... 1935
"Down Yonder" "Pony Rag"
Joe Venega ... 1777 ... 1777
"The World Is Waiting For The Sunlight" "Bracketing" Les Paul and Mary Ford ... 1744 ... 1744

TOP SELLERS
in WESTERN & FOLK

"Looking And The Leaves" "I'll Be Your Sweetheart" Hank Williams ... 1929 ... 1939
"Heartland Song" "Tennessean" Mickey Thomas ... 1919 ... 1919
"Would You Hold In My Little Red Wagon?" "Keep A Light In Your Window Tonight" Jimmy Wakely ... 1930 ... 1930
"I Heard New Shores" "What Happened To Our Summer Love" Joe Bihl ... 1929 ... 1929
"It's Sweet To Remember" "Send Me A Penny Post Card" Doris Day ... 1929 ... 1929
"Sweethearts" "Give Me Back My Love" Martha Carson ... 1930 ... 1930
"Papa And Mama" "Baby Brown Eyes" Glenn McMillan ... 1930 ... 1930
"I Feel Like A Million" "Dinnah's Blues" Ted Heburn ... 1932 ... 1932
"Starlight" "Greeneville Love Song" Leon Bates ... 1931 ... 1931
"A Blue Willow Tear" "River Of Love" Carl Butler ... 1931 ... 1931
2 BRAND NEW HITS!

EDDY ARNOLD

singing

"BUNDLE of SOUTHERN SUNSHINE"

Coupled with...

"CALL HER YOUR SWEETHEART"

RCA VICTOR RECORD
20-4413 (78rpm) 47-4413 (45rpm)
2. 1. Slow Poke
   - By Fats Waller, arranged by Helen {name removed}...-Published by Helene Waller (BMI).
THE BILLBOARD

Music Popularity Charts

*Records Most Played by Disk Jockeys*

<table>
<thead>
<tr>
<th>Number</th>
<th>Song Title</th>
<th>Artist</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CRY</td>
<td>J. Ray</td>
<td>WOR</td>
</tr>
<tr>
<td>2</td>
<td>DINNER</td>
<td>E. Howard</td>
<td>WOR</td>
</tr>
<tr>
<td>3</td>
<td>LITTLE WHITE CLOUD THAT CRIED</td>
<td>J. Ray</td>
<td>WWVH</td>
</tr>
<tr>
<td>4</td>
<td>SONG FOR SONGS</td>
<td>J. Stafford</td>
<td>WOR</td>
</tr>
<tr>
<td>5</td>
<td>TELL ME WHY</td>
<td>Four Aces</td>
<td>WOR</td>
</tr>
<tr>
<td>6</td>
<td>SLOW TIME</td>
<td>R. Frasier</td>
<td>WOR</td>
</tr>
<tr>
<td>7</td>
<td>BECAUSE OF YOU</td>
<td>T. Bennett</td>
<td>WOR</td>
</tr>
<tr>
<td>8</td>
<td>DANCE ME LOOSE</td>
<td>A. Greenwood</td>
<td>WOR</td>
</tr>
<tr>
<td>9</td>
<td>SLOW TIME</td>
<td>Pee Wee King</td>
<td>WRCA</td>
</tr>
<tr>
<td>10</td>
<td>CHAIRMAIRE</td>
<td>P. Wedgwood</td>
<td>WOR</td>
</tr>
<tr>
<td>11</td>
<td>CRY</td>
<td>E. Barton</td>
<td>WOR</td>
</tr>
<tr>
<td>12</td>
<td>ANY TIME</td>
<td>E. Fisher</td>
<td>WOR</td>
</tr>
<tr>
<td>13</td>
<td>CHAIRMAIRE</td>
<td>Martz-kini</td>
<td>WOR</td>
</tr>
<tr>
<td>14</td>
<td>SIN</td>
<td>Fire Knight</td>
<td>WOR</td>
</tr>
<tr>
<td>15</td>
<td>BELMONT</td>
<td>Bell Siders</td>
<td>WOR</td>
</tr>
<tr>
<td>16</td>
<td>KISS 10 &amp; DREAM ON</td>
<td>L. Armstrong</td>
<td>WOR</td>
</tr>
<tr>
<td>17</td>
<td>SIN</td>
<td>S. Churchil</td>
<td>WOR</td>
</tr>
<tr>
<td>18</td>
<td>UNDECIDED</td>
<td>B. Anthony</td>
<td>WOR</td>
</tr>
<tr>
<td>19</td>
<td>TELL ME WHY</td>
<td>E. Fisher</td>
<td>WOR</td>
</tr>
<tr>
<td>20</td>
<td>WHEN ITS SLEEPY TIME DOWN SOUTH</td>
<td>L. Armstrong</td>
<td>WOR</td>
</tr>
<tr>
<td>21</td>
<td>COOL, COOL HEART</td>
<td>T. Bennett</td>
<td>WOR</td>
</tr>
<tr>
<td>22</td>
<td>JUG ONE MORE CHAIK</td>
<td>P. Ford</td>
<td>WOR</td>
</tr>
<tr>
<td>23</td>
<td>DOMINO</td>
<td>F. Martin</td>
<td>WOR</td>
</tr>
<tr>
<td>24</td>
<td>SHIMMY BOATS</td>
<td>D. Gray</td>
<td>WOR</td>
</tr>
<tr>
<td>25</td>
<td>DOWN TIME</td>
<td>J. Shippard Carr</td>
<td>WOR</td>
</tr>
<tr>
<td>26</td>
<td>TURN BACK THE HAMDS OF TIME</td>
<td>E. Fisher</td>
<td>WOR</td>
</tr>
<tr>
<td>27</td>
<td>AND SO TO SLEEP AGAIN</td>
<td>P. Page</td>
<td>WOR</td>
</tr>
<tr>
<td>28</td>
<td>DOWN TIME</td>
<td>C. Butler</td>
<td>WOR</td>
</tr>
</tbody>
</table>

*VOX JOX*

**By June Bundy**

Preams

Bob McKee has joined WQXI, Atlanta, as a producer and Bob Corsley, same station, has been assigned to geographic collection. Ted Noonan has replaced Art Gershman at WWWA, Norton, Va. Ditto for Sam Woods at WCIB, Providence, R.I. Warren has left WCIB, and now Warren is in Tennessee. Warren has been replaced as associate at WPXJ, Waltham, Mass. Jane has taken over the " Fellows " which is now in associate.

*Best Selling Sheet Music*

**Based on reports received January 3, 4 and 5**

<table>
<thead>
<tr>
<th>Number</th>
<th>Song Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SLOW POKER</td>
<td>W. B. Smith</td>
</tr>
<tr>
<td>2</td>
<td>ITS NO SIN</td>
<td>J. A. Johnson</td>
</tr>
<tr>
<td>3</td>
<td>DOWN TIME</td>
<td>B. H. Smith</td>
</tr>
<tr>
<td>4</td>
<td>SHIMMY BOATS</td>
<td>J. H. Smith</td>
</tr>
<tr>
<td>5</td>
<td>BECAUSE OF YOU</td>
<td>T. Bennett</td>
</tr>
<tr>
<td>6</td>
<td>UNDECIDED</td>
<td>B. Anthony</td>
</tr>
<tr>
<td>7</td>
<td>COOL, COOL HEART</td>
<td>T. Bennett</td>
</tr>
<tr>
<td>8</td>
<td>CRY</td>
<td>E. Barton</td>
</tr>
<tr>
<td>9</td>
<td>DOMINO</td>
<td>F. Martin</td>
</tr>
<tr>
<td>10</td>
<td>AND SO TO SLEEP AGAIN</td>
<td>P. Page</td>
</tr>
<tr>
<td>11</td>
<td>LITTLE WHITE CLOUD THAT CRIED</td>
<td>J. Ray</td>
</tr>
<tr>
<td>12</td>
<td>TELL ME WHY</td>
<td>E. Fisher</td>
</tr>
<tr>
<td>13</td>
<td>LET ME LOVE YOU</td>
<td>E. Fisher</td>
</tr>
<tr>
<td>14</td>
<td>UNDECIDED</td>
<td>B. Anthony</td>
</tr>
</tbody>
</table>

*Songs With Greatest Radio Audience (AC)*

Time listed has the greatest audience on program based on listener surveys in New York City, Chicago, Los Angeles, and Los Angeles. The program listed is based on the station's survey in 1951. A program with a 100.0 audience has a 100 percent audience in each hour of the program. A 2.0 audience has an audience of 2.0 percent in each hour of the program. No program exceeds 100.0 in any time period. 100.0 is the highest audience possible. The survey is based on the station's own audience measurements.

*England's Top Twenty*

**Position**

1. CRY
2. DOMINO
3. SLOW POKER
4. POKE
5. BECAUSE OF YOU
6. UNDECIDED
7. COOL, COOL HEART
8. CRY
9. DOMINO
10. AND SO TO SLEEP AGAIN
11. LITTLE WHITE CLOUD THAT CRIED
12. TELL ME WHY
13. LET ME LOVE YOU
14. UNDECIDED
15. CRY
16. POKE
17. BECAUSE OF YOU
18. UNDECIDED
19. SLOW POKER
20. DOMINO

*England*
GET READY FOR ANOTHER BIG ONE!

from... JOHNNIE RAY

"PLEASE, MR. SUN"

and... "Here Am I—BROKEN HEARTED"

78 rpm 39636
45 rpm 4-39636

with the Four Lads and Orchestra
under the direction of Jimmy Carroll.

WEEKLY SPECIAL

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

Based on actual sales figures for week ending December 29th

POPULAR

- She's Not You, She's Just Jealous Eyes
- Sammy Kaye

SHIMPO BOATS
LOVE, MYSTERY AND ADVENTURE
JO STAFFORD
39581-4-39581

DANCE ME LIKE SLOWLY
ARThUR GODFREY
39632-4-39632

SEASONS AND SEASONS
FRANKIE LAINE
39631-4-39631

SHE'S NOT YOU, SHE'S JUST JEALOUS EYES
SAMMY KAYE
39567-4-39567

GREEN SLEEVES
JOHNNIE RAY
39616-4-39616

JUST A MOMENT MORE
I KNEW ALL THE WAY HOME
SARAH VAUGHAN
39576-4-39576

SUNRAY
JOHN SCOTT
39601-4-39601

BECAUSE OF YOU
I WON'T TRY ANYMORE
TONY BENNETT
39449-4-39449

DOWN FENCER
WAY UP IN NORTH CAROLINA
CHAMP BOWIE
39533-4-39533

WHY DON'T YOU LOVE ME
BE MY LIFE'S COMPANION
ROSIE ARTHUR
39631-4-39631

SOLITAIRE
BLUE VELVET
TONY BENNETT
39555-4-39555

CHAPPELL
MY DOG'S A BEAR
JO STAFFORD
39670-4-39670

DREAM OF YOU
TOM ARTHUR
39577-4-39577

DANCE ME LIKE SLOWLY
ARThUR GODFREY
39632-4-39632

SEASONS AND SEASONS
FRANKIE LAINE
39631-4-39631

SHE'S NOT YOU, SHE'S JUST JEALOUS EYES
SAMMY KAYE
39567-4-39567

GREEN SLEEVES
JOHNNIE RAY
39616-4-39616

JUST A MOMENT MORE
I KNEW ALL THE WAY HOME
SARAH VAUGHAN
39576-4-39576

SUNRAY
JOHN SCOTT
39601-4-39601

BECAUSE OF YOU
I WON'T TRY ANYMORE
TONY BENNETT
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DOWN FENCER
WAY UP IN NORTH CAROLINA
CHAMP BOWIE
39533-4-39533

WHY DON'T YOU LOVE ME
BE MY LIFE'S COMPANION
ROSIE ARTHUR
39631-4-39631

SOLITAIRE
BLUE VELVET
TONY BENNETT
39555-4-39555

CHAPPELL
MY DOG'S A BEAR
JO STAFFORD
39670-4-39670

DREAM OF YOU
TOM ARTHUR
39577-4-39577

FOLK

- ME AND MY BROKEN HEART
- JOHNNIE RAY

ME AND MY BROKEN HEART
LET OLD MOTHER NATURE HAVE HER WAY
CARL SMITH
20862-4-20862

ALWAYS LATE
MOM AND DAD'S WAITING
LEO FRIZZELL
20837-4-20837

IF HEARDON'S COMING
TO GIVE ME MORE, MORE
LEO FRIZZELL
20885-4-20885

IF HEARDON'S COMING
TO GIVE ME MORE, MORE
LEO FRIZZELL
20885-4-20885

MY BABY'S JUST LIKE MINE
I WANT TO BE WITH YOU ALWAYS
LEO FRIZZELL
20799-4-20799

GOING STRONG

- IF THAT DREAM COMES TRUE
- JOHNNIE RAY

IF I LOVED YOU
DOZZY FOXXIE
PIERCE FAITH
39613-4-39613

A KISS TO BUILD A DREAM ON
CHERRY PINK AND APPLE BLOSSOM WHITE
JIMMY DORSEY
39526-4-39526

THE THREE BELLIES
I ONLY HAVE ONE LIFE TO LIVE
SAMMY KAYE
39602-4-39602

COKEH BEST SELLER

CUT
THE LITTLE WHITE CLOUD THAT CRIED
JOHNNIE RAY
6840-4-6840
### Best Selling Pop Singles

| Number | Song           | Artist                          | Peak Position | Sales
|--------|----------------|---------------------------------|---------------|------
| 1      | CRY             | J. Day                           | 1             | 100,000
| 2      | LITTLE WHITE CLOUD THAT CRIED | Faye Reddy          | 2             | 90,000
| 3      | SLOW POKE       | Pat Wee Kirk                    | 3             | 80,000
| 4      | MISTLETOE       | M. Scott                        | 4             | 70,000
| 5      | TELL ME WHY     | Four Areas & Albers             | 5             | 60,000
| 6      | THE FOUNTAIN    | Portrait                       | 6             | 50,000
| 7      | ANY TIME        | F. Fisher & Orchestra           | 7             | 40,000
| 8      | JACOBY           | J. Laite                        | 8             | 30,000

### Best Selling Children's Records

| Number | Song            | Artist                           | Peak Position | Sales
|--------|-----------------|----------------------------------|---------------|------
| 1      | SANTA CLAUS     | J. Day                           | 1             | 100,000
| 2      | THE NIGHT BEFORE CHRISTMAS | J. Day             | 2             | 90,000
| 3      | THE TWELVE DAYS OF CHRISTMAS | J. Day             | 3             | 80,000
| 4      | WE THREE KINGS | J. Day                           | 4             | 70,000
| 5      | JINGLE BELL    | J. Day                           | 5             | 60,000
| 6      | RUDOLPH / THE RED NOSED REINDEER | J. Day          | 6             | 50,000
| 7      | FROSTY THE SNOWMAN | J. Day            | 7             | 40,000
| 8      | THE NIGHT BEFORE CHRISTMAS | J. Day             | 8             | 30,000

### News and Views

A number of dealers have written to us concerning disk sales during the Christmas season. The W. N. C. Book Stores, Inc., says that they have sold some quantities. "Rudolph," by Fred Shuster and F. B. Weik, was a favorite among Christmas discs.

Mr. and Mrs. J. Day, of the J. Day Book Stores, Inc., says that their "The Little Book of Christmas" sales were good. They also sold a large quantity of the "Rudolph" disc.

### Best Selling Pop Albums

| Number | Album Title       | Artist                          | Peak Position | Sales
|--------|-------------------|---------------------------------|---------------|------
| 1      | SANTA CLAUS       | J. Day                           | 1             | 100,000
| 2      | THE NIGHT BEFORE CHRISTMAS | J. Day             | 2             | 90,000
| 3      | THE TWELVE DAYS OF CHRISTMAS | J. Day             | 3             | 80,000
| 4      | WE THREE KINGS   | J. Day                           | 4             | 70,000
| 5      | JINGLE BELL      | J. Day                           | 5             | 60,000
| 6      | RUDOLPH / THE RED NOSED REINDEER | J. Day          | 6             | 50,000
| 7      | FROSTY THE SNOWMAN | J. Day            | 7             | 40,000
| 8      | THE NIGHT BEFORE CHRISTMAS | J. Day             | 8             | 30,000

### Classical Reviews

Decca Expands Longhair Line

NEW YORK, Jan. 5—Decca Records will expand its Gold Seal line to include more in the longhair style for the second quarter of 1951. With the introduction of the new line, the firm will be better able to serve the longhair market.

The new line will consist of contemporary compositions, both original and adapted to the style. The catalog will include works by such composers as Beethoven, Mozart, and Chopin. In addition, the line will feature the works of some of the lesser-known composers, such as Schumann and Brahms.

### Dealer Doings

### Notes

*For Review and Notice of Radio and TV Shows See The Billboard Radio & TV Show Charts (Radio Section)*
This week's
New Releases
... on RCA Victor

MINDY'S BACKS
with 4 great sides
with "DANCE ME LOOSE"
and "BE MY LIFE'S COMPANION"
and "ALLEGHENY FIDDLER"
and "TUH, POCKET, TUH POCKET"

MINDY CARSON
20-4457
20-4454

This week’s
With 4 great sides
"DANCE ME LOOSE"
and "BE MY LIFE'S COMPANION"
and "ALLEGHENY FIDDLER"
and "TUH, POCKET, TUH POCKET"

MINDY CARSON
20-4457
20-4454

This week’s
New Releases
... on RCA Victor
FIRST HIT FOR 1952!

PATTI PAGE

COME WHAT MAY'

coupled with "RETREAT"

MERCURY 5772

5772X45

THE BILLBOARD Music Popularity Charts

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

Best Selling Pops by Territories

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

NEW YORK

1. Tell Me Why
   2. Slow Poke
   3. Free Way
   4. Jumpin' Jack Flash
   5. Down By the Wind
   6. Ill Name
   7. Mellow Yellow
   8. I Think of You
   9. Wipeout

CHICAGO

1. Little White Cloud That Cried
   2. Champlain
   3. Jackpot (Christmas)
   4. Tell Me Why
   5. Sherry's Blues
   6. Love Theme from Romeo and Juliet
   7. Down By the Wind
   8. Wipeout
   9. Jingle Bell (Capital)

LOS ANGELES

1. Sir
   2. Because of You
   3. Little White Cloud That Cried
   4. Cold Cold Heart
   5. Undecided
   6. For Any Reason
   7. Ark jeans
   8. Slow Poke
   9. Indian Summer
   10. Blue Velvet

WASHINGTON, D. C.

1. Daddy Says
   2. So Good
   3. Blue Skies
   4. Tell Me Why
   5. Sherry's Blues
   6. Anytime
   7. Turn Back the Hands of Time
   8. Plastic Love
   9. Jingle Bell (Capital)
   10. Blue Velvet

BOSTON

1. Anytime
   2. Free Way
   3. Wipeout
   4. I Think of You
   5. Sushima
   6. Ill Name
   7. Wipeout
   8. Ill Name
   9. Jingle Bell (Capital)
   10. Blue Velvet

DETROIT

1. Tell Me Why
   2. Jumpin' Jack Flash
   3. Sherry's Blues
   4. Ill Name
   5. Wipeout
   6. Ill Name
   7. Ill Name
   8. Ill Name
   9. Wipeout
   10. Ill Name

ATLANTA

1. Sir
   2. Because of You
   3. Little White Cloud That Cried
   4. Cold Cold Heart
   5. Ill Name
   6. Sherry's Blues
   7. Wipeout
   8. Ill Name
   9. Jingle Bell (Capital)
   10. Blue Velvet

DALLAS-FORT WORTH

1. Free Way
   2. Sherry's Blues
   3. Ill Name
   4. Ill Name
   5. Ill Name
   6. Ill Name
   7. Ill Name
   8. Ill Name
   9. Ill Name
   10. Ill Name

SEATTLE

1. Little White Cloud That Cried
   2. Cold Cold Heart
   3. Ill Name
   4. Ill Name
   5. Ill Name

NEW ORLEANS

1. Free Way
   2. Sherry's Blues
   3. Ill Name
   4. Ill Name
   5. Ill Name

PITTSBURGH

1. Tell Me Why
   2. Ill Name
   3. Ill Name
   4. Ill Name
   5. Ill Name
   6. Ill Name
   7. Ill Name
   8. Ill Name
   9. Ill Name
   10. Ill Name

PHILADELPHIA

1. Tell Me Why
   2. Ill Name
   3. Ill Name
   4. Ill Name
   5. Ill Name
   6. Ill Name
   7. Ill Name
   8. Ill Name
   9. Ill Name
   10. Ill Name

DENVER

1. Free Way
   2. Ill Name
   3. Ill Name
   4. Ill Name
   5. Ill Name
   6. Ill Name
   7. Ill Name
   8. Ill Name
   9. Ill Name
   10. Ill Name

MUSIC RECORDS

Mercury Records Chicago, Inc.  Mercury Records of Canada Ltd. Mercury Canada
Already a hit in Chicago, Philly and Milwaukee

**“STOLEN LOVE”**
Flip Side
“I’ll See You in My Dreams”
EDDY HOWARD

Mercury 5771 • 5771X45

Billboard Says, “Magnificent!”

**“RIVER STAY WAY FROM MY DOOR”**
Flip Side
“Lady Drinks Champagne”
“‘It’s My Hit’ Bill Randel- WERE: Cleveland
Eddy Howard

Mercury 5724 • 5724X45

Watch This “Sleeper”

**“I REMEMBER YOU, LOVE”**
Flip Side
“Don’t Blame Me”
VIC DAMONE

Mercury 5744 • 5744X45

Billboard Picks

**“BE MY LIFE’S COMPANION”**
Flip Side
“The Oklahoma Polka”
GEORGIA GIBBS

Mercury 5758 • 5758X45

“I WANT TO SAY HELLO”

**“CIGARETTE SERENADE”**
Flip Side
“I’m Lonesome For You”
BOBIE WAYNE

Mercury 5775 • 5775X45

Just Released!

**“WAGON WHEELS”**
THE RAVENS

Mercury 5764 • 5764X45

First Mercury Smash!

**“TELL ME WHY”**
RAILH MARTrERIE AND HIS ORCHESTRA
“Perdido”

Mercury 5767 • 5767X45

Mercury 5764 • 5764X45

**“DANCE ME LOOSE”**
Flip Side
“S.-M.-I.-L.-E.”
AL TRACE AND HIS ORCHESTRA

Mercury 5768 • 5768X45

**“BERMUDA”**
JIMMY PALMER AND HIS ORCHESTRA

Mercury 5774 • 5774X45

**“SLEEPY TIME DOWN SOUTH”**
BUDDY CHARLES

Mercury 5766 • 5766X45

Mercury Records, Chicago, Illinois

Mercury Records of Canada Ltd., Toronto, Canada

MATERIALS PROTECTED BY COPYRIGHT
Here's Nat's first hit for 1952

Nat "King" COLE

Record No. 1893

THE BILLBOARD Music Popularity Charts

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

**Most Played Juke Box Records**

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SLOW POKE</td>
<td>Pee Wee King</td>
<td>Capitol 46690</td>
</tr>
<tr>
<td>2</td>
<td>SIN</td>
<td>E. Howard</td>
<td>Mercury</td>
</tr>
<tr>
<td>3</td>
<td>CRY</td>
<td>J. Day</td>
<td>Columbia 46668</td>
</tr>
<tr>
<td>4</td>
<td>LITTLE WHITE CLOUD THAT CRIED</td>
<td>Nat King</td>
<td>Columbia 46668</td>
</tr>
<tr>
<td>5</td>
<td>TELL ME WHY</td>
<td>Four Aces &amp; Alberts</td>
<td>Columbia 46691</td>
</tr>
<tr>
<td>6</td>
<td>ANY TIME</td>
<td>E. Royer</td>
<td>Bluebird 46669</td>
</tr>
<tr>
<td>7</td>
<td>SIX SHIMMER BOATS</td>
<td>J. Stafford &amp; Wolton</td>
<td>Columbia 46692</td>
</tr>
<tr>
<td>8</td>
<td>3.93</td>
<td>T. Bennett &amp; Smith</td>
<td>Columbia 46693</td>
</tr>
<tr>
<td>9</td>
<td>4.22</td>
<td>S. Parker</td>
<td>Columbia 46694</td>
</tr>
<tr>
<td>10</td>
<td>DOWNTOWN YODEER</td>
<td>Del Wood</td>
<td>Columbia 46695</td>
</tr>
<tr>
<td>11</td>
<td>DOWNTOWN YODEER</td>
<td>Del Wood</td>
<td>Columbia 46695</td>
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<td>12</td>
<td>3.93</td>
<td>H. O'Connell</td>
<td>Columbia 46696</td>
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<td>13</td>
<td>18.13</td>
<td>S. Carr</td>
<td>Columbia 46697</td>
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<td>14</td>
<td>DANCE ME EASY</td>
<td>A. Gooffre</td>
<td>Columbia 46698</td>
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<td>15</td>
<td>3.93</td>
<td>B. Moye</td>
<td>Decca 46699</td>
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<td>16</td>
<td>18.13</td>
<td>P. Law</td>
<td>Columbia 46700</td>
</tr>
<tr>
<td>17</td>
<td>18.13</td>
<td>J. Fincher</td>
<td>Columbia 46701</td>
</tr>
<tr>
<td>18</td>
<td>18.13</td>
<td>P. Lawrence</td>
<td>Columbia 46702</td>
</tr>
<tr>
<td>19</td>
<td>18.13</td>
<td>R. Lee</td>
<td>Columbia 46703</td>
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<tr>
<td>20</td>
<td>18.13</td>
<td>M. Chisholm</td>
<td>Columbia 46704</td>
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<tr>
<td>21</td>
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<td>E. Raye</td>
<td>Columbia 46705</td>
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<td>22</td>
<td>18.13</td>
<td>C. Butler</td>
<td>Columbia 46706</td>
</tr>
<tr>
<td>23</td>
<td>18.13</td>
<td>B. Rodgers</td>
<td>Columbia 46707</td>
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<tr>
<td>24</td>
<td>18.13</td>
<td>T. Belew</td>
<td>Columbia 46708</td>
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<tr>
<td>25</td>
<td>18.13</td>
<td>T. Johnson</td>
<td>Columbia 46709</td>
</tr>
<tr>
<td>26</td>
<td>18.13</td>
<td>T. Johnson</td>
<td>Columbia 46710</td>
</tr>
<tr>
<td>27</td>
<td>18.13</td>
<td>T. Johnson</td>
<td>Columbia 46711</td>
</tr>
<tr>
<td>28</td>
<td>18.13</td>
<td>T. Johnson</td>
<td>Columbia 46712</td>
</tr>
</tbody>
</table>

**Radio Stations**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Call Letters</th>
<th>Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOR</td>
<td>New York</td>
<td>WOR</td>
<td>KMJK-A</td>
</tr>
<tr>
<td>WABC</td>
<td>New York</td>
<td>WABC</td>
<td>KMJK-A</td>
</tr>
<tr>
<td>WJZ</td>
<td>New York</td>
<td>WJZ</td>
<td>KMJK-A</td>
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<tr>
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<td>New York</td>
<td>WINS</td>
<td>KMJK-A</td>
</tr>
<tr>
<td>WOR</td>
<td>New York</td>
<td>WOR</td>
<td>KMJK-A</td>
</tr>
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</table>

**Trade Press**

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Date</th>
<th>Issue</th>
<th>News</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>January 12</td>
<td>1952</td>
<td>Nat King Cole</td>
</tr>
</tbody>
</table>

**Record Reviews**

- Nat "King" Cole's first hit for 1952 is "SLOW POKE".
- The chart is based on reports received January 3, 5 and 6.

**Additional Information**

- Nat King Cole's hit was recorded on January 16, 1952.
- The chart also features other popular songs of the time, such as "Tell Me Why" by Four Aces & Alberts.
- Nat "King" Cole's record is released on Capitol Records.

**Radio Stations**

- WOR in New York.
- WABC in New York.
- WJZ in New York.
- WINS in New York.

**Trade Press**

HANK SNOW

the "Singing Ranger" and
his Rainbow Ranch Boys

on their FIRST HYMN RELEASE
accompanied by The Jordanaires

"THESE THINGS SHALL PASS"
and
"PRAY"

RCA VICTOR RECORD NO. (78) 20-4398; (45) 47-4398

Affiliated with
HILL & RANGE Songs

Publicity & Promotion:
Sam Terry
Box 3367, Hollywood, Calif.

James E. Denby
Direction: WM ARTIST SERVICE BUREAU
Nashville, Tenn.
**Best Selling Retail Folk (Country & Western) Records**

Based on reports received January 3, 3 and 4

<table>
<thead>
<tr>
<th>Position</th>
<th>Record Label</th>
<th>Title</th>
<th>Artist</th>
<th>TotalSales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>RCA</td>
<td>7001</td>
<td>Hank Williams</td>
<td>1,000,000</td>
</tr>
<tr>
<td>2</td>
<td>Columbia</td>
<td>7002</td>
<td>Hank Williams</td>
<td>900,000</td>
</tr>
<tr>
<td>3</td>
<td>Decca</td>
<td>7003</td>
<td>Hank Williams</td>
<td>800,000</td>
</tr>
</tbody>
</table>

**Country & Western Records Most Played by Folk Disk Jockeys**

Based on reports received January 3, 3 and 4

<table>
<thead>
<tr>
<th>Record Label</th>
<th>Title</th>
<th>Artist</th>
<th>Number Played</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA</td>
<td>7001</td>
<td>Hank Williams</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Columbia</td>
<td>7002</td>
<td>Hank Williams</td>
<td>900,000</td>
</tr>
<tr>
<td>Decca</td>
<td>7003</td>
<td>Hank Williams</td>
<td>800,000</td>
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</tbody>
</table>

**FOLK TALENT AND TUNES**

By JOHNNY HOFFER

<table>
<thead>
<tr>
<th>Artists’ Doings</th>
<th>Record Label</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hank Williams</td>
<td>RCA</td>
<td>7001</td>
<td>Hank Williams</td>
</tr>
<tr>
<td></td>
<td>Columbia</td>
<td>7002</td>
<td>Hank Williams</td>
</tr>
<tr>
<td></td>
<td>Decca</td>
<td>7003</td>
<td>Hank Williams</td>
</tr>
</tbody>
</table>

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

Based on reports received January 3, 3 and 4

<table>
<thead>
<tr>
<th>Record Label</th>
<th>Title</th>
<th>Artist</th>
<th>Number Played</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCA</td>
<td>7001</td>
<td>Hank Williams</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Columbia</td>
<td>7002</td>
<td>Hank Williams</td>
<td>900,000</td>
</tr>
<tr>
<td>Decca</td>
<td>7003</td>
<td>Hank Williams</td>
<td>800,000</td>
</tr>
</tbody>
</table>

**JUBILEE HITS**

For You in ’52

**4 SOLID SMASHES**

THE ORIOLES  "BABY, PLEASE DON’T GO!"

"DON’T TELL HER WHAT HAPPENED TO ME" by THE BAND OF TOMORROW

THE SLEEPER HIT on the ROBIN LABEL

WHERE ARE YOU?

"HOW COULD YOU" by THE MELLOW MOODS

JUBILEE RECORD CO, INC.

315 W. 47TH ST., N. Y., N. Y.

We are pleased to announce the appointment of RAYMOND ROWELL as MANAGER.

INTERSTATE PHONOGRAPH RECORD CO.

340 MARYLAND AVE., NORTH BIRMINGHAM, ALABAMA.
THE BILLBOARD

Music Popularity Charts

**Best Selling Retail Rhythm & Blues Records**

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rhythm &amp; Blues Notes</td>
<td>Billy Drift</td>
</tr>
<tr>
<td>Rhythm &amp; Blues Notes</td>
<td>Billy Drift</td>
</tr>
<tr>
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<td>Billy Drift</td>
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<tr>
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<td>Billy Drift</td>
</tr>
<tr>
<td>Rhythm &amp; Blues Notes</td>
<td>Billy Drift</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Billy Drift</td>
</tr>
<tr>
<td>Rhythm &amp; Blues Notes</td>
<td>Billy Drift</td>
</tr>
</tbody>
</table>

**Rhythm & Blues Record Reviews**

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

<table>
<thead>
<tr>
<th>Artist</th>
<th>Label and No.</th>
<th>Tunes</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Swallows</td>
<td>Real Fine Daddy</td>
<td>44-45</td>
<td></td>
</tr>
<tr>
<td>Sonny Thompson</td>
<td>Real Fine Daddy</td>
<td>44-45</td>
<td></td>
</tr>
</tbody>
</table>

**RHYTHM AND BLUES NOTES**

By BRAD WHITMAN

Billy Drift will take off for his first Southern tour since he embarked on his career as a single machine some five years ago. Each stop will work the tour with Count Basie as a new big name as featured attraction. Each stop will consist of some one-night dance promotions and the package will be drawn a top of $3,500 guarantee against 60 per of the gross. The Boston Package will wind up the current tour. This tour continues to be a success and will return to work on January 15 for an appearance on the NBC TV show `The Great American Romance' with Sassy Jones. Music Depreciation sales and promotions are still strong in music news columns.

Billy Drift has played a successful business, having the first major expansion of the Savoy Artists Corporation agency in the ten years that he's been in business. Business here and have been working the Coast areas via split commission arrangements and some direct booking arrangements with Hollywood booking. The Hollywood office is being run by Cliff H. Arnez, who left the Coast office of the Cross Commercial Corporation to take the new post.
Presenting:
A Winning Combination!

the WEavers
and
GORDON JENKINS
and his Chorus
and Orchestra
on a 2-Sided Smash!

DECCA 27928 (78 RPM)
DECCA 9-27928 (45 RPM)

THE BILLBOARD
Music Popularity Charts

The following are reviews of the records released by the DECCA label. Each review provides an opinion on the record's qualities.

- **Record Reviews**

<table>
<thead>
<tr>
<th>ARTIST</th>
<th>LABEL AND NO.</th>
<th>TUNES</th>
<th>COMMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>FERRY COMO</td>
<td>TOMPARD MARR</td>
<td>88-89-87-89</td>
<td>POPULAR</td>
</tr>
<tr>
<td>NAT COLE</td>
<td>WEAVR OF DREAMS</td>
<td>87-86-86-88</td>
<td>POPULAR</td>
</tr>
<tr>
<td>DEBBIE REYNOLDS</td>
<td>ODE ON A STRING</td>
<td>85-86-85-87</td>
<td>POPULAR</td>
</tr>
<tr>
<td>RAY ANTHONY ORK</td>
<td>ALL YOURS</td>
<td>85-86-84-84</td>
<td>POPULAR</td>
</tr>
<tr>
<td>NORMAN KAYE</td>
<td>NEW YORK</td>
<td>84-84-81-81</td>
<td>POPULAR</td>
</tr>
<tr>
<td>ELLA FITZGERALD-T LOUIS ARMSTRONG</td>
<td>NECESSARY EVIL</td>
<td>84-84-83-83</td>
<td>POPULAR</td>
</tr>
<tr>
<td>TINA SHORE</td>
<td>LIFE OF A BEAUTIFUL THING</td>
<td>83-83-83-83</td>
<td>POPULAR</td>
</tr>
<tr>
<td>JORDAN KAYE</td>
<td>SOMEBODY</td>
<td>82-84-80-80</td>
<td>POPULAR</td>
</tr>
<tr>
<td>MINDY CARSON-MERY CRADFORD</td>
<td>BE MY LIFE'S COMPANION</td>
<td>82-84-80-80</td>
<td>POPULAR</td>
</tr>
<tr>
<td>JOHNNY GERSHON</td>
<td>OH MY DARLING</td>
<td>81-81-80-81</td>
<td>POPULAR</td>
</tr>
<tr>
<td>VERA LYNN</td>
<td>IF YOU GO</td>
<td>81-80-80-80</td>
<td>POPULAR</td>
</tr>
</tbody>
</table>

(Continued on page 82)
America's 1st BIG Hit of '52

Perry Como

Singing England's SENSATIONAL Hit!

"Tulips and Heather"

RCA VICTOR 20-4453 (78 RPM)
RCA VICTOR 47-4453 (45 RPM)

the BIG HITS are on...

RCA VICTOR RECORDS
Welcome to America!

Vera Lynn

The Sweetheart of our G.I.'s in England has just arrived on a visit. She will make many Radio and T.V. appearances and will frequently sing her two latest and greatest:

IF YOU GO
Jealousy
with Orch. Arrang. No. 45-1156

and

TULIPS AND HEATHER
Once I Loved You
with Orch. Arrang. No. 45-1171

"The Finest Sound on Record"
London Records

JANUARY 12, 1952

THE BILLBOARD
Music Popularity Charts

For Reviewers and Editors of Radio and TV Shows See The Billboard Radio & TV Show Charts (Radio Section).

• Record Reviews

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

ARTIST
LABEL AND NO.
TUNES
COMMENT

BOB EDDY
"Three Precious Things," RCA
78-79-78-79

"On The Road to Rio," Decca
78-79-79-79

CUTOMAND ORK
"Fit It Up In The Morning," Decca
78-79-78-79

\""The Golden Hymn\"", Decca
78-79-78-79

VICTOR MARQUEZ
""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

RAY BROWN ORK
""Let It Be,"" Decca
78-79-79-79

\""The Swinging Thing," Decca
78-79-79-79

BILL SNYDER ORK
""Firing Strings,"" Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

AL MORGAN
\""Now I'll Go (The Love Of My Life)," Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

ART LUND
""I Want To Be Your Man,"" Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

ELSA FESSELAUF
""I, The Girl Of Your Dreams," Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

HONEY TORCH ORK
""Red Shadows, The,"" Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

BLUE BARON ORK
""I Wish I Had A Girl,"" Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

FRANK PETTI, TRIO
""I Wanna Say Hello,"" Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

HERB LANCE
""Little White Cloud That's Quiet,"" Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

ETHEL SMITH
""Scotch Cap,"" Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

(Continued from page 64)

THE BILLBOARD
Music Popularity Charts

For Reviewers and Editors of Radio and TV Shows See The Billboard Radio & TV Show Charts (Radio Section).

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

ARTIST
LABEL AND NO.
TUNES
COMMENT

BOB EDDY
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78-79-79-79

"On The Road to Rio," Decca
78-79-79-79

CUTOMAND ORK
"Fit It Up In The Morning," Decca
78-79-78-79

\""The Golden Hymn\"", Decca
78-79-78-79

VICTOR MARQUEZ
""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

RAY BROWN ORK
""Let It Be,"" Decca
78-79-79-79

\""The Swinging Thing," Decca
78-79-79-79

BILL SNYDER ORK
""Firing Strings,"" Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

AL MORGAN
\""Now I'll Go (The Love Of My Life)," Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

ART LUND
""I Want To Be Your Man,"" Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

ELSA FESSELAUF
""I, The Girl Of Your Dreams," Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

HONEY TORCH ORK
""Red Shadows, The,"" Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

BLUE BARON ORK
""I Wish I Had A Girl,"" Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

FRANK PETTI, TRIO
""I Wanna Say Hello,"" Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

HERB LANCE
""Little White Cloud That's Quiet,"" Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

ETHEL SMITH
""Scotch Cap,"" Decca
78-79-79-79

\""The Swingin' Thing (The Swingin' Thing)," Decca
78-79-79-79

(Continued from page 64)
JANUARY 12, 1952
THE BILLBOARD
MUSIC

NOW ON CORAL

JOHNNY DESMOND
Orch directed by Tony Mottola

"UNTIL"
His First Release

"OH, MY DARLIN"

CORAL RECORDS
America's Fastest Growing Record Company

IN CANADA: Rogers Majestic Radio Corporation Ltd., Toronto-Montreal

Coral 40629
780PM
Coral R-40629
45rpm

Two brand-new sensations
by Coral's Dynamic New Recording Star

WITH
THE
RAY CHARLES SINGERS
BILLY ECKSTINE
sings
"A WEAVER OF DREAMS"
b/w
"TAKE ME BACK"
MGM 11125 (78 rpm) — MGM K-11125 (45 rpm)

TOMMY EDWARDS
sings
"PLEASE, MR. SUN" b/w
"WHERE I MAY LIVE WITH MY LOVE"
MGM 11134 (78 rpm) — MGM K-11134 (45 rpm)

DEBBIE REYNOLDS
"OOGIE OOGIE WA WA" b/w
"OOPS"
From the MGM Film "THE BELL OF NEW YORK"
MGM 30493 (78 rpm) — MGM K-30493 (45 rpm)

BLUE BARRON
"I WISH I HAD A GIRL" b/w
"TEARS"
MGM 11136 (78 rpm) — MGM K-11136 (45 rpm)

DANNY DAVIS
"CRAZY HEART" b/w
"I'M NOT ALONE"
MGM 11013 (78 rpm) — MGM K-11013 (45 rpm)
On your calendar for a hit...

**LES PAUL AND MARY FORD**

Rush Orders to Your Capitol Distributor TODAY!

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<td>535 Courland Street, N.E.</td>
</tr>
<tr>
<td>BALTIMORE</td>
<td>1000 S. Loudwood Avenue</td>
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<tr>
<td>BILLINGS</td>
<td>P.O. Box 1511</td>
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<tr>
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<td>BUFFALO</td>
<td>1066 Main St.</td>
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<td>614 W. Morehead Street</td>
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<td>1449 S. Michigan Avenue</td>
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<td>CINCINNATI</td>
<td>815 Sycamore Street</td>
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<tr>
<td>DENVER</td>
<td>20 W. 13th Avenue</td>
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<td>DES MOINES</td>
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<td>4023 Woodward Avenue</td>
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<tr>
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<td>2209 Mills Street</td>
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<tr>
<td>HARTFORD</td>
<td>25 Pleasant St.</td>
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<td>HONOLULU</td>
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<td>HOUSTON</td>
<td>3345 Ireland Avenue</td>
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<td>INDIANAPOLIS</td>
<td>P.O. Box 1298</td>
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<td>KANSAS CITY</td>
<td>1327 McGee Street</td>
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<td>KNOXVILLE</td>
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<tr>
<td>NEW ORLEANS</td>
<td>630 Baronne Street</td>
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<td>NEW YORK</td>
<td>109 E. 116th St.</td>
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<tr>
<td>OKLAHOMA CITY</td>
<td>416 N. Lee Street</td>
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<tr>
<td>OMAHA</td>
<td>1024 Farnam Street</td>
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<tr>
<td>SALT LAKE CITY</td>
<td>652 S. State Street</td>
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<tr>
<td>SAN ANTONIO</td>
<td>121 Navarro St.</td>
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<td>SAN FRANCISCO</td>
<td>512 Brannan Street</td>
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<td>SCRANTON</td>
<td>500 Wyoming Avenue</td>
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<tr>
<td>SEATTLE</td>
<td>620 Eastlake Ave.</td>
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<tr>
<td>SOUTH BEND</td>
<td>4222 Carroll Street</td>
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<tr>
<td>ST. LOUIS</td>
<td>1407 Pine St.</td>
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<tr>
<td>SYRACUSE</td>
<td>1718 Erie Boulevard, East</td>
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<tr>
<td>WASHINGTON, D.C.</td>
<td>(District &amp; Co., Inc.)</td>
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<tr>
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<td>3000 12th Street, N.E.</td>
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**Record No. 1920**
Capitol in Relegation

...continued from page 21

sales and licensing. Unless Warner's new move will be to charge of branch office personnel and reduce its sales force by a sales analyst out of the New York office.

Relegation, coming in Carls' 180th year in the business, reduces the company's sales division to ten sales offices in an attempt to give the label sales offices more power for the creation of the export territories handled by domestic sales offices. One district to remain unchanged is Florida's Bakers' Western sale. In addition to Cook, reorganizing of duties bringing the following in new positions: Al Raimo, former division manager, also district manager for the New York City area; Al Brehm, former sales manager for the New York City area; Al Spence, New York City sales manager; Mike Miller, Los Angeles, and Mike Stirling, Los Angeles.

Contrary with the realignment, Capitol Topper, and Topper International, will maintain their purchasing policy and henceforth will buy from the East as they have in the past.

Houghton, purchasing director, will continue to control purchasing policy.

Heavy Bally...continued from page 22

(Please turn to page 23)

C-W Interest Up...continued from page 22

Boston, is one of the regular areas in this airline's Western Club and the Hilliard Ranch, both located in Boston, report excellent business.

C-W Order Book

No Johansen-come-lately, counts among the leading accounts in this airline, even though he arrived in Boston last week.

Canadian Airlines, regular passengers, avoids to Northern Maine, and other Northern points.

The steady growth of Canadian Airlines....continued from page 21

The airline, with portable equipment for the service, today uses a new type of portable equipment for the service.

These small companies also are working on the West Coast, taking care of all public relations for them.

Columbia-solve transcription problems...continued from page 23

The Columbia Transcription Service, Inc., is handling all public relations, including labels, and assistance in the promotion of the records.

Cap & Gown LP's...continued from page 22

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**Music as Written**

**Victor Lowers 10-Inch LP Pops Price to $2.50**

**New York**, June 3 — RCA Victor this week set the price on its LPM-1 to LPM-35 series of 10-inch pop LP records to $2.50 plus tax. Formerly $3, the discs now become the most expensive of their kind on the market. The series of 10-inch LPs are sold in a single box, which includes the record, a guide, and the record jacket. The price includes $2.50 for the record and $0.50 for the jacket, which is similar to the price of the 12-inch LP.

**Mike Conner Off the Field Trip**

Mike Conner, Decca Records' artist relations and promotion manager, is on a week's trip to survey the firm's facilities in the Field House in Chicago that night to attend the Four Areas opening Thursday, April 21, in Chicago. The rest of the week he will spend in Chicago.

**Test Williams Slices REX**

Two Williams last week visited Chicago and hollered for RCA Victor, Label's Chief Coast Manager, Don Williams, his first visit to the city in four months. Williams' guest was on March 22, and was in the city for three days. Williams' tour was to attend the Chicago show and to visit the RCA Victor offices in Chicago.

**Dunton Emits Selective Frustration**

Making his first tour through and Southwestern states, Warner, formerly Dunton's sales manager, had a successful tour in the South and West, his first visit to the area. Dunton's tour was to attend the Chicago show and to visit the RCA Victor offices in Chicago.

**Brentano's Record Bar Closes January 15**

Closes January 15 — Brentano's Record Bar, the last of the record bars in Chicago, is closing January 15. The bar, which has been in business for 15 years, was closed due to financial difficulties. The bar was popular among music lovers and was a favorite spot for musicians to perform.

**McConkey Parks Dean to Do Television Tour**

A term contract for a series of television shows has been signed by McConkey and the network. The series is scheduled for the fall season and will feature the star in a variety of musical and dramatic roles.

**Goodbye to Gordon Macfie Album**

RCA Victor has released a new album this week, which features the music of Gordon Macfie, known for his distinctive style. The album is available now at record stores across the country.

**Mindy Carson to Open in St. Louis**

Mindy Carson, the singer who has been on tour with Herb Alpert and the Tijuana Brass, will be performing in St. Louis on the last leg of her tour. The show is expected to be a sold-out event.

**New York**

Veteran song plunger Mickey B. G, currently associated with ASCAP, has been appointed to head the New York office of the trade organization. He will be responsible for the promotion of ASCAP's activities in the New York area.

**Anders Notes the Discography**

To be published in the near future, Anders Notes the Discography is a comprehensive guide to the discography of the major record companies. The book will feature detailed information on every record released by the companies.

**Hollywood**

MGM's "Bell of New York," directed by Victor Fleming, is the first of the studio's major releases for 1952. The film stars John Garfield, Mitzi Green, and Donald Meek. It is a romantic drama set in the Civil War era and was shot on location in the South.

**Rosalita**

Hollywood, January 5 — The record of "Rosalita," by The Lavender Hill Mob, has been released by MGM. The song, which features lead vocals by Brian Robins and the band's rhythm section, is a popular hit and has become a staple on the dance charts.
Hocus - Pocus

By Bill Saches

Mildred Poli and her son, David, who retired to Hollywood, their home at the El Capitan Hotel, on October 26, to return to the New York theater, announced that they would open in Los Angeles on November 1. They will be in the city for a limited time. The show is a revue called "Hocus - Pocus," featuring music, dance, and comedy. It is produced by Max Goldschmidt and directed by George Abbott.

Capacabang, N.Y.

Continued from page 18

Good Old Two a Day" with takeoffs of current songs, now dead, was a genuinely funny Laugland production. Dolly was very funny in her parody of the song. The chorus was also very good, with a happy spirit.

Burlesque Bits

By Uno

Ritz Circus, following a week's stay in the Cayuga Hotel, is now at the Ritz, where it is doing a good business.

SPECIAL RATES TO THE PROFESSION

The largest rooms in Times Square at the most reasonable rates, private bath and central heating, are available at the Herald Hotel. Call today.

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4th St., West of Broadway, New York

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When in Boston, it's the HOTEL AVERY

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Make all your travel arrangements for the Avery, from New York, famed for its efficient, friendly service and democratic rates.

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J. E. S. SACHS

MAILING ADDRESS

233 State St., Syracuse, N.Y.

THE BILLBOARD

January 12, 1952

88
PHILADELPHIA, Jan. 5—The American Theatre Society will present "The Three Musketeers," with the Theater Guild for sub-cription sale of the first 1000 seats. The benefit begins at 8 p.m. tonight. The first series of six柯kins will be presented on succeeding weeks with the arrival of S. N. Behrman's "The Second Mrs. Lin-ney," on Saturday, Jan. 14, at the Walnut Street Theater on January 15.

For the second subscription series, the American Theatre Society will present "The Cocktail Party" by Noël Coward, on Monday, Jan. 16, at the Walnut Street Theater on January 17.

Broadway Opening

PAL JOEY
Broadhurst Theatre


The most off-Broadway production, "Pal Joey," received a star-turn in the title role of the leading man, and was well-worth watching to be completely judged successful for the opening night. It is set in the luxurious Hotel New York, and the lead role is played by the charming Joanne Dru, who is seen in the title role.

To quibble at the plot of "Pal Joey" was to be repetitious. Suffice it to say that the show is a fine one, and many of its predecessors, generally speaking, are found in these little domestic comedies, but this is a much better one. It seems, indeed, that a good deal could be spent with little or no money.

Author Tuller is not to blame for the lack of inspiration in the production. There is a suited set by the charming Miss Crane, designed for a much larger stage and built in a different style, with less detail. Fractional sets are, in fact, more satisfactory than the others, more thoroughly and more satisfactorily than what we have seen before.

Not to be overlooked in this production is the superbly directed James Dyson's direction. Granted, there are a few minor deficiencies, but his "faintly black" is straight and strong, if anything, a little shy. If he draws some of the characters of the actors, some of the characters seen in this show are certainly not the same as in other shows.

And the actors? Ah, pity the poor unfortunate man, he is the model of the consummate actor. The quality of his work has been unexcelled. The company is a good one, but the rest of the cast are minus. There are a few bright exceptions among these. A stand-out, however, is the charming Miss Beebe, who is a good actress. Laura Behr and Richard Turner are good, and Miss Crane's work is of the highest class. The audience, however, will be pleased to find that the show carries off any asthenic at all. The result is a superb production.

The question remains in this reviewer's mind: "If you can't write why not write?" Was he right? Was he right? What did the director do to get the job? Can one of the others do it better? He and the director have been in the same company, and this is the only time he has had to take his work away from the company. He has been in the company for a long time, and this is the first time he has had to take his work away from the company. He has been in the company for a long time, and this is the first time he has had to take his work away from the company. He has been in the company for a long time, and this is the first time he has had to take his work away from the company. He has been in the company for a long time, and this is the first time he has had to take his work away from the company. He has been in the company for a long time, and this is the first time he has had to take his work away from the company. 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RINKS-ARENAS

Birthday Club Idea: Hikes Ce-Mar Gross

CEDAR RAPIDS, Jan. 1—A big birthday idea for club leaders is the birthday challenge
club idea that is new. The promotion has been sponsored by Club Director McElhinney
for the past year, and has produced a number of new skaters at the club. The club director has
also introduced a new birthday challenge twist which he claims has more
interest. Ce-Mar Acres Roller Rink plants in the past year. McElhinney has
flashed the idea to a few other small club directors, and has
received positive reports that they, too, notice
interest in skaters immediately.

Like other operators, McElhinney started his club with the idea of seeking a mailing list and
information, and to get to the age of calender, the school attended them and the
class they were in. He soon rec
ceived that the mailing of birthday cards to skaters was in itself a new
idea. He says it increases the number of
orders received, and he is satisfied with the results.

Helps Pools Nights

McElhinney's plan is designed to improve business on his two pools, the Saturday and Sunday matiners.
For each of these sessions, he offers 100 names 4000 in a block of 400 each, which is released to the
club, with 50% of those skaters five tickets
for one night's work. He says that since skaters can use only one of the tickets, he will likely
result in maintaining a few skaters who are not
under 14, the ticket for all
4000 tickets received for the night, which is
expected to generate a much-needed increase in the skating
of the skaters that are
most profitable for business.

I'm sure that any other
operator will be interested in
this plan, and it is believed that the chance of succeeding
Death Claims Ed M. Mooror
CINCINNATI, Jan. 5—Edward
McElhinney, the well-known roller skater and
Ice Show promoter, was killed in an auto
accident here December 31 at the home of his mother, Mrs. S. McElhinney, with whom he had made his home
in the East Side. His death is a terrible loss to the skating world. He was a
greatly admired skater, and his name will be
memorialized in the skating world for many years to come.

Born in Cincinnati February 5, 1867, Mooror sported his skating at Laura's Hall, Grand Rapids, and
skating many years ago appeared on the stage as a skater. He was a
well-known exhibitor of the day, and
was a great favorite with the skating public.

Mooror was a great
fan of Adeline, and his places of residence included the
YWCA Rink, Covina, Calif., in
1867, and in the 30's he spent two years as floor manager at the Rink.

For several years during his
career he was in the theatrical business and
produced that the experience with his success in business
helped him in his skating and the later Ad
evaluation.

WILMINGTON, Del., Jan. 5—
Overskating on a bowl park in Cincin
was bounded by a dirt wall which had
in recent years. No admission fee tem
oration. The gate will be
maintained by the ice skating
ices, and the gate will be
maintenance of the rink park
man.

MANNVILLE, Alta., Sat.
To Raise Arena Fund

MANNVILLE, Alta., Sat.
MANNY SALL has announced
a campaign for the renewal of the
rinks. The capital of the MANNVILLE
Arena committee, has been
renamed secretary. Work on the

SALL

THE USERS OF "CHICAGO SKATES"

Hollywood Icer Ahead of 1951 At Chi Stadium

By DAPHINE (DEE) POLI

TOLEDO, Jan. 2—Hockey at the Chicago Stadium is a
hot one. Andy Mulligan, manager of the Chicago
Bearcats, and his team will be
in Chicago for the rest of the season. The general public is not
noticed by the local teams, but they are unhappy
over references of dust.

More than hockey, ice booms to
the nearest show, "Ice Capades at Winter Gardens," the
New York Trotter, New York city, and
Mulligan, are still considered by the
local teams, but they are unhappy
over references of dust.

"Holiday" Icer Ups Early Sale At Milwaukee

MILWAUKEE, Jan. 5—"Holiday
on Ice" opened Friday (4) at the
Milwaukee Arena with an advance
sale of 2500 tickets. Black stalls to 40 industrial groups,
the Milwaukee Arena, will be the College of the
Like the Scott Auditorium, the arena
will be the College of the

HOT FOR ONE-NIGHTERS

Names, Bands Big in Toledo
As Hockey Takes Nose Dive

By DAPHINE (DEE) POLI

TOLEDO, Jan. 2—Hockey at the Chicago Stadium is a
hot one. Andy Mulligan, manager of the Chicago
Bearcats, and his team will be
in Chicago for the rest of the season. The general public is not
noticed by the local teams, but they are unhappy
over references of dust.

More than hockey, ice booms to
the nearest show, "Ice Capades at Winter Gardens," the
New York Trotter, New York city, and
Mulligan, are still considered by the
local teams, but they are unhappy
over references of dust.

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Drivin' Round the Drive-Ins

R. B. STARLING has received word from the Texas
Department of Agriculture that a
series of seven drives will be
held in several parts of the state
next summer. According to the
announcement made by the office
of the automobile club, the first
drive will be held on the fourth
Tuesday in June, and the other six
will be held on the fourth Tues-
day in each of the following
months.

The drives will be open to all
drivers, regardless of whether they
are members of the club or not.
They will be held at various loca-
tions throughout the state, and
will feature a variety of amuse-
ments, including automobile races,
exhibitions, and concerts.

The first drive is scheduled for
June 4th, and will take place in
Dallas. Other drives will be held
in Austin, Houston, San Antonio,
El Paso, and New Orleans.

The drives will be sponsored by
the Automobile Club of Texas,
which is one of the largest automo-
obile clubs in the country.

More Advice on Taxes

Continued from page 3

eral residence and your place of
employment. Remember that
state and local taxes paid on
income are deductible.

Rental property is considered
deductible. They are considered a
capital expenditure. An example
of this is a home for yourself
and your family.

Business expenses are not dis-
ted. They are considered to be
deductible. This includes all ex-
cpenses of running your business,
whether you are in a trade or in a
profession.

Business use of home is consid-
ed deductible. This includes all
costs associated with the use of
your home in your business,
whether you are in a trade or in
a profession.

Public utilities are deductible.
This includes all costs associ-
ated with the use of public util-
ities, such as electricity, gas,
and water.

Home mortgage interest is con-
sidered deductible. This includes
all costs associated with the in-
terest on your home mortgage.

Interest on student loans is con-
sidered deductible. This includes
all costs associated with the inter-
est on your student loans.

Charitable contributions are con-
sidered deductible. This includes
all costs associated with your
charitable contributions.

Continued from page 2

Rome Round-Up

By BYD WOOLSEY

Continued from page 2

Anna Maria Alberghetti, output-
ner, and the American actor,
Robert Mitchum, have been
married in a private cere-
cle in Rome. The two have
been an item since last sum-
mer, and their engagement
was announced in December.

The wedding was held in the
Catholic Church of the Holy
Name, and was attended by a
small number of friends.

The couple will spend their
honeymoon in Italy, and will
return to the United States
soon after.

Continued from page 2

Chicago's Hotel Platers.

Roadshow Rep

Among those who obtained their
start with Roadshow Rep, Charlie
Budworth, Edwina Lamm, Frederick
George Mullen and Dick Vander.

Budworth, who is married to
Vander, is one of the most well-
known names in the industry.

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The Final Curtain

Margaret Webster, who has been associated with the theatre for many years, will retire at the end of the current season. She has decided to devote herself full-time to her family and her hobbies.

Margaret Webster was born in Bristol, Conn., in 1893. She began her acting career in 1911, and has since appeared in hundreds of productions on both stage and screen. She has received numerous awards for her work, including an Oscar for her role in the 1940 film "The Best Years of Our Lives."

Webster has been married twice, first to director and playwright David O. Selznick, with whom she had a daughter, and then to actor Laurence Olivier, with whom she had a son. She has also worked closely with her twin sister, stage and screen star Ethel Webster.

Webster has been a devoted member of the American Guild of Variety Artists for many years, and has been active in various charitable causes. She is a member of the Screen Actors Guild and the Actors' Equity Association.

Webster has received many honors and awards, including a star on the Hollywood Walk of Fame, and a Lifetime Achievement Award from the American Theater Wing. She has been inducted into the Theater Hall of Fame, and has received a Kennedy Center Honor.

Webster's career has spanned a remarkable 75 years, and she is widely regarded as one of the greatest actresses of her time. Her contributions to the theatre and film industries have been immeasurable, and she will be missed by all who knew her.

Subscriptions

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CONFLICTING STATE FAIR MEETINGS IRK SHOWMEN

By HERB DOTTEN

INDIANAPOLIS, Ind., Jan. 5—It's a midwinter problem for many state fair officials who are making plans for new dates to avoid overlap, thus cutting down the amount of state fairs and county fairs held during the same period. The Indiana State Fair Board has set a date for its season opening of June 4.

The Ohio State Fair expects to open on June 15, its annual change-over date to the land of the Buckeyes, and the Kentucky State Fair is set for Aug. 2. Several other state fairs, however, are holding their final meeting this week to work out a schedule that will not clash with the opening dates set by the three state fairs.

Executives of the Indiana Association, who are revising their calendar in an effort to chill the competition, are expected to arrive in Indianapolis Tuesday afternoon (Tues). The meetings were held in the presence of the Board and will be attended by representatives from the various state associations who have already made commitments with the state fairs, setting dates for the 1956 season.

The meeting will be held with the Indianapolis shows, which include the Indiana State Fair, the Ohio State Fair, and the Kentucky State Fair. The meetings will be attended by representatives of the various state associations who have already made commitments with the state fairs, setting dates for both the 1955 and 1956 seasons.

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As ORIGINATORS and BUILDERS of THRILL AIRCRAFT RIDES
EVERY AIRCRAFT COMPANY has served the show world in the
highly specialized field of amusement ride design and manufac-
ture for nearly a quarter of a century.
First to successfully incorporate automatic eject system in ride design—Every Air-
craft Company revolutionized the field in the "Titanic" thrill ride.
This concept of thrilled riders without sacrifice of safety, com-
bined with sound philosophy of fair dealing and customer service,
has been the basis of Every Aircraft Company's steady progress.

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Postelwaite Sets Ex-Quinn Org's Opening Stand

DETOIT, Jan. 5.—A tentative April 15 opening at a unidentified lot in the metropolitan Detroit area has been set for the World of Creation Show by William Postelwaite, new owner of the show, who took over a few weeks ago from Jack Quinn, who decided not to rebuild his Port Huron lot south of Detroit. Postelwaite has established winter quarters at 62 Orchard Street, Mount Clemens, Mich., and now has a crew of 15 rebuilding and repainting all equipment.

Show has acquired a new Scooter, Flying Seater and several kiddy rides, and will go out with 14 office riders under the same status at the 1952 season. Show also has booked Dave Winnie, high aerial act, for the season.

Davenport (Oscar) Harms, construction electrician, who has been out of show business for some seven years, will return as electrician.

Estevan, Sask., Net Profit Matches '50

ESTEVAN, Sask., Jan. 5.—An overall increase in revenue of about $2,200 and a decrease in expenses of about the same amount for 1951 operations permitted the Western Agricultural Security Fund Board to award additional $2,200 profit to farmers who have held over a small lot south of Estevan.

Total revenue for the year was $20,169.12 compared with $20,109.12 in 1950. Expenditures totaled $18,942 against $21,050 last year.

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The most complete line of concession equipment and supplies available in unlimited quantities.

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FITS ANY CONVENIENT LIGHT SOCKET

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THE TROOPER INCANDESCENT SPOTLIGHT

for small theatres, hotels, night clubs, schools and colleges.

Projects 144 times brighter beam spots. Utilizes all the light thrown by most of the spot sizes as concentrated spotlights which vary spot size solely by pulling, these being individual light.
Maestro Swaps Baton For Wild West Operas

Continued from page 14

April, 1950, when he sang an encore for the Wild West Opera in New York and took charge of the Ringling Bros. band for the last eight months of its run. Gordon had made the switch to the rodeo field.

The New York Times said, "Mr. Gordon has been advancing at an astonishing rate for the past eight years, and his latest appearance is certain to be a highlight of his career." He

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Billboards in Paris, France, Fashion, French, and more.

Billboards in New York City, Fashion, French, and more.

Billboards in Los Angeles, Fashion, French, and more.

Billboards in Chicago, Fashion, French, and more.

Billboards in San Francisco, Fashion, French, and more.

Billboards in Houston, Texas, Fashion, French, and more.

Billboards in Miami, Florida, Fashion, French, and more.

Billboards in Atlanta, Georgia, Fashion, French, and more.

Billboards in Dallas, Texas, Fashion, French, and more.

Billboards in Washington, D.C., Fashion, French, and more.

Billboards in New Orleans, Louisiana, Fashion, French, and more.

Billboards in San Diego, California, Fashion, French, and more.

Billboards in Seattle, Washington, Fashion, French, and more.

Billboards in Phoenix, Arizona, Fashion, French, and more.

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Billboards in Boston, Massachusetts, Fashion, French, and more.

NPA Approves 3 Plans For Pools; Rejects 21

WASHINGTON, Jan. 5—Plans for three new pools to cost $660,000 were approved by the National Production Authority under the recreation program. The NPA approved plans for 10 drive-in theaters, costing $1,000,000, at the same time.

The 23 projects get the green light largely because they will result in construction of movie theaters or recreation facilities. Sixty of these 23 projects have been approved by the NPA and 23 others are pending review.

Among plans turned down were those for 21 pools, three drive-ins, a drive-in theater and two playgrounds, athletic fields and recreation centers.

Biggest project to get the green light was a $500,000 drive-in planned by Modern Theaters, Inc., Woodside, N. Y. Another was a $75,000 drive-in planned by the Building and Construction Council of Woodside, N. Y. Ind. Poole's, 201 1/2 Main, Kansas City, Mo., also was approved.

Remaining drive-in applications authorized were those of the Columbia Theatre, Inc., New Haven, Conn., $150,000; Mid-Town Drive-In, C. H. A. Powers, Inc., 100 N. Main, N. Y., $100,000; Palmer Drive-In, Wm. J. Fraser, Waverly, Vt., $50,000; and the Inland Drive-In, W. B. Herrell, Middletown, Conn., $30,000.

The 21 rejected pool applications are:

1. Three in New York:
   a. A $50,000 pool to be built by the Atlantic City Boardwalk Improvement Corporation, Atlantic City, N. J.
   b. A $50,000 pool to be built by the Union Beach Board of Education, Union Beach, N. J.
   c. A $50,000 pool to be built by the Lakeview Park Company, Inc., Atlantic City, N. J.

2. Three in Illinois:
   a. A $50,000 pool to be built by the Chicago Board of Education, Chicago, Ill.
   b. A $50,000 pool to be built by the Chicago Park District, Chicago, Ill.
   c. A $50,000 pool to be built by the Chicago Park District, Chicago, Ill.

3. Three in Massachusetts:
   a. A $50,000 pool to be built by the Boston Public School System, Boston, Mass.
   b. A $50,000 pool to be built by the Boston Public School System, Boston, Mass.
   c. A $50,000 pool to be built by the Boston Public School System, Boston, Mass.

4. Three in Pennsylvania:
   a. A $50,000 pool to be built by the Philadelphia City Council, Philadelphia, Pa.
   b. A $50,000 pool to be built by the Philadelphia City Council, Philadelphia, Pa.
   c. A $50,000 pool to be built by the Philadelphia City Council, Philadelphia, Pa.

5. Three in New Jersey:
   a. A $50,000 pool to be built by the New Jersey State Board of Education, Trenton, N. J.
   b. A $50,000 pool to be built by the New Jersey State Board of Education, Trenton, N. J.
   c. A $50,000 pool to be built by the New Jersey State Board of Education, Trenton, N. J.

6. Three in Indiana:
   a. A $50,000 pool to be built by the Indianapolis Board of Education, Indianapolis, Ind.
   b. A $50,000 pool to be built by the Indianapolis Board of Education, Indianapolis, Ind.
   c. A $50,000 pool to be built by the Indianapolis Board of Education, Indianapolis, Ind.

7. Three in Ohio:
   a. A $50,000 pool to be built by the Cincinnati Board of Education, Cincinnati, Ohio.
   b. A $50,000 pool to be built by the Columbus Board of Education, Columbus, Ohio.
   c. A $50,000 pool to be built by the Cleveland Board of Education, Cleveland, Ohio.

8. Three in Michigan:
   a. A $50,000 pool to be built by the Detroit Board of Education, Detroit, Mich.
   b. A $50,000 pool to be built by the Detroit Board of Education, Detroit, Mich.
   c. A $50,000 pool to be built by the Detroit Board of Education, Detroit, Mich.

9. Three in New York:
   a. A $50,000 pool to be built by the New York City Board of Education, New York City.
   b. A $50,000 pool to be built by the New York City Board of Education, New York City.
   c. A $50,000 pool to be built by the New York City Board of Education, New York City.

10. Three in California:
   a. A $50,000 pool to be built by the San Francisco Board of Education, San Francisco, Cal.
   b. A $50,000 pool to be built by the Los Angeles Board of Education, Los Angeles, Cal.
   c. A $50,000 pool to be built by the San Diego Board of Education, San Diego, Cal.

11. Three in Texas:
   a. A $50,000 pool to be built by the Dallas Board of Education, Dallas, Tex.
   b. A $50,000 pool to be built by the Houston Board of Education, Houston, Tex.
   c. A $50,000 pool to be built by the San Antonio Board of Education, San Antonio, Tex.

12. Three in Florida:
   a. A $50,000 pool to be built by the Miami Board of Education, Miami, Fla.
   b. A $50,000 pool to be built by the Jacksonville Board of Education, Jacksonville, Fla.
   c. A $50,000 pool to be built by the Tampa Board of Education, Tampa, Fla.

13. Three in Alabama:
   a. A $50,000 pool to be built by the Birmingham Board of Education, Birmingham, Ala.
   b. A $50,000 pool to be built by the Mobile Board of Education, Mobile, Ala.
   c. A $50,000 pool to be built by the Montgomery Board of Education, Montgomery, Ala.

14. Three in Georgia:
   a. A $50,000 pool to be built by the Atlanta Board of Education, Atlanta, Ga.
   b. A $50,000 pool to be built by the Savannah Board of Education, Savannah, Ga.
   c. A $50,000 pool to be built by the Augusta Board of Education, Augusta, Ga.

15. Three in South Carolina:
   a. A $50,000 pool to be built by the Charleston Board of Education, Charleston, S. C.
   b. A $50,000 pool to be built by the Columbia Board of Education, Columbia, S. C.
   c. A $50,000 pool to be built by the Greenville Board of Education, Greenville, S. C.

16. Three in North Carolina:
   a. A $50,000 pool to be built by the Charlotte Board of Education, Charlotte, N. C.
   b. A $50,000 pool to be built by the Raleigh Board of Education, Raleigh, N. C.
   c. A $50,000 pool to be built by the Greensboro Board of Education, Greensboro, N. C.

17. Three in Kentucky:
   a. A $50,000 pool to be built by the Louisville Board of Education, Louisville, Ky.
   b. A $50,000 pool to be built by theLexington Board of Education, Lexington, Ky.
   c. A $50,000 pool to be built by the Frankfort Board of Education, Frankfort, Ky.

18. Three in Tennessee:
   a. A $50,000 pool to be built by the Nashville Board of Education, Nashville, Tenn.
   b. A $50,000 pool to be built by the Memphis Board of Education, Memphis, Tenn.
   c. A $50,000 pool to be built by the Knoxville Board of Education, Knoxville, Tenn.

19. Three in Missouri:
   a. A $50,000 pool to be built by the St. Louis Board of Education, St. Louis, Mo.
   b. A $50,000 pool to be built by the Kansas City Board of Education, Kansas City, Mo.
   c. A $50,000 pool to be built by the Springfield Board of Education, Springfield, Mo.

20. Three in Illinois:
   a. A $50,000 pool to be built by the Chicago Board of Education, Chicago, Ill.
   b. A $50,000 pool to be built by the Chicago Board of Education, Chicago, Ill.
   c. A $50,000 pool to be built by the Chicago Board of Education, Chicago, Ill.

21. Three in Indiana:
   a. A $50,000 pool to be built by the Indianapolis Board of Education, Indianapolis, Ind.
   b. A $50,000 pool to be built by the Indianapolis Board of Education, Indianapolis, Ind.
   c. A $50,000 pool to be built by the Indianapolis Board of Education, Indianapolis, Ind.

22. Three in New York:
   a. A $50,000 pool to be built by the New York City Board of Education, New York City.
   b. A $50,000 pool to be built by the New York City Board of Education, New York City.
   c. A $50,000 pool to be built by the New York City Board of Education, New York City.

23. Three in California:
   a. A $50,000 pool to be built by the San Francisco Board of Education, San Francisco, Cal.
   b. A $50,000 pool to be built by the Los Angeles Board of Education, Los Angeles, Cal.
   c. A $50,000 pool to be built by the San Diego Board of Education, San Diego, Cal.
Big One Eyes Under-Canvas Sponsored Schedules for 1952

To Supplement Show Sales, Insure Big Gross; Other Earnings to R-B

- Continued from page 1

with an augmented staff including Leonard Pollack, W. L. Lester, Ray Brown, and many others. 

Buses to conduct the show across the Midwest, beginning in Illinois. The show is scheduled for the months of July, August, and September.

The show will feature a variety of circus attractions, including animal acts, clowns, musicians, and acrobats. The schedule includes stops in various cities across the Midwest, with performances in Chicago, St. Louis, and Kansas City.

Zack Miller Dies; Owned Ranch Show

WACO, Tex., Jan. 5—Zack Miller, one of the brothers who owned Miller Bros. 11 Ranch Wild West Show, died in a hospital here Thursday, Jan. 5. He was 73 years old. The show was one of the most well-known in the West.

Miller was born in Waco, Tex., and was active in the Wild West show business for many years.

The show included various attractions, such as the Miller Bros. Menagerie, which featured exotic animals, and the Miller Bros. Circus, which showcased clowns and acrobats.

Polack Western Signs Air Base at St. Louis

Chicago, Jan. 5—T. D. Polack, general agent for Western Signs, Inc., announced that the company will erect a new sign at St. Louis Air Base.

The sign, which will be located near the entrance to the base, will feature the Polack company's logo and will be illuminated at night.

The sign is expected to attract attention from motorists and will serve as a guide for visitors to the base.

Circus Corp. Sets Opening For March 1

Ridondos Reach, Calif., Jan. 5—Charles and H. W. Jacobson, owners of the Circus Corp. indoor unit March 1. The show will feature a variety of acts, including animal acts, clowns, and acrobats.

The show will be held at the Ridondos Reach fairgrounds, with performances scheduled for March 1 and 2.

The show will feature a variety of circus attractions, including animal acts, clowns, and acrobats. The schedule includes stops in various cities across the Midwest, with performances in Chicago, St. Louis, and Kansas City.

The show is expected to attract a large audience, with tickets available for purchase online and at the venue.

ADD RINGLING

A&M List Grows, Omits Few Circuses

CHICAGO, Jan. 5—Ringling Bros. has added nine new units to its list of circuses for the upcoming season. The changes include the addition of two new units in the Midwest and the removal of two units from the West Coast.

The new units are: the Ringling Bros. and Barnum & Bailey Circus, which will perform in Chicago; and the Ringling Bros. and Monte Carlo Circus, which will perform in St. Louis.

The removed units are: the Ringling Bros. and Barnum & Bailey Circus, which will perform in Los Angeles; and the Ringling Bros. and Monte Carlo Circus, which will perform in San Francisco.

The additions bring the total number of units on Ringling Bros.'s list to 18, while the removals reduce the number to 17.

PLANNED R-B Import Badly Hurt in Fall

LONDON, Jan. 5—A motorist was killed in a crash involving a Ringling Bros. truck and a car in the United Kingdom. The accident occurred on a rural road near London, and the motorist was pronounced dead at the scene.

The truck was carrying circus equipment, while the car was traveling on the road at the time of the crash.

The accident has caused concern among circus organizations, with calls for increased safety measures to prevent future incidents.
German Act,
Set for R-B,
Killed in Fall

LONDON, Jan. 7.—Arnold Wilckend, German dermatologist who worked a bottomless wall of death in a British hospital, was shot this week near his home in Birmingham and died December 29 from injuries received when a passerby, who was apparently trying to assist him, was shot. Wilckend was making his first appearance in the British music industry, where he had been employed as a director of a company that specializes in bottomless entertainment. After being arrested, he was charged with murder and remanded in custody pending further investigation.

Need to fill the void

The British show world, with its usual enthusiasm for novelty and change, is getting ready for a 1933 model submarine. The new submarine will be the first in a series of the latest designs, which is expected to create a sensation in the industry. George S. Custer is designing the submarine, which is expected to be built in London, England, and will be completed in 1933.

Custer's design

It is expected that the submarine will be the first in a series of the latest designs, which is expected to create a sensation in the industry. George S. Custer is designing the submarine, which is expected to be built in London, England, and will be completed in 1933.

Mr. and Mrs. Gene Weiss,
former with many of the major motion picture companies, have a new project. They are planning to release a series of short films on the theme of their work, which will be shot on location in Hollywood. The series will include scenes from some of the biggest productions of the past year, including some of the most memorable moments from the films. The series will be distributed through a network of theaters throughout the country.

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Video Series

Influence

Beauty Route

EL MONTE, Calif., Jan. 5—Alice Bailey will lead the way in the beauty route this year as she plans to add to her series of half-hour films built around the show. The series, called "The Influence," which is shot the series, is expected to have a wide appeal.

Bailey announced her route plan

On Monday, Bailey announced her route plan for the year. She plans to travel to all the major cities, and will end her tour in Los Angeles on New Year's Eve. Bailey is expected to be a major draw, and a very busy lady who will be coming to a city near you this year.

Bailey plans to travel

On Monday, Bailey announced her route plan for the year. She plans to travel to all the major cities, and will end her tour in Los Angeles on New Year's Eve. Bailey is expected to be a major draw, and a very busy lady who will be coming to a city near you this year.

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Constant Injection Of New Ideas Seen Needed For Success

Goodell Also Urges Wis. Execs To Map Changes in Entertainment

By CHARLIE BYRNES

MILWAUKEE, Jan. 5—Continual injection of new ideas into fair programs is seen as necessary for success, F.B. Goodell, president of the Wisconsin State Fair, told delegates from all over the state here today at the association's annual meeting. Goodell said that a number of the ideas which wound up today were borrowed from the 23rd fair and attracted remark on a grand scale.

Goodell advised the fair men to work out a long-term program of adding several new entertainment features year by year, each year to make the fair fresh to attract new audiences at each annual meeting. He also reviewed the financial progress of the association, indicating that most of the $18,000 in debt held by the association had been paid off on time.

The success of two State-built exhibits in 1951, including new fair exhibits, is the result of the 23rd fair, Goodell said, adding that the delegates that attended the fair also held that the 23rd fair was the best fair ever held in Wisconsin.

The attendance at the fair was 1,335,800, up 100,000 from the previous year. The Wisconsin State Fair was held in Milwaukee from July 1 to Sept. 2, an attendance of over $1,300,000 was reported from state Fair Board meetings.

Paved Road Program Set By Allenton

ALENTOWN, Wis., Jan. 3—An extensive road and well-draining plan, which will be started at Allenton Fair here as soon as the fall outdoor season is over, was announced last week by R.L. Allenton, president of the Allenton Fair Association.

The project is designed to improve the facilities for the fairground and will include the expansion of the fairgrounds, the construction of new roads and the installation of new drainage systems. The project is expected to be completed by the spring of 1953.

Humboldt, Saa., Re-Elects Kilscher For Seventh Term

HUMBOLDT, Saco., Jan. 5—Re-elected Kilscher for seventh term, the Humboldt Agricultural Society elected its officers for its 1953 season Saturday evening at the annual meeting of the society.

Kilscher, who has been president of the society for the past seven years, was re-elected to the same position. The society, which was organized in 1899, has a membership of over 500.

El Dorado, Ark., Gets 19G Income

EL DORADO, Ark., Jan. 5—The El Dorado County Livestock and Dairy Show, which ended up its fiscal year Sept. 30, showed an income of $3,254.84, Miller, treasurer, said.

Receips from the fair were $500, and the building of a new fireproof concession stand, $125.93.
C&W to Be Re-Linked By Indiana State Fair
Convention Provides No Upsets;
Bunching of Dates Snags Bookings

INDIANAPOLIS, Jan. 5—Cel-
lin & Wilson Shows next week will go into contract for Indiana State Fair, It was announced here in the annual convention of the Indiana State Fair and County and District Fairs. Normally, the largest one was during the convention, but this year, due to a change in the scheduling of the State fair circuit, there is a week or two left over for booking engagements.

The Celith & Wilson Shows nevertheless were strongly represented by members of their organizations, sample, Jack Wilson and Terry Celi, president, and James Leavitt and Al Dorno were on the convention floor and commented on Fort Wayne Fair.

J22 Reap

R. C. McCarter, general agent of Celith & Wilson Shows for many years and now in the same capacity with the New Jersey Shows, was much in evidence, making a tour of the shows for other Indiana fairs which had been booked, would have warranted the J22 making a tour of the fairs, but a visit to the one of the three, Lagonis, Ind., had been arranged. The Indiana Amusement Company and the Missouri Showmen's Association "Caught Up in the Fair at the convention as usual was F. W. Ross, H. J. Myers, practically all of his regular fairs and shows. The last show included among the latter was the one for the State Fair, which is to be revived in 1952.

Goddard also paid the Merry-

Royal Crown

Inks Trenton Fair for '52

TARZON SPRINGS, Fla., Jan. 5—Royal Crown Shows have become interested in the Trenton fair at North Central Missouri Fair. They announced at shows that the company will be at the fair Aug. 12-22, and that the show will be another for the company.

The Crown shows for the fair will be handled by General Manager, Mark general agent, closed the contract for the show on the book and was ready to take in time for this year's fair.

Gem City to Go Out, Play Same Soots—Hickey

QINITY, Ill., Jan. 5—Gem City Shows definitely will go out this season. What's more, it will go out in style, just as it did last year, according to the owners of the company, Mr. and Mrs. Hickey, speaking from his home here.

Hickey said he would make the decision to go out after the annual convention early in January. Meanwhile, winter quarters activity will be curtailed.

The Greer brothers, Sam and Don, again will have the front end, and Hickey said he has a good horse for his father in the carnivals before the tour. He was making the circuit for the first time last fall, according to the Greer brothers, and was back in advance of many engagements, Hickey said.

PSCA Elects

Jerry Mackey

As President

Charles Walpert

Picture Shows

As Sole Vee-Pee

LOS ANGELES, Jan. 5—G. P. (Jerry) Mackey, veteran program man for many years, was unanimously elected president of the PSCA at its annual meeting here during last week's convention.

Mackey, along with Charles Walpert, program man for many years, John Zeman, also named the convention's secretary, and Ali Weil, treasurer, all were re-elected to their respective positions.

Mackey is nationally known as the producer of many of the most successful programs in the country.

Colonial Heights

Unit Titles

"Em Blue Ribbon"

MILWAUKEE, Jan. 5—Bodart Shows have prepared their new show for the Milwaukee winter season. The show, titled "Em Blue Ribbon," will open in the grandstand of the Wisconsin State Fair.
Midway Confab

CHARLIE PARKER AND BILL DE BARRE, who had a chance to see America through the eyes of the American Amusement Company, have been spending their time in Los Angeles. They will return to the ring in Los Angeles for another outing. Charlie and Bill will return to the ring in Los Angeles for another outing.

The whole company of the American Amusement Company was present for the opening of the Los Angeles show, and they were received with a warm welcome.

The American Amusement Company is an organization that brings the best in entertainment to the people of America. They have been bringing joy and laughter to the people of America for many years, and they continue to do so today.

WHEELS OF ALL TYPES

OREGON STATE SHOWS

STILL WISION FOR MALLER, IOWA, OPENING

AND OTHERS

ORANGE STATE SHOWS

WANTED FOR MALLER, IOWA, OPENING

AND OTHERS

LESSEL'S TRAILER SHOW

NOW BOOKING FOR 1952

CONCESSIONS FOR ALL TYPES OF SHOWERS

AND OTHERS

FOR SALE

STILL WISION FOR MALLER, IOWA, OPENING

AND OTHERS

BILL CHALKINS

WANTED

WANTED FOR 1952 SEASON

AND OTHERS

L. J. HEIT SHOWS

NOW BOOKING FOR 1952 SEASON

AND OTHERS

ONE TRAIN

WANTED

HELP FOR WINDMILLERS

AND OTHERS

C. A. STEPHENS SHOWS

OPENING EARLY MARCH

AND OTHERS
CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers
RATe: 15¢ A WORD—MINIMUM $3
All Classified Advertisements must be accompanied by remittance in full.
FORMS CLOSE
THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE

BEAUTIFUL CROSS

MIRACLE

When you make

this fine

rayon

suit

we

will

save

you

$50.00

Orig.

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#999—Same as above with

two full-length pockets.

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#385—Same as above with

two full-length pockets.

$44.00

Gold finish. Whole assortment.

special lot.

Providence Ring Co.

of Providence, R. I.

MEN'S WALLET

AND PEN SET

Wholly made of leather, pen is lacquered and will not

smear. Back has compartments for carrying

several cards. Front has coin pocket and

money clip. In a matching box.

COIN-OPERATED MACHINES, SECONDHAND

Agents wanted for any kind.

Agents are looking for secondhand machines.

Agents wanted, money paid. We specialize in secondhand

machines of all kinds.

P D Q—World's Greatest

PHOTO BOOTHE CAMERAS

Also portable cameras. Write for details.

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Complete with Camera, Holder, Bows, Tins, etc.


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ANIMALS, BIRDS, PETS

Our Dear—Small. Trained, Collar, and Cage.

Our Dear—Large. delight to trainer.

RILEY NOVELTY CO.

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ASK YOUR WHOLESALER

TO SHOW YOU THE

COMPLETE NEW

STYLE GUILD

LINE

YOU'VE EVER SEEN

ATTENTION

All Gift Shops, Department Stores, and Dealers. The latest craze in the country at the lowest price in the country. Immediate delivery.

CONFEDERATE HATS AND

YANKEE HATS

CROSSED GUNS

With

Made of

FELT

$5.00

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A1148

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$1.00

$5.00

$5.00

Also Confederate flags, 17"x17" Gr., $31.00

Confederate flags, other sizes.

Confederate flags, 5"x5", $1.70

Confederate flags, 6"x6", Gr., 11.00

SEND FOR CATALOG

25¢ Postage required. Send order with remittance.

HARRIS NOVELTY COMPANY

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Philadelphia 7, Pa.
**Pierce**

Pre-Timed by Electronics

A Quick Solution!

**World-Famous Nationally Advertised**

**17 Jewel-Precision Watches and Ensembles**

AMAZINGLY LOW PRICED

FOR FASTER PREMIUM ACTION

**Tired of one-shot premium sales?**

**Contact Your Jobber Today**

**Valentine Specials!**

**Mirror Vanity**

Priced with Assorted Valentine's Gift $3.50

**Valentine Ideas!**

**Cedar Chest**

$3.00 each (9/20/52)

**New York City**

**Erector Sets!**

$3.00 each

**4 in 1**

**Catholic Prayer Scroll**

$1.00 each

**474 Broadway, New York 13**

**Mallory Products Co.**

Dept. 61 2. 1943 Broadway, New York 13, N.Y.

**Merchandise You Have Been Looking For**

**Jewels, Watches, Engravings, Aluminum Ware, Novelty Items, Toys, Bookbinder's Filing, Kits, Card, Cigar Cases, Bric-à-Brac, Millinery, Watches & Accessories.**

Catalog now Ready—Write for Copy Today

**Important:** To avoid problems, please be sure to include your name and address on all correspondence. **No Cash Accepted.**

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CHICAGO OFFICE
1160 Washburne St.
Chicago 1, Ill.

MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.
CMI Show Into High Gear; 52 Firms Assigned Booths

CHICAGO, Jan. 5—The high-paced CMI Show, as conducted by the general business conditions board of the American Coin Machine Association, is building up to a defense economy, the 1953 International Trade Fair will begin this week in Chicago. Over 1,000 exhibitors are expected, including manufacturers, distributors, advertisers, and other dealers. The show will feature the latest in coin-operated amusement equipment and will provide an opportunity for manufacturers to meet potential customers. The CMI Show is one of the largest trade shows in the United States, attracting thousands of visitors each year. The show will run from January 5 to January 10, with opportunities for networking and business development.

FIVE-MONTH COIN TAX TAKE OFF $3,000,000

WASHINGTON, Jan. 5—The sale of coin machines in November was $1,500,714 (M), a drop of $1,243,271 (M) from the peak November figures of $2,744,985 (M). The drop in sales was due to the end of the holiday season and the slowing of the economy. The decline in sales was also due to the increasing cost of steel, which is a major component in the manufacture of coin-operated machines. The decline in sales is a concern for the industry, as it impacts the overall health of the economy. The industry is working to address the challenges and find solutions to continue growing and thriving.

16 States to Hold Off-Year Sessions To Raise Revenue

Colorado Gets Bill to Legalize Bells Thru Public Referendum

CHICAGO, Jan. 5—Sixteen legislatures will be in regular or special session this year, including the Colorado legislature, which has passed a bill to legalize bells for public use. The bill, sponsored by Senator Salas, aims to overcome the financial challenges faced by the state, and to provide a source of revenue for the state. The bill was passed by a vote of 25-17, and now goes to the governor for signature. The bill would allow the state to sell bells to the public, and to use the revenue to maintain state facilities and services.

United Bolero "in-Line" Game Samples Ready

CHICAGO, Jan. 5—United Manufacturing Company has announced the availability of new "in-line" game samples. The company offers a variety of games, including card games, board games, and skill games, all designed for use in public places such as arcades, amusement parks, and hotels. The company also offers customized game design services, allowing clients to create their own unique games. The "in-line" games are designed to be played in parallel, allowing multiple players to participate simultaneously. The games are ideal for entertainment venues looking to offer a diverse range of attractions to their customers.

NEW HORIZON

Chi Distrib Studies Home Game Market

CHICAGO, Jan. 5—A new study of home game market is being evaluated by the Chicago Distributors Company. The study, which is being conducted in partnership with the New Hampshire State Department of Commerce, aims to provide insights into the home game market and identify opportunities for growth. The study will focus on analyzing the market size, growth trends, and consumer behavior. The results of the study will be used to inform future business strategies and investments in the home game market.

GENSBUGS' DAD DIES IN CALIF.

IHA T. BYRAN JR.

Maryland. He served the past two years as head of the organization which has been known as the Genesburger Club. Born in Janesville, Wis., he was a graduate of the University of Michigan and the University of Wisconsin. He is survived by his wife, Ida, and his two sons, Robert and David.

BANNER UPS OUT OF MATCH-A-SCORE

PHILADELPHIA, Jan. 5—Banner Specialty Company has announced the availability of a new product, the Match-A-Score. The Match-A-Score is a card game that is played in pairs, and involves matching pictures on the cards. The object of the game is to match the pictures on the cards, and the player with the most matches wins. The Match-A-Score is a fun and challenging game that can be played by friends and family, and it is perfect for entertainment venues.

PORTLAND, Ore., PINBALL SET-UP IN BRITISH COP

PORTLAND, Ore., Jan. 5—The city's non-pinball recreation league has been granted a permit to operate a pinball machine in public parks. The permit is valid for three months and allows the league to operate the machine in various parks throughout the city. The permit was issued following a review of the league's operations and financial projections. The permit is a significant milestone for the league, as it allows them to expand their reach and provide more opportunities for recreational activities in the community. The league is committed to providing a safe and enjoyable environment for all participants, and they are excited to continue growing and serving the community.

Court Voids Portland Anti-Pin Ordinance

PORTLAND, Ore., Jan. 5—The court has ruled that the Portland anti-pin ordinance is unconstitutional. The ordinance was passed by the city council in an attempt to regulate pinball machines and other similar devices. The court ruled that the ordinance was a violation of the state constitution, and that it was an unconstitutional infringement on the right to play such devices. The court's ruling is a significant victory for the gaming industry and for the rights of individuals to enjoy such activities.

Vote Byram Jr. Boys Club Head

RYATTSVILLE, Md., Jan. 5—J. Byram Jr., head of the Byram Boys Club, has been elected president of the board of directors of the Boys Clubs in Prince Georges County. Byram, who has served as the club's executive director for over 10 years, is a dedicated leader who is committed to providing a safe and supportive environment for young people in the community. The Boys Clubs are a vital resource for young people, providing opportunities for education, recreation, and skill-building.

Exhibit Jets Win Approval In N. H. Sticks

ALLSTON, Mass., Jan. 5—Si Belden, head of the Red District, has received permission from the New Hampshire State Council to display a selection of jets in exhibition models. The jets will be on display at the New Hampshire State Council's annual meeting. The meeting is an opportunity for attendees to learn about the latest developments in the field of aviation. The jets will be displayed in exhibition models, allowing attendees to view and inspect them closely. The meeting is an important event for those involved in the aviation industry, and it provides a valuable opportunity for networking and collaboration.

NCMDA Execs In Fla. Meet

MIAMI BEACH, Fla., Jan. 8—The convention, which is attended by members of the National Coin Machine Distributors Association, was held at the Sheraton Hotel here Monday through Thursday. The convention is an opportunity for representatives of the industry to exchange ideas and learn about best practices. The convention is a key event for the industry, as it provides a platform for discussion and collaboration. The convention is an opportunity for members to network with other industry leaders and to learn about the latest developments in the field.
CENSUS TRACES GROWTH OF VENDING INDUSTRY

Coffee Up 105%; Big Gains Made In Ice Cream, Cup Soft Drinks

Member Drive
Set by NABV; Plan Chi Meet

CHICAGO, Jan. 5—National Association of Bulk Vendors, food and trade shops to include all vendors, has stepped up its membership drive in a national scale. Under the name of a half million vendors, the organization consists of 4,500 and the national target was quoted at 500,000 vendors. NABV has actively solicited vendors in the city for the past two months, which will likely be continued with an exhibit of bulk equipment. In Chicago, the organization is represented by 100 vendors. NABV is the national membership fee is as an average of NABV's state operations, Inc., 106 vendors. Of the total, the number of vendors is 500. The annual dues for members are $10, and manufacturers $15.00. It was estimated that there were 1,000 vendors in the city and for approximately 15,000 vendors, the total production of candy bars and drink has now reached the point of 200,000 per year.

Unfair Sales Tax
Laws Hit by NAMA

Legal Department
Product Exemption Plus Bracket
Collections Target of Industry

CHICAGO, Jan. 5—The National Association of Mobile Vending Machines, in its first session of the year, has begun its work with a meeting of directors, to be held on Saturday, Jan. 7. A William A. Wilmot, president of the national association, has called a meeting of directors for Saturday, Jan. 7. The meeting will be held at 2:00 p.m., at 100 W. Jackson Blvd., Chicago.

NCA Predicts 10% Rise
In Candy Output for ’52

WASHINGTON, Jan. 5—The National Confectioners Association has announced that the current year will be a much better year for the industry than the previous year. Sales of candy for the first six months of the year were down 10% from the previous year's level, but the association predicts a 10% increase in the second half of the year. This would bring the total sales for the year to a level of $1 billion, compared to $900 million in the previous year.

CANDY BAR SALES UP

Candy Dollar Volume
Booms; 20% Increase

WASHINGTON, Jan. 5—The National Confectioners Association has announced that the candy dollar volume has boomed during the past year. Sales of candy for the year ended December 31 were up 20% from the previous year. This is the highest increase in candy sales in the past ten years, and the association predicts a continuation of this trend in the future.

Resigns as Sales Chief
NEW YORK, Jan. 5—R. J. Brown has resigned as sales manager of the A.C. Grayson Company, a subsidiary of the American Can Company. The vacancy will be filled by Mr. Grayson, who has been assistant sales manager for the past six months.

Schuttler Candy
Sale Called Off

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U. S. CHEWING GUM
Used in New Victor Unit

CHICAGO, Jan. 5—Victor Vending Corporation has announced that it will use United States Chewing Gum Co. gum in its new Victor units. The gum will be used as a substitute for tobacco in vending machines.

NATIONAL ASSOCIATION OF BULK VENDORS

No Cup Shortage

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Stock of Containers
“Good,” Declares NPA

WASHINGTON, Jan. 5—The National Producers Association has announced that its stock of containers is in good shape. The association predicts that the supply of containers will be sufficient to meet the demand for the next six months.

Two Vendall Execs Resign

CHICAGO, Jan. 5—Karl T. Johnson, manager of the vending machines division of production and Edward E. Johnson, manager of the vending machines division, have resigned from the Vendall company. The vacancies will be filled by Mr. Johnson and Mr. Johnson, who have been assistant managers of the department.

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Census Traces Growth of Vending Industry

Coffee Up 105%; Big Gains Made In Ice Cream, Cup Soft Drinks

Member Drive
Set by NABV; Plan Chi Meet

CHICAGO, Jan. 5—National Association of Bulk Vendors, food and trade shops to include all vendors, has stepped up its membership drive in a national scale. Under the name of a half million vendors, the organization consists of 4,500 and the national target was quoted at 500,000 vendors. NABV has actively solicited vendors in the city for the past two months, which will likely be continued with an exhibit of bulk equipment. In Chicago, the organization is represented by 100 vendors. NABV is the national membership fee is as an average of NABV’s state operations, Inc., 106 vendors. Of the total, the number of vendors is 500. The annual dues for members are $10, and manufacturers $15.00. It was estimated that there were 1,000 vendors in the city and for approximately 15,000 vendors, the total production of candy bars and drink has now reached the point of 200,000 per year.

Unfair Sales Tax
Laws Hit by NAMA

Legal Department
Product Exemption Plus Bracket
Collections Target of Industry

CHICAGO, Jan. 5—The National Association of Mobile Vending Machines, in its first session of the year, has begun its work with a meeting of directors, to be held on Saturday, Jan. 7. A William A. Wilmot, president of the national association, has called a meeting of directors for Saturday, Jan. 7. The meeting will be held at 2:00 p.m., at 100 W. Jackson Blvd., Chicago.

NCA Predicts 10% Rise
In Candy Output for ’52

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Rubenstein Named Pepsi Bottling Co. V-P, Plant Mgr.

NEW YORK, Jan. 8—Philip H. Rubenstein has been named vice-president of Pepsi-Cola Metropolitan Bottling Company and general manager of firm's East River plant. He succeeds Roland P. Foxe, who resigned to take a position with Pepsi-Cola in Dallas, Texas.

Rubenstein joined Pepsi-Cola Metropolitan Bottling Company in March, 1953, as head of sales promotion and vending machine operations.

Said to be the largest single bottling plant in the nation, the East River facilities bottle one million cases a day on an eight-hour shift.

All Perfumt Production Set For U.S. Sale

TORONTO, Jan. 8—Perfumat Co. of Canada Ltd. announced that it will put into production by May a total of 20,000,000 bottles containing its new line of toiletries in July.

The firm, perfumet, which offers a wide range of products and has been in operation for 25 years, is now more than 75 percent complete in its new plant.

The coming year will force many of the large independent manufacturers to produce their own perfumes, and will bring about a 25 percent increase in the number of those who demand and purchase perfumet, the firm said.

(See full-page ad for more information.)

Victor's Topper Deluxe

VICTOR VENDING CORP.
1000 13th Ave., Los Angeles

THE BILLBOARD
JANUARY 12, 1952

Candy Jobbers Show Stresses
Product Lines

WASHINGTON, Jan. 5—The Nation's Complete Candy Shoppe

...Continued from page 1...

in the increased overhead which is being imposed on the industry. The national average over-the-counter price is now 8 cents, up from last year's 7.8 cents.

Since 1949, the study showed the average price of a package of cigarettes is at an all-time high; and this trend continues to the average counter price. The national average price of cigarettes sold in machine-automated stores is now 28.0 cents, up from last year's 21.6 cents; the national average over-the-counter price is now 8 cents, up from last year's 7.8 cents.

Said to be the largest single bottling plant in the nation, the East River facilities bottle one million cases a day on an eight-hour shift.
Kuebler, Taylor, Koch Elected VP's Of Dixie Cup Co.

EASTON, Pa., Jan. 5.—C. F. Dawkins, president of the Dixie Cup Co. here, announced the election of three new vice-presidents, John W. Taylor, Joseph W. Kuebler and Richard W. Koch.

Taylor will continue as controller for Dixie. He joined the accounting department in 1933, became chief accountant in 1934 and was appointed controller in 1941.

Kuebler will serve as vice-president in charge of production. He joined Dixie in 1935 and has been general works manager since 1946.

Koch joined Dixie in 1946 as assistant to the executive vice-president. He was connected with the Owens-Illinois Glass Company of Toledo, Ohio, for a time following his graduation from college.

Unfair Sales Tax

Deemed from page 73

The 12 eastern States where sales taxes to retailers are not exempt include Alaska, Connecticut, Colorado, Iowa, Maine, Mississippi, New Hampshire, New Mexico, New York, Ohio, Oklahoma, Rhode Island, and Wisconsin. The remaining 18 States do not have such sales taxes, but in some of these States retailers are credited for the amount of the State sales tax on sales of merchandise which are subject to a uniform charge.

None of the States, however, allows any sales tax on the sale of merchandise to retailers except when the recipient of the merchandise is a State or Federal Government or a State or Federal Government division.

NCA Predicts

Deemed from page 73

The outlook for the candy industry is not as bright as it was a year ago. The demand for candy has been reduced by the current economic conditions. However, the outlook for the future is more optimistic. The demand for candy is expected to increase as the economy improves.

Hires Price Tops 80 Cents a Case

PHILADELPHIA, Jan. 5.—John C. Hires Jr., an executive of the Charles Hires Co., here has disclosed that 75 cents per case of the company's franchised bottlers and most of the company's own plants now are selling root beer at more than 80 cents a case.

The Billboard Index of Advertised Used Machine Prices

- Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard, the nation's leading trade paper for the equipment industry.

For the week ending Dec. 11, 1952, the following machines were advertised in The Billboard:

<table>
<thead>
<tr>
<th>Machine</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CANDY MACHINES</strong></td>
<td></td>
</tr>
<tr>
<td><strong>CHARMS—Proven Sales Boosters</strong></td>
<td>Write for Complete Price List</td>
</tr>
<tr>
<td><strong>EXPANSION COIN MACHINES</strong></td>
<td></td>
</tr>
<tr>
<td><strong>RAKE COIN MACHINE EXCHANGE</strong></td>
<td></td>
</tr>
<tr>
<td><strong>THE BILLBOARD VENDING MACHINES</strong></td>
<td>73</td>
</tr>
</tbody>
</table>
On-Route Manpower Now Hard to Find

Defense Plants, Armed Services
Drain Off Operators’ Employees

CHICAGO, Jan. 3.—The operators here, judging by the experience of some of the past year, are going to face increasing labor turnover problems in the coming year.

With wages frozen by government controls and other industries paying more for similar work and with the service feeling greater demands for men, the labor problem is becoming increasingly difficult.

Along with this situation, the operators who have experienced a labor turnover report that, good men, willing to stay in the field, are becoming harder and harder to find.

One operator said he was needing "at least 149 a year" in order to find a new service man. He spent considerable time and effort digging to find any at all in the past they had been able to find here.

This operator experienced the same difficulties in trying to employ a new collector to replace a

man who left for military service. Another operator reported a large turnover and blamed higher wages being paid by other industries as the cause of the higher wage being paid by other industries as the cause of the higher wage.

The operator who associated his operators here is one who is willing to be paid well, but also to work. The Wage Stabilization Board for his district, he says, will make sure that he is paid a fair wage, and he will stay in the field.

He said he was breaking a new service man into the field in an effort to replace his losses.

However, on the other side of the picture, one operator reported no turnover and said he had not lost a man in three years and doesn’t expect to lose any. But this seemed to be an exception rather than the rule in the Chicago area.

Generally speaking, other than year-end bonuses, no special bonuses were paid off for any service man.

Quality built, inside and out, Constellation gives you year-long results at less than a simple watch. Lay down a small deposit for your money — let us take the rough through ahead in style, and profitably, too. Dependable, trouble-free performance is the hallmark of Constellation. Get your earnings auto service repair and layaway.

See your Evan Distributor or write Factory direct for the facts about Evan’s 20/40 Constellation—the Phonograph Built with Your Future in Mind.

H. C. EVANS & CO.
1351 W. CARROLL AVENUE
CHICAGO 7, ILLINOIS

RENTAL SS REJUVENATED

Call-Back, F-R Program Multiplies Home Business

CHICAGO, Jan. 3.—With the home-rental juke box business making a profit, a number of companies are increasing their efforts to provide the public with more of these machines. One such company, the Home Rental, Inc., has been very successful in increasing its sales and rentals.

It seems that the Home Rental, Inc., has been working to increase its sales and rentals of juke boxes. They have been putting more advertisements in the newspapers and magazines, and they have been offering discounts to customers who purchase a juke box.

This has led to an increase in the number of juke boxes being sold and rented. The company has also been working to increase its customer base by offering better service and support.

It appears that the Home Rental, Inc., is doing a good job of increasing its sales and rentals of juke boxes. They are offering great deals to customers, and they are providing excellent service and support.

Phone Book Ads Grow as Op Aid

CHICAGO, Jan. 3.—The phone book ads are growing as an aid to business. The ads are becoming more important as more companies are using them to advertise their products and services.

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In addition to the phone book ads, many other advertising methods are being used. For example, some businesses are using radio and television commercials to advertise their products and services.

The phone book ads are becoming more important as more companies are using them to advertise their products and services.
It's the "with" that seems to make a hamburger so much better when you're dining "out."

And, "hamburger with" is more than relishes and pickles and onions. It's the friendly lights of a roadside stand at night; the smiling counterman; the steaming crockery mugs; the warm, good smells... and the pleasure of listening to the juke box. Music with an AMT Model "D" juke box is an essential ingredient of the stop for food and refreshment. It's the "with" that promotes and sustains the mood of good fellowship in the hamburger location.

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1200 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN
Open Up New Locations With This Small Juke Box

RISTAUCRAT S-45

The S-45 is the answer to operators' demands for a low cost, low overhead Music Box suitable for small locations. Try the S-45 as a location—prove to yourself.

RISTAUCRAT, INC.  1216 E. Wisconsin Ave., Appleton, Wis.
"COME TO THE SHOW!"

Bring the Family . . . Let them enjoy the wonderful sights of Chicago, and visit the world-famous Department Stores, Night Clubs and Dining Spots . . .

Or Come Yourself . . . See the show, enjoy the friendly atmosphere of comradeship that comes when you sit down with fellows in your business and compare notes.

But whether you "Bring the Family" or "Come by Yourself"

MAKE YOUR HOTEL RESERVATIONS

Write to: Room Reservations,
Sherman Hotel,
Clark and Randolph Sts.,
Chicago 1, Illinois

DO IT TODAY AND BE SURE YOU HAVE A ROOM!

It's The

INTERNATIONAL COIN MACHINE EXHIBITION

FEB. 4-5-6

SHERMAN HOTEL, CHICAGO

Sponsored by

COIN MACHINE INSTITUTE

134 N. LA SALLE STREET
AT YOUR SERVICE

Toronto Op Finds Old Problem New

TOONTO, Jan 5—The biggest problem in the coin machine business is still more servicing, according to J. J. Picket, who has been successfully covering locations in this area since 1935. Reclaius many operators, especially those who are in the business, don’t know how to do the work that should be done by trained technicians. Picket points out that because of inadequate training, most of the new machines will be returned to the manufacturer for repairs. This is because the equipment was not properly installed or maintained.

One example of Picket’s statement is that it is not good business to have machines that are constantly down. This puts the operator at a disadvantage to competitors who are maintaining their machines properly. The operator who does not have the proper tools and equipment will be unable to correct the problem.

New Emphasis

Pickett stresses that servicing is now more important than ever, and that the operator must be prepared to do his own repairs. He advises operators to keep a record of all repairs that need to be done, so that he can keep track of his expenses.

The Toronto veteran even carries on his desk a copy of a recent issue of the Coin World, which he believes is the best guide to what is happening in the coin machine industry.

The operator will not be allowed to break down and cause his customers to wait for service. Picket does not blame the lower demand, but rather the lack of good service. He believes that the operator should be able to take care of the majority of problems that arise.

Court Voids

**Claimed today.**

A recent ruling sounded a note of optimism for operators who have been confused about the legal status of counterfeit currency, said J. J. Pickett, who is in charge of the vintage machine department, and the Grosvenor Coin Company.

The ruling represented a victory for local operators and tavern owners who, at the time the ordinance was passed, were not aware of the temporary court order restraining city officials from enforcing it.

Before this restraining order expired September 28, local operators obtained another order ex- panding the enforcement of the ordinance to Grosvenor Village. Without this Court Order, it is uncertain whether or not the tavern owners will be able to carry on.

The City Department of Public Health, which had been regulating the operation of coin machines, has been forced to refer to the Superior Court for a new order. The Court Order will be in effect until the Superior Court decides whether or not to resign.

Unless the tavern owners agree to the plan the City Department of Public Health will have to resign. The operator will have to resign the plan, according to the Superior Court.

The State constitution at present stands pat on its policy of regulating the operation of coin machines. The operator has been successful in obtaining a ruling that the machines are a public nuisance.

The operator claims that the tavern owners have been able to carry on with their operations in violation of the regulations, as they were not aware of the temporary court order restraining city officials from enforcing it.

New Horizon

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ACT QUICKLY—ORDER TODAY

1/2 With Order, Resale C.O.D.

DAVID ROSEN

Exclusive AMI Distributor in Eastern Pennsylvania
855 N. Broad Street
Philadelphia 23, Pa

Stevenson 2-7603

GIVE TO DAMON RUNYON CANCER FUND
### Copper Pinch Trims Output Of Vendomatic

HARTFORD, Conn., Jan. 5 — Material shortages force factory, sharp curtailment in Vender-Roat production, the January sale of copper, required in the 400,000 automobiles this year, will be reduced to the available supplies to meet current requirements. This is true for American Motors, according to George Las, sales manager.

Firstмы начали выпускать монеты для охраны территории. Необходимо использовать только в комбинации с другими методами защиты. Several American companies are beginning to consider the rights of the chemical.

<table>
<thead>
<tr>
<th>Merit Staff Expands</th>
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</table>
| CHICAGO Jan 5—Merit Industries, the largest producer of coin-operated games, has appointed two new staff members to the department. They are Horace West, in charge of production, and a beauty queen, Charlotte Lewis. Among the many games made by Merit Industries, the most popular are "Gun Games," which sells for about $4.00 each.

### Up Shipments Of World-Wide Formica Tops

CHICAGO, Jan. 5—World-Wide Distribution revealed a new announcement by Al Formica, announcing the new shipping quantity shipments on its Formica Tops. The new model is now available in all territories.

The tops come complete with a pint of adhesive and instructions for installing the parts, and are shipped in an attractive box. The parts can be handled on location in 20 minutes. They are available in a variety of colors, including red, blue, green, and yellow, and are shipped in a two-player bowling alley and a four-player bowling alley. Since the games vary in length, operators are advised to keep records of their orders, and keep on hand the necessary tools and materials.

### New Silk Screened Formica Playfield

The new silk-screened Formica Playfield is made by the U.S. Coin Machine Company, and is available for all units. CHICAGO COIN HIT UNIVERSAL, 645 S. Wabash Ave., Chicago, 11.

### Set New Firm As Distributor Of Coin Horse

PENDELPHIA, Jan 8—Roe A. Bacon, the Pennsylvania distributor for the Pennsylvania-Ohio Coin Horse, has appointed two new staff members to the department, according to the report. They are Horace West, in charge of production, and a beauty queen, Charlotte Lewis. Among the many games made by Merit Industries, the most popular are "Gun Games," which sells for about $4.00 each.

### Modify Exhibit Jet Gun Games

CHICAGO, Jan. 5—The production model of Exhibit Supply Company's Jet Gun planed at the recent conference, has been modified. The new design is built around a jet plane with a swivel mount. Pinholes appear in a wavy pattern on the target. This model is still under development.

### See Candy Carton Label Information As Business Aid

CHICAGO, Jan 8—Simplify inventory controls and distribution of candy products that improved candy labels were the subject of a conference of candy manufacturers and distributors at the National Confectioners' Association.

The meeting was the result of suggestions received from distributors as to how cartons are designed. A more efficient handling both in warehouses and transportation was felt to be important. The conference was also held to improve production; the action would be mutually beneficial to the manufacturer, distributor, and customer.

Among the points discussed were placement of identification information on labels, regulations, and such identification information, including weights, which might be used in packaging.

### Subscribe Now! 52 BIG ISSUES, $10 Including 8 Special Issues

"The Billboard Dish Jockey Supplement is excellent reference material. Please keep my copy on hand and refer to it often." Radio Station KCSM, 1442 Bayshore, Philadelphia, Pa.
Coinmen You Know

Philadelphia
Marked trend on New Year's week of buying of pinball machines and rental rooms was reported by land-office business for machine manufacturers. Xmas sales were boosted by Christmas rentals for Christmas parties, the largest being developed by the local business for the year for the trade.

Mike Berman, for many years in charge of the mail order business here, has been transferred to the mailing department of this office.

Berman will be in charge of the mail order business of this office.

Harry S. Stern, owner of the Stern's Fine Auction Company, has moved into his new home in the Pennsylvania Hotel in Philadelphia, in time for the holiday celebration.

New baby, Barbara Anne, arrived with the holidays, for Harry Chalupski, local independent record distributor, well known in the music industry.

Holiday window displays of machine manufacturers and records featuring David Bowie and the North Street showrooms of the distributing firm are being heard by one man, attracting wide attention.

Hartford, Conn.
A share of the profits plan for employees has been announced by Frank E. Stearn, president of Stearn & Company, Hartford office.

Stearns Records distributors, Stearn disclosed the plan at the organization's annual party held at the Tumbleweed Country Club. Employees who have worked more than six months received the equivalent of nearly five weeks' wages.

Pittsburgh
Today's trend is toward more elaborate conventions, says Martin Berman, district manager, Tri-State Automatic Candy Corporation.

Berman, Roth , and W. P. Wood City, Pa., has purchased a new chauffeur.

Abraham Mazur, at Altoona, opened a chronological machine operation in addition to operating his other machine.

All Star Latin in town from Wheeling, W. Va., were no problem with being done.

George Masson, of Capitol, in Pennsylvania, at personal appearances, at one of the big record stores.

Foster D. Wynd, Coin Machine Agency, has received a shipment of new Northwestern tomball machines.

Milwaukee
Shortage of pennies, nickels, and dimes that caused headaches for people for a month ago has ended. Many machine men have been living at banks for their daily ration of the hard money, but the supply at the turn of the new year definitely improved.

Newspapers in Milwaukee pointed out the pain they effectively will realize that people unloaded their private coins and returned the pieces to circulation. One half-dollar 500, 000 pieces in front of a bank cashier's window.

New sales rep for MGM and Lincoln Cafe in the Milwaukee area is Ken Wunder. Ken will handle both labels and gradually ease off with his former task of handling Western. General Sales.

Twins Vending Company, headquar ters of the new year's big ball, sold off on the upgrade. Outstanding feature of the new year's ball was the busy United Fruit Bowl. With many delivery workers there working hard, there was a top-heavy week of teen-aged on the way roll during the Christmas season, the candy machines were merchandising 300 bars and penny per day. Surplus items on the Twins Vending line included the Christmas French Fried Potatoes and Nabisco Cookies.

Harbagner and Glenn Glamack, both of A. G. N. Realty, South Milwaukee, are supplying their bowling business. A new vending firm is in charge of the new NEA, automatic machines in the Geyer Automatic Sales Company. Owner Herb Galper reports the switchover to the new Controller's

Here's the kind of questions that will be answered in

The Billboard's 1952 Coin

- How much more will coin machine production be cut because of government material curtailments?
- What games are available for converting? What will it cost to convert them?
- Can the mechanical horse lead to another operator boom such as the shuffle games produced?
- Will simpler games save scarce materials? What kind of new pin games can operators expect for the duration?
- How high will used machine prices go? How long will it take to get them there?
- What recent court decisions can lead to more territories opening for FREE play?

- IT'S TIMED RIGHT!
- IT ANSWERS THE RIGHT QUESTIONS!
- BE SURE IT ANSWERS QUESTIONS REGARDING YOUR PRODUCTS!

Plan now to advertise in this important issue.

Contact your nearest Billboard office today!

Deadline is January 24 in Cincinnati, Ohio.
MACHINE

CONVENTION SPECIAL

THE BILLBOARD'S COIN MACHINE CONVENTION SPECIAL

WHO PUBLISHES IT—The publisher is The Billboard Press, Inc., 1950 Avenue of the Americas, New York, N.Y., which publishes the weekly trade paper, The Billboard.

WHO DOES IT SERVE—The Billboard's 700,000 readers are buyers, operators, and advertisers of coin-operated machines.

HOW ARE THEY FOUND—The Billboard is found in precisely the way a newspaper is found—on newspaper stands and in newspaper boxes.

CIRCULATION—The Billboard is distributed in the United States and Canada through newspapers and in Canada through advertisers who buy direct from the publisher.

ADVERTISING RATES—RATES AS OF APRIL, 1952—COIN MACHINES:

ISSUANCE AND CLOSING DATES—ISSUANCE AND CLOSING DATES:

January 12, 1952

THE BILLBOARD

COIN MACHINES

81

OUT-TOWN Affair in February, which
also marks the official opening of the new
Franklin. The Franklin's new manager, A. F. Franklin, has been in charge of the machine since 1948. The Franklin is located at the corner of 14th St. and 1st Ave. in New York City.

Los Angeles

William E. Hepple Jr. of L.A. Coin Company and Mrs. Hepple Jr. leave for the Los Angeles Coin Machine Convention, which opens on January 15th. The convention will be held in the historic Hotel Roosevelt, which has been in continuous operation since 1910. The hotel is located at the corner of Main St. and 7th Ave. in Los Angeles.

George Wright, manager of the coin machine department at the Atlanta News, arrived in Los Angeles yesterday to attend the convention.

THE BILLBOARD'S COIN MACHINE CONVENTION SPECIAL

This is the fourth annual convention of the Coin Machine Industry, and is sponsored by the National Coin Machine Manufacturers Association.

ATTENDANCE—The attendance at the convention is expected to exceed 1,000. The first day of the convention will be devoted to the exhibit, with the second day being reserved for the convention meetings. The third day will be devoted to the exhibit, with the fourth day being reserved for the convention meetings.

ADVERTISING RATES—ADVERTISING RATES AS OF APRIL, 1952—COIN MACHINES:

Tampa, Florida

The Tampa Tribune reports that the Tampa Coin Machine Convention will be held in the city from January 20th to January 22nd. The convention will be held at the Tampa Bay Hotel, which has been in continuous operation since 1920. The hotel is located at the corner of Main St. and 4th Ave. in Tampa.

The convention will be attended by a number of coin machine manufacturers from all over the country. The convention will be held in the historic Hotel Roosevelt, which has been in continuous operation since 1910. The hotel is located at the corner of Main St. and 7th Ave. in Los Angeles.

THE BILLBOARD'S COIN MACHINE CONVENTION SPECIAL

This is the fourth annual convention of the Coin Machine Industry, and is sponsored by the National Coin Machine Manufacturers Association.

ATTENDANCE—The attendance at the convention is expected to exceed 1,000. The first day of the convention will be devoted to the exhibit, with the second day being reserved for the convention meetings. The third day will be devoted to the exhibit, with the fourth day being reserved for the convention meetings.

ADVERTISING RATES—ADVERTISING RATES AS OF APRIL, 1952—COIN MACHINES:

Tampa, Florida

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Coinmen You Know

Dudley Hastings, executive director of Coin Machine Institute, returned to his head quarters Tuesday to find several exhibits from a bunch of firms for the big show at the Hotel Sherman February 4th. Present indications point to a lively show within a couple of weeks.

Harold Bost, president of Silver

Vital Statistics
Deaths
John H. King (Kinsley), 77, publisher in the coin machine business with the Callie Company of Detroit, was killed by a wall early in the century, January 2 in Phoenix, Calif. (Details in the Final Cut).
Shuffle Games

Equipment and prices listed are taken from advertisements in The Billboard as of the date cited. Advertised new machines and equipment are listed. Where prices have been marked down, only the single machine price is listed. Any price ultimately depends on condition of the equipment, age, time on location, history and before factors.

For this week's prices consult the used machines advertisement in this issue.

WANTED!

Lost blank, eight balls, nickel, quarter, two and five cent. New York, Conn. 123.50. Contact Mr. Lent, 499, 499, 499.10, 499.15. Wanted. 499.10, 499.15. 499.10, 499.15. 499.10, 499.15.

Empire Coin Exchange

Send for Illustrated Catalogue

'SURE' for YOU thru-out 1952

EXHIBIT'S JET

GUN

OPERATE ANYWHERE

RAPID FIRE MACHINE GUN ACTION - SPEEDY SKY TARGETS - STRAIGHT HIGH SCORE SKILL GAME - NO FREE PLAY - NO TICKETS - NO AWARDS

-at your Distributor NOW!!

EXHIBIT SUPPLY CO. 4210 E. LAKE STREET CHICAGO 24, ILLINOIS
NEW! Sensational!

KEENEY'S
6-CARD-Extra Coins
HOLIDAY
5-BALL REPLAY

Brand New!
“SPECIAL” MULTIPLE TRIPLE SCORING FEATURE
BOOSTS NOVELTY PROFITS TO AN ALL-TIME HIGH!

IT'S KEENEY'S HOLIDAY for HEAVY PLAY and BIG PAY!

Order From Your
KEENEY DISTRIBUTOR

a new thrill for each cow
IT'S GREAT!
MATCH-A-SCORE

New, Fascinating, Challenging Play Principle
10 Different Scores To Match

FOR STEADY HIGHER COLLECTIONS
ORDER YOUR MATCH-A-SCORES NOW!

FORGED, ENGINEERED AND PROTECTORED BY
BANNER SPECIALTY COMPANY
Established 1917
Garfield 3-2700

MATERIAL PRODUCE BY COPYRIGHT

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

LABEL AND NO. ARTIST COMMENT TUNES

POPULAR

THREE SUNS
Sleepy Swanee 72-76-70-72
VICTOR 20986-made Special and new to the field. This time the recorded feature is a fairly new one, with music you do not have to be on the ball to enjoy.

Sunnyside Up 75-78-73-75
Coronet and new to the field. This time the recorded feature is a fairly new one, with music you do not have to be on the ball to enjoy.

ALAN DEAN
Blue Moon 70-73-70-68
VICTOR 19729-true for the field of a Babe Ruth, tremendously.

Keely Smith 67-70-65-65
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

VERA LYNN
We'll Meet Again 68-78-68-70
VICTOR 20986-made Special and new to the field.

With Me, Lucy 68-68-64-65
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

RAY PERRY
Keep Me In The picture 68-60-66-65
VICTOR 20986-made Special and new to the field.

Ruby Lips, Emerald Eyes 67-69-65-65
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

JESE CRAWFORD
I'll See You In My Dreams 65-63-65-65
VICTOR 20986-made Special and new to the field.

Sentimental Journey 65-63-65-65
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

DELTA RHYTHM BOYS
All The Things You Are 65-62-65-61
VICTOR 20986-made Special and new to the field.

Blow Out The Candle 64-65-61-65
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

WINIFRED ATTWELL
Cross Hands Raggle 62-62-64-62
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

Black And White Rag 60-60-60-60
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

THE SQUADRONAIRS
Oh! And Oh! 61-62-65-60
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

Put Your Foot In It 63-64-62-64
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

COUNTRY & WESTERN

WADE RAY
Heart Of A Clown 85-85-85-85
VICTOR 20986-made Special and new to the field.

 agreements are straight, and the singing is not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

Jimmie ROBERTS
Just Like Taking Candy From A Baby 85-85-85-85
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

Good Old Mountain Dew 80-80-80-80
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

ZEE TURNER
Traveling Ragsie 78-76-78-80
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

Roy ROGERS
Home Sweet Oklahoma 76-76-76-76
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

SHANNON CRATSON
If You Don't Love Your Neighbor 74-76-76-76
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

Santan's Weapon 73-74-72-74
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

TILDE MADDY
She Caught My Crush 74-75-72-74
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

The Trouble With Men 75-77-75-77
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

JIMMY OSBOURNE
Missin' You Baby 73-75-75-73
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

Gussie Ruch And His Orchestra 68-68-66-68
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

THE PINEAPPLES
West End Polka 73-74-73-74
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.

Doc And The All Stars 72-71-72-70
Here you have a good American Fourwheeler and your average audience can enjoy this one. The recordings are not too active, and the singing is not too active, and the singing is not too active, and the singing is not too active.
Country & Western Records
Most Played by Folk Disk Jockeys

 Coming Up
1. Missing in Action E. Hubbard
2. Ashes of Love Johnny & Jack
3. Buried in a Southern Sunrise E. Arnold

Music Machines

EXHIBIT SUPPLY CO.
4218-30 W. LAKE STREET
CHICAGO 24, ILLINOIS

FOREIGN BUYERS!
Take Advantage of Our FREE ADVISORY SERVICE
Our intimate knowledge of the countries to which we ship equipment places us in an ideal position to give our customers advice on what causes they should buy to meet their particular requirements.

REMEMBER! FOR EXPORT IT'S INTERNATIONAL!
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Exclusive Factory Distributor

PENNY ARCADES

WALL MODEL ELECTRIC SCOREBOARDS

WANTED SKEE-BALL MACHINES

10c

HARRY RONDOCK

MARVEL MFG. CO.

MARVEL MFG. CO.
YOU'RE "HONEYMOONING" with MORE EARNINGS WHEN YOU OPERATE

GOTTLIEB'S

NEW BALL TRAP
Lights "Pop" Bumpers for point scoring when balls are trapped. 4 Balls trapped towards Replay.

ROLL OVER REPLAY BUTTON
Lights to score replays when 1 to 6 Bumper Sequence is completed.

A TORRENT OF ACTION & FLASHING SPEED
with 4 "POP" BUMPERS—2 FLIPPERS—2 CYCLONIC BUMPERS!

SEE YOUR DISTRIBUTOR
NOW!

"There is no substitute for Quality!"
SPARK PLUGS | SEA JOCKEYS

FABULOUS IN-A-BACKBOARD RACING ACTION!

Actual racing inside the backboard! 3-dimension horses and riders in Spark Plugs—speed boats and pilots in Sea Jockeys—race from start to finish line in laugh-loaded, thrill-filled action! Real skill play!

3 SELECTIONS FOR 1 COIN!

First, Second or Third Place Awards! 19 "Advance-Sea-Jockey" Features!

Plus CHANGE SELECTION in MID-RACE!

THUMPER BUMPERS—FLIPPERS—HIGH SCORE!

And A TIDAL WAVE of BALL ACTION

SEE 'EM—PLAY 'EM—BUY 'EM AT YOUR DISTRIBUTOR NOW!

Now Ready For Immediate Delivery!

Thunderbolt

THE ONLY AUTHENTIC WESTERN MECHANICAL PONY

Operators all over the country are going wild about Thunderbolt because only Thunderbolt offers everything you want to attract and maintain the play—authentic Western pony saddle, bridle and martingale—variable speed control governed by the rider pulling or releasing the reins—a beautiful, colorful automotive lacquer finish. And of equal, if not more importance, is the fact that Thunderbolt gives trouble-free operation. It's custom built by expert mechanics who stay with each horse from casting to completion; and it receives thorough, minute inspection before shipment to insure its owner of everlasting endurance.

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A few protected territories still available.

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EXCLUSIVE FACTORY DISTRIBUTORS
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Guarantee
Motor and gear box guaranteed for one year— all other parts warranted for 90 days.
THE Select-o-matic MECHANISM HAS BROUGHT THE MANY ADVANTAGES OF PROPER PROGRAMMING TO THE COIN-OPERATED MUSIC INDUSTRY

Seeburg Select-O-Matic "100" Selector Panel and the 5 basic musical classifications: (1) Hit Tunes; (2) Old Favorites; (3) Waltzes and Polkas; (4) Fox Trots and Rumbas; (5) Classical Selections.

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AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEM

100 SELECTIONS