



The Billboard

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Re-Evaluation & New Deals Hi-Lite Radio Net Activity

Agents' Fees As 20% Given Indie Impetus

American Guild of
Variety Artists to
Fight Vigorously

NEW YORK, Nov. 24.—A new move to raise agents' commissions from the present 10 per cent to possibly 20 per cent is slowly getting underway among independent agents. A petition is now being circulated among the indies to be presented to the agents' organization, Artists Representatives Association, for action by that body's governing officials.

The move was started for a number of reasons, chief of which were agents' claims that increased operating costs made the present 10 per cent difficult to operate under. Some agents claim that it cost them as much as 7 per cent to sell an act in today's market.

While indies are all for the
(Continued on page 58)

Talent Firms Romance Video

NEW YORK, Nov. 24.—The major talent agencies, convinced that their futures are inextricably bound with the growth of TV, are making moves to establish ever closer liaison with the four video networks. The William Morris office and Music Corporation of America are preparing to expand their creative efforts in tele, and are making personnel shifts to permit more direct work by their execs with network producers, directors and talent buyers. The obvious intent is to be in a position to exercise even greater influence in the placement of their artists on TV programs and series.

To this end, MCA has moved Freddy Fields out of its nitery department and made him a special liaison executive with the National Broadcasting Company. Field's will sit in on story conferences and planning sessions, and in general make himself available to NBC executives and to MCA clients working for NBC.

The Morris office, for its part,
(Continued on page 7)

CARUSO—LANZA OF YESTERYEAR

NEW YORK, Nov. 24.—A prominent recording executive phoned us to offer the true story whimsy of the week. He couldn't resist telling us of a local deejay, whose name is just forgotten, who a few minutes previously prefaced the spin of an Enrico Caruso recording by referring to the great as "The Mario Lanza of Yesteryear."

Beginning on Page 13...

Then, Now... and Tomorrow

a special section commemorating the

National Broadcasting Company's
Silver Jubilee

featuring articles by

BRIG. GEN. DAVID SARNOFF	SYLVESTER (PAT) WEAVER	JOHN K. HERBERT
FRANK M. FOLSOM	WILLIAM HEDGES	CHARLES BARRY
NILES TRAMMELL	JAMES M. GAINES	GEORGE FREY
JOSEPH McCONNELL	WILLIAM BROOKS	ED MADDEN
CHARLES DENNY		O. B. HANSON

Tunesmiths, Publishers May Take Audit Fight to Court

NEW YORK, Nov. 24.—The hassle between the Songwriters' Protective Association and several music publishers over the proposed audit of pubber books appeared headed for a final showdown this week. Attempts by the pubbers involved and SPA to reach an amicable agreement collapsed, and the SPA council unanimously decided to instruct the association's attorneys to "institute legal proceedings where necessary."

The official pronouncement from CPA was met by "no comment" statements from attorneys Lee Eastman and Morton Miller, representing E. H. Morris and Leeds respectively, two of the pubbers who have not fully consented to the SPA audit of books relating to statements issued and payments made to SPA members.

What Steps?

The steps which SPA would or could take thru its legal counsel, John Schulman and William Klein II, were not disclosed. It is believed that SPA may seek a court order to force the publishers to furnish all pertinent books for an audit. No matter the legal steps taken, the ultimate result may be the demand that publishers comply with clause 12 of the 1947 re-

vised writers' contract which calls for the termination of the contract and reassignment of copyright to the writers. In the latter case, the writer would have to file suit individually in order to recapture his song should the publisher refuse to terminate the contract.

The SPA decision "that appropriate steps be taken to assure that the audit and examination of every

publisher is made in accordance with the contract" is seen as taking individual writers "off the hook." Morris had asked for a list of those writers who demanded an audit. This was seen by writers as an "implied threat." The SPA action is for all of the association's writer members.

Hold-Outs

The publishers who have refused to accede to the SPA audit request, claim that they (the pubbers) are not opposed to the basic concept of an audit—that an audit from those who want one is "invited." One publisher claims to have written notification from several of his contract writers who do not want any audit taken of books in which their earnings would be revealed. These writers are said to be "key" scripters whose publisher agreements are far above those handed out via the current SPA contract. These writers, says the publisher, feel that their earnings
(Continued on page 39)

U. of P. Again Assails Rules Of Football TV

PHILADELPHIA, Dec. 1.—The University of Pennsylvania, opposed to "limited" televising of college football games, will ask the Eastern College Athletic Conference to permit its membership to make its own arrangements "individually with its opponents" for the televising of home games, it was announced here this week. Francis T. Murray, Penn's director of athletics, said he had written to Asa S. Bushnell, Conference commissioner, to request presentation of a resolution to that effect at the December 14 meeting of the group.

Murray listed seven reasons for submitting the resolution which urges that "hereafter the members of the ECAC shall be permitted to make such arrangements as they, individually, wish to make with their respective opponents for the televising of any football game played in their respective home stadiums."

The resolution further urges that the National Collegiate Athletic Association adopt a similar policy, that the ECAC sup-
(Continued on page 5)

GI's May See a Lot Of Dagmar, for TV

NEW YORK, Nov. 24.—The National Broadcasting Company this week was formulating plans to build a new video show around Dagmar. Tentatively skedded to go into the Saturday night, 11-11:30 slot, the stanza would be done remote from various army camps in the East. The blonde would chat and interview draftees.

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

Ginger Rogers May Veto CBS Sponsors

NEW YORK, Nov. 24.—The Columbia Broadcasting System may have some unexpected sponsor problems with Ginger Rogers, who signed a \$1,000,000 five-year radio-TV contract with the web last week. The actress is strictly religious, and heretofore has vetoed appearing on any show plugging cigarettes or alcoholic beverages.

Consequently, networks have been wary of signing her to long-term deals in the past, without a definite sponsor tie-up in the offing. Miss Rogers' CBS pact, which will start sometime after April 1, calls for a 39-week series of live half-hour TV shows originating from Hollywood. The contract gives the actress permission to do two flickers a year. No radio plans have been formulated.

CBS Wants New Study; Liberty In MGM Deal

Mutual, ABC Also
In Picture That
Indicates Changes

NEW YORK, Nov. 26.—With National Broadcasting Company executives and heads of the network's affiliated stations assembled in Boca Raton, Fla., this week (Nov. 28-Dec. 1), to resolve the problems posed by the web's new Economic Study Plan, other radio networks moved to solidify and improve their own positions in the evolutionary broadcasting picture.

Columbia Broadcasting System today released a statement by its radio network president, Howard Meighan, declaring that any "basic, over-all re-evaluation of station rates is premature."

And The Billboard learned that Gordon McLendon's Liberty net-
(Continued on page 4)

Theaters May Add TV Sports

NEW YORK, Nov. 24.—Exhibitor response will determine the number and type of sports events picked up from Madison Square Garden for theater TV use by Theater Network Television, Inc. in the deal set last week. Altho college basketball games are the initial events to be picked up, starting in December, for airing in houses outside of New York, other events such as hockey and track also may be added to the list should there be sufficient interest.

Inasmuch as only basketball, of all the indoor sports, has thus far been tested on theater TV, TNT execs feel that this sport has the best chance of catching on quickly. Houses will not be required to sign for the entire slate, which is not yet firm, but will be able to select for their own use such games as they feel will go best in their own areas. Thus, it is likely that most houses will experiment during early portion of the sea-
(Continued on page 10)

\$25 SINCE '79 IS A BIG BITE

PHILADELPHIA, Nov. 24.—City fathers dug up an old law dated back to 1879 which set a \$25 annual tax on various places of amusement. A hasty check showed that 31 clubs and 38 movie houses hadn't been paying. However, no attempt will be made to get back levies. The 1879 city ordinance says that a \$25 yearly levy will be made for "theater with an asbestos curtain, black-faced comedians, dancing girls, etc."

Billboard Backstage

By JOE CSIDA

It is not my intention to convert this column into a Bible class. But on the other hand I make no apologies for commenting upon matters spiritual when the material at hand seems to warrant it. Several weeks ago, a Backstage piece concerning a speech before a Broadcast Music, Inc., group by Wallace Speer, of the Layman's Movement, on the need for a return to spiritual values, seemed to be well received by many of this pillar's customers. I am hopeful that today's essay will stir equal interest.

In the upcoming issue (December) of Ladies' Home Journal, Eddie Cantor has a one-column article called "God Help Me." Ruth Matthews of the Journal called it to our attention, and I believe it's worth passing on to you. For Cantor gets across several thoughts which seem to me to be noteworthy. He points out that, while the oft-used supplication "God Help Me" is fine as an item of prayer, it might be well for us "in these days of suffering and confusion . . . if we helped Him."

"We ought," says Cantor, "to follow through on our prayers, do our part in making them come true."

And a second approach the comic suggests also seems to us to make excellent December, 1951, sense:

The Real Thrill

"Our obligations," he maintains, "also extend beyond helping ourselves. You have got to think of the other fellow. And once you start you won't be able to stop. More potent than any drug is the thrill that comes when you've helped raise money for a nation in need, when you know that you had a part in making the difference between life and death for starving people, when you've seen a crippled child walk after treatment at a hospital to which you have contributed, when you've seen the expression in a man's eyes after you've been unexpectedly kind. Rich or poor, all of us have what it takes to help another — something that money can't buy; the power of kindness."

And to clear up a question which often plagues people who find themselves on the verge of a little do-gooding, Cantor winds up with: "There is a tendency today to feel that our efforts are inconsequential in shaping the destiny of the world. As individuals, this is partially true, but actions and thoughts are contagious. When

you act as God's emissary, those around you absorb some of your thinking and pass it on to others. Think of the potentialities of a world praying, in humility and sincerity, 'God, let me help You,' instead of 'God help me.'"

At this particular moment I probably write with a small extra degree of authority on this general theme. I am not a religious man, in the formal sense. But my father died last Sunday and was buried Wednesday (21). I derived comfort from all the religious aspects of the events leading up to and following his death. I was warmed even more by the kind words, the flowers, the expressions of sympathy and offers of all kinds of assistance from relatives and friends. And what is far more important, my whole family, and particularly my mother, found those kind words and gestures a tremendous source of strength.

Many such sympathetic expressions came from my friends in show business, people who did not even know my father. To all of them I want to express my deep gratitude and thanks.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Nov. 24.—Federal Communications Commission staffers hope it's safe to talk now about a letter received some time ago from a retired mailman extending congratulations for FCC's three-year-old crackdown on giveaways. The ex-mailman, whose letter was addressed to Chairman Wayne Coy, not only applauded the Commission's anti-giveaway policy but went on to tell the chairman about his hobby of collecting "government penalty letters." These, he explained, are envelopes from government agencies with the frank which warns that private use will bring a \$300 fine. His collection at the last count totalled more than 81,000 envelopes, the fellow informed Coy. "As long as I was writing," he said, "I thought you might be interested in my collection."

TV's Initial Costs Are Anybody's Guess . . .

If you'd like a slightly dizzy jag, take a look at some of the estimates submitted to FCC on how much it costs to build and run a

TV station. In some 450 applications filed at FCC for TV licenses, the estimates range from pin-money size to a fortune.

On the question of how much it'll cost to run a station in the first year, applicants' guesses have gone as low as \$40,000 and higher than a million. Relatively few guesstimates have been over the \$500,000 mark. Majority are running between \$200,000 and lately have taken a fancy to \$150,000 as their guess, altho their plans vary from high-band stations in pint-sized communities to VHF's in big cities. Among the most candid of recent applicants are three who answered the question with "Don't know."

There's a bit less variety in answers to the question of how much it'll cost to build a station. Most popular estimate is roughly \$300,000 to build just about any type and size, but guesses have run as low as \$80,000, and higher than \$1,400,000. Despite uncurbed inflation and tightening supplies, guesses on construction costs have been showing a slightly downward trend in the last six months.

If some of the estimates are unrealistic, FCC doesn't really care; Commission staffers say they can't guess the right answers either. Commented one wryly: "There'll be plenty of time for applicants to revise their estimates before the freeze is lifted—and after."

Mexico May Try Grab On Radio Space . . .

State Department and FCC are trying to keep diplomatic silence, but they're worried about Mexican preparations for another big squeeze play on spectrum space. As aftermath of the recent TV agreement between Mexico and U. S., officials from below the Rio Grande are quietly but forcefully hinting at a big push for increased AM radio space. Mexico is figuring to hike the power of at least half a dozen stations. The boosts would cramp the style of several U. S. regionals and clears Mexico's eventual goal: Half a dozen super 500,000-watt stations. They already have one 500,000-watt there. Five others range from 100,000 to 200,000 watts.

Picture Business

By LEE ZHITO

HOLLYWOOD, Nov. 24.—Next year's motion picture screen will have new cause to glow with color productions. This week Technicolor Prexy Dr. Herbert T. Kalmus informed producers his company will shave 15-hundredths of a cent per foot off the price of 35mm. film, bringing the per-foot cost down to a new low of 5.33 cents. New prices go into effect Saturday (1). Technicolor's price reductions will save producers an estimated \$800,000 during 1952.

Dr. Kalmus told the industry that the price reduction was being made in the face of Technicolor's pay increases which will amount to a boost of more than \$1,250,000, plus general increases in raw stock costs. He said his company has heretofore absorbed boosts in stock costs. He further explained that Technicolor will be able to absorb the million-and-quarter-dollar wage hikes for the year, thanks to removal of the federal excise tax on raw stock which will save the firm approximately \$1,240,000 for the year, thereby making up for the pay boosts.

To make the price reductions, Dr. Kalmus said Technicolor still will be absorbing 50 per cent of general cost increases. However, he expects the firm will come thru with a far greater dollar volume at the end of 1952 resulting from the industry-wide trend to color film. During 1951 Technicolor alone will be responsible for approximately 60 full-length color features, while that firm's color schedule for the next year anticipates a boost to 80 features.

Others May Cut, Also Stimulating B. O. . . .

Technicolor's price reduction is expected to be reflected in similar cuts by other color processes. General industry-wide reduction in cost of color feature production can be expected to lend further impetus to an already mounting trend toward more color.

Color long has proved to be a potent b.-o. stimulus, even prior to TV's inroads into the theater's take. Since TV has mushroomed into a powerful competitive force, differences in b.-o. returns have been even more marked between black and white as compared to color productions. Producers have recognized that the theater's ability to present color images provides the exhibitor his strongest tangible edge over the TV screen. With government regulations holding up completion of color TV development, the picture industry in general is swerving heavily in the direction of color production.

To cash in on this competitive advantage over TV, all producers have boosted the number of next year's color film features, some as much as by 50 per cent over their current year's color use. Now that Technicolor, the industry's biggest color firm, has turned back the cost tide, general cost reduction will surely result in far greater utilization of color processes than ever before. This, in turn, will help raise the general b.-o. level and stem to some extent TV's competition.

In larger towns the growing trend for long first runs is causing subsequent run exhibitors to raise

the roof. They claim long first runs are milking the most out of a film's b.-o. potential and furthermore, tend generally to pull patrons away from their theaters in favor of the main houses. Hardest hit are the neighborhood houses, whose ranks already have been thinned by TV's competition. Unreasonably long booking on first runs, they contend, exhaust a picture's pull in a given market area to where the film packs little draw by the time it reaches the lesser houses.

MAYBE BERLE CAN'T READ

PHILADELPHIA, Nov. 24.—Milton Berle has lost a fan in Philadelphia, according to Frank Brookhouser, chatter columnist of The Philadelphia Inquirer. He reported that a lady liked one of Berle's shows so much that she sat right down and wrote Mr. TV himself a letter of praise and acclaim. Now Berle didn't have to answer it, she says. But somebody could at least have opened it. The answer she received came from the National Broadcasting Company.

"Thank you for your request for tickets for our show," it said. "Due to the fact that we have thousands of requests every week and a seating capacity, etc., we cannot, etc."

80 Performers to Stage Christmas Shows for GI's

HOLLYWOOD, Nov. 24.—Christmas shows, which leave December 21 for the Alaskan, Pacific, European and Caribbean theaters, will be the largest operation by the Hollywood Coordinating Committee since the outbreak of Korean hostilities. Eighty performers are skedded to make the trip, returning to this country January 5. The four units are being packaged by Ed Lowry.

Once overseas, the units are to be broken into smaller groups, thus increasing the entertainment radius. United Service Organizations is sending along some paid supporting acts and musicians. The list of entertainers will not be divided into units until the entire 80 are lined up.

Currently signed are Julia Adams, Richard Allen, Roscoe Ates, Kay Brown, Hillary Brooke, Raymond Burr, Betty Butler, Carleton Carpenter, Diane Cassidy, Gary Cooper, Carolina Cotton, Tony Curtis, Yvonne DeCarlo, George Dolenz, Paul Douglas, Yvette Dugay, Maynard Ferguson, Johnny Grant, Bob Hawk, Howard Keel, Piper Laurie, Janet Leigh, Arthur Loew Jr., Connie Ross MacKenzie, Joyce MacKenzie, Ray Milland, Bodil Miller, Richard Morris, Jane Neigh, Debbie Reynolds, Barbara Ruick, Helene Stanley, Jan Sterling, Audrey Totter, Bobby Tucker, Forest Tucker, Beverly Tyler, Pat Williams, Joy Windsor and Keenan Wynn. Illness forced Ward Bond to cancel the junket.

Holiday Radio For Army Sked Is 19½ Hours

HOLLYWOOD, Nov. 24.—Nineteen and one-half hours of programming, via transcription diskings, has been shipped to Armed Forces Radio Service overseas stations to provide United States troops with sufficient air time for the Christmas season. In addition, AFRS short-wave is preparing a series of 15-minute tapes of Yuletide greetings by military and civic officials and entertainment personalities. Holiday packages will be distributed by the 60 AFRS overseas outlets and 50 military hospitals in this country.

Transcriptions, already on the way to all parts of the world, include shows cut for the 1950 season and processed for this year. If AFRS was to send this year's holiday programs overseas, the time factor would prohibit shipping and necessitate short-wave facilities, jamming AFRS operations. Programs brought up to date are radio shows featuring Dennis Day, Red Skelton, J. Carroll Naish, Gene Autry, Redd Harper, "Halls of Ivy," Phil Harris, "Amos 'n' Andy," "Fibber McGee," Bing Crosby, Jack Benny, Bob Hope, Arthur Godfrey, "Suspense" and a score of other dramatic and musical features.

No. 1 on the list of programs requested to be heard again is a 55-minute program first presented

(Continued on page 87)

Index

Burlesque	34
Carnival	37
Circus	45
Classified Ads	106
Com Machines	107
Fairs and Expos	46
Frontier	46
General Outdoor	90
Honor Roll of Hits	86
Legitimate	85
Letter List	105
Magic	84
Merchandise	100
Music	59
Music Charts	66
Music Machines	112
Night Clubs	58
Parks and Pools	94
Pipes for Pitchmen	104
Rinks-Arenas	86
Roundshow-Rep	87
Routes	99
Sales	100
TV Room	100
Vaudeville	108
Vending Machines	108

London Dispatch

By LEIGH VANCE

LONDON, Nov. 24.—Re-jigging playwrights' titles is quite a pastime with impresarios over here. You get dramatist Peter Ustinov's "King Lear's Photographer" opening this week as "The Moment of Truth" because someone thought the first might confuse people who've heard of Shakespeare. Then there are the gentlemen who take a perfectly good American title like "Brewster's Millions" and make it into "Zip Goes A Million," and probably had to be forcibly restrained from changing "A Streetcar Named Desire" into the more British "An Omnibus Numbered Fourteen A." All of them could take lessons from Sam Goldwyn currently plastering the town with blood-red posters screaming the title of his next movie, "I Want You."

"That man," said one envious publicity man used to dealing with titles dredged up by people who've just discovered June rhymes with Moon, "has everything. What woman could resist a title like that—or Goldwyn's 'Our Very Own' and 'The Best Years of Our Lives?'"

Actress Turns Down

Old Vic Appearance . . .

Usually when that mecca of the mighty, the Old Vic Theater, beckons, actresses scuttle at top speed to make their pilgrimage. A season with the Vic is the theater's rough equivalent to dinner at the White House. But this time they're beckoning in vain. Miss Hermione Baddeley, for instance, has better things to do. Offered a part in "The Clandestine Marriage," she regretfully turned it down—"because it would interfere with my cabaret dates." Incidentally it would also lose her around \$560 a week, the difference between what she can pull in at the night spots and the OV's top salary of \$140. On December 16 she opens at the Cafe de Paris when the Noel Coward season ends.

Equity Restless

At BBC Delays . . .

Veiled threat by Equity's General Secretary Gordon Sandison may speed up negotiations over

Rome Round-Up

By SYD STOGEL

(This column appears once each month.)

ROME, Nov. 27.—Italy's drama and musical comedy fans received some bad news recently. Toto (Prince Antonio De Curtis), who for many years held undisputed reign as the country's top musical revue star, and Eduardo De Filippo, dramatist, director and star, announced that they intended devoting themselves to motion pictures than in the monetary angle. His dramatic company is the only legit troupe in Italy which can consistently show a profit without benefit of a State subsidy. "From now on," he said, "I'm going to put my company on the stage for only three months during the year. I'll devote the rest of my time working in the picture business. It is a field which fascinates me, and now that I have 10 years left of artistic activity before I retire, I want to devote those years to the movies." He has just finished his second film, "Filumena Marturano," which he directed and wrote. His next flick will be "Fear Number One," which will star Toto.

Tamara Lees, British actress, has just completed her 13th Italian film in two years. Her next will be a lead role in "Frontier Wolf," directed by Edoardo Gattolusi. Alessandro Blasetti has won a Spanish Oscar for his direction of "First Communion," the Aldo Fabrizi comedy. Robert Taylor slipped in quietly for a few days' work in North Italy for exteriors for "Ivanhoe." "Seven Sins," the co-operative Franco-Italian flick directed by seven

(Continued on page 87)

HAPPY BIRTHDAY, PARAMOUNT

Great and Near-Great Have Played House Since 1926

NEW YORK, Nov. 24.—Twenty-five years ago, the Paramount Theater opened its doors and, at the end of the first week (kickoff was November 19, 1926), its gross set a world's record—\$80,000.

Today an \$80,000 gross would still be pleasant but no longer a sensational one for an opening week. Bob Hope grossed more than \$130,000. Martin and Lewis just missed \$150,000.

In the years the Paramount has been running, it has probably played every act in the business. The current booker, Harry Levine, was preceded by Harry Kalcheim, now TV head of the Morris office.

Bing Crosby worked here in 1927 as one of Paul Whiteman's Rhythm Boys. Frank Sinatra started his jump here. Other standouts were Gertrude Lawrence, Bea Lillie, Eddie Cantor, Miriam Hopkins, Amos 'n' Andy,

Fred Astaire, Gloria Swanson, Dorothy Lamour, Jack Benny, Fred Allen, Danny Kaye, Red Skelton, Ethel Merman, Dinah Shore, Ginger Rogers and many others.

Name bands that worked here and started a new phase in theaters all over the country have included all the top ones. When Benny Goodman opened here in 1937, the kids lined up at 5 a.m.

The Paramount stage has used almost every novelty act around. It has played mules, horses and dog acts. It has had billiard sharks; Trudy Ederle in a glass tank; dramatic skits with Gary Cooper, Mae West, Mary Pickford and Maurice Chevalier.

The first manager here was Harold B. Franklin. Then came Milton Feld, with Gus Eysell as his assistant. Eysell is now at the Radio City Music Hall.

(Continued on page 84)

Stockholm Hits Seasonal Pace

STOCKHOLM, Nov. 24.—Show business here is entering the first phase of the winter season with legit, revue, concert and film spot providing the major part of the entertainment.

As in other Scandinavian countries, this city has its big state-operated theater and its opera, both presenting good productions. The Dramatic Theater, run by the State, has two stages and two auditoria presenting both classic and modern drama.

The first playhouse to come up with a smash hit is the Oscars Theater, where the Swedish version of Cole Porter's "Kiss Me, Kate" is playing to sell-outs. Three houses, the Vasan, Avenue and Blanche, are offering comedy or farce, while the Nya and Intima stick to legit.

No Big Cabarets

There are no big cabarets offering the type of vaude floor shows, such as are plentiful in Copenhagen. Neither are there many big dance spots. As with vaudeville, there is more activity in the cabaret and dance-hall fields as winter nears its finish.

In contrast to Copenhagen, this city has a very large number of movie theaters presenting Scandinavian, American, British, French and Italian films.

Stockholm has a huge concert house with modern-equipped stages for concert, ballet and dance presentations. Several other halls, as well as a number of churches, are currently offering concert programs, largely of the longhair type.

Review Index

Table with 2 columns: Category and Page Number. Includes Record Reviews (74), Classical Reviews (70), Legit Reviews (85), Night Club Reviews (12), Radio Reviews (11), Television Reviews (11), Vaudeville Reviews (12).

Highlight Reviews

TELEVISION

Pinza's Sense of Song, Comedy Gets New NBC Seg Off to Solid Start

By BOB FRANCIS

Despite the fact that it was necessarily introductory in format, RCA Victor's first seg of its new series starring Ezio Pinza got off to a solid start.

Opening half-hour found Pinza in his penthouse explaining to the viewing audience why TV is such a tough trick for him, because he can't tell jokes, can only dance a

waltz, and nobody will sit still for a half hour to hear him sing. He winds it up with a fine projection of "One Love."

Came a telephone call and action whipped to a rehearsal on stage at the Center Theater. This gave opportunity for an amusing bit with guest Lew Parker, as an officious stage manager, interrupting the star's song rehearsal for excellent laugh results.

Wind-up had Pinza back in his apartment, trying to get himself a

date with no success. Miss Frohman arrived, to retrieve her gloves which he had carried off from rehearsal. Pinza had plans for some innocent necking on the terrace, but Jane would have none of him and left him to a final and forlorn vocal, "This Nearly Was Mine."

The format is obviously simple, and with no emphasis on heavy production. But on smart personality projection it should certainly...

(Continued on page 11)

"RCA Victor Show," via NBC-TV, reviewed Friday night, November 23.

VAUDEVILLE

Patti Page, Tony Martin, Gloria DeHaven Perk Paramount Birthday

By BILL SMITH

The fact that Tony Martin and Gloria DeHaven were in town and that the flicker, "Two Tickets to Broadway," in which they appear was the new screen fare here was a nicely timed coincidence.

The regular headliner was Patti Page, looking like a period doll in a yellow hooped gown. She showed a rare combination of assurance and a humbleness which won her heart-warming hands.

Her routine consisted of "I Love You Because," followed by her current Mercury hit, "And So to Sleep Again." Then came "Santa Claus Is Coming to Town" out of her Christmas album. The number may be seasonal, but it meant little here.

Jack E. Leonard was almost a

show stopper. His aggressive punching plus a kind of short-hand chatter fractured the customers as well as the band. Fat Jack's physical bits are too well known to call for descriptions. But the jammed house yocked it up, even if a large part of the audience down front were hold-overs.

(Continued on page 12)

Paramount Theater, New York, reviewed Wednesday, November 21.

LEGITIMATE

"Never" Never Gets Off Ground, Altho Neophyte Leo Has Promise

By BOB FRANCIS

Carl Leo has reached into the comedy grab-bag for his first play and comes up with tried-and-true elements which ought to combine for successful enough entertainment. His characters have all appeared over and over again in varying combinations which added up to hilarious stage didoes.

course, as sharp as a needle, and a couple of lesser parties dragged in for the exigencies of the plot. Unfortunately, he has not been able to make them jell for "Never Say Never."

"Never's" chief trouble is that it is a comedy of situation—the unwelcome barging of a big lug from the sticks into the young couple's somewhat compromising set-up—one which is just not big enough to carry thru for three acts.

proportions. He even, God help us, drags in a good old drunk sequence, with the home-town boob smacked cold with a bottle. The result is, that being neither fish nor herring, "Never" becomes progressively silly and very often pretty dull.

Promise

However, as this is Leo's maiden Broadway effort, it should in all fairness be reported that much...

(Continued on page 85)

"Never Say Never," reviewed at the Booth Theater, New York, Tuesday, November 20.

NIGHT CLUB

Celeste Holm's Personality, Plus Lighting, Gets Sock Show Across

By BILL SMITH

Thanksgiving night didn't keep business down. In fact the maitre de, Fred, probably one of the best in town, had his hands full trying to seat the overflow that jammed the front door.

Celeste Holm demonstrated the triumph of talent, sheer acting ability and superb material over a singing voice. Whoever set miss Holm's act and wrote her material, knew how to take advantage of her strong points and play down the weak ones.

"Susie Jones" and "The Modern Art Critic" that hit the hardest. While working, the gal had some of the trickiest Bill Richardson lighting seen here since Hildegard. It helped immeasurably to set her act. For the finish, Miss Holm walked off to the front of the house, milking it all the way, to set herself for a finale at the exit door.

Opening act was dance team of John and June Belmont. Couple has worked around New York for some time, but this was their first

class date in town. The girl is a slim, unusually graceful redhead, with a tremulous smile. The boy is a well built dark haired lad. Together they showed one of the best dance acts in the conventional ballroom pattern caught in a long time. Their choreography, intricate series of figure eight, precise lifts and split-second stops, were so sensational that they won top hands midway of their routines, time and again. They...

(Continued on page 12)

Persian Room, Hotel Plaza, New York, reviewed Thursday, November 22.

The Billboard

The Amusement Industry's Leading Newsweekly Founded 1894 by W H Donaldson Publishers

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Vol. 63 No. 48

RE-EVALUATION, DEALS HIGHLIGHT AM ACTIVITY

CBS Wants New Study, NBC Affiliates Meet, ABC and Mutual in Evolution

• Continued from page 1

work early next week would close a deal making station WMGM its New York outlet. This, of course, follows hard on the heels of the finalization of the MGM-Mutual Broadcasting System programing deal (The Billboard, November 17).

"No one," said Meighan, "can fairly re-assess station values throughout the nation without up-to-date information on station circulation, with county-by-county facts. The only data of this sort are now three years old." (Ed. Note: Meighan was referring to the 1949 Broadcast Measurement Bureau data.)

"The 1949 BMB study," said the CBS president, "does not measure the 400 new radio stations that have come on the air in the past three years. At least equally important, it does not reflect the tremendous shifts in network programing; nor the varying changes in population; nor the uneven development of television; nor the hundreds of facilities' changes and new network affiliations made since 1949."

Meighan said a plan is already under way to develop new and up-to-date information about current station circulation patterns.

"The data," said Meighan, "will be gathered by Standard Audit and Measurement Services, Inc., as the successor to the industry's Broadcast Measurement Bureau. This county-by-county study will go into the field in the next few months."

CBS, said Meighan, was the first web to subscribe to this new industry study because "we believe that only when the new data are available can stations and networks take constructive steps in a thoroly realistic re-evaluation of radio."

New Policies

Meighan also announced that in the "next few weeks" several new policies would be introduced. "These," he said, "will add to the long list of special advertising opportunities pioneered by CBS radio. These announcements will create new and more efficient ways to use network radio and develop new elasticity in the selection of network facilities."

There is little doubt in the minds of the industry's most competent observers that similar "new policies" will also evolve from the present series of meetings of American Broadcasting Company executives with that web's affiliates.

Liberty's general manager, Jim Foster, in the meantime was due in New York early this week to finalize the deal which would make the Metro-Goldwyn-Mayer radio station, WMGM, Liberty's outlet in the important New York market. MGM's Bert Lebar has for the past several weeks been working to iron out the last remaining obstacles in the path of the MGM-Liberty deal. While the film company-owned radio station's recently finalized pact with Mutual expressly forbids MGM from making any broad programing deals with any other network, it is known that MGM is considering some sort of exchange on musical programing with Liberty. Lebar has been in recent huddles with executives of the American Federation of Musicians New York Local 802 in an effort to determine the effects of an MGM-Liberty deal on MGM's musician scales.

No Scale Rise

Since WMGM is presently a Class B network operation, paying a scale of \$125 per week to its 12-man staff of tootlers, Lebar feared that an alliance with Liberty might result in his station's being classified Class A. This would mean that his musicians' scale would go up by \$65 per week per man to \$190 per week. The musicians' local, however, assured Lebar that his tie-up with Liberty would not result in an automatic scale increase. The arrangement was worked out so that if WMGM pipes a commercial to the Liberty network, MGM music staffers would pay the regular weekly rate of \$125, plus the difference between the WMGM

hourly rate and the single rate applying to Class A stations.

It is understood, of course, that if WMGM pipes out three or four commercial shows using music to the Liberty web, the station would actually wind up paying more than the Class A rate. In such an event, it is presumed, Lebar would quickly apply for Class A rating.

It is a foregone conclusion that, aside from whatever shows involving music WMGM figures to supply to Liberty, the station will feed in to the Gordon McLendon-operated network some of its excellent sports programing. It is not known at this writing whether Mutual was counting on its MGM deal (which involves dramatic shows for the most part) giving it any kind of edge on any other types of MGM programing. If so, the O'Neil web seems somewhat doomed to disappointment.

KMPC Deal

Liberty, of course, has been building at a rapid rate in recent months. Last week McLendon announced that station KMPC, Los Angeles, had become the third 50,000-watt station to affiliate itself with the Liberty web. The KMPC deal was worked out between Benton Paschall, vice-president in charge of Liberty's West Coast division, and Robert

Reynolds, vice-president and general manager of KMPC.

The struggle between the various radio webs was further highlighted this week when Mutual lured the Falstaff Beer account away from the Liberty network. Falstaff, having limited distribution, last year used approximately 130 Liberty stations. McLendon told The Billboard this week that his web expected to sell the Falstaff time shortly to another sponsor with "wider distribution facilities."

The outcome of the NBC Affiliates' meet in Boca Raton, of course, will have a decided bearing on future network and station readjustments. If NBC is able to sell the greater majority of its stations on the wisdom of changes dictated by its own Economic Study formula, CBS may have to move its re-evaluation timetable forward considerably. If not, CBS may go thru with its announced plan to use an up-to-the-minute study on which to base its re-evaluation. And the satisfaction or lack of same NBC affiliates find in that web's proposals will also have a decided bearing on the future activities of station deals with all other webs.

There is only one certainty: that the radio evolution has not yet reached its end.

DRUM-BEATING THE SEASON

New CBS Brochure Cites Ad Value of Summer TV

NEW YORK, Nov. 26.—The TV division of the Columbia Broadcasting System hasn't waited for the snow to fly this year before going all out to impress sponsors as to the value of the medium next summer. Its presentation, released to agencies today, and based on American Research Bureau ratings and Advertest surveys conclusively proves that many CBS-TV advertisers reached listeners this past summer at a lower cost per thousand than during the October-April period. As an example, the comparative cost per thousand of "Studio One" during the winter months of the season of 1950-51 was \$4.47; "Westinghouse Theater," its summer replacement, delivered 1000 viewers at \$2.32.

Using the theme "Four Quarters Make a Dollar," the brochure starts out by setting forth that in terms of spendable income, factory pay rolls and retail sales, summer is one of the two biggest quarters of the year. Next Advertest claims that the average daily viewing time during the warm weather for TV fans is 2.21 hours as against 1.14 hours for radio listeners and .92 hours for newspaper readers and .28 for magazine readers.

CBS-TV then details what summer sponsorship does for advertisers. Most of them retained

Victor Drops Willson Show

NEW YORK, Nov. 24.—RCA Victor this week cancelled its radio series, "Meredit Willson Music Room," on the National Broadcasting Company. The program airs 10:30-11 p.m. Wednesdays. The cancellation is effective around the first of the year.

Victor is known to have been pleased with the show, but was forced to drop it due to budgetary necessity in its radio allocations. NBC probably will sustain the show. J. Walter Thompson is the Victor agency.

all their stations and in many cases increased their clearances; audiences were kept anchored to time periods for the big fall season and, in many cases, larger average audiences than even during the winter months were reached. ARB maintains that average ratings dropped only 8 per cent, that the average number of homes reached jumped 13.8 per cent, that average viewers-per-set dropped only 6.7 per cent, and that average number of viewers reached increased 8.9 per cent during the summer.

Since by staying on the CBS-TV network 52 weeks clients earn a 10 per cent discount, they get 5.2 of the eight summer weeks free. Actually these sponsors find that 65 per cent of their summer time costs are free. With the discount advertisers, therefore, naturally reach more viewers at a lower cost per thousand during the summer than during the winter.

FC&B Awarded Hoffman Ad Biz

HOLLYWOOD, Nov. 24.—Hoffman Radio Corporation is switching its \$1,000,000 annual ad billing from the Walter McCreery Agency to Foote, Cone & Belding, effective January 1, in a move aimed at patterning its ad drive after the TV-radio set manufacturer's intensified invasion into Eastern and Midwestern markets. Ten-year-old set manufacturing firm based on the Coast originally concentrated its set sales in the 11 Western States.

A few years ago Hoffman moved into the Southwest (Texas) market, and later stepped cautiously into the New York and Chicago markets. Eastern - Midwestern push by the manufacturer is skedded for further strengthening in 1952, altho firm will still avoid attempting to lock horns with the major manufacturers on a 100 per cent distribution.

Hoffman feels FC&B's nationwide resources will be needed for the forthcoming drive, thereby breaking his two and a half year affiliation with the McCreery firm.

EDITORIAL

Re-Evaluations

Don't get us wrong. We don't believe that the radio networks are deliberately attempting to devalue radio. Nor do we believe that the heads of the radio networks are falling into some subtle trap laid by the Association of National Advertisers, the American Association of Advertising Agencies, or any other such groups. Still we wonder . . .

It wasn't so long ago that the National Broadcasting Company attempted to institute a "realistic" rate cut in TV markets. That attempt died aborning. But shortly thereafter the Columbia Broadcasting System did institute an across-the-board network radio rate cut in all markets. Which, of course, was quickly followed by general rate cuts on the part of practically all the networks.

Now a couple of months ago NBC introduced its Economic Study Formula for re-evaluating radio rates. And this week CBS announced that it did not approve of a formula based on a three-year-old study for any re-evaluation of radio rates. It was setting about supporting a brand-new study on which any such re-evaluation would then be based.

We aren't nearly bright enough to know whether the NBC formula is proper and justified, nor is our crystal ball sufficiently unclouded to enable us to determine whether whatever formula CBS comes up with will be the answer.

We simply raise the somewhat timid question as to whether all this fuss about re-evaluation is actually necessary at all. And if it is, is it necessary to consider downward re-evaluations to any substantial degree, or should the re-evaluations be substantially upward? All we know is that magazines and newspapers have raised rates at a merry clip. We don't know of a single case where a major publication re-evaluated its rates downward.

And we know, too, that the evidence becomes clearer every day that television is not having nearly the devastating effect on radio listening which has been generally bruited about.

We have been running a new feature called "The Billboard Radio-TV Show Charts" in this publication the past three weeks. Last week a Nielsen study in this Chart feature showed that in New York, unarguably one of the most heavily penetrated TV areas, radio listening is actually up for October, 1951, as against October, 1950, in such hot TV times as 9-10 a.m., 1-2 p.m., 2-3 p.m., 6-7 p.m. (yes, that's 6-7 p.m.), 7-8 p.m. (yes, sir, that's 7-8 p.m.), 8-9 p.m. (you heard right, that's 8-9 p.m.)!

And our "Share of TV vs. Radio Audience" charts, city by city, have shown radio holding a very healthy part of its audience in Cincinnati, Philadelphia and Chicago, to name just three cities we've covered.

Maybe it's time for a re-evaluation of all the re-evaluation plans now going on. Maybe the whole radio story, network and local, gets down to the fact that a general rate increase is in order. We know, of course, that competition and free enterprise must come into play, particularly in an era such as this. We know that price-fixing restraint of trade and anti-trust laws eliminate any possibility of the various networks sitting down to discuss a mutual problem of this kind. But it seems to us just barely possible that a re-evaluation of the various re-evaluation plans might lead to a much healthier, over-all approach than seems to be shaping up at this minute.

Theater Cirk TV Deal Pending for Judy Show

NEW YORK, Nov. 24.—Judy Garland and her whole show, currently at the Palace, may be the first package to be televised over a closed circuit for theater audiences out of New York.

Huddles are now under way with the major talent unions in the Associated Actors and Artistes of America to devise some formula which will permit such closed circuit telecasts.

The ball is currently being carried by the Fabian chain, the other houses also are interested. The deal is to have the Garland show televised at the Palace sometime between now and Christmas, and send it out to all theaters on the circuit on the same basis as recent fights were handled.

The problem facing the talent unions is what to charge. It is estimated that total seating ca-

capacity will be in excess of 100,000, for about 40 theaters. More meetings are skedded for next week where the whole problem of telecasting theater shows and operas will be taken up.

Sports Liaison Plan Developed By RTMA Group

WASHINGTON, Nov. 24.—Many sided program aimed at closer harmony between TV industry and sports officials in order to foster more telecasting of sports in 1952 has been launched by the sports broadcasting committee of Radio-Television Manufacturers Association, it was announced this week. Keynote of the program is RTMA's previously announced plan to establish local committees of radio and television set distributors to cooperate with organized sports in promoting public attendance at sports events.

RTMA's 1952 program will also include:

1. Local distributor's sports committees contacting college officials, alumni, newspapers, and broadcasters prior to the Cincinnati convention of the National Collegiate Athletic Association early in January 1952.

2. If colleges agree to unrestricted TV in 1952, the distributors industry sports committees agree to help promote college football.

3. That RTMA be represented at annual meeting of college presidents next April, and at meetings of major and minor baseball leagues.

FCCer Favors Easton Station

WASHINGTON, Nov. 24.—Curtis B. Plummer, chief of the Federal Communications Commission Broadcast Bureau, this week declared that the Commission should grant standard broadcast facilities sought by both Easton Publishing Company, Easton, Pa., and Allentown Broadcasting Corporation, Allentown, Pa., to the former company "since we have determined that a greater need for additional local service exists in Easton than in Allentown."

FCC had earlier granted the facilities to Allentown, but on the Easton company's appeal, the U.S. Circuit Court of Appeals in May, 1949, remanded the case to FCC. Plummer pointed out that Allentown already receives primary service from several stations while Easton receives such service from only one station.

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

WASHINGTON, Nov. 24.—Principals in the proposed merger of United Paramount Theaters, Inc., and the American Broadcasting Company agreed this week to schedule the question of possible Paramount control over Du Mont interests as the first issue to be probed at the formal merger hearings set for January 15.

Meeting in the first of a series of pre-hearing conferences with the Federal Communications Commission officials and ABC and Paramount reps Tuesday (20), Allen B. Du Mont Laboratories, Inc., representative William A. Roberts vigorously objected to Du Mont's being made a part of the merger case, and predicted that, by bringing in so many issues, the FCC would have to extend the whole proceedings for as long as two years.

FCC hearing examiner Leo Resnick, however, still said he was allowing only about a month for the initial formal hearings. Tuesday's conference, designed to map out procedure for speeding up the hearings (The Billboard, November 24), will be followed by more such confabs, Frederick Ford, chief of the FCC's hearing division, said. After bowing to Rob-

erts' demands to schedule the Du Mont question first, conference members agreed on the following order of issues to be probed thereafter:

Procedure
1. Anti-trust features involved in the FCC's renewal of licenses of Paramount Television Productions, and of Balaban & Katz. The Balaban company has also been associated with Paramount interests.

2. FCC's consent to transfer control of Paramount Television Productions to Paramount Pictures Corporation, and Balaban & Katz to United Paramount Theaters, Inc. The Paramount TV company and the Balaban company have been tied to Paramount Pictures, Inc., subject of a U. S. Supreme Court anti-trust case.

3. The application of ABC and United Paramount Theaters, Inc., to merge.

4. Testimony on application of United Paramount Theaters, Inc. to transfer to the new merger corporation control of WSMB in New Orleans.

5. Application to transfer WBKB-TV in Chicago from Balaban interests to the Columbia Broadcasting System for \$6,000,000.

Conference members also agreed to try to speed up the merger case by settling some matters outside the regular hearing procedure. They decided to attempt agreement on facts in the Supreme Court case on Paramount Pictures, Inc.; settlement of such minor issues as property to be transferred, and to present to Ford summaries of the some 250 cases on the FCC docket which involve Paramount Pictures. Ford said he would study the summaries to determine which cases would require further details.

Those attending the conference, besides Roberts, Ford, and Resnick, were Paul Porter, representing Paramount Pictures, Inc., and Paramount Pictures Corporation; Duke M. Patrick, and Herbert Bergson, United Paramount Theaters, and James McKenna, ABC.

2 News Shows Shaky, But CBS Firms Others

NEW YORK, Nov. 24.—The Columbia Broadcasting System this week wrapped up a few small sales and found two of its 15-minute news shows shaky. On the positive side, Beltone Hearing Aid, which bankrolls a "World News Round-up" alternate Sundays 4:15-4:30, has decided to sponsor the show on a regular basis beginning tomorrow. Reynolds Metal has purchased two more trotting races from Hollywood Park, and Buick bought a single-shot sponsorship of "Meet Millie" on January 15.

Richfield is the client who is considering cancellation of two news shows. They are Charles Collingwood, Sundays 12:45-1 p.m., and Larry Le Seur, Saturdays 6:45-7 p.m. Morey, Humm & Johnstone is the Richfield agency.

CBS to Air 2 Drama Shows For Film Fund

NEW YORK, Nov. 24.—The Columbia Broadcasting System's radio division this week concluded a deal with the Motion Picture Relief Fund whereby the web would present two half-hour dramatic shows which are to feature film names in top motion picture vehicles. The two series will begin December 13, in the Thursday 9:30-10:30 periods.

Studios are to donate the stories, and the stars their talent. All monies, except production costs, go to the MPRF. The two shows will take the place of "Screen Guild Players," which for many years was a CBS radio feature.

Cowles Wants To Sell WCOP

WASHINGTON, Nov. 24.—For the second time in two weeks, Cowles Broadcasting Company revealed plans to cut back its FM and AM operations. Application was filed with the Federal Communications Commission this week for consent to sell the Cowles stations, WCOP and WCOP-FM, in Boston, to T. B. Baker Jr., A. G. Beaman, and Roy V. Whismand for \$150,000. Beaman and Baker are co-owners of WKDA in Nashville. Last week, the Cowles Company asked FCC consent to cut the power of its Des Moines, Ia., station, KRNT-FM.

FULL AGENDA

Details of NBC Affiliates' Talk Plans

NEW YORK, Nov. 24.—Pertinent portions of the agenda for the Fifth Annual Convention of National Broadcasting Company Affiliates in Boca Raton, Fla., November 28 thru December 1, were published in last week's issue. Full program follows:

Wednesday (28), 10 a.m.: Session called to order by Carleton Smith, vice president in charge of station relations; Niles Trammell, chairman of board, to make welcome address and present plaques to six stations which have been with NBC for 25 years; report from Jack Harris, general manager KPRC, Houston, and chairman of NBC Stations Planning and Advisory Committee; President Joe McConnell to make keynote address on web's radio and TV future plans.

Wednesday, p.m.: Session will deal with radio. Charlie Denny, exec veepee, will lead off the meeting, and will be followed by Bud Barry, veepee in charge of radio network programs; Henry Cassidy, director of radio news, special events and public affairs will follow Barry; John Herbert, veepee and general radio network sales manager, and Fred Dodge, director of merchandising, take turns after Cassidy.

Thursday, a.m.: Sylvester (Pat) Weaver, veepee in charge of television, will open this session, followed by Ed Madden, veepee in charge of TV sales and operations. George Frey, veepee in charge of TV sales; Ruddick Lawrence, director of TV sales development; Brigadier General Lyman Munson, director of TV network operations; Bob Shelby, director of TV engineering; Charlie Townsend, TV tech film director; Fred Shawn, director of TV production services; Joe Heffernan, financial veepee, Fred Wile, veepee and director of TV network production; Bob Sarnoff, veepee and director of TV unit productions; Dave Taylor, general production exec for TV—these will round out the Thursday a.m. session, followed by a special talk by prexy Joe McConnell.

Thursday, p.m.: Jack Harris will chair a special meet of the radio and TV affiliates.

Friday, a.m.: NBC execs will meet with affiliates on matters developed Thursday afternoon.

Bud Barry has an entertainment program lined up for each night of the convention. These will feature NBC performers.

25 TOP FLICKS ON BLOCK

Bank to Auction Top Pix Among TV Bidders

NEW YORK, Nov. 24.—Television's feature film market, currently anemic for lack of new product, will soon undergo a transfusion, via the distribution of more than 25 "A" budget flickers featuring such top stars as Charles Boyer, James Stewart, John Garfield and Jane Wyman. The Bank of America, which holds mortgages on the independently produced flickers (some as recent as 1947) this week put them on the TV block in an effort to recoup its investments.

Video film distributors, here and in Hollywood, are bidding for exclusive distribution rights to the pictures, many of which are in the multi-million dollar class. Bank of America wants a percentage deal on the films, and some distributors have offered them a percentage, plus a big cash advance. Films will make the TV rounds until the bank recovers money due; then returns will either revert to owners or to other creditors.

Trend toward TV in the banking field was first evidenced earlier this fall when the Chemical Bank and Trust Co., here, decided to release about 50 feature films to TV; also in a bid to make up losses sustained by its own in-

vestments in the flickers. This package, which includes several Film Classic features ("Texas, Brooklyn, and Heaven") went to Charles Weintraub's Quality Films outfit in Hollywood, which now holds exclusive TV distribution rights on the properties.

Chemical Bank deal involves an unusual sub-contract distribution set-up. Altho a distribution corporation has been set up especially to handle films for TV (thru the bank's lawyers, Gettinger & Gettinger, Inc.) the newly formed outfit merely passes the films along to Quality under a sub-contract arrangement. End result reportedly is a double turnover in commission returns on the films.

Gridcast Poll On NCAA Rules To Be Unveiled

NEW YORK, Nov. 24.—The National Collegiate Athletic Association is expected to hold a press conference Friday (30) in Philadelphia to release some of the results of the survey taken for it by the National Opinion Research Center.

The news shindig is being timed for the day before the Army-Navy game in the hope that most of the nation's sportswriters will be on hand for coverage. NCAA hope is that the NORC survey will make the NCAA look good.

NCAA this week also is sporting a shiner draped on it by Gov. Lawrence Wetherby, of Kentucky, who demanded that the United States government "break up" the athletic group's "illegal conspiracy." Wetherby was incensed against the refusal of the NCAA to permit the telecasting of the Kentucky-Tennessee football game from Lexington today after it had been sold out for weeks.

CRACKDOWN?

US May Hop On NCAA for TV Grid Ban

WASHINGTON, Nov. 24.—Neville Miller, Washington attorney for WHAS-TV, Louisville, revealed yesterday (23) that Justice Department officials had advised him they would soon notify the National Collegiate Athletic Association that its program of area blackouts of football games over TV is in violation of anti-trust laws.

WHAS-TV has sought the telecasting of the game between the Universities of Kentucky and Tennessee today, and the governors of Kentucky and Tennessee also had wired both NCAA and the Justice Department, demanding that the ban be lifted.

WNBT to Air For Charity

NEW YORK, Nov. 24.—In a chichi move to boost charity contributions, the Junior League is making plans for a Manhattan Mardi Gras, which will be televised over WNBT here on February 26 from 11 to midnight. If show is sold on a participation basis, top designers will act as sales shills, via the creation of elaborate costumes depicting each sponsor's trademark. However, if telecast is peddled to a single advertiser, designers will switch costume theme to New York scenes.

Gala will be staged in the Grand Ballroom of a local hotel, with Vaughn Monroe's orchestra and Tex and Jinx as emcees. Format calls for a parade and a crowning of a Mardi Gras Queen by New York City's Mayor. Fem will be elected by a jury of big name "Kings" from various fields including Monroe, Joe DiMaggio, Paul Whiteman and John Cameron Swayze. Jane Kalmus is serving in an advisory capacity to the League on the project. Remote will be produced by Fred Coe, under supervision of WNBT manager Ted Cott.

McNeill Mulls Simulcast Segs

CHICAGO, Nov. 24.—The decision of Don McNeill to take his "TV Club" off the air, and not try to sell it after Philco drops it December 19, was made because of the inability of McNeill to capture the formality of his radio "Breakfast Club."

McNeill said that some thought is being given to simulcasts of the "Breakfast Club," and also that he might like to do three or four TV shows a year on the line of the "Breakfast Club."

Shears Firm Buys 'Hands'

NEW YORK, Nov. 24.—Ellington agency this week bought "Hands of Mystery" on WABD, New York, on behalf of Wiss pinking shears. Sponsorship of the program is a test campaign, since the product hitherto was plugged via participations on the Kathi Norris program. "Hands" airs via the Du Mont web on Tuesdays, 10-10:30 p.m. EST.

U. OF P. TRIES AGAIN

Bids East Grid Org Relax Telecast Rule

• Continued from page 1

port such a policy at the forthcoming NCAA convention, and that "no act, policy, rule or regulation of ECAC" as a group or by agreement of two or more members be allowed to "contravene or impair the right of each, any or all of its members to freely contract with" any television station or network.

Raps "Force"

"The one-year control of television by the NCAA has resulted in widespread adverse public reaction to the NCAA and its member institutions in their intercollegiate athletic programs," Murray declared. "The attempt to force people to pay admission to stadiums by denying them the opportunity to see football games on TV is a bad example of commercialism in collegiate sports and adds to the criticism of our institutions on this score."

Murray held that permitting every institution to make its own TV arrangements "is consistent with the long-standing agreements with regard to radio broadcasting of the games." It is also consistent with the NCAA and ECAS constitution "which emphasizes institutional control of athletics," he said. Murray also pointed out that the NCAA and ECAC, "if centralized control is continued," may be faced with

anti-trust suits, such as those filed by the federal government against professional football associations.

He further noted that colleges generally receive substantial support from alumni and friends, "and we are not justified in excluding the general public from the privilege of seeing our athletic contests over television."

"Centralized national control brings with it many collateral results which are contrary to the basic principles of free institutions," Murray said. "If our members permit it and participate in such centralized nation-wide control over their athletic programs, they therefore weaken their own defense of essential academic freedom in each individual institution."

R. Abry ABC-TV's Eastern Sales Head

NEW YORK, Nov. 24.—Charles R. (Chick) Abry this week was named Eastern sales manager for the American Broadcasting Company's TV web. The post became vacant when Ed Friendly was upped to National Director of TV sales. Abry has been a TV account exec for ABC.

Tintair Drops 'Maugham' TV

NEW YORK, Nov. 24.—Tintair this week cancelled its "Somerset Maugham Theater" on the National Broadcasting Company's TV network effective at the end of its current cycle, December 10. The decision to drop the program and the alternate week 9:30-10:30 Monday slot on the network by Tintair greatly surprised web programming execs.

Expectations had been that Tintair would renew for another cycle, after which NBC-TV would come up with a weekly half hour time period. Martin Straus, Tintair's president, felt that the vehicle was losing its sales punch because of the alternate week treatment and the cancellation followed. Cecil and Presberry is Tintair's agency.

NBC-TV, meanwhile, is out camping on the doorsteps of sponsors with dramatic shows on other webs. Specifically the network would like to bring the "Celanese Theater" over from ABC-TV. Ellington is the Celanese agency.

J&J Buys Xmas Seg on CBS-TV

NEW YORK, Nov. 24.—Johnson & Johnson this week bought 3-4 p.m. Tuesday December 25 for its "Walt Disney Christmas Show," via the Columbia Broadcasting System's TV network. The program is a fantasy featuring Disney's famed animated characters.

In the short time that the network has asked for station clearances, all 40 outlets approached have agreed to accept the program. Johnson & Johnson wants 61 stations. Young & Rubicam is the agency.

MULTI-MILLION \$ BUSINESS

Chi Major Pic Buyer
Altho 129 Spots Fold

CHICAGO, Nov. 24. — Despite the fact that more than 125 Loop and neighborhood movie houses have closed here within the past year, Chicago, thru its four television stations, continues as a major film buyer. Latter medium will spend more than \$3,000,000 this year for feature length vintage flickers to cover its approximately 65 programs per week. In addition to the multi-million dollar film purchases, sponsors will spend close to \$5,000,000 for time.

Film sponsorship in the Windy City is paced by the automotive industry, both on an individual dealer and co-operative basis. This group accounts for approximately 75 per cent of the weekly presentations, while local firms in the sports, clothing and other fields account for another 15 per cent of the shows. The balance are bank-rolled via national accounts using spots before, after and during intermissions of the films.

Pioneer in the field is Jim Moran, head of Courtesy Motors, largest Hudson dealer in the world, who is now in his third year of continuous weekly film sponsorship. In 117 weeks, Moran has spent \$292,500 to present his series over WGN-TV each Sunday at 9:30 p.m. CST. Films, purchased from either the pic companies in Hollywood, or thru WGN-TV or WPIX, New York, average out slightly more than \$1,000 per week, while the time costs have averaged \$1,500 a week.

Family Appeal

Moran has made a special effort to buy only those films which appeal to a complete family group. Actually his costs per film range from a minimum of \$700 to as much as \$3,300. He has just completed a package purchase which will carry him thru the balance of the year, maintaining the over-all \$2,500 per show figure.

In addition to his films, Moran sponsors a full-hour variety show over WENR-TV Fridays, 10-11 p.m. CST. This program uses live acts appearing in Chicago who double into the TV stanza for scale rates. Here too Moran stresses family type entertainment.

Claiming that he has no plans to discontinue his television activities in the foreseeable future, Moran said at least 75 per cent of his business volume is attributed directly to the television shows, with the film stanza getting a major share of the credit. This is believed to be the case because Moran displays cars during his commercials on the film shows, while an announcer handles the usual blurbs, sans visual exhibits of cars, on the live airer.

Auto Dealers Compete

Another heavy user of film locally is Bud Hauser, head of the Hauser Nash agency. Competing with Studebaker (a dealer co-op sponsorship) on Saturdays over WNBQ, "Grand Marquee," the Hauser show future was assured this week when a \$150,000 deal was closed by the sponsor for films to run thru the coming months. Included in the titles involved in the deal were "Our Town," "Brewster's Millions," "My

KLAC Checks
Its Mail Pull
Via Drug Chain

HOLLYWOOD, Nov. 24.—Indie KLAC, continuing its drive to prove radio's drawing power in the Los Angeles seven TV station area, effected a tie-in with the Thrifty drug chain whereby the station will be able to check its mail pull. Larry Buskett, station's AM sales manager, closed a deal with Thrifty on a two-week "name the sundae" contest pitch to be plugged on the station on a Monday thru Saturday basis from 9 to 11 p.m., strong local TV time period. Test starts Monday (26).

Drug chain will get free plugs, while station will count mail return on the name contest, thereby checking its pulling power in the face of TV competition. Outlet earlier launched a spot-announcement campaign plugging benefits of advertising in general, radio in particular and KLAC specifically. This campaign is still being continued in an effort to remind local advertisers that radio is far from dead.

Son, My Son," and "Count of Monte Cristo."

In addition, Hauser, who has also sponsored a film seg on Wednesdays, over WGN-TV, will drop that show, but will add three new nightly strips of one-hour each. Longer features will be run in two installments on consecutive nights, while regular length pix will be held to one seg. All four weekly shows will be telecast via WNBQ. The Wednesday night WGN-TV film will be picked up by another sponsor, but no deal had been finalized this week.

In addition to its financial value to local outlets, film shows have served one other important role in building time and program sales. Moran, starting with film, graduated into the musical series, acting as his own emcee. Magees, a sporting goods retail chain, has added sporting events to its film coverage, and is currently picking up the tab for the Roller Derby videocasts. Leo Rose, a clothier, has added the Jesse Owens "Dixie Show Time," full hour amateur show, to its weekly sked, while Foreman Motors now has a quiz show as well as its film series.

Owners of WLIZ
To Buy WICC in
Duopoly Move

NEW YORK, Nov. 24.—In a move to legalize his new ownership share in WOR, here, Thomas O'Neil, veepee of Thomas S. Lee Enterprises and chairman of the Board of the Mutual Broadcasting System, is selling radio station WICC, Bridgeport Conn., to the Bridgeport Broadcasting Company, owners of WLIZ.

O'Neil's recent dip into Macy's radio-TV interests makes it mandatory for him to sell WICC, since, under Federal Communication Commission rules, it is illegal for one company to operate two stations in the same primary area.

If transfer is approved by FCC, the 25-year-old WICC will be under new management sometime after the first of the year, and WLIZ will seek a buyer for its own facilities. Station WICC will continue as a full time affiliate of the Yankee and Mutual Networks, according to Phillip Merryman, prexy and general manager of the Bridgeport Broadcasting Company.

CBS-Rogers
Talk Drama Seg

HOLLYWOOD, Nov. 24.—Ginger Rogers, who earlier this week signed a long-term \$1,000,000 Columbia Broadcasting System TV pact, will report to CBS Coast Programming Veepee Harry Ackerman immediately after the first of the year for a series of format huddles. Ackerman and Miss Rogers will study various program ideas for the actress, devoting the spring of 1952 to establishing the show, with kick-off skedded for fall.

Show will be a dramatic series, according to present plans. Final decision will be reached during the spring talks whether it will originate as a live series or via film. Pact calls for Miss Rogers' services 39 weeks a year. She was inked in New York by CBS Programming Veepee Hub Robinson. She's currently starred in Broadway's "Love and Let Love."

ABC '51 Profit
77G to Oct.

NEW YORK, Nov. 24. — The American Broadcasting Company and its subsidiaries, in the first nine months of 1951, showed a net profit after federal taxes of \$77,000.

In the same period of 1950, the web suffered a loss of \$877,000.

THIS, INDEED,
IS EDUCATION
FOR MODERNS

YANKTON, S. D., Nov. 24. —Radio station WNAX here has rigged up its own traveling modern radio-TV museum, featuring such famed props as Jack Benny's fiddle and Hopalong Cassidy's 10-gallon hat.

As an audience-promotion gimmick for WNAX-CBS stars involved, the station loans the display to retail stores thruout the Middle West for use as a store traffic builder. Store p.a.s are backed up by extensive tie-up promotion and advertising on the part of each retailer. Other props include Red Skelton's Mean Widdle Kid's slingshot; Gene Autry's cowboy hat; Nora Drake's nurse uniform; Bing Crosby's sport shirts; Charlie McCarthy's top hat; and Marie Wilson's bathing suit. Latter also figures in contests to determine which local fem can best fill it.

200G ACTION

Fighter Seeks
Damages for
TV Coverage

PHILADELPHIA, Nov. 24.—For his round of glory in the boxing ring, Al Ettore is asking television to pay him \$200,000 in damages. For three minutes in 1936, Ettore gave Louis a real fight before 40,000 fans in Municipal Stadium here. It was the third round. Ettore was knocked down in the first, battered in the second, "elled again in the fourth and counted out in the fifth while struggling to his feet. But for a single round—the third—Ettore had held his own against the man who became the world champ nine months later.

This week, Ettore filed a \$200,000 damage suit in U. S. District Court here, charging that movies of the bout had been televised without his consent, and that the TV narrator had robbed him of his moment of glory. Named as defendants were the Philco Television Broadcast Corporation, which operates WPTZ here; Chesbrough Manufacturing Corporation; Consolidated, sponsors of the televised fight films, and Clayton, Inc., advertising agency. Twice in two years, Ettore charged, the defendants had put on a "garbled and distorted" telecast of the bout.

"Out-Classed"

Conceding he lost four of the five rounds, Ettore said TV viewers and eye-witnesses felt he had "out-classed" Louis in the third. But the television narrator, he said, dwelt upon the beating he took in the other rounds and dismissed his performance in the third as "unimpressive and inferior."

Ettore, who lives in suburban Delaware County, asked for \$100,000 for allegedly unlawful invasion of his privacy, and another \$100,000 to compensate him for damage to his good name. His attorney said Ettore now operates a tavern where showing of revived films had subjected him to ridicule and loss of business.

Plan Dietrich
Seg to Follow
Winchell Show

NEW YORK, Nov. 24.—A new radio format was in the works for Marlene Dietrich this week at the American Broadcasting Company. The web is interested in having her air in the 9:15-9:30 p.m. Sunday slot, following Walter Winchell, and is developing a show consonant with the time period. Buzz Blair, producing the series, will cut audition wax within two weeks.

The dramatic format originally designed for Miss Dietrich, "Cafe Istanbul," still is being retained by the web, but will not be cut from its 30-minute length for the post-Winchell quarter-hour. The audition disk of "Cafe" was regarded as of excellent quality, so that show will be angled for a time slot of its own.

4-A's Board Offers Peace
Feeler in SAG-TVA Tilt

NEW YORK, Nov. 24.—The International Board of the Associated Actors and Artistes of America this week held out the olive branch to the Screen Actors' Guild in a resolution which moved for the creation of a committee to solve the difficulties between SAG and Television Authority over video jurisdiction.

The 4-A's has held that its resolution of April 19, 1950, which granted TV jurisdiction to TVA is unrealistic in light of recent National Labor Relations Board

developments. The NLRB rulings do not clearly give all live show jurisdiction to TVA or all film shows to SAG but establish the fact that the unions will have some jurisdiction in each field.

The hope is that both unions will face the fact that in some measure each is dependent upon the other. This means that if the SAG sets film rates, it affects the live contracts and vice versa. The 4-A's, therefore, believes that the time is over for disagreements and that the new committee can work out some sort of equitable agreement between the disputing unions.

Execs at TVA are also looking forward to new negotiations with SAG now that many theoretical labor aspects of the medium have settled into more practical molds. The new committee, however, will not meet with the SAG until after the TVA convention in early December.

CRYING NEED

Two Heads
Would Help
This TV Man

NEW YORK, Nov. 24.—Video performer Roberta Quinlan has been leading an increasingly complicated production life since she became her own producer. Latest gimmick, brainchild of director Dick Snyder, involved simultaneous screening of two different rear projection film views for a train scene.

Tricky film synchronization job utilized so many hand signals to cast that, at one point, the director (all hands occupied) resorted to sticking out his tongue for a particular cue. Since the Quinlan show only has two hours of camera rehearsal, Snyder always anticipates any technical fluffs, via the preparation of a cover-up signal. For instance, if the train scenic film had gone wrong, singer would have pulled down the window shade.

Intricate production pattern on the daily 15-minute WNBT show necessitates use of a full-time "card man," whose sole job is to letter and hold up lyrics and cue sheets. Working at least three weeks ahead, Snyder blue-prints each production number on paper, and farms out specific location assignments to free-lance camera men. Footage is then incorporated on the show, via rear projection screens.

Garry Moore Is
Sold Solid Now

NEW YORK, Nov. 24.—Owens-Corning Fiber-Glass this week purchased the sole unsponsored portion of the Garry Moore daytime show 1:45-2 p.m. Tuesdays. Client starts initial 13-week cycle on February 15 on the Columbia Broadcasting System's TV web. With Fiber-Glass, Moore will be s.r.o. again during his daytime video show.

Meanwhile, CBS-TV has brought Dick Lindroum in from the Coast to direct Moore's nighttime program, which is sponsored by Johnson's Wax on alternate Thursdays 8-8:30 p.m. Lindroum won attention as director of the Alan Young Show.

MUSIC WANTED
OF ALL NATIONS

NEW YORK, Nov. 24.—American Broadcasting Company's flagship here, WJZ-TV, is scouring the foreign film market this week in an effort to round up a group of musical shorts featuring Christmas carols of all nations.

Plan calls for station to program the international musical flickers as special sign-offs during the two weeks immediately preceding Christmas.

Expect Decision
On Fairbanks TV
Pix Tie-Up Soon

HOLLYWOOD, Nov. 24.—Final decision on the long-discussed Consolidated-Jerry Fairbanks TV film production tie-up will be made when Los Angeles Times publisher Norman Chandler, owner of KTTV and Consolidated, returns here from his European trip. Chandler is expected home within the next few weeks. Consolidated was originally formed two years ago to serve as a film production wing of a contemplated TV film network composed of newspaper-owned TV stations. Firm spent an estimated half million dollars in producing various series (Buster Keaton half-hour series, and 26 weeks of quarter-hour kid-strips, "Cyclone Malone" and "Jump Jump of Holiday House"), but earlier in the year suspended all production.

Production arrangement has been under discussion between Consolidated and Jerry Fairbanks whereby the latter would supply desired films for Consolidated's distribution. No deal has been closed, altho a general outline of terms has been made, pending Chandler's return.

Understood terms call for Fairbanks to share on a continuing basis in pix the firm produces for Consolidated with the producing firm cashing in on subsequent run revenue as well. Figure reported would give Fairbanks a 50-50 split with Consolidated, with Fairbanks contributing to production cost. Deal would leave Fairbanks free to produce TV films for the firm's own distribution as well.

Look Enters TV
Thru News Show

NEW YORK, Nov. 24.—Look Magazine, in collaboration with TV producer Joel Hammil, is readying a TV package which will feature a panorama of "news events tied up with the American scene, and a name emcee." Show's format will follow the picture magazine's editorial pattern, with special segs marked for theater, films, politics and sports.

Series will be packaged and peddled by William Morris Agency with Hammil as executive producer. In contrast to the "March of Time's" multi-local sponsorship deals for its current "Crusade" film package, the Look telecast will be screened live and offered to advertisers on a national sponsorship basis only.

McDonald to
NBC From ABC

NEW YORK, Nov. 24.—Joseph A. (Little Joe) McDonald will leave his post as veepee, secretary and general attorney of the American Broadcasting Company and will move over to the National Broadcasting Company in "an important executive position" effective January 1. He has been in broadcasting for over 20 years, mainly on the business and legal side.

McDonald is considered one of the foremost legalists in the industry, and is a specialist in labor matters. ABC recently added to its legal staff, Ed McCrossin, who formerly headed that division at the Du Mont web.

BUNDLING IS A NEW ART--- ON PHILA. KYW

PHILADELPHIA, Nov. 24.—A new version of back-to-back programing on a local level, called "bundling," has been inaugurated at KYW here. The technique is aimed at integrating as part of one complete package programs that have little or no relation to one another.

Station's entire two-hour period starting at noon, and tagged "Two-a-Day," features Gene Graves as the bundler. He opens and closes the show, delivers station breaks and exchanges greeting with personalities. The experiment is being watched with interest by other local program chiefs and, if it clicks, other stations may make use of the technique.

Roach Debuts Tele Pix Soon

HOLLYWOOD, Nov. 24.—Hal Roach Jr., back from New York where earlier this week he concluded a long-term production arrangement with Official Films' head, Ike Levy, said he will kick off production during the next four to six weeks on four half-hour TV film series for Official's distribution. Roach said the production budget will range from between \$12,000 to \$18,000 per 30-minute seg on the yet unnamed series. Name personalities will be used, Roach said.

Production will be gradually increased, he said, to include other TV film programs after the initial four get under way. Roach said his 18-acre Culver City lot is sufficiently flexible to permit considerably increased production, in addition to present producers who lease facilities, and should Official's demands exceed the Roach lot facilities, he said he could easily rent facilities elsewhere.

Roach appeared considerably impressed with Levy's production plans for Official, pointing out that the firm's sales plan was set up to handle national as well as regional and local accounts. William Morris Agency will rep Official in national sales, while the distributing firm itself will handle regional and local sales.

Roach said the deal was not a merger as in the case of the recently dissolved short-lived affiliation between Official and Jerry Fairbanks Productions, but indicated that it could develop into a much closer affiliation if initial productions and sales plans click. Roach said he will participate in financing the pix and thereby retain partial ownership in the productions from which he will gain continuing revenue from subsequent runs.

"Passport to Danger," a 30-minute series starring Caesar Romero, may precede the first four series for Official's handling, according to Roach. Romero series, he said, started out as his own production and is now being weighed by Columbia Broadcasting System execs. In the event a CBS deal doesn't materialize within the immediate future, Official's Levy will take it as the first of the Roach series, while the other four go into production. Series of four, he said, still remained unnamed and uncast.

NEW YORK, Nov. 24.—Official Films this week was dickering with Douglas Fairbanks Jr. to distribute the re-edited films which starred his famous father and which he inherited from Doug Sr. Negotiations, however, are only in an early stage. There is a question of ownership as Sylvia Fairbanks Gable, the former Mrs. Fairbanks, has claimed that she has some equity in these films.

KNBH Mulls James Sat. Night Show

HOLLYWOOD, Nov. 24.—KNBH is mulling a 30-minute Saturday night Harry James band show to be pulled in remote from Santa Monica's Casino Gardens. Music Corporation of America is tepping James in the local TV seg series. If concluded, series will give the three beach-front danceries TV origination points, with Spade Cooley's Santa Monica ballroom and Ocean Park's Aragon serving as TV dance remotes for KTLA segs.

"BIG TOWN"

To Be Heard Over 2 Webs During Switch

NEW YORK, Nov. 24.—"Big Town" will be on two radio networks for about four weeks as a result of its recent switch from the National Broadcasting Company to the Columbia Broadcasting System web facilities. The Lever Brothers property is skedded to make its last broadcast over NBC on December 25, the end of its cycle there.

The program however, will be carried as a sustainer by CBS beginning December 5. On January 2, it starts its commercial run on the CBS web. Show will be carried as 30-minute program as a CBS sustainer, but cuts to 25 minutes when it becomes sponsored on the network. "Big Town" goes Wednesday 8-8:25 as a CBS sponsored program.

Town Hall Series Re-Pacted by ABC

NEW YORK, Nov. 24.—The American Broadcasting Company this week concluded a 52-week renewal pact with Town Hall.

The deal assures continuance of the "American's Town Meeting" series for another year.

CHINCHILLA TV SELLS VIA 'FUN'

HOLLYWOOD, Nov. 24.—TV's versatile sales power knows no bounds. Tomorrow chinchilla breeder E. J. Donovan will harness tele's sales powers via a weekly quarter-hour KNXT series aimed at selling chinchillas for home breeding purposes at \$1,650 per pair. Series is tagged "Fur Fun," featuring films treating the ease with which the little animals can be raised. For the benefit of potential breeders, each week's seg will show evidence of their rapid growth. Seg was sold on a 50-50 p.l. basis.

Kroger Will Not Renew Young Show

NEW YORK, Nov. 24.—Kroger will not renew its sponsorship of the "Alan Young Show" on a 15 station Columbia Broadcasting System Midwestern network at the end of its current cycle. The comedian, however, will continue to be sponsored by Esso in the East in the Wednesday night 9-9:30 spot. Ford has the program in Los Angeles. Ralph H. Jones is the Kroger agency.

WJBK-TV Sells 72G

DETROIT, Nov. 24.—WJBK-TV, here, sold a record \$72,000 in video time during the current week. Among clients buying time were Drewry's Limited, Pfeiffer brewing and Procter & Gamble.

ROMANCING VIDEO

Talent Firms Shift Men to TV Liaison

• Continued from page 1

has had intimate working relationships with NBC for some time, and now is expanding its service to the other webs as well. Hal Kemp last week moved out of the Morris office, where he handled details on "All Star Revue," to a post with NBC, where he will be a production exec. Kemp recently has been on the Coast for the Morris office, servicing Hollywood originations of such NBC stars as Ed Wynn and Jimmy Durante. His Coast replacement has not yet been set.

However, in New York, one of the coming young men in the Morris set-up, Lou Weiss, has been shifted from the cafe department to TV. Weiss, working under Harry Kalcheim, is slated to do more than service top NBC

Tenn. Broadcasters Meet at Nashville

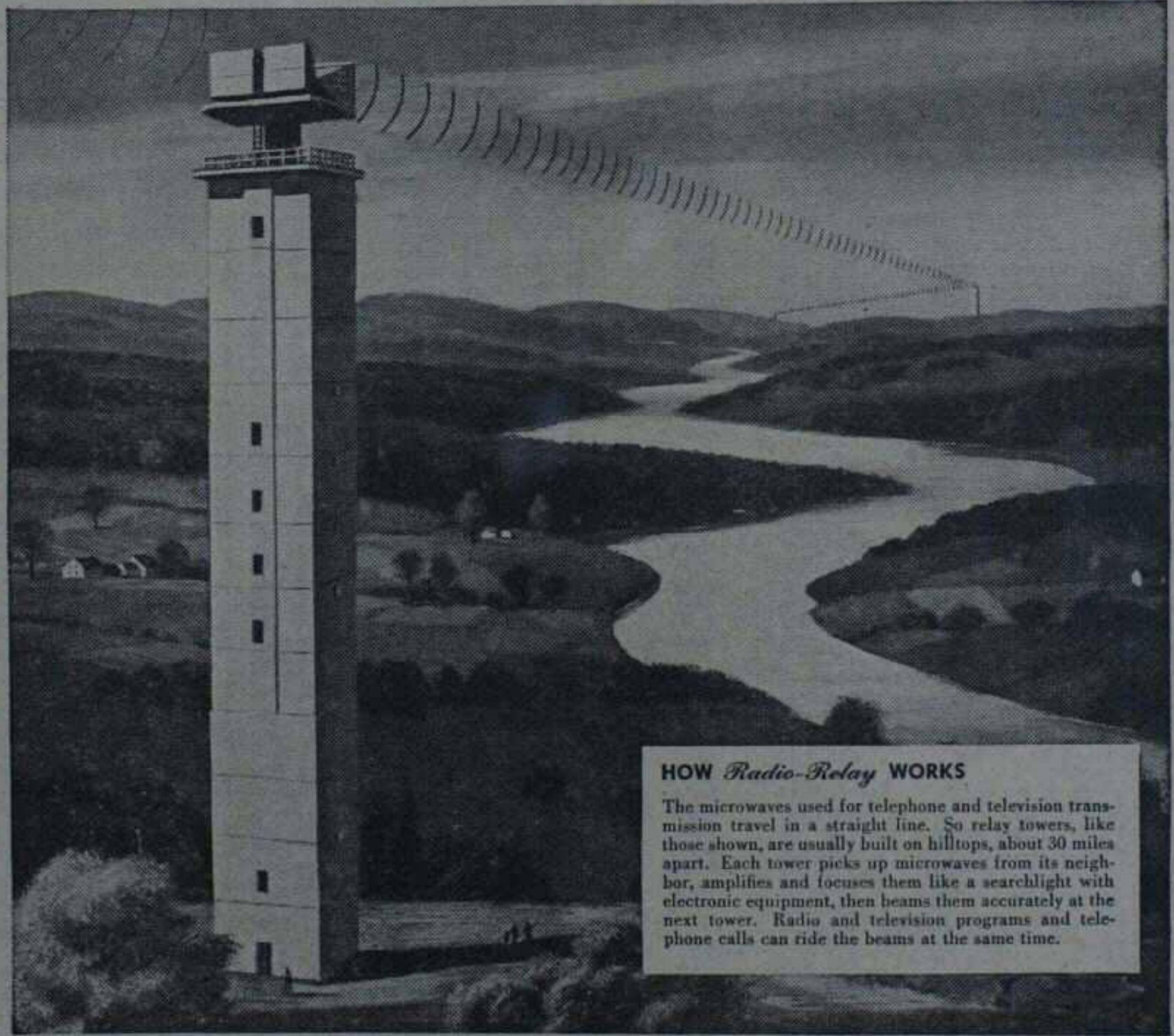
NASHVILLE, Nov. 24.—Tennessee Association of Broadcasters will hold its state meeting here at the Andrew Jackson Hotel Monday, December 3. One day meet will be presided over by prexy Frank S. Proctor of WTJS, Jackson, Tenn.

shows. His duties are due to be expanded to embrace the other networks as well. Sandy Glass, who has been handling club dates at the Morris office, will move into Weiss' old cafe slot.

Other personnel shifts are in the works both at Morris and MCA, as the big guns open up still more in the talent battle. And behind the executive transfers, the overall strategy plans are being stepped up further.

Cantor TV Rd. Seg at Air Base

HOLLYWOOD, Nov. 24.—Eddie Cantor becomes the first of the National Broadcasting Company's top personalities to take TV on the road (The Billboard, November 24) when he originates the "Colgate Comedy Hour" from Santa Ana Army Air Base on December 9. Seg gives Cantor an additional Colgate show. Program's format will be altered to fit the production restrictions of the service camp remote, first coast-to-coast TV show to be beamed from a military installation.



HOW Radio-Relay WORKS

The microwaves used for telephone and television transmission travel in a straight line. So relay towers, like those shown, are usually built on hilltops, about 30 miles apart. Each tower picks up microwaves from its neighbor, amplifies and focuses them like a searchlight with electronic equipment, then beams them accurately at the next tower. Radio and television programs and telephone calls can ride the beams at the same time.

New skyway spans nation with words and pictures

On September 4, the Japanese Peace Treaty Conference at San Francisco was flashed by *Radio-Relay* and coaxial cable facilities to viewers throughout the nation, and coast-to-coast television was a reality.

This transmission of pictures across the United States has been made possible by the new transcontinental *Radio-Relay* system of the Long Lines Department of the American Telephone and Telegraph Company.

Behind this system are years of research and millions of dollars. Special equipment had to be designed and built. Personnel had to be trained in its special use.

Today, the value of the Bell System's television network stands close to \$85,000,000. Yet the charges for the use of this network are low — averaging about 10 cents a mile for a half-hour program. This includes both video and audio channels, all station connections, switching and local channel charges.

BELL TELEPHONE SYSTEM



Providing transmission channels for the radio and television industries today and tomorrow.

THE BILLBOARD

Radio-TV Show Charts

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

Top 10 TV Shows Each Day of the Week in ATLANTA (126,000 TV Sets; Videodex Panel Size 350)

... According to Videodex Reports

Table listing stations and their affiliations: WAGA-TV (Fort Industry Co., CBS, Du Mont), WLTV (Broadcasting Int., ABC), WSE-TV (Atlanta Newspapers Inc., NBC)

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

THE Videodex October report in Atlanta was made the week a third station, WLTV, took to the air there. And at the same time WSB-TV switched from channel 8 to channel 2.

The time slot of the greatest amount of viewing in Atlanta was 8-9 p.m. Tuesday, when "Texaco Star Theater" on WSB-TV stood up against a non-web wrestling telecast on WAGA-TV.

7 P.M. to Sign-Off

Table of TV show ratings for Sunday, 7 P.M. to Sign-Off. Shows include Comedy Hour, What's My Line, Red Skelton, Philco TV Playhouse, Fire in the City, Laurel and Hardy, This is Show Business, Fred Waring, Feature Film, and Sinclair Theater.

Table of TV show ratings for Monday, 7 P.M. to Sign-Off. Shows include Talent Scouts, Racket Squad, You Asked for It, What's My Name, Lux Video Theater, Cisco Kid, Studio One, CBS News, Camel News Caravan, and Lights Out.

Table of TV show ratings for Tuesday, 7 P.M. to Sign-Off. Shows include Texaco Star Theater, Fireside Theater, Circle Theater, Beulah, Original Amateur Hour, Wrestling, Crime Syndicated, Suspense, Feature Film, and Camel News Caravan.

Table of TV show ratings for Wednesday, 7 P.M. to Sign-Off. Shows include Godfrey and Friends, The Web, Strike It Rich, Feature Film, Chance of a Lifetime, Pabst Blue Ribbon Bouts, Kraft TV Theater, Inside Outdoors, Break the Bank, CBS News, and Perry Como.

Table of TV show ratings for Thursday, 7 P.M. to Sign-Off. Shows include You Bet Your Life, Amos 'n' Andy, Alan Young, Lone Ranger, Big Town, Camel News Caravan, Racket Squad, Ford Festival, T-Men in Action, Martin Kane, and Crime Photographer.

Table of TV show ratings for Friday, 7 P.M. to Sign-Off. Shows include Playhouse of Stars, Man Against Crime, Mama, Quiz Kids, Big Story, Boston Blackie, Perry Como, We the People, Live Like a Millionaire, and Aldrich Family.

Table of TV show ratings for Saturday, 7 P.M. to Sign-Off. Shows include Ken Murray, Your Show of Shows, Your Hit Parade, One Man's Family, Beat the Clock, All Star Revue, Atlanta Premiere, Crusade in the Pacific, Wrestling from Hollywood, and Hour of Mystery.

NBC Estimated TV Set Ownership: Atlanta 126,000 sets.

FOR FULL INFORMATION

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

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

For Nielsen, write A. C. NIELSEN Company, 2101 Howard Street, Chicago.

CAPSULE COMMENT

Opera Cameos (TV) WPIX, New York, Sunday (18), 7:30-8 p.m. EST.

An unpretentious and effective program, "Opera Cameos" should delight viewers interested in more than the usual diet of popular music.

Little Tom Tom and His Wigwam Party (TV), Wednesday (21), 5-5:15 p.m. EST.

This puppet telecast featuring a pint-size injun brave is a most promising new entry in the kid show category on WOR-TV.

Toast of the Town (TV), CBS-TV, Sunday (18), 8-9 p.m. EST.

Messrs. Ed Sullivan and Marlo Lewis returned to the mature, classy type of telecasting they achieved with the Hammerstein story a couple of months back.

Show started with a few tearful frames from the film "The Best Years of Our Lives." Sullivan pegged the hour on the idea that one of the major influences in Sherwood's life was a zoological specimen named Adolph Hitler.

Holiday Hints (Television), WJZ-TV New York, Friday (23), 10-10:30 p.m. EST.

Hints on what to buy for Christmas is the basis for this show. It resolves into the kind of video which frightens people back to radio.

Top 5 Radio Shows Each Day of the Week in DETROIT (860,900 Radio Homes)

... According to Pulse Reports

Table listing radio stations and their affiliations: CKLW (50,000 w., MBS), WJBK (250 w., Ind.), WJLS (250 w., Ind.), WJR (50,000 w., CBS), WWJ (5,000 w., NBC), WXYZ (5,000 w., ABC Michigan Radio Network)

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

THE "Lux Radio Theater" was by far the top radio show in Detroit during September and October, the top listening period was Wednesday, 8 p.m., when CBS had "Mr. Chameleon" the first half hour and "Dr. Christian" the second.

The percentage of Detroit homes using radio during the average quarter hour in this period was 20.2, an increase of one whole point from the Summer listening.

7 P.M. TO MIDNIGHT

Table of radio show ratings for Sunday, 7 P.M. to Midnight. Shows include Walter Winchell, Louella Parsons, Corliss Archer, Horace Heidt, Theater Guild.

Table of radio show ratings for Monday, 7 P.M. to Midnight. Shows include Lux Radio Theater, Bob Hawk, Godfrey's Talent Scouts, Suspense, Railroad Hour.

Table of radio show ratings for Tuesday, 7 P.M. to Midnight. Shows include Big Town, Life with Luigi, Beulah, Jack Smith, Club 15.

Table of radio show ratings for Wednesday, 7 P.M. to Midnight. Shows include Great Gildersleeve, Dr. Christian, Mr. Chameleon, Beulah, Jack Smith.

Table of radio show ratings for Thursday, 7 P.M. to Midnight. Shows include Dragnet, Hallmark Playhouse, Counterspy, FBI in Peace and War, Mr. Keen.

Table of radio show ratings for Friday, 7 P.M. to Midnight. Shows include This is Your FBI, Beulah, Boxing, Jack Smith, One Man's Family.

Table of radio show ratings for Saturday, 7 P.M. to Midnight. Shows include Gangbusters, Gene Autry, Twenty Questions, Who Ya Laughin' At, Take a Number.

6 A.M. TO 6 P.M.

Table of radio show ratings for Monday-Friday, 6 A.M. to 6 P.M. Shows include Arthur Godfrey, Helen Trent, News (White), Wendy Warren, Aunt Jenny.

Table of radio show ratings for Saturday, 6 A.M. to 6 P.M. Shows include Minute Parade, Topic for Today, Theater of Today, My Secret Story, News (White).

Table of radio show ratings for Sunday, 6 A.M. to 6 P.M. Shows include Detective Mysteries, The Shadow, Drew Pearson, Nick Carter, The Whisperer.

Top 10 TV Shows Each Day in WASHINGTON based on Videodex Reports

NEXT WEEK

Top 5 Radio Shows Each Day in BOSTON based on Pulse Reports

Radio-TV Show Charts

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

Cost Per Thousand Top 15 TV Shows

... According to Videodex Reports

RADIO listening in New York television homes increased in certain choice time slots this fall as compared with the same period a year ago.

In the 11-Noon slot, for instance, in which radio in TV homes suffered its greatest decline in the year, radio still attracted more than 435,000 out of New York's 2,500,000 TV homes.

The following chart, prepared exclusively for The Billboard by A. C. Nielsen Company, shows the viewing and listening pattern in New York television homes during the four weeks ending October 13, 1951, and compares it with the same period in 1950.

The chart shows that video viewing increased in the year in every time slot except 9-10 a.m. and 5-6 p.m. Radio listening in video homes increased in the 9-10 a.m. slot as it did 1-3 p.m. and 6-9 p.m.

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

Average use of radio in TV homes per day increased by 1 minute in the year. But its ratio to TV viewing declined by 4.7 per cent.

Table with 5 columns: Rank, Number of Cities, Videodex Rating, Cost Per Thousand Homes, Viewers Reached, Cost Per Thousand Viewers. Lists top 15 TV shows like Texaco Star Theatre, Red Skelton, Talent Scouts, etc.

*The cost-per-thousand figures are based on the additional television production cost of the Talent Scout simulcast. **Talent production costs supplied by The Billboard. NOTE: The World Series (53.9 rating) is not included in the above list.

CAPSULE COMMENT

Studio One (TV), CBS-TV, Monday (19), 10-11 p.m. EST. Worthington Miner brought forth Raymond Chandler's 'The King in Yellow' with an able cast headed by Jack Palance and Carol Bruce.

Ruby Mercer and Ted Haig Music We Like (Radio), WOR, Saturday (17) 11:15-11:30 p.m. EST. Musically this show is a pleasant 15 minutes of chatter and classical disk spinning, with emphasis on the lighter side of the longhair field.

I Love a Mystery (Radio), WOR, New York, 10:15-10:30 p.m. EST. The familiar Carleton E. Morse package has been converted into an across-the-board item. Result is a nighttime soap opera which doesn't figure to please either the whodunit fans, the Morse followers or the soap opera enthusiasts.

Take Two (TV), WBKB, Tuesday (20), 9:30-10 p.m. CST. Production errors marred the debut of this standard quiz program. A good panel, competent emcee Jack Drees and enough

visual gimmicks to give it movement made the show promising if the mechanical kinks are ironed out. (See full review this issue.)

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ing's top spot with a poignant scene from 'Come Back, Little Sheba.' Brynner scored with a couple of talk-song numbers, and revealed himself as a deft comedian when he teamed up with Tallulah Bankhead on a short-snorter chorus of 'Peony Bush in My Garden.'

Last half hour was dedicated to 'Show Biz,' the new Abel Green-Joe Laurie Jr. book. Fred Allen really hit his old stride here in a reminiscing bit with frau Portland Hoffa about their early vaude days. (e.g.: 'Where does your lap go when you stand up?—It runs around behind you and shows up under another name.')
Bruce and Dan in the Chickwagon (Radio), WOR, New York, Monday (19), 8-8:30 p.m. EST. Nothing more nor less than a typical platter-chatter-comedy show, the Bruce Eliot and Dan McCullough half hour manages to miss being anything but a routine job. Many another show of this type does it all better. The boys have some acting talents, but the material is standard at best. (See full review this issue.)

See It Now (TV), CBS-TV, Sunday (18), 3:30-4 p.m. EST. A program based upon a documentary presentation of the week's news, this show shapes up as a milestone in TV programming. It recaptures the excitement of news broadcasting techniques developed in the early 1940's, adding to this additional dimension impact of sight. Dramatically and expertly edited. (See full review this issue.)

RCA Victor Show (TV), NBC-TV, Friday (23), 8-8:30 p.m. EST. New half-hour seg, starring Ezio Pinza, got off to a solid start. Angle will evidently be the usual one, featuring romantic basso charm, while having him play it down by kidding himself. Current format calls for two guest stars on each program. Jane Frohman and Lew Parker each contributed excellently on the first one. Smart personality projection makes the series look like a winner. (See full review in this issue.)

Portraits In Sports, (Radio), NBC, Friday (23), 10:30-10:45 p.m. EST. A hokey, hyped up job of re-creating the life of a sports figure by Bill Stern. The sportscaster sounded as if he were running a fever as he ran thru the gamut of adjectives. Broadcast was about the conversion of Lippy Durocher, that much maligned lad with the heart of gold. (See full review this issue.)

Tom Corbett — Space Cadet (Television) ABC-TV, (21), 6:30-6:45 p.m. EST. This kid science-fiction series continues to be one of the slickest production jobs on TV, smoothly paced with nary a hitch to jolt viewers out of its futuristic pattern. On the show caught director George Gould, pulled off a particularly effective underwater scene on another planet, via 'The Gismo.' Latter is a Gould invention which allows him to superimpose an entire set upon another set without objects being transparent. The effect was startlingly realistic, with the cadets apparently tramping about on the ocean bottom, while fish swam all around them. A bubbling mudflat was duplicated by merely superimposing the cadet set upon a blowup set of boiling cereal against a black background, which gave the impression that the men were wading thru thick mire.

RTMA Urges Course WASHINGTON, Nov. 24. — A program to improve the servicing of TV sets was announced this week by the Radio-Television Manufacturers Association. The RTMA will recommend TV servicing courses in some 2,500 vocational schools. It has engaged the Radio Corporation of America Institute to write a syllabus on TV for high schools and one for adult use.

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Share of Total Audience Radio vs. TV... DETROIT

... According to Pulse Reports, Sept.-Oct., 1951

Table comparing 7 P.M. to Midnight and 6 A.M. to 6 P.M. audience share between Television and Radio for various days of the week.

TOP TEN TV PROGRAMS

October, Detroit Tele Pulse

- 1. TEXACO STAR THEATRE... 39.4
2. FIRESIDE THEATRE... 30.3
3. SOUND OFF (Hope)... 29.8
4. MAN AGAINST CRIME... 28.5
5. STUDIO ONE... 27.3
6. YOUR SHOW OF SHOWS... 26.6
7. PLAYHOUSE OF STARS... 26.5
8. TV PLAYHOUSE... 26.4
9. COMEDY HOUR... 26.1
10. GODFREY & FRIENDS... 26.1

TOP TEN RADIO PROGRAMS

September-October, Detroit Radio Pulse

- 1. LUX RADIO THEATRE... 10.7
2. BOB HAWK... 8.2
3. DRAGET... 8.0
4. WALTER WINCHELL... 8.0
5. HALLMARK PLAYHOUSE... 7.9
6. GODFREY'S TALENT SCOUTS... 7.8
7. BIG TOWN... 7.4
8. COUNTERSPY... 7.4
9. FBI IN PEACE & WAR... 7.2
10. MR. KEEN... 7.0

NEXT WEEK:

Pulse Study of Radio Vs. Television

SHARE OF AUDIENCE in BOSTON

FCC Okay for WOR Deal Asked By General Tire

WASHINGTON, Nov. 24. —Federal Communications Commission approval was asked this week for the proposed plan to add WOR, WOR-FM, and WOR-TV, in New York, to the already extensive broadcast holdings of General Tire and Rubber Company. The sale would bring R. H. Macy and Company Incorporated, present owner of WOR, an estimated minimum of \$4,511,840 in cash, stock, and other assets, according to Ralph Walker, of the firm of Pierson & Ball which filed the application with FCC. The application also states that General Tire will gain an additional 25 shares of stock in Mutual Broadcasting System. This stock, when added to General Tire's present 38 per cent interest in Mutual, of course gives General majority control of the network.

The WOR transaction would come about through the merger of its licensee, General Teleradio, Incorporated, owned wholly by Macy's, into Thomas S. Lee Enterprises, Incorporated, owned wholly by General Tire, according to the application. Macy would receive \$1,300,000 in cash; \$1,200,000 for WOR Program Service, Incorporated; \$1,350,000 for a note of that amount now payable to Macy's; Teleradio's net quick assets, which Walker estimates will reach approximately \$574,000; and 732 shares in Lee Enterprises. Present declared value of Lee stocks is \$120 per share, giving the amount to go to Macy's a total declared value of \$87,840. Future value is a matter of con-

KOVACS GETS HIS OWN GOAT

PHILADELPHIA, Nov. 24. —Ernie Kovacs, who never passes up a gag for his early-morning TV show on WPTZ, has added auditioning goats to his 'Three to Get Ready' show. A role in the local performance of 'The Rose Tattoo' show at the Locust Street Theater went to the winning goat. Asked how he determined the winner, Kovacs allowed he selected the goat who look most like him. Asked if he learned anything from the experience, Kovacs stated: 'Yes, never bring three live goats into a closed studio at 7:30 in the morning!'

siderable speculation, however, in view of the General Tire's many profitable holdings which include the Yankee Network; KHJ-TV, in Los Angeles; and WNAC-TV, in Boston.

By absorbing Teleradio into Lee, General Tire not only acquires the 25 Mutual shares, but 2,103 shares of common stock in Broadcast Music, Incorporated. The application states that since Lee Enterprises already operates seven stations, it will dispose of WICC in Bridgeport, Conn. after acquiring WOR. Provision is also made in the transaction for Macy's to lease to Lee its studio and transmitter properties for \$315,000 a year along with renewal and purchase options.

Samuel Northcross Upped at Esty TV

NEW YORK, Nov. 24.—Samuel Northcross has been appointed veepee of the TV department of the William Esty Company. He joined the agency in 1949 after previously having been with Audience Research and Young & Rubicam.

LINE FORMS AT CENTER

Packagers, Agencies, Nets, 2 Each, in Act

NEW YORK, Nov. 24.—E. H. Little, president of Colgate-Palmolive-Peet, and other top brass of that firm, this week huddled to peer at nine samples of two new TV shows offered for Colgate sponsorship. Two agencies are vying to place the business, each having submitted the product of a different packager. Shows in the battle are "The Big Payoff," a Walt Frammer package, offered thru William Esty Agency, and the Jan Murray show, a Louis

Cowan stanza, submitted thru Sherman & Marquette. There also is a Columbia Broadcasting System vs. National Broadcasting Company angle.

However, one thing seems certain: whichever show is selected, if either one is bought, Colgate's TV soap opera, "Miss Susan," is almost sure to be axed from its 3-3:15 p.m. slot across the board on NBC-TV. Colgate is expected to buy one of the two shows and place it either in the 3-3:30 time on NBC-TV, or into the 11:30 a.m.-noon strip on CBS-TV which now houses "Strike It Rich," which Colgate bankrolls on Mondays, Wednesdays and Fridays. In the latter event, "Strike It Rich" might move over to the NBC time.

The Frammer package, "The Big Payoff," is virtually a straight audience participation show. It features Bess Myerson, the former Miss America, and is modestly budgeted. The Cowan Show, starring Jan Murray, is a more elaborate combination of audience participation and revue, with the accent on entertainment. Besides Murray, cast includes Judy Lynn, Frank Stevens and Elliott Lawrence musical combo. Budget is generally estimated at 50 per cent higher than the Frammer show. A final decision is due by Colgate in about a week.

EVERYBODY'S HAPPY

CBS Deals 5 Programs To WGN-TV

CHICAGO, Nov. 24.—The reluctance and in some cases inability of WBKB, Chicago outlet for Columbia Broadcasting System TV, to clear time for CBS daytime shows was responsible for CBS making a deal to have WGN-TV carry five programs. They are "Strike It Rich," "Love of Life," "Search for Tomorrow," "Mike and Buff" and Mel Torme.

WGN-TV formerly was the full-time CBS outlet here. It will continue as Du Mont affiliate. The deal is beneficial on all sides—WGN-TV strengthens its daily programming, WBKB can keep the local shows it wants so badly, and CBS gets an outlet in the second largest market.

Treyz Shifts To Weintraub

NEW YORK, Nov. 24.—Oliver Treyz resigned this week as research director of the American Broadcasting Company.

He is slated to join the William Weintraub Agency in an executive capacity concerned with campaign planning.

Don Hirsh Joins Foley and Gordon

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

PUBLICITY

FOR YOUR TALENT, TUNE, RECORD OR SELF

In these days of fierce competition, with the supply far ahead of the demand in all fields, you can't get anywhere if your head (or talent, or tune, or record, or self) is buried.

Disk jockeys receive more records than they can listen to, let alone play. They have come to rely more and more upon the advice of those who have to sell them, not just once, but month after month.

Talent agencies sell talent that has become established. They do not have the time, nor facilities, to build talent.

Publicity costs money, but it also is costing you money if your product or your talent is not earning the maximum.

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TAKING CURSE OFF SPORTS— BY SPECIAL GAB

DES MOINES, Ia., Nov. 24.—Alarmed by the growing hullabaloo against "over-emphasis of sports" in schools, Station KRNT here has hit on a clever counter-measure for its football game broadcasts this season.

Immediately before the Saturday play-by-play reports, the station airs a 15-minute speech by an official of the opposing college, especially taped in advance for KRNT. Talk points up scholastic values of the school, but at the same time reiterates belief in "healthy competition on the field."

EDUCATIONAL TV

WCBS Allots Air Time, as Does ABC Web

NEW YORK, Nov. 24.—WCBS-TV, here, this week was about to grant a half hour of Sunday afternoon time to a group of educators starting in late January. Time slot is to be programed by the educators without any supervision by the station so that they will have the chance to show their savvy. A meeting of the group is to be held with film distributors and packagers Tuesday (27) to look at availabilities.

Meanwhile, beginning Sunday, December 2, the American Broadcasting Company will present another educational series in co-operation with the faculty and the students of Columbia University. These televised classroom discussions are tentatively titled "A Look at the Future."

Theaters May Extend Sports For Telecasts

• Continued from page 1

son, to develop local interest on the part of theater goers. By the time the National Invitation and Olympic tourneys come up in March, most houses are likely to become steady users.

Hockey also is arousing some interest on the part of exhibitors, but no schedule has been prepared as yet. One house, in a National Hockey League city, has sounded out TNT about picking up New York games played by the team from its city.

Track meets and some basketball games may be faced with one problem, that of Saturday night airings. It has not yet become clear how exhibitors feel about taking theater TV events which occur on Saturday nights, but some houses are known to believe that they can hypo business by using such events along with their top film feature.

Creig Counsel Denies Evasion

WASHINGTON, Nov. 24.—In a letter to Federal Communications Commission this week Paul Porter, representing Eastern Radio Corporation, denied charges by WEEU, in Reading, Pa., that there had been "misrepresentation" in statements on stock ownership contained in Eastern's application for permit to build an experimental TV station in Reading, WEEU, which seeks FCC denial of Eastern's application, had pointed out that Eastern stock owner Humboldt J. Creig, at one point testified that he had owned stock in Eastern since its inception in 1944, and at another point asserted his stock was acquired in 1946. Porter maintained that Creig's testimony indicates "not evasion," but "rather hesitation and difficulty" in remembering events long before consummated.

Philco Show Revives Short-Wave Interest

NEW YORK, Nov. 24.—A revival of interest was seen in sponsorship of commercial radio shows short-waved to listeners abroad, following the immediate success of the new Philco stanza, "Philco Rendezvous." This stanza, Artists Corporation of America, began broadcasting four weeks ago for Philco International, beamed at Latin American countries, via the powerful transmitter of WRUL, Boston. Results of a mail pull gimmick have proved astonishingly good, and a number of other bankrollers with foreign distribution have exhibited considerable interest in the medium as a result.

Commercial broadcasting on short wave lost whatever impetus it had with the coming of World War II. Philco's move into the field was with Owens' package, which features Beth Holland and Bill Lazar and guest stars. Show airs Fridays, 6:30-6:45 p.m. EST. Guests thus far have included Melvyn Douglas, Martha Wright, Gertrude Lawrence and Jose Greco. Shows are done entirely

in English, altho beamed to Latin listeners.

Show consists of informal, ad lib chatter about fashions, Broadway plays and films. Listeners may enter a weekly contest to name a song rendered from a legit or film musical. Several hundred replies came in from the first stanza, with Philco products offered as prizes. Sponsor is said to be very pleased with size of the mail pull. The State Department also commended the series as aiding in cementing relations with neighboring nations.

NEGRO SHOW

WJBK Airs "Breakfast" From Shop

DETROIT, Nov. 24.—"Virginia Style Breakfast Hour," believed to be the only Negro breakfast club style show on the air, has been drawing a distinctive audience for the past few weeks on WJBK. The show originates in a local waffle shop, 9-10 a.m., Sunday mornings, with Will Lane as emcee and director and Dorothy Lothery as his fem assistant on the air.

The show uses a variety style format, with a mixture of audience participation stunts and prize contests. The program is not strictly geared to the race angle.

The show was sold to David Virginia Style Ham, thru the Art Schurgin agency. It has received an unusual tribute in the local colored press, with the editor pointing out that this is the first time a Negro businessman has purchased a full hour radio show on a major station in the Detroit area.

ON THE MENU

WOR Plans To Observe Food Week

NEW YORK, Nov. 24.—In a bid for sponsor good will, WOR here will honor Food Industry Week (Dec. 3-9), via special programing gimmicks and a series of station breaks saluting the field.

Station is scheduling leading food authorities as guests on most of the shows aired over WOR and WOR-TV during that period. Week will begin December 3 when the Grocery Manufacturers' Representatives meet here at a local hotel. Promotion makes good sales sense for WOR, which carries a large list of food product advertisers.

Lewis Quits CBS Job for Esty Post

NEW YORK, Nov. 24.—Draper Lewis leaves the Columbia Broadcasting System's writing staff shortly to join the William Esty agency.

Lewis will script Vaughn Monroe's "Camel Caravan" for the agency. He has been with the network for about 10 years.

Mutual Reticent Anent Falstaff Baseball Series

NEW YORK, Nov. 24.—Mutual Broadcasting System this week issued a cautious statement to the effect that the web "will work with Falstaff Brewing Corporation, St. Louis, in developing their plan for baseball broadcasting in 1952."

According to trade reports, caution was dictated by fact that Mutual is still negotiating with individual baseball clubs for permission to carry their games next spring on the web's "Game of the Day" series.

However, if and when Mutual completes its deal with the clubs, it is understood that Falstaff will sponsor "Game of the Day" on a large number of Mutual stations, marking the first time that the series has been backed by a national sponsor. National advertisers have picked up the tab for time immediately preceding and following the games, but previous "Game of the Day" series were all sold on a local co-op schedule. Under present plans games will probably continue as co-ops, in conjunction with some special arrangements made for the Falstaff sponsorship deal.

Falstaff purchase is something of a coup for Mutual since the brewery company formerly played a major sales role in the Liberty Broadcasting Network's sports sponsor picture.

WNEW, Wing Present Youth

NEW YORK, Nov. 24.—Local indie WNEW, in co-operation with the American Theater Wing, is readying a half hour series "WNEW Americana Variety Show," for a Sunday afternoon spot late in December. Show, which will present in drama and music the "American spirit," will also serve as new outlet for young radio actors now studying with the Wing.

Highlight scenes to be enacted will include excerpts from Maxwell Anderson's "Valley Forge," Robert Sherwood's "Abe Lincoln in Illinois," Eugene O'Neill's "Ah Wilderness," and a "straight" version of "Uncle Tom's Cabin." Series, brainchild of WNEW program director Dick Pack, was arranged with the Wing thru Louis Dropkin and Arthur Hanna. Latter will direct series, while Pack will handle the producer's chores.

Lipson Upped to WJBK Sales Mgr.

DETROIT, Nov. 24.—Harry R. Lipson, of the WJBK sales staff, has been upped to general sales manager of the station and WJBK-TV, the video affiliate.

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Then, Now ...and Tomorrow

A Special Issue Commemorating
NBC's 25th Anniversary

Boca and the Silver Past

By JOE CSIDA

IT IS somewhat typical of the jet-propelled nature of the radio-television industries that when an organization achieves a full quarter century of successful, purposeful operation there is hardly time to break out a beaker of champagne and utter a "Well done, Mac," before it becomes necessary to turn to pressing matters of the latest moment.

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

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

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

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

It is not our intention here to discuss the merits or shortcomings of the NBC Economic Study proposals. Way back in September, when *The Billboard* published the first news break concerning the proposals, we accompanied that news story with an editorial, in which we said: "What is needed at this point (in connection with consideration of the Economic Study proposals) is business statesmanship of the highest order on the part of the network's executives, as well as local broadcasters. We hope both sides will measure up to the vast responsibilities with which they are charged."

Since those words were written we have seen and heard some evidences of a lack of such statesmanship, both on the part of some of the network's upper echelons and affiliated station leaders. We fervently hope that at Boca, Joe McConnell, Niles Trammell, Charlie Denny and other web officers will sit down quietly with the member stations and resolve all difficulties in an equitable, intelligent understanding manner. If they do the "Tomorrow" can be bright beyond anything even dreamed of in the silver "Then," or the somewhat frantic "Now."

★ ★ ★

TV COMES OF AGE, STANDS READY FOR THE FUTURE

By Brig. Gen. David Sarnoff,
Chairman of the Board of
Radio Corp. of America

"Think carefully, and thoroly upon the possible effects of television upon your established businesses if you do nothing, and upon the great opportunities for your present and future business if you do the right thing."

That was the message I left with the NBC affiliates at the conclusion of a talk at Atlantic City in September, 1947. It was then that we buried the phrase, "Television is around the corner." Television had arrived!

Much foreseen on that day has reached reality. At that time, there were only 13 television stations on the air with regular program service; there were fewer than 175,000 receivers. Today, there are 108 television stations serving approximately 15,000,000 set owners. And television has a coast-to-coast network made possible by the recent opening of the microwave radio relay "sky-way" across the Nation. Further evidence of television's impressive surge toward fulfillment of its earlier promises came in September, 1951, when for the first time since television's commercial advent, gross billings of the four TV networks were listed as having exceeded those of the four radio networks.

Less than four years ago broadcasters began giving television serious attention as a competitive supplement to radio broadcasting, and in that time television has moved to the forefront as a new symbol of American ingenuity and progress. Its impact as a major source of entertainment and enlightenment has been phenomenal. Nevertheless, television's potentialities in communications have barely been tapped.

The proposed lifting of the TV station "freeze" to permit the erection of additional VHF (very high frequency) transmitters and the opening of UHF (ultra high frequencies) to accommodate hundreds of additional stations in the usable portion of the broadcasting spectrum, promise to increase greatly the television



audience and to provide new opportunities for the entire broadcasting industry. Today UHF is a symbol of future television progress. Full-scale tests by RCA, in cooperation with NBC at Bridgeport, Conn., have provided conclusive proof that a major television expansion is practical and possible in the UHF. The region of the spectrum which UHF identifies has room for 70 new television channels, which can provide operating space for perhaps more than 2,000 TV stations in addition to further expansion in VHF.

At the present time, however, there remain hundreds of communities beyond range of television coverage. Only 12 channels in the VHF are available for television broadcasting, and only 63 major markets are serviced by television stations. UHF can mean nation-wide service with transmitters within range of virtually every community in the country.

While actual construction costs of a UHF broadcasting station will be about the same as for a VHF station, capital outlay can be kept to a minimum by operating the UHF station as an auxiliary of a major VHF station. It is possible, also, to operate a UHF station as a network station, receiving and rebroadcasting the main station's telecasts or network programs, in-

Promises to Burst Full Blown
In Reality of UHF, Theater
Tele, Industry Use, Color

stead of operating as a local station.

A method for improving reception in areas between stations operating on the same channel, known as "offset carrier," resulted from studies begun by RCA soon after the first reports of interference between co-channel stations. The interference, noted particularly in so-called fringe areas, was one of the reasons for the 1948 "freeze" on the building of new stations. The offset carrier technique now is being used wherever there is co-channel interference, and it is the basis for allocations by the Federal Communications Commission. It consists of a slight frequency shift between interfering stations.

Other significant promises are theater television, industrial uses of TV and color television. I yield to no one in my faith in the ultimate possibility of color TV. It will add importantly to programing and give added value to advertising. It is my judgment, however, that authorization by the FCC to operate a completely compatible, all-electronic, high definition system on a commercial basis is essential before the potentialities of color TV can be fully translated into a satisfactory service to the public. Recent field tests by RCA have proved that such a system exists and that it works satisfactorily.

With a compatible color television system, the owners of all of the millions of existing sets could receive color programs in black-and-white without having to spend one cent on changing their present sets. This is the true meaning of compatibility.

Possibilities of industrial television are manifold. They include the monitoring of operations from a distance, especially where proximity would mean human danger; the enabling of many persons to view a given process or activity; providing a means for wider display of merchandise by department stores, and the supervising or coordinating of a large number of operations from a central point.

(Continued on page 57)

BRIGHT, NEW FRONTIERS LIE ON TELE'S BROAD HORIZON

By Frank M. Folsom,
President, Radio Corporation
of America

Television has bright new frontiers of service that promise an expansion far beyond that enjoyed by the American public today. Opening of new ultra high frequency (UHF) channels for television and the proposed broadening of operations in the present very high frequency (VHF) range will mean the establishment of nearly 2,000 television stations, with most of them linked in coast-to-coast and regional networks.

The UHF channels, which recently have been explored for usefulness in TV broadcasting, will offer an opportunity for practically every community in this country to receive the pleasures of television. Exploration and testing of the UHF for television service highlight the manifold advances achieved by science in the 25 years that have elapsed since the National Broadcasting Company made its first network radio broadcast and demonstrated the potentialities of an improved form of communications. There were only 5,000 radio sets in the United States at that time.

Today there are more than 90,000,000 radio sets in this country and close to 15,000,000 television receivers. The addition of sight to sound broadcasting has raised the communications art into still another dimension and has become a competitive supplement with increased benefits



to the public.

Soon after the start of commercial telecasting in 1946 research engineers of RCA realized the limitations of the VHF portion of the broadcasting spectrum in the expansion of a television service. The Federal Communications Commission has set aside a relatively wide band of frequencies for experimental broadcast service in the UHF. It was our conclusion that extended television service would be possible only if TV could be made to work on these upper frequencies.

Investigations of the UHF first were carried out at the David Sarnoff Research Center of RCA, Princeton, N. J. The tests were

Preliminary Testing Points to
Wider Expansions Than U. S.
Now Enjoys

conducted with a larger transmitter atop the Empire State Building, New York, and still later with a transmitter in Washington, D. C. The purposes of these tests were many. It appeared imperative to find out what kind of tubes and transmitters would be needed to send out a good signal for broadcast use; to ascertain what type of transmitting and receiving antennas would be needed; what kind of circuits would best suit home television sets; also, the extent and limitation of the UHF service area; what power would be necessary for transmissions, and what problems there were in interference.

During the Washington tests in 1948, the conclusion was reached that the only way to get the complete answers was to build and operate a UHF station. The site chosen for this was Bridgeport, Conn., and it was there that America's first UHF station was erected. A dramatic climax came in September of this year, when RCA and NBC summarized the results of operations in Bridgeport. Conclusive evidence was shown that a major television expansion is practical and possible in the UHF.

Although the superior characteristics of the VHF are such that it will remain the backbone for television broadcasting, it was demonstrated that under some circumstances television

(Continued on page 57)

Then, Now ...and Tomorrow

A Special Issue Commemorating
NBC's 25th Anniversary

The Radio and Television Networks

THEN

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

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

Twenty-five years is such a brief flash of time in the history of man—and history as we know it is a mere tiny fragment of time—that it is truly astonishing that a whole new system of communication—a whole new conception of communication, should have been organized and developed and have grown to such stature within those few years. And where Radio had years, TV, building on the experience, has moved almost the same distance in the same number of months. This is certainly evidence of the velocity of the times in which we live.

No one has any idea how long it took man to acquire speech, a formal language, an alphabet, a written language. Many, many long centuries, no doubt. We do know that printing, in fact the whole medium of the printed word, was slow centuries in the making. Yet, in only 25 years, less than a generation's time, radio grew to be not only a vast communication system girdling the world "as a matter of course," but to be also an integral part of our everyday lives. News, music, drama information, the personal appear-

ance of the great and small, they are all there, very nearly faken for granted. I say very nearly because I think it is true that radio and the newer TV still hold for the American people some element of that early magic, just as it is true that we have come to expect regularly so many things from radio.

This didn't just happen. Some of it was chance and fortune, of course, but not very much. Into the making of this industry has gone a tremendous amount of thought and skill and knowledge. I know of no other comparable part of our society where the sense of responsibility and obligation to the American public is so strong and constant. This is one of the factors which gives us the confidence of the great generality of people, and our industry, strength and resilience. Can you imagine any comparable industry, only 25 years old, which could endure so great a revolution as TV and survive not only in health but actually emerge stronger?

In the main, the broad outline of programing which was laid down in the original announce-

(Continued on page 27)

Growth of Both Media
Reflect the Velocity of
Our Times



Niles Trammell



Joseph McConnell

NOW

Past Lends Confidence in Meeting AM-TV Problems

By Joseph McConnell, President
National Broadcasting Company

In this, the 25th year of network broadcasting, radio and television can look ahead with certainty to a truly tremendous future. In the quarter century since NBC's pioneer broadcast, radio has become an everyday utility, not only in America, but in the most remote corners of the earth.

Now television has added the dimension of sight to sound, and soon there will be hundreds of TV stations, operating not only in very high frequencies, but also in ultra high frequencies. And we stand also on the threshold of a most significant advance in this surprising new industry.

With all the certainty of tested scientific development, we are moving from black and white television into a world of color. No dispute over methods or systems ought to obscure that fact. At RCA we have moved from the laboratory to the production stage, and the next step, which I am confident the industry will take in the next few years, national defense permitting, will bring color TV into our homes.

With 25 years behind us, and with the future so great with promise, this seems an appropri-

ate time for some candid self-appraisal. Certainly the industry has some problems which won't go away until we do something to solve them. We have been too busy to give them the attention which they now demand.

The first problem is costs.

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

The cost of talent represents a major increase, costs which are indeed a far cry from the first days of radio broadcasting. As a result of the keen competition for top names, leading performers in TV command sums undreamed of a few years ago. I would not pass judgment as to

(Continued on page 39)

RADIO

TOMORROW

Past History of Adaptability Assures Radio a Solid Position in Future

By Charles R. Denny
Executive Vice-President, National
Broadcasting Company

Network radio has always been looking toward tomorrow, and has been learning and changing from the day it was established. In the early years, it was used as a good will medium and its advertising potential was untapped. With the depression of the 30's and the tremendous growth in audience for this free entertainment medium, came the realization that network radio was a powerful and economic sales-producing force. The next period of growth saw network radio emerging as a show-business medium, with the excitement and glamor of the big star program. Now television is in the forefront as the glamor baby of broadcasting and network radio is back to its solid values as a basic medium for entertainment and information and for moving merchandise.

So when we hear that radio is going through a transition, we must remember that it has been going through a transition from the day it was born. No one can blueprint the precise

form in which network radio will develop in the far away future. But all of its history demonstrates that it is a medium which can accommodate itself to change and find new ways of serving the public and the economy of the country.

As an entertainment form, it will always have advantages of its own—as a concert hall of the air, a news reporter on the scene, and a medium of make-believe which evokes the pictures of the imagination—and the entertainment and information it provides can be enjoyed without concentration and at all times of the day.

Radio will continue as a potent force not only in the living room but in every room of the house, in the car and indeed in every place to which a small portable can be carried.

As an advertising medium, it can draw upon three great sources of strength: its ability to send personal salesmen into the home to talk to the customers;

(Continued on page 39)

25 Years of Industry's
Developing Facets Point
To Continuing Growth



Charles Denny



Pat Weaver

TELEVISION

TOMORROW

Minute Inspection of Our World Via Science Wonders Lies Ahead for TV

By Sylvester L. Weaver Jr.,
Vice-President in Charge of Tele-
vision, National Broadcasting
Company

The day will come when the television set will be a communications center in the home, providing live and transcribed AM and TV material, stored and indexed in the home, combining information, education, news, and of course entertainment. At the press of a button (later the directing of a thought wave), you can be in instant communication with the world-wide news cameras and mikes of the NBC television network, or watch current or filmed entertainment, or listen to music or reading, or select from an index whatever material of any kind you have in your micro-filmed storage brains.

That day is a decade away. In the immediate years, television at NBC will move toward the magazine type of editorial control, and television selling will move toward the printed salesmanship with demonstration, color, and personality all added. If television is to fulfill its potentials as a civilizer as well as an entertainer, the interests of

Mechanical Developments,
More Complete Knowledge
Bode a Rich, Full Life

public service must guide the advertising supported medium. But whatever we do, we must act for more effective selling at lower prices in order to build our business to the point where our magnificent public service plans can be afforded.

Advertisers grown old in the usage of radio formulae forget that far beyond beamed approach radio programs, beyond occasional great personal salesmanship, beyond the debatable factor of sponsor identification and its relation to selling effectiveness, beyond values that come from association with good shows, radio grew great because its major attractions reached almost all homes with great consistency, and good selling messages sold that massive all-family American audience. Television will forego many radio values, but massive circulation, plus effective advertising, will build new leaders in product categories where advertising is vital to growth. And in our

(Continued on page 38)

Then, Now ...and Tomorrow

A Special Issue Commemorating
NBC's 25th Anniversary

The National Broadcasting Company's Owned and Operated Stations



1929 First network presentation of a presidential inaugural. The ceremonies of President Hoover and Vice-President Curtis.



1929 First Amos 'n' Andy broadcast over NBC network on August 19.



1929 First National Broadcasting Company mobile unit in Central Park, New York City.

THEN

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

The ownership of stations by the National Broadcasting Company at the very beginning was an afterthought—a sort of accident which was merely incidental to the main purpose of providing the source of high quality programs which would be carried by stations in all parts of the nation. When AT&T gave up the idea of providing such a service and sold out to the Radio Corporation of America, WEAJ (now WNBC) went into the bargain. After all it seemed a good idea to have a key station to which to listen with an assurance that all programs of the network would be carried. Subsequently, however, it became apparent that the network needed key stations not only to provide a solid core of outlets for its important sustaining and commercial shows, but also as program sources to give a truly national flavor to the program structure. Shortly after the formation of NBC, WRC, Washington, D.C., which had been established by RCA in 1923, was turned over to its new subsidiary. With the formation of the Blue Network in the early part of 1927, WJZ was added to the list of the Owned and Operated Stations of NBC. In the Fall of 1930, WTAM, of Cleveland, was purchased. Not only did NBC get a first rate 50kw station, but

NBC O&O Afterthought Grows to Form Core Providing National Flavor to Program Set-Up

Network's Development Built on Standards for High Calibre Operation



William S. Hedges

it also secured another great asset in the person of John Royal who as manager had really put WTAM on the map. He was induced to come to New York as the network's program chief. WENR, which shared a channel with WLS in Chicago, was acquired in March 1931. On November 1, 1931, WMAQ was sold by The Chicago Daily News to NBC because Col. Frank Knox had a slight aversion for radio, and besides he wanted some additional operating capital for the News. WMAQ had a companion station, W9XAP, an experimental television station which was put on the air in 1929 as a means

of getting a foot in the door of television which had already been opened by experimental work of RCA in the East. W9XAP operated on a 50kc band at 215kc. With a bank of selenium cells for a camera and a perforated spinning disk as a scanner, W9XAP had sent images through the air in 1930 and 1931, which had been picked up as far distant as Omaha, Nebr., Ames, Iowa, Minneapolis, Minn., and Dayton, Ohio. However, the iconoscope and the kinescope had been recently invented, so Chicago's noble experiment in TV was laid away to rest to await the time when a completely electronic system would be available.

By the end of 1932, NBC had as many children as the old woman who lived in a shoe, having become the guardian, so to speak, of the Westinghouse and General Electric stations. In addition, beginning in March 1933, NBC operated WMAL in Washington under a lease from the M. A. Leese Estate, and at about the same time KPO (now KNBC) was purchased from the Hale Bros. Department Store in San Francisco. In all there were 15 licensed transmitters under the direction of NBC. This list did not include three stations of the Pacific Northwest owned by NBC but operated under lease by others.

Each of the stations, judged by the standards of those days, [\(Continued on page 40\)](#)

NOW

By James M. Gaines, Vice-President, National Broadcasting Company

In contrast to the early days, the NBC stations' picture today is a well-knit, integrated divisional operation comprised of six radio stations and five television stations, plus the NBC Spot Sales organization.

Fifty KW clear channel radio stations are serving the people in and around New York, Cleveland, Chicago, Denver and San Francisco. A regional station serves the metropolitan area of Washington, D.C. Each of these radio stations has a companion FM station. In radio, NBC's "owned and operated" cover 35 per cent of all United States radio homes in the daytime and 38 per cent at night. Television stations are located in New York, Washington, Cleveland, Chicago and Hollywood, covering 38 per cent of all of the nation's television homes.

While policy direction is centered in New York, each station manager operates under maximum decentralization of authority and responsibility. This gives him a full and unhampered op-

O&O Network Stands as Well-Knit, Integrated Operation—National in Scope, Local in Color

Altho Under Web Supervision, Outlets Have Full Reign to Sink Roots Into Community



James M. Gaines

portunity to mold the station to meet the needs of its community. It gives him and his staff a chance to sink their personal roots and those of the station deep into the community, to such a degree that they become an important influence for good in the civic and commercial life of the area.

Strong station operations, in both AM or TV, are the result of vigorous programming in the public interest. The programming policy developed by each station recognizes that the station must program to please and stimulate all groups, ages, educational levels and interests in its area. Implicit in this policy is the moral obligation to schedule programs which investigate, explain and foster an understanding of the local, national and international issues of today's world.

On the local level particularly the station operator must fulfill his civic obligation by airing programs on juvenile delinquency, racial and religious differences, crime prevention, labor and the host of other controversial matters inherent as a result of city size and heterogeneity of citizenship.

Although NBC's O&O stations are operated independently by their respective managers, as members of one team they have the advantages of being able to exchange programming and operating experiences and to draw from the common pool, new ideas and adaptations of success-

[\(Continued on page 38\)](#)

Announcing the National Broadcasting Company, Inc.

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

THE RADIO CORPORATION OF AMERICA is the largest distributor of radio receiving sets in the world. It handles the entire output in this field of the Westinghouse and General Electric factories.

It does not say this boastfully. It does not say it with apology. It says it for the purpose of making clear the fact that it is more largely interested, more selfishly interested, if you please, in the best possible broadcasting in the United States than anyone else.

Radio for 26,000,000 Homes

The market for receiving sets in the future will be determined largely by the quantity and quality of the programs broadcast.

We say quantity because they must be diversified enough so that some of them will appeal to all possible listeners.

We say quality because each program must be the best of its kind. If that ideal were to be reached, no home in the United States could afford to be without a radio receiving set.

Today the best available statistics indicate that 5,000,000 homes are equipped, and 21,000,000 homes remain to be supplied.

Radio receiving sets of the best reproductive quality should be made available for all, and we hope to make them cheap enough so that all may buy.

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

WEAF Purchased for \$1,000,000

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

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

To insure, therefore, the development of this great service, the Radio Corporation of

America has purchased for one million dollars station WEAF from the American Telephone and Telegraph Company, that company having decided to retire from the broadcasting business.

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

National Broadcasting Company Organized

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

The Purpose of the New Company

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

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

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

No Monopoly of the Air

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

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

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

The necessity of providing adequate broad-

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

A Public Advisory Council

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

M. H. Aylesworth to be President

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

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

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

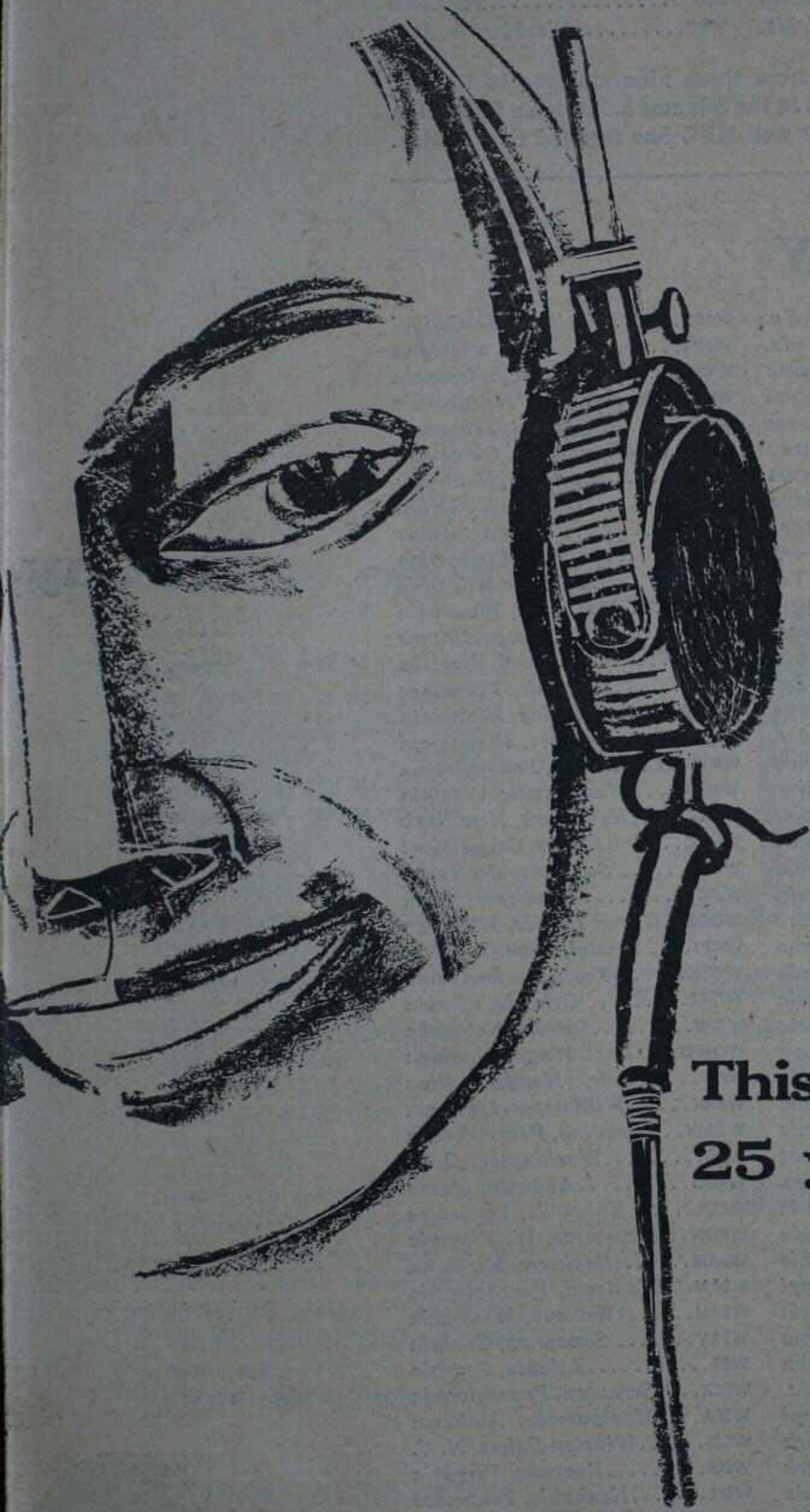
We have no hesitation in recommending the National Broadcasting Company to the people of the United States.

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

RADIO CORPORATION OF AMERICA

OWEN D. YOUNG, Chairman of the Board

JAMES G. HARBORD, President



**This ad appeared
25 years ago this month**

It announced a new era in
communication among men.

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

25 years ago this month network
radio was born.

Nine pioneer stations were linked together in the beginning of the greatest mass communications medium in the world.

- WEAF.....New York
- WTAM.....Cleveland
- WWJ.....Detroit
- WTIC.....Hartford
- WDAF.....Kansas City
- WCSH.....Portland, Me.
- WJAR.....Providence
- KSD.....St. Louis
- WRC.....Washington, D.C.

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

This...is NBC today

- KANS.....Wichita, Kansas
- KARK.....Little Rock, Arkansas
- KAWT.....Douglas, Arizona
- KCIL.....Houma, Louisiana
- KCRA.....Sacramento, California
- KDKA.....Pittsburgh, Pennsylvania
- KDYL.....Salt Lake City, Utah
- KELO.....Sioux Falls, South Dakota
- KERO.....Bakersfield, California
- KFAM.....St. Cloud, Minnesota
- KFI.....Los Angeles, California
- KFSD.....San Diego, California
- KFYR.....Bismarck, North Dakota
- KGBX.....Springfield, Missouri
- KGHL.....Billings, Montana
- KGLU.....Safford, Arizona
- KGNC.....Amarillo, Texas
- KGU.....Honolulu, Hawaii
- KGW.....Portland, Oregon
- KHQ.....Spokane, Washington
- KIDO.....Boise, Idaho
- KIST.....Santa Barbara, California
- KIT.....Yakima, Washington
- KMED.....Medford, Oregon
- KMJ.....Fresno, California
- KNBC.....San Francisco, California
- KNOE.....Monroe, Louisiana
- KOA.....Denver, Colorado
- KOAM.....Pittsburgh, Kansas
- KOB.....Albuquerque, N. M.
- KODY.....North Platte, Nebraska
- KOH.....Reno, Nevada
- KOMO.....Seattle, Washington
- KORK.....Las Vegas, Nevada
- KPLC.....Lake Charles, Louisiana
- KPRC.....Houston, Texas
- KRGV.....Weslaco, Texas
- KRIS.....Corpus Christi, Texas
- KROC.....Rochester, Minnesota
- KSD.....St. Louis, Missouri
- KSEI.....Pocatello, Idaho
- KSTP.....Minneapolis-St. Paul, Minn.
- KSYL.....Alexandria, Louisiana
- KTAR.....Phoenix, Arizona
- KTBS.....Shreveport, Louisiana
- KTFI.....Twin Falls, Idaho
- KTSM.....El Paso, Texas
- KVGB.....Great Bend, Kansas
- KVOA.....Tucson, Arizona
- KVOL.....Lafayette, La.
- KVOO.....Tulsa, Oklahoma
- KWBW.....Hutchinson, Kansas
- KWJB.....Globe, Arizona
- KXLF.....Butte, Montana
- KXLJ.....Helena, Montana
- KXLK.....Great Falls, Montana
- KXLL.....Missoula, Montana
- KXLQ.....Bozeman, Montana
- KYCA.....Prescott, Arizona
- KYSM.....Mankato, Minnesota
- KYUM.....Yuma, Arizona
- KYW.....Philadelphia, Pa.
- KZRH.....Manila, Philippine Is.
- WALA.....Mobile, Alabama
- WAML.....Laurel, Mississippi
- WAPO.....Chattanooga, Tennessee
- WAVE.....Louisville, Kentucky
- WAZL.....Hazleton, Pennsylvania
- WBAL.....Baltimore, Maryland
- WBAP.....Fort Worth, Texas
- WBEN.....Buffalo, New York
- WBLK.....Clarksburg, W. Va.
- WBML.....Macon, Georgia
- WBOW.....Terre Haute, Indiana
- WBRC.....Birmingham, Alabama
- WBRE.....Wilkes-Barre, Pa.
- WBZ.....Boston, Massachusetts
- WBZA.....Springfield, Mass.
- WCOA.....Pensacola, Florida
- WCRS.....Greenwood, S. Carolina
- WCSH.....Portland, Maine
- WDAF.....Kansas City, Missouri
- WDAK.....Columbus, Georgia
- WDAY.....Fargo, North Dakota
- WDEL.....Wilmington, Delaware
- WDSU.....New Orleans, Louisiana
- WEAT.....Lake Worth, Florida
- WEAU.....Eau Claire, Wisconsin
- WEBC.....Duluth, Minnesota
- WEEK.....Peoria, Illinois
- WENY.....Elmira, New York
- WERC.....Erie, Pennsylvania
- WEST.....Easton, Pennsylvania
- WFAA.....Dallas, Texas
- WFBC.....Greenville, So. Carolina
- WFBG.....Altoona, Pennsylvania
- WFLA.....Tampa, Florida
- WFMJ.....Youngstown, Ohio
- WFOR.....Hattiesburg, Mississippi
- WGAL.....Lancaster, Pennsylvania
- WGBF.....Evansville, Indiana
- WGFG.....Kalamazoo, Michigan
- WGKV.....Charleston, W. Va.
- WGRM.....Greenwood, Mississippi
- WGY.....Schenectady, New York
- WHAM.....Rochester, New York
- WHIS.....Bluefield, West Virginia
- WHIZ.....Zanesville, Ohio
- WHLB.....Virginia, Minnesota
- WHO.....Des Moines, Iowa
- WIBA.....Madison, Wisconsin
- WINC.....Winchester, Virginia
- WINR.....Binghamton, New York
- WIOD.....Miami, Florida
- WIRE.....Indianapolis, Indiana
- WIS.....Columbia, So. Carolina
- WISE.....Asheville, North Carolina
- WJAC.....Johnstown, Pennsylvania
- WJAR.....Providence, Rhode Island
- WJAX.....Jacksonville, Florida
- WJBF.....Augusta, Georgia
- WJBO.....Baton Rouge, Louisiana
- WJDX.....Jackson, Mississippi
- WJIM.....Lansing, Michigan
- WKBH.....La Crosse, Wisconsin
- WKBO.....Harrisburg, Pennsylvania
- WKPT.....Kingsport, Tennessee
- WKY.....Oklahoma City, Oklahoma
- WKYB.....Paducah, Kentucky
- WLAK.....Lakeland, Florida
- WLBZ.....Bangor, Maine
- WLOK.....Lima, Ohio
- WLW.....Cincinnati, Ohio
- WMAM.....Marinette, Wisconsin
- WMAQ.....Chicago, Illinois
- WMBG.....Richmond, Virginia
- WMC.....Memphis, Tennessee
- WMFG.....Hibbing, Minnesota
- WMIS.....Natchez, Mississippi
- WMRF.....Lewistown, Pennsylvania
- WMVA.....Martinsville, Virginia
- WNBC.....New York, New York
- WNHC.....New Haven, Connecticut
- WOAI.....San Antonio, Texas
- WOC.....Davenport, Iowa
- WOOD.....Grand Rapids, Michigan
- WOPI.....Bristol, Tenn.-Virginia
- WORK.....York, Pennsylvania
- WORZ.....Orlando, Florida
- WOW.....Omaha, Nebraska
- WOWO.....Fort Wayne, Indiana
- WPTF.....Raleigh, North Carolina
- WRAK.....Williamsport, Penna.
- WRAW.....Reading, Pennsylvania
- WRC.....Washington, D. C.
- WRDO.....Augusta, Maine
- WROL.....Knoxville, Tennessee
- WRON.....Ronceverte, W. Virginia
- WSAM.....Saginaw, Michigan
- WSAN.....Allentown, Pennsylvania
- WSAU.....Wausau, Wisconsin
- WSAV.....Savannah, Georgia
- WSB.....Atlanta, Georgia
- WSCR.....Scranton, Pennsylvania
- WSFA.....Montgomery, Alabama
- WSJS.....Winston-Salem, N. C.
- WSLS.....Roanoke, Virginia
- WSM.....Nashville, Tennessee
- WSOC.....Charlotte, No. Carolina
- WSPD.....Toledo, Ohio
- WSVA.....Harrisonburg, Virginia
- WSYR.....Syracuse, New York
- WTAC.....Flint, Michigan
- WTAM.....Cleveland, Ohio
- WTAR.....Norfolk, Virginia
- WTBO.....Cumberland, Maryland
- WTIC.....Hartford, Connecticut
- WTMA.....Charleston, So. Carolina
- WTMJ.....Milwaukee, Wisconsin
- WTRC.....Elkhart, Indiana
- WTTM.....Trenton, New Jersey
- WWJ.....Detroit, Michigan

Today



the voice of NBC

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

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

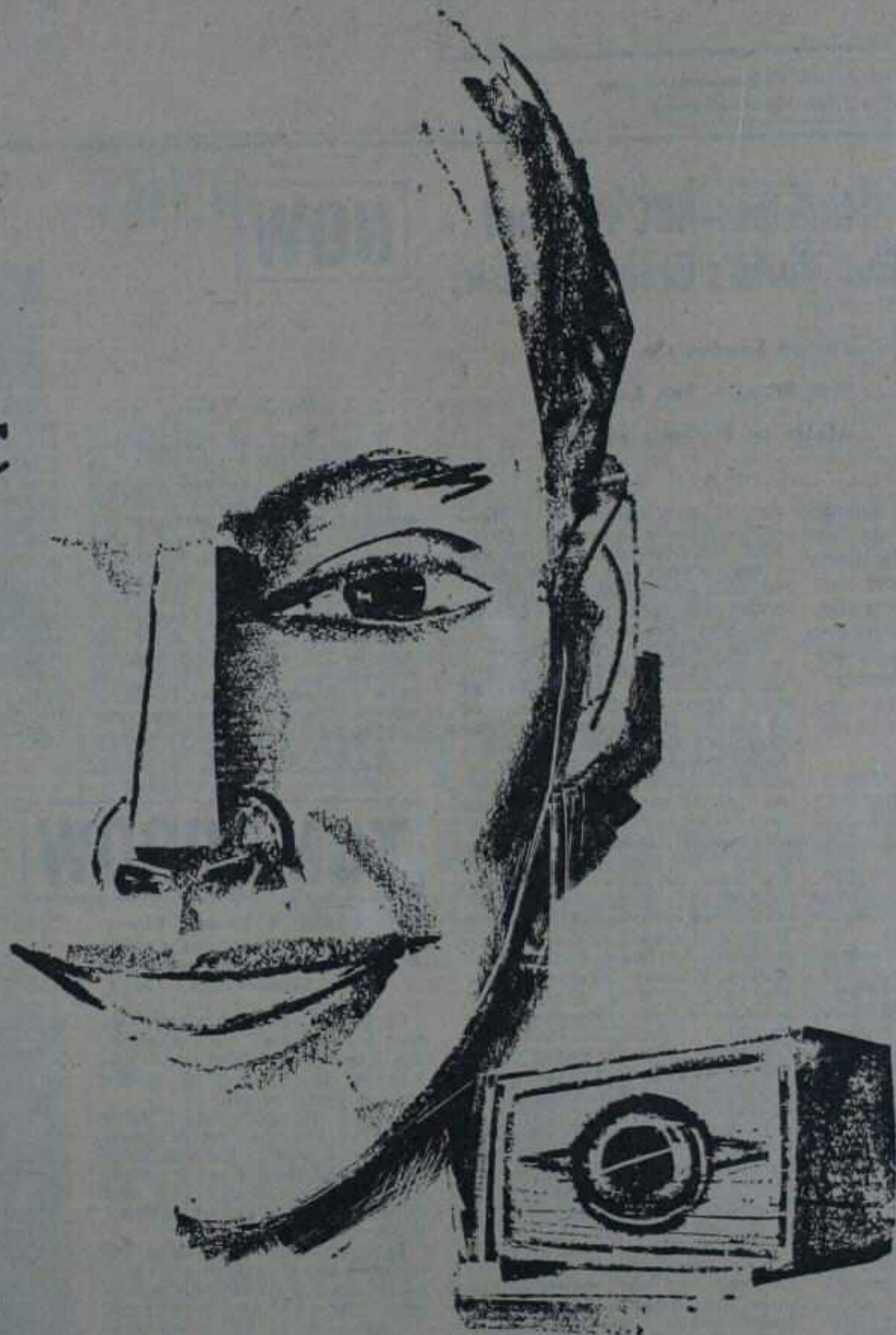
But the true measure of a
network is not what it has done
in the past but what it is doing
today and what it will do in
the future.

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

America's No. 1 Network

NBC Radio Network

A service of Radio Corporation of America
It's the Silver Jubilee on NBC—
where People Sell Better than Paper!



Then, Now ...and Tomorrow

A Special Issue Commemorating
NBC's 25th Anniversary

Radio and Television Network Public Service

THEN

Musicians—NBC's Record The World's Greatest Music,

For 14 Seasons the Network
Has Brought Top Longhair
Music to Nation's Millions

NEW YORK, Nov. 24.—Among the many public services the National Broadcasting Company has done, one of the most valuable has been to bring the greatest music performed by the world's most talented musicians into homes all over the country. Indeed, serious music has acquired a new perspective in the radio era.

NBC has consistently been a leader in music broadcasting. The NBC Symphony Orchestra is, perhaps, the most lavish example of a broadcaster's sustained investment in music. This month, as Arturo Toscanini conducts the NBC Symphony at Carnegie Hall every Saturday, 6:30-7:30 p.m., EST, marks 14 years since the founding of this distinguished group. Maestro Toscanini first led the orchestra on Christmas night, 1947.

NBC has been on the musical beat since its earliest days. For about 10 years, beginning in 1928, the web offered the famous "Music Appreciation Hour" under Dr. Walter Damrosch. With the help of an orchestra and a piano, Dr. Damrosch dissected, analyzed and explained the great works. The show was aired weekly and was picked up in the classrooms all over the U. S.

NBC also carried the first network broadcast of the Boston Symphony in 1927 and of the Philadelphia Symphony in 1929. In 1930, NBC for the first time gave a rebroadcast of a foreign concert, the London Philharmonic.

On Christmas Day, 1931, NBC broadcast an opera from the stage of the Metropolitan Opera House for the first time. The opera that day was "Hansel and Gretel." NBC in 1937 was the first broadcasting organization to commission an opera for ra-

dio; it was Gian-Carlo Menotti's "Amelia Goes to the Ball." NBC has now commissioned another opera from Menotti, "Amahl and the Night Visitors," which will make its bow Christmas Day this year.

The network has offered a wealth of musical programs thru the years. From 1942 to 1948, as part of the "NBC University of the Air," NBC sustained "The Story of Music," which offered a broad selection of serious musical fare under Frank Black's direction. It also maintained its own string symphony orchestra, also under Dr. Black.

The NBC Symphony Orchestra has in its 14 years been conducted by virtually every one of the major conductors in the U. S. and introduced such new conductors as Guido Cantelli and Milton Katims. Toscanini has also promoted a number of younger singers, including Herva Nelli, Nan Merriman and Giuseppe Valdengo and has conducted 6 full-length operas in concert form, besides many other distinguished works.

In the Spring of 1950, the NBC Symphony with Toscanini undertook a 8,593-mile tour of the U. S., doing 21 concerts in 20 cities, which was perhaps the most successful tour of its kind ever ventured — successful in prestige, public service and public response. The entire enterprise, not including the maestro's salary, cost NBC-RCA about \$350,000 this in addition to the yearly \$500,000 nut.

A week after the concert was announced, every one but five of the dates was completely sold out. Tickets sold for an average of \$4.15 a piece, ran as high as \$12 in places, and were being peddled for as much as \$100 a pair. Tho the tour still didn't make money, it fulfilled its purpose—service to the public by bringing the best in music to the greatest number possible thru-out the country.

NOW

By Joe Csida

If the National Broadcasting Company (NBC) television job on the 1948 national election isn't a new high in public service programming, it will certainly do till the next major world event comes along. Bill Brooks, NBC's news veepee; Al Schneider, NBC's director of television news; Bill Garden, producer-director, and all the crew, as well as the announcing and interviewing staffs of WNBT, can take well-earned bows for their efforts. The Life lads, too, contributed substantially to an ex-

cellent over-all job, the more about magazine and newspapermen on TV later. Briefly, this NBC-Life team-up on the Truman-Dewey battle will go down in TV history as one of the medium's most successful efforts.

WNBT was the only station to carry the election from 9 p.m., Tuesday evening (2), uninterrupted right thru to 11:38 Wednesday (3) morning. And even thru the deadliest hours of that 15 1-2-hour stretch (roughly from 5 a.m. thru 9 a.m. when voting returns had slowed down to the merest trickle) the NBC-ers managed to keep inter-

esting program fare on the tube.

Focal Point

The focal point for the WNBT telecast was the web's huge radio 8H, where a huge blackboard, electric scoreboard, cloth boards on which cardboard cut-outs were "plastered," and just about every other conceivable device was used to picturize presidential and congressional balloting. The studio itself made the ideal stage set for this show. The literally hundreds of workers (tabulators, score-markers, radio announcers and copy

(Continued on page 40)

TOMORROW

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

It is not without misgivings that I don, if only for a moment, the robes of a prophet and try to forecast the future of public service broadcasting.

When the players have squeezed dry the last dramatic situation, when the quizzers have posed their final question, when the comedians have told their ultimate joke, what then? What will be left?

In our haste we might be tempted to say, "Nothing." But let us draw a comforting assurance. There remains, first of all, the spectacle of the varied incidents of the history of the coming age, as yet unknown and unguessed: the work of government, the terror of natural disaster, the realities of war, the crises of peace. There remains the spectacle of the daily life of men at work: in the mines, in the factories and laboratories and workshops, in the fields, on the docks, on the sea, in the air, in the armed forces.

There remains the spectacle of men at play: the music festivals in summer, the sporting carnivals in winter, the football



William F. Brooks

games, the baseball games, the county fairs, the country dances, the rodeos, the horse shows, the flower shows, the museums. (And a special word may here be put in for the latter, art being as natural a subject for televi-

As the World Develops, So Shall The Field of Pubserv Programs

Radio to Satisfy Man's
Curiosity About Himself:
TV to Make History Breathe

sion as music for radio.) There is the world of men at worship in churches and temples of all the faiths; and from this may we not expect a steadily-growing brotherhood? And, to balance all this, the problem areas that television can so vividly define: our prisons, our slums, our mental hospitals, our migrant workers, the traffic of our cities. There is literally no end of problems that need stating and understanding and solution.

That the coming age will be a visual one as well as an aural one we may be certain. Our citizens will know the face of their nation (and of their world) with an intimacy hitherto undreamed of: roads, rivers, national parks and forest preserves, wildlife, mountains, coasts and cities. And they will surely become well acquainted with the human face, the faces of the men who lead them in politics, in the arts, in science, in education, no less than the faces of their neighbors.

Is anything left for the public
(Continued on page 40)

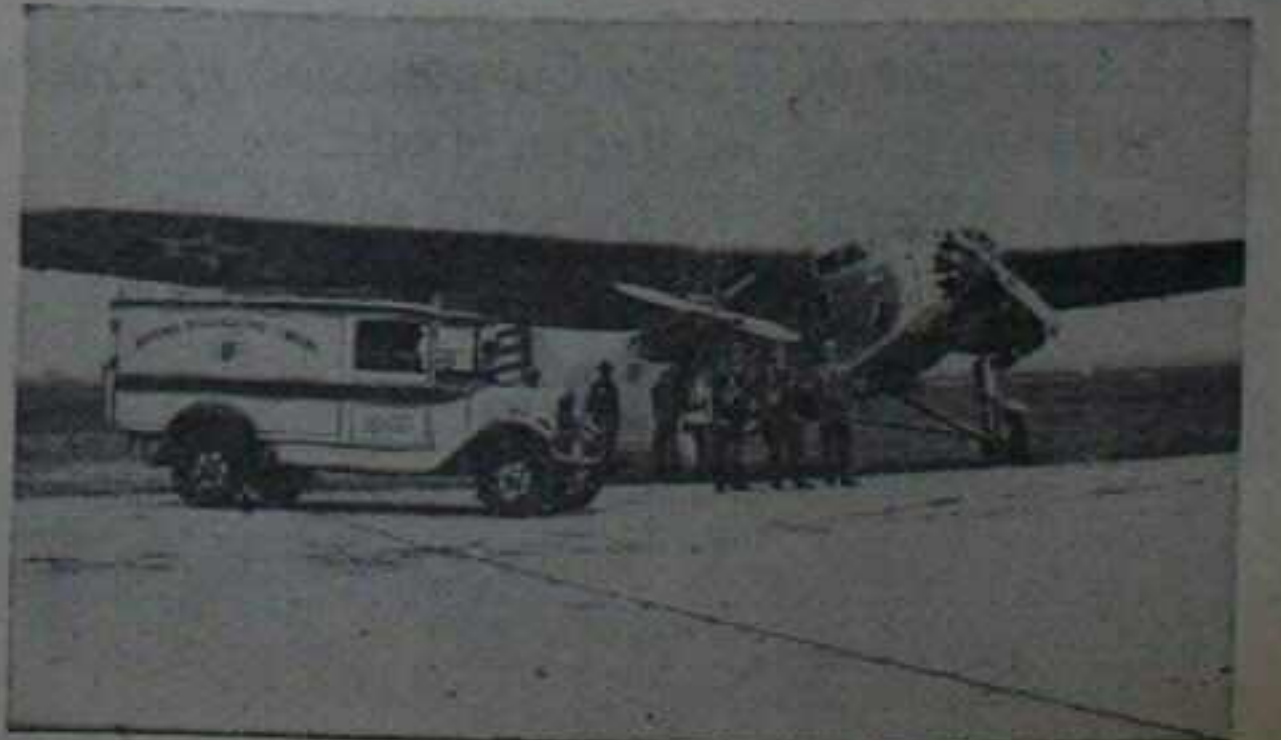
1929 Rudy Vallee first presented his Variety Hour, which continued for 10 consecutive years.



1930 New York receives Adm. Richard Byrd on his return from the Antarctic. Mayor Jimmie Walker is host.



1930 First test broadcasts between moving car and moving plane.



Then, Now ...and Tomorrow

A Special Issue Commemorating
NBC's 25th Anniversary

Radio and Television Network Programing

THEN



1930 The Catholic Hour began its current series. This photograph of Father Gillis was taken in 1937.

NEW YORK, May, 1939.—Altho television is now on a regular schedule out of NBC's studios and starts next month on a regular schedule out of CBS, indications are that it will be some time before it means anything other than coffee and cake to performers. As matters stand now, tele is strictly paying off in peanuts. The principal reason is that NBC is sinking enormous sums into technical perfection of television and, with no possible commercial return on this in-

vestment for at least five years, the budget must be pruned in other directions. The five-year return estimate is said to have been made by Lenox Loehr, the network's president.

NBC is doing two hours a week of studio telecasts in addition to World's Fair film pickups which use no live talent. Bulk of the three hours is made up of live talent, either vaude acts or legit performers in playlets. Network's weekly talent expenditure runs to about \$1,400

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

Webs Justified

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

[\(Continued on page 40\)](#)

Back in 1939 the Payoff In Television Was Peanuts

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

NOW AND TOMORROW

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

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

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

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

We at NBC know one simple fact which isn't anybody's par-



1933 Brig. Gen. David Sarnoff formally opens RCA exhibit at Chicago's Century of Progress Exposition.



Charles (Bud) Barry

ticular secret. That is that we can build bigger audiences for radio with programs of the type and quality which the public desires. Right now we're busy as ever with "The Big Show," our sophisticated, glamour-packed variety show which a



1933 General Sarnoff and Guglielmo Marconi.

Old Stars Return, New Ones
Are Born as Medium Retains
Its Health in Good Condition

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

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

[\(Continued on page 40\)](#)



1930 Grover Whalen greeting America's delegates to the Naval Parley. Left to right: Jim Wallington, Dwight W. Morrow, Senator Robinson, Grover Whalen, Secretary of State Henry Stimson and Secretary of Navy Adams.



1933 Stars of the Chicago Round Table Series, T. V. Smith, professor of philosophy, Stuart P. Meed, asst. professor of finance and James W. Levin, professor of English.



1933 First year of the Metropolitan Opera Company on the network. Picture taken in March shows Gladys Swarthout and Maria Chamlee, Frank Chapman, Gulen Mario and Robert Armbruster.

Then, Now ...and Tomorrow

A Special Issue Commemorating
NBC's 25th Anniversary

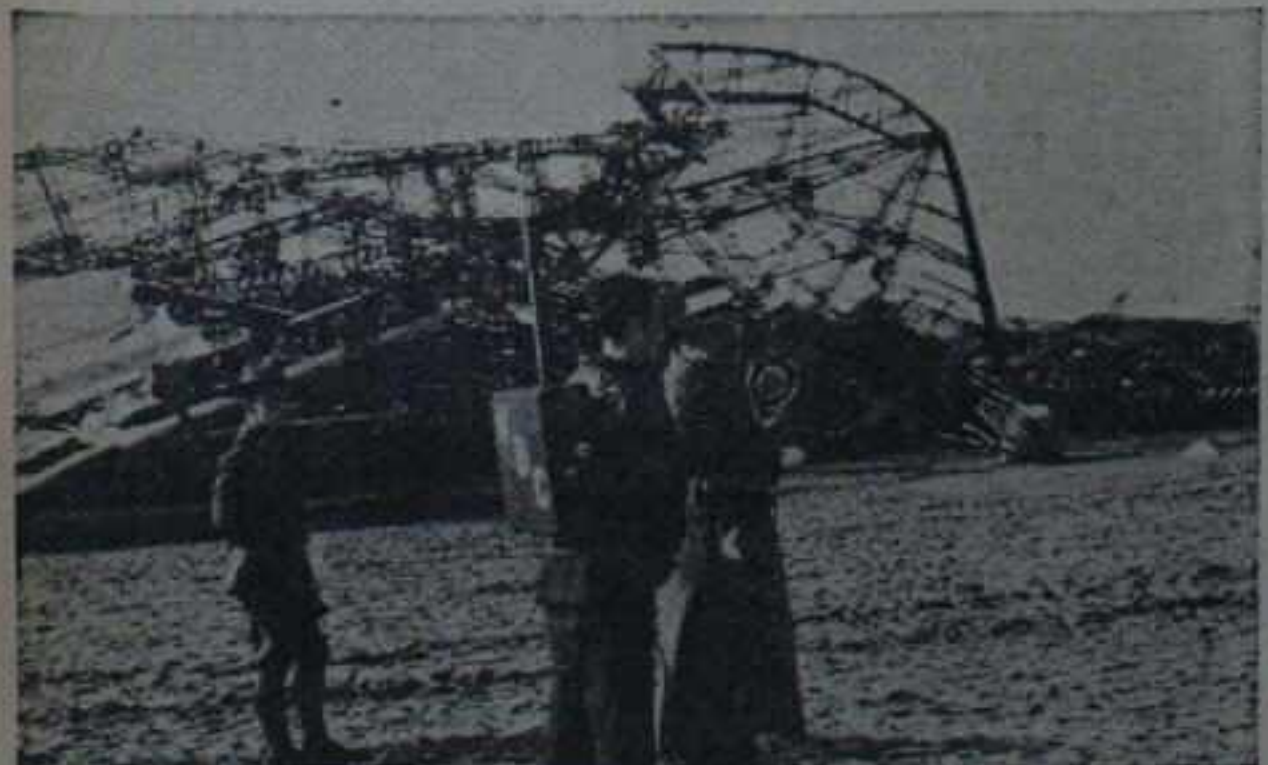
Radio and Television Sales



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



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



1937 NBC featured a dramatic eye-witness account by Herb Morrison of the Hindenburg disaster. Morrison's stirring recording was rushed to NBC for broadcasting.

THEN & NOW

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

As far as I know, the earliest use of broadcasting in the commercial sense occurred in Arabia in the year 590 A. D. Of course it was without benefit of electronics, but, nevertheless, it was broadcasting and it was commercial. The microphone was a long curved ram's horn, the transmitter was the Mosque of Medina, the announcer was an African baritone, and the commercial was a plug for a special camel train which took audiences to Mecca for a regular weekly show emceed by one Mohammed, who owned the local mineral water factory. There was nothing to worry about regarding ratings, as the interviewers stood around in back of



George Frey

It's the Same Now as Then—
Here Are 7,000,000 Ways to Say It

It All Started Back in 590 AD
And It Hasn't Changed a Bit as
Far as Real Titles Are Concerned

the crowd with drawn scimitars, and anybody who looked as if he might be thinking about something other than the commercial suddenly lost the capacity to think at all. Thus, the commercial was assured of maximum impact and circulation was guaranteed 100 per cent. All the good talent was on one station and, since there were no availabilities left, the salesmen just sat around in the local bars placing bets on the camel races.

Contrary to general opinion in the trade, this was not when George Frey entered broadcasting. I quote all this history not because the editor of The Billboard did not make clear what he meant by "Then," but merely

(Continued on page 57)

RADIO TOMORROW

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

In an era when the atom has become fissionable, and chain reaction has become as well-known to school children as Li'l Abner, it is perhaps surprising to find that modern-day radio is celebrating its 25th anniversary.

Measured by any standard, 25 years is a long time, a generation—or the length of time it takes a squawling, mewling infant to become an adult, civilized mature man. Like any growing thing, radio has gone through a variety of stages. It has had its infancy, its puberty, its adolescence. It has suffered the varied fortunes of growth, too—but as it grew, it constantly added stature to itself. In its

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

Background of Success
Puts Medium in Readiness
With New Approaches



John K. Herbert

early 'teens, it became the greatest salesman the world has ever known. In its later 'teens, it became the only medium that could reach virtually all the people simultaneously in times of national emergency. It grew rich and prosperous, perhaps before its time, and it gave the world undreamed-of entertainment, information, education.

Today, as it stands on the threshold of the Atomic Age, radio enters a more challenging era. The competition is stiffer, but radio's wisdom and experience are greater. For every move by its competitors, radio must match it with a smarter move of its own. Now entering the second generation of its ex-

(Continued on page 57)

TELEVISION TOMORROW

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

"Tomorrow" in television will be the day when all time periods are sponsored, all contracts firm, all options cleared, all programs in impeccable taste, and all interests, be they commercial, educational, religious, or political, nicely balanced on the air. Not being the philosophical type, I am not resigned to the fact that "tomorrow never comes." Sometimes it does seem rather distant. And sometimes, when you look around at the many talented people who are making a prodigious effort to bring it closer, it doesn't seem far away at all.

It is necessary, when dealing with television, to employ new

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

28,000,000 TV Homes Capable of
Mass Reactions Beyond
All Previous Advertising Concepts



Edward D. Madden

dimensions of thought. By 1955 there will be 28,000,000 TV homes and 74,000,000 potential viewers. The effect of the impression made on an audience of 50,000,000 people to a single telecast is not the simple sum of that number of individual impressions. It is something far greater than that. Just as people in a group will react differently than they might by themselves, so the television audience, which by former standards now has reached fantastic proportions, is a mass capable of reactions of a magnitude beyond the scope of any of our earlier concepts of advertising results.

What this means to an advertiser is something for which

(Continued on page 57)

10

The biggest stars...

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

... the biggest audiences!

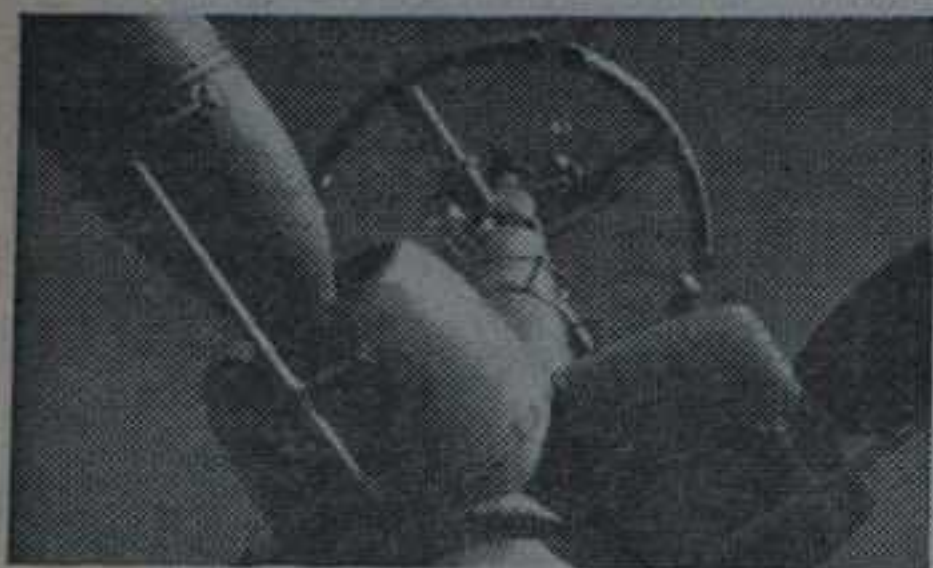
NBC television

America's No. 1 TV Network

A Service of Radio Corporation of America

IS NBC TELEVISION SOLD OUT? *It's true our nighttime and daytime availabilities are all but gone. But you can still get NBC's formidable talent parade on your side via a few current opportunities like The Goldbergs; Kukla, Fran and Ollie; William Gargan; Ruth Lyons' 50 Club; Howdy Doody; NBC Opera; Gabby Hayes; Nature of Things; Mr. Wizard; Battle Report—Washington, and other highpowered properties.*

Contact NBC Television Sales, 30 Rockefeller Plaza, New York 20, N. Y.—Circle 7-3300.



1941 NBC's W2XBS (later WNBT) goes on the air as the world's first commercial TV station, transmitting from the Empire State Building.



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



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



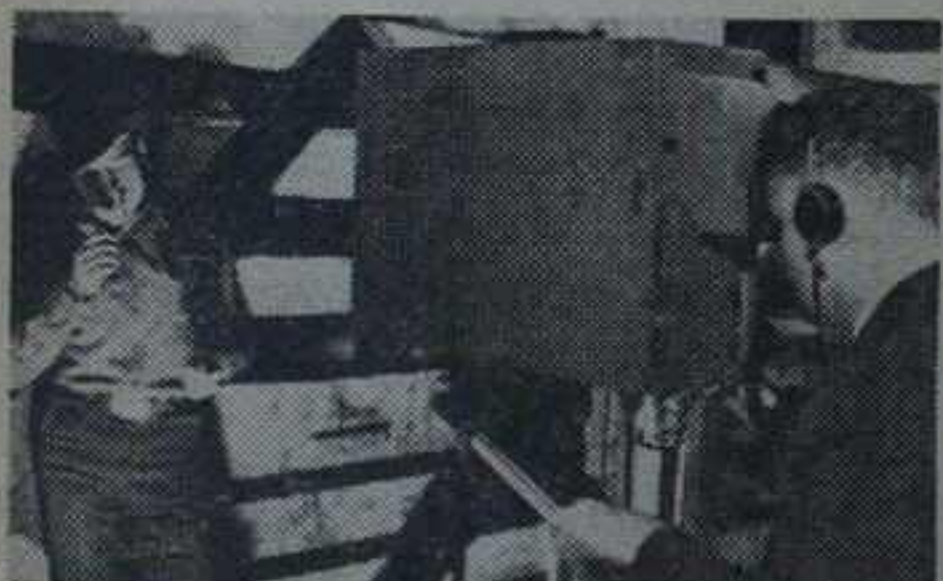
1948 Historic screening by NBC cameramen of battle maneuvers on aircraft carrier U.S.S. *Leyte* 30 miles at sea.



1944 Roosevelt-Dewey election returns covered by NBC Television. Today many predict that future elections will be *decided* by television.



1950 NBC launches a succession of revolutionary programming concepts — Saturday Night Revue, Four Star Revue, Comedy Hour, The Kate Smith Show. They worked.



1945 With only candlelight for illumination, NBC demonstrates RCA-developed "Image-Orthicon" tube—solving major problem in illumination of TV programs and outdoor pick-ups.



1950 NBC-RCA begin first regular schedule of compatible, all-electronic color television broadcasts experimentally in Washington, D. C.



1946 The dramatic opening sessions of the UN Security Council at Hunter College, New York, are televised by NBC.



1951 Viewers share the full excitement of world diplomacy at the Japanese Peace Conference. As usual, NBC Television was there.

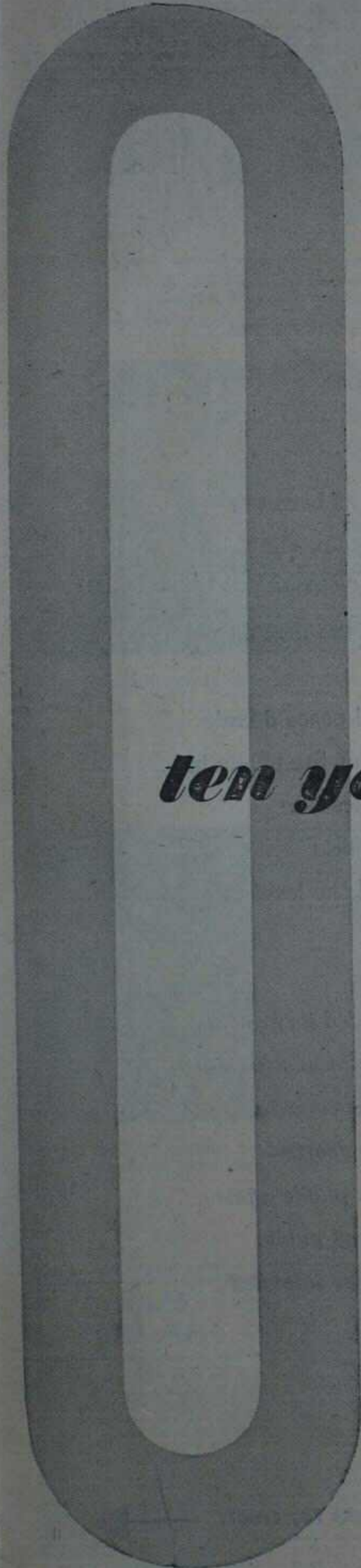


1947 NBC Television cameras enter halls of Congress for first time to show opening ceremonies of 80th Congress.



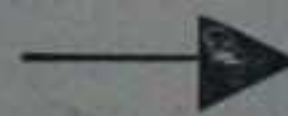
1951 NBC books three of the sports world's greatest attractions—the World Series for the next four years, the Rose Bowl games for three, and NCAA Saturday football.





ten years of tv leadership

and on **NBC TELEVISION**—the greatest
array of stars in the history of show business . . .



10

television's first ten

It's really Radio's party—but no one should mind if Television pipes up too. You know how ten-year-olds are.

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

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

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

the record speaks for itself →

Then, Now ...and Tomorrow

A Special Issue Commemorating
NBC's 25th Anniversary

Radio and Television Engineering Developments



1939 First television broadcast of a fashion show.



1939 First TV pick-up of a baseball game at Baker Field. Bill Stern announced game between Princeton and Columbia.

NOW AND TOMORROW

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

The True Meaning of Such Inventions as
The Loudspeaker and Picture Tube Are
Too Often Overlooked

O. B. Hanson, Vice-President and
Chief Engineer, National
Broadcasting Company, Inc.

The 25 years that have passed from the time of the low-powered radio stations and the crude rotating television scanning disks of 1926 to today's multi-billion dollar radio industry represent an era in achievement that would have been impossible without the creative invention and technical development of the electronic engineers.

Working anonymously for the most part, the engineer nevertheless deserves full credit for the successful harnessing of radio waves to the two air-borne media of entertainment and information which have caught the fancy of Americans from Maine to California. But because it is the end result that interests the public—the sound of voice and music in radio—the image of moving scenes on the television screen—the role of the engineer, played far from the impressive, glamorous impact of the loudspeaker and picture tube, is too easily overlooked. This the engineer expects. He does not look for, nor does he expect, headlines. It is part of his credo that the impetus for his creative labors must be derived mainly from his own conviction that he possesses the training and experience to develop the tools that will solve the problems that face him.

In the television field, few of the 14,000,000 owners of receivers give thought to the many engineering developments that lie behind the programs they view. Yet, the failure of engineering genius to function at any single point in the long, complex linkage from studio to receiver screen would have meant failure in the development of the service as we know it today.

To electronic engineers, the planning and installation of NBC's facilities in Radio City have been considered a major accomplishment which has contributed immeasurably to the advance of radio and television throughout the world. The studio layouts, conceived by NBC engineers, have set standards generally adopted by large and small stations everywhere. This includes the methods of sound-proofing which are so adroitly installed that they perform their function without conflicting with the decorative design and layout of the studios.

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



O. B. Hanson

It was the first time in the history of electronics that an attempt had been made to place so many high-powered radiators in close proximity with assurance of no interference between them. That the challenge was met with complete success is indicated by the favorable reports received from TV set users whose visual programs are now being received with complete freedom from inter-station interference and annoying "ghosts." NBC and RCA engineers, as well as others, guided this complex technical development.

When the National Broadcasting Company was formed in 1926, the NBC Network consisted of 24 radio stations, the only network in regular operation. Today, well over 1,000 stations depend on network affiliation for much of their programming. Although to the layman the distribution of programs by long distance line, coaxial cable, and microwave relay may seem simple and dependable, engineers faced myriad complicated problems before the present perfection was realized. And in the current expansion of television, scientists and technicians are encountering related problems, but are proceeding with the same assurance that their efforts will meet with success.

In still another field of communications, NBC engineers, in co-operation with representatives of other countries, inaugurated a study from which came invaluable information used today by short wave radio stations in all countries. This was the investigation of the ionosphere which revealed and catalogued the effect of magnetic storms and the vagaries of other phenomena on the long-distance transmission of radio signals. From the knowledge obtained, it is now possible to forecast disturbances and select the proper radio frequencies to render reliable radio service throughout the world.

Research is now being conducted in a new portion of the radio spectrum—the ultra-high frequencies. Only within the past few years have engineers been able to devise satisfactory transmitting and receiving equipment to function on these ultra short waves. Since early in 1949, the RCA-NBC experimental transmitter at Bridgeport, Conn. has pioneered in an engineering study of ultra-high frequencies (UHF) for television. Information gained from these field tests will be the basis for making the television service available soon to thousands of communities that otherwise would have been denied enjoyment of television.

To tell the complete story of engineers and their contributions to the radio-television industry would require volumes. Even then, the report would be incomplete. Engineering development is a continuing process and the most brilliant discoveries and inventions of today's engineers are certain to be surpassed tomorrow. By 1976—at the end of another quarter century—the procedures which are hailed today as the ultimate in scientific accomplishment will have been discarded just as the apparatus and methods of 1926 are considered museum exhibits, valuable only for their portrayal of the early days of a new industry. The engineer does not look backward at his accomplishments, but constantly looks to the future, never hesitating to obsolete his inventions of the past.

Side by side with the technical expansion of television to every home in America, is the development of television in color by NBC-RCA, a system which is compatible with the technical system of black and white. This means that the black and white service can expand at an accelerated rate without fear of obsolescence due to the coming of color. Color will come naturally and the television receivers purchased today will continue to work as color develops and expands as a service. It is a great tribute to engineering genius that such a system has been developed which adds a fascinating value to the existing service and takes nothing from it.

Behind every service which the public now enjoys and considers commonplace, stands a vast army of engineers and scientists whose brains have conceived the principles and designed the practical apparatus upon which these services function, and which bring knowledge and happiness to millions of people by the snap of a switch. Fortunate is the engineer who has had the opportunity, as I have had, to be associated for the past 25 years with a great electronic development and service to the public.

NILES TRAMMELL

Continued from page 14

ment of the formation of NBC has been followed not only by this company, but by the industry. There have been some significant changes at NBC, which depart from the charter, if I may call it that, but only in emphasis, not in form. For example, the amount of time devoted to news very closely parallels world history. Between 1939 and 1945, radio news broadcasts rose from 3.6 per cent of network time to a high of 21.2 per cent, and since then have never dropped below 15 per cent. There was a great public need for information, and we moved to fill it. If we are looking for sources of the strength of our industry, it seems to me this flexibility, this sensitivity to the public's needs and interests is certainly one such source.

Of interest to the entertainment world is the fact that the amount of time devoted to dra-

matic programs on radio has more than doubled in the last 20 years, from 10.8 per cent in 1932 to 23.7 in 1950.

One other point seems of very great importance, and not always seen against the picture of world history. Radio has not only been a great source of entertainment and information, but it has been from the start and increasingly so now, a dynamic part of the American system of distribution.

In this it has been very successful, and, as we all know, our daily, and periodical press, instead of dying as was once freely predicted, is larger and stronger than ever. The pattern of financial support for American radio, however, coming from a great diversity of interests, and entirely from private enterprise, has made it possible to present all points of view, and never at any time to be enslaved to any partisan group, or to any one point of view. This has not been true in all countries, as we well know. But it is true in ours. American radio is free, and it is surely one of the things which makes us a free nation, a free people.

Then, Now ...and Tomorrow

A Special Issue Commemorating
NBC's 25th Anniversary

Making Radio Program History

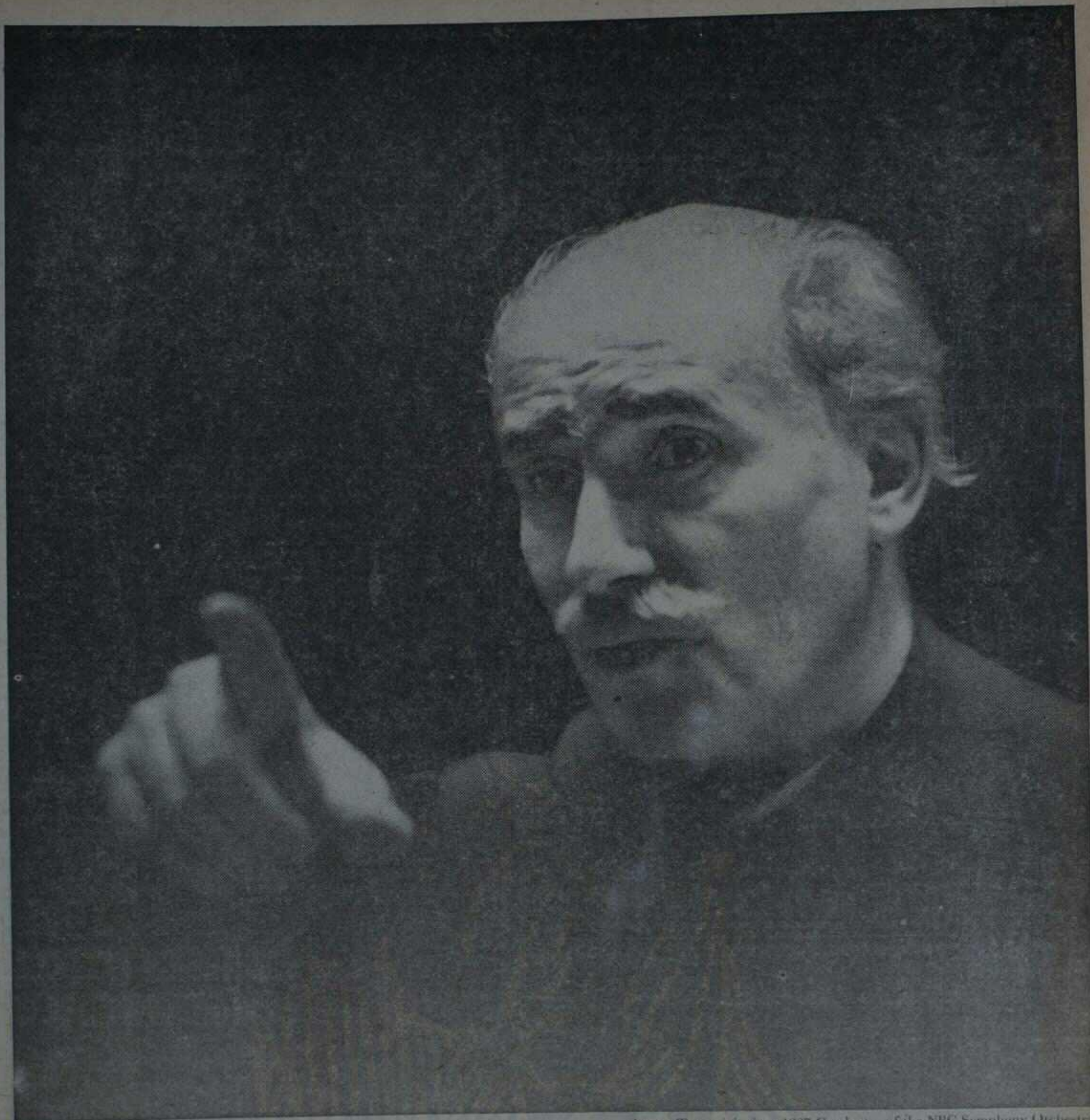


TV's rapid programing growth from the '30's to the '50's is depicted by a comparison between the late Vaughn de Leath's novelty program (top picture) and the complicated sets now being used in the Kate Smith Show.

1928
June 3—"The National Radio Pulpit" became a network show. (Had been on air locally since May 6, 1923.)
Aug. 6—Beginning of "Real Folks," one of the first dramatic serials on the air.
Oct. 2—First broadcast of NBC's "National Farm and Home Hour."
Oct. 26—The NBC "Music Appreciation Hour" with Dr. Walter Damsch began.
Nov. 6—Complete broadcast coverage of election returns.
Dec. 4—The current "Voice of Firestone" program began.
1929
Aug. 19—"Amos 'n' Andy" began on NBC.
1930
Mar. 2—"Catholic Hour" began current series.
July 7—NBC's first television broadcast.
1931
Dec. 25—First broadcast of the regular series of Metropolitan Opera broadcasts—"Hansel and Gretel"—over combined NBC Red and Blue networks.
1932
1933
Jan. 7—World Premiere of "Emperor Jones" by Louis Gruenberg, by Metropolitan Opera Co.
Apr. 11—George Bernard Shaw was heard via NBC in only American talk.
May 26—Formal opening of the Century of Progress Fair, Chicago.
Aug. 19—"National Barn Dance" began broadcast series.
Oct. 15—Start of Chicago Round Table series.
Dec.—First sponsored series of opera from the Metropolitan Opera House (American Tobacco Co.)
1934
Jan. 14—Radio City Music Hall concerts began on NBC.
Sept. 14—Description of International Yacht Races for the America's Cup held at Newport, Rhode Island.
Nov. 8—"Kraft Music Hall" began long run on NBC.
1935
Apr. 16—"Fibber McGee and Molly" began NBC series.
1937
June & July—John Barrymore was presented in a series of six Shakespearean plays.
1939
May 17—First baseball game televised—Princeton University vs. Columbia University at Baker Field, N.Y.C. Bill Stern announced.
May 17—First Fashion Show televised—in co-operation with the Swiss Fabric Group.
June 1—First telecast of professional boxing contest—Lou Nova vs. Max Baer at Yankee Stadium.
June 20—Inauguration of 10-hour weekly television schedule. First full-hour TV production—"The Pirates of Penzance."
June 29—First full-hour television drama—"The Donovan Affair" by Owen Davis.
July 5—First telecast of a feature film in regular program service—"The Heart of New York."
July 25—First telecast of a full-hour musical comedy—"Topsy and Eva" starring the Duncan Sisters.
Aug. 9—First tennis match telecast—Eastern Grass Court Championships from Westchester Country Club, Rye, N. Y.

Aug. 23—First episode of a film serial telecast—"The Lost Jungle."
Aug. 26—First telecast of a major league baseball game—Brooklyn Dodgers vs. Cincinnati Reds doubleheader from Ebbets Field, Brooklyn.
Sept. 19—First original television revue—"As Others See Us."
Sept. 30—First football game televised—Fordham University vs. Waynesburg College from Triborough Stadium, Randall's Island.
Oct. 10—"The Aldrich Family" started its current radio series.
Oct. 22—First professional football game televised—Brooklyn Dodgers vs. Philadelphia Eagles from Ebbets Field, Brooklyn.
Nov. 23—First telecast of Macy's annual Thanksgiving Day parade.
Dec. 11—Telecast of first amateur boxing tournament—Finals of the NY Journal-American Diamond Belt boxing bouts from Madison Square Garden.
Dec. 13—Fred Allen made TV debut (guest spot).
Dec. 19—First telecast of a Broadway motion picture premiere—"Gone With the Wind" from the Capitol Theater, New York.
1940
Feb. 25—First hockey game televised—Rangers vs. Canadians from Madison Square Garden.
Feb. 28—First basketball games televised—Pittsburgh-Fordham and NYU-Georgetown from Madison Square Garden.
Mar. 3—A complete Broadway play telecast for first time—"When We Are Married" presented in one-and-one-half hour performance.
Mar. 10—First opera telecast—Metropolitan Opera stars presented in tabloid version of "Pagliacci" from Radio City.
Mar. 24—First religious services telecast from Radio City and seen at Lake Placid through Schenectady relay.
Apr. 4—"Mr. District Attorney" radio series began.
Apr. 25—First circus televised—Ringling Brothers—Barnum & Bailey performance from Madison Square Garden, New York.
Aug. 17—"Truth or Consequences" series began.
Sept. 4—"Quiz Kids" started radio series.
Nov. 15—"Information Please" began long radio series.
1941
Feb. 20—First television pictures in color were transmitted from Empire State Bldg.
May 1—RCA-NBC made successful tests with first projection-type color television receiver using mechanical methods.
May 2—PCC authorized commercial television effective July 1.
July 1—Television station WNBT, which as the famous station W2XBS had cradled American television broadcasting, went on the air as the world's first commercial station and had four sponsored programs on the first day.
1942
Apr. 10—"People Are Funny" radio series began on network.
July 6—The NBC University of the Air started—(first called NBC Inter-American University of the Air). This was the first endeavor in network history in the U. S. to provide systematic subject matter

with existing classroom instruction in universities throughout the nation. "Lands of the Free" series inaugurated the University programs. "Music of the New World," second in the series began Oct. 10, 1942.
Oct. 19—"The Murder of Lidice"—special dramatic program presenting the epic poem by Edna St. Vincent Millay, written especially for radio at the request of the Writers' War Board.
1947
May 7—"Kraft Television Theater" launched.
Sept. 30—Baseball World Series telecast for first time New York Yankees-Brooklyn Dodgers (from Yankee Stadium and Ebbets Field). Carried over NBC stations in New York, Philadelphia, Washington and Schenectady to an estimated total audience of 3,926,000.
Oct. 5—First telecast from the White House. President Truman's address on world food crisis was broadcast world-wide and televised on a seven-station hookup.
Nov. 9—Theater Guild started series of plays on television with "John Ferguson" by St. John Ervine.
Dec. 27—"Howdy Doody" television program began.
1948
Jan. 12—"Kukla, Fran and Ollie" series launched.
Mar. 20—Arturo Toscanini conducted the NBC Symphony Orchestra in its first telecast.
Apr. 22—"Voice of Firestone" became first commercial simulcast on AM, FM and TV.
Apr. 3—Arturo Toscanini conducted the NBC Symphony Orchestra in Beethoven's "Ninth Symphony" on simulcast program. The estimated TV audience was 370,000.
June—"College By Radio" plan announced as part of a vast adult education project combining radio and college facilities. Plan provided for co-operation thru local NBC stations with universities thruout the nation in the utilization of network and local programs for home study courses. During first five months of operation, controlled experiments were put into operation involving Station WAVE and the University of Louisville.
June 8—"Texaco Star Theater," starring Milton Berle, launched on television.
1949
Nov. 4—"One Man's Family," long running radio series, began a TV version.
Dec. 10—The Boston Symphony, under baton of Leonard Bernstein, made its television debut in a special program for the United Nations.
1950
Jan. 30—Robert Montgomery joined NBC's TV ranks as an executive producer. He served as narrator, producer and sometimes actor in "Your Lucky Strike Theater."
Feb. 12—Mrs. Eleanor Roosevelt began her first regular TV series.
Feb. 25—"Saturday Night Revue" launched on TV.
Apr. 9—Bob Hope made TV network debut.
Sept. 10—"The Comedy Hour" launched. NBC evolved the concept of rotating big-name stars each week on a TV comedy series.
Sept. 25—Kate Smith and Ted Collins made TV debuts in a regular series.
Oct. 4—"Four Star Revue," another weekly TV comedy series with comedians, billed in rotation, launched in Wednesday time slot.
Oct. 4—World Series (Yankees vs. Phillies) telecast as far west as Omaha. Combined TV audience estimated at 38 million.
Oct. 5—Groucho Marx made his TV debut in regular series.
Nov. 4—"The Big Show" launched. The presentation, emceed by Talulah Bankhead, brought together each week for 90 minutes such stars as Eddie Cantor, Bob Hope, Fred Allen, Jimmy Durante, Groucho Marx, Ethel Merman and others of comparable importance.



Arturo Toscanini, since 1937 Conductor of the NBC Symphony Orchestra

Radio made him a household name

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

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

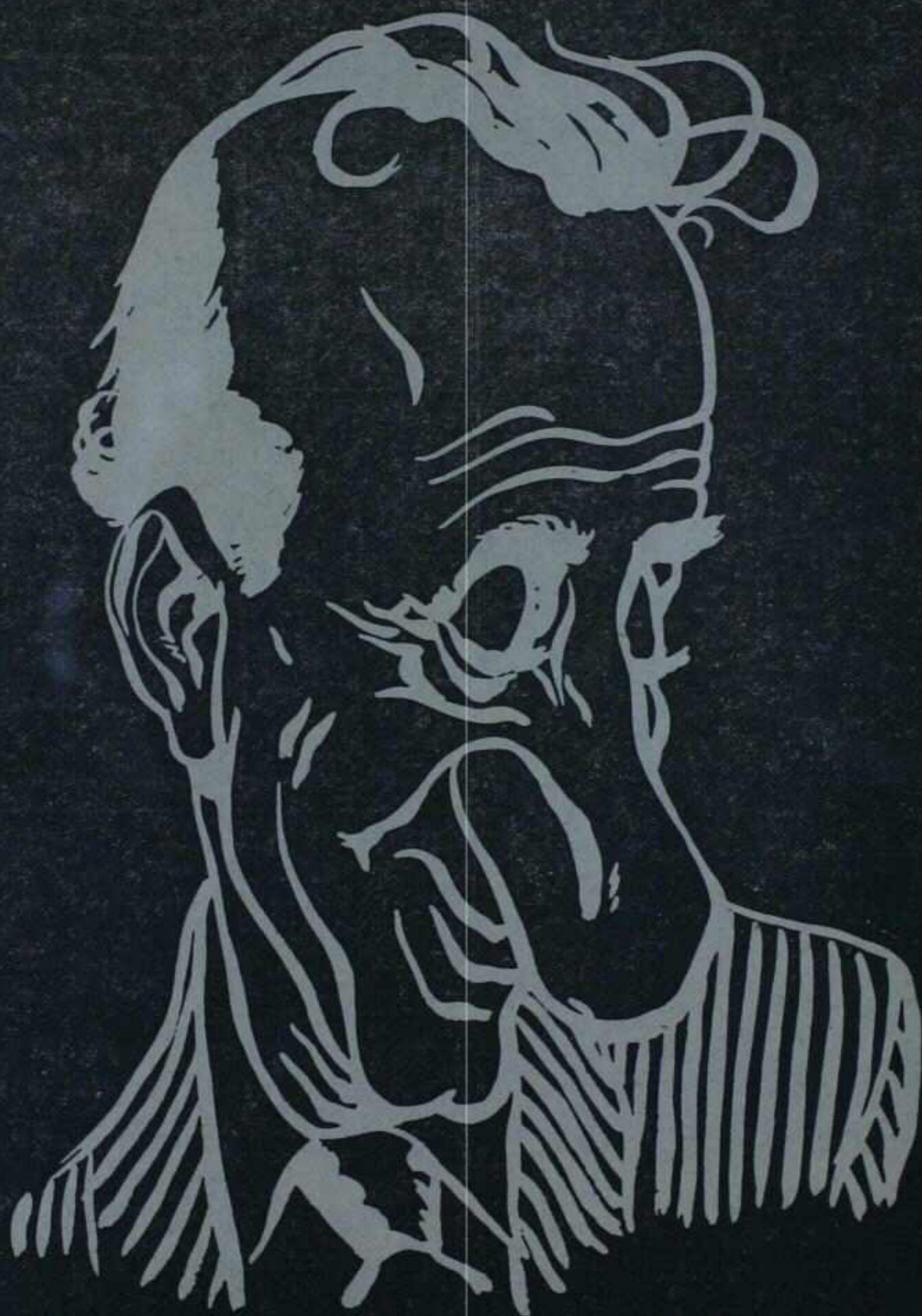
What RCA Victor has done on records, NBC has done on the air.

RCA Victor, just past its own half-century mark, salutes NBC on the occasion of its Silver Jubilee.



RCA VICTOR
Division of Radio Corporation of America

I'm glad to be on NBC!



*Congrats
on your 25th Anniversary*



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

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

Exclusively  **RCA VICTOR Records** 

CONGRATULATIONS !

Sid Caesar

YOU CAN SAY THAT AGAIN !

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CONGRATULATIONS !

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PHIL HARRIS and ALICE FAYE

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



Pugged But Right

RCA VICTOR

20-4342

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

Flip: "Where The Blues Were Born In New Orleans"
—sure-fire, Phil-style ditty. Fast brass beat.

Then, Now ...and Tomorrow

A Special Issue Commemorating
NBC's 25th Anniversary

Making Radio History in Domestic and International Affairs



1928 Thomas Alva Edison faces an NBC mike in the network studio. His son, Charles, who later became governor of New Jersey, looks on.



1939 NBC television coverage of the New York World's Fair by President Roosevelt marked the start of big-scale television programming.



1945 At war's end, television was ready to be on its way as a tremendous new power in communication. Here's view of one of first remote tele broadcasts showing Times Square on VE day.

- 1927**
 - Feb. 22—President Calvin Coolidge's Washington Birthday address was broadcast on a coast-to-coast NBC network of 42 stations.
 - June 11—Arrival of Charles A. Lindbergh in Washington, D. C., after historic flight to Paris, was broadcast on a coast-to-coast network.
- 1929**
 - Jan. 1—Inauguration of Franklin D. Roosevelt as Governor of New York.
 - Mar. 4—Inauguration ceremonies of President Hoover and Vice-President Curtis.
 - July 7—Thanksgiving services for the recovery of ailing King George of England held in Westminster Abbey.
- 1930**
 - Jan. 21—Opening session of London Naval Parley broadcast. King George V welcomed delegates to the conference and was heard in his first world-wide broadcast.
 - June 19—New York's reception to Admiral Byrd on his return from the Antarctic.
- 1932**
 - Jan. 31—World Disarmament Conference at Geneva, Switzerland. Broadcast of official opening address and 40 talks by William Hard, authority on international affairs, who introduced the various delegates at the conference.
- 1933**
 - Jan. 23—Dr. Albert Einstein made only radio address during his American visit discussing "America and the World Situation."
 - Feb. 1—Adolf Hitler outlined his policies in an address re-broadcast here.
 - Feb. 11—Pope Pius XI and Senatore Marconi heard during ceremonies inaugurating new Vatican radio system.
 - Mar. 4—The most intricate broadcast to date was President Roosevelt's inauguration and the inaugural parade.
 - Mar. 9—Opening of 73d Congress—First broadcast from the floor of the House of Representatives.
 - Mar. 12—First "Fireside Chat" by President Roosevelt as he addressed the nation explaining the banking moratorium.
 - Apr. 1—Ceremonies incident to Pope Pius' opening of the Holy Door of the Basilica of St. Peter's were broadcast from Vatican City.
 - Apr. 4—NBC short-wave equipment along the New Jersey shore carried the first story of the dirigible Akron disaster.
 - May 17—Address of Adolf Hitler delivered before the German Reichstag in Berlin, announcing Germany's foreign policy under the Nazi Regime.
 - June 12—Opening of the World Economic and Monetary Conference in London, England. King George V delivered opening speech and Ramsay MacDonald delivered the keynote speech.
 - Oct. 21—The first regularly scheduled program from Russia to be broadcast in the U. S., was carried by NBC from Moscow.
 - Oct. 22-26—First broadcast from the Graf Zeppelin while flying over the Atlantic from South America to Miami.
 - Nov. 15—"Foreign nations sent special programs to NBC in celebration of its seventh anniversary and opening of Radio City studios.
 - Nov. 17—Two-way conversation between Maxim Litvinoff, Russian Commissar for Foreign Affairs, speaking from Washington and his wife speaking from Russia—same day as Russian recognition was announced.
 - Nov. 20—Commander Settle and Major Fordney were heard over NBC as they floated 10 miles above the earth in a U. S. Army stratosphere balloon.
 - Dec. 13—The first program from India was heard in the U. S. over NBC from Bombay.
- 1934**
 - Feb. 22—Description of the funeral services for King Albert held in Brussels, Belgium.
 - Mar. 16—Air mail hearings broadcast from Caucus Room of U. S. Senate. Col. Charles A. Lindbergh interrogated by Senator Kenneth D. McKellar of Tenn.
 - July 13—Adolf Hitler's address before the German Reichstag in Berlin with a resume in English by Victor F. Ridder.
 - Sept. 18—Address by Wilhelmina, Queen of the Netherlands, at the opening of the Dutch Parliament.
 - Oct. 6—Premier Mussolini from Milan spoke on "Foreign and Social Policy." The program included a preliminary commentary, and an English summary.
 - Nov. 29—Wedding of Prince George of England and Princess Marina of Greece at Westminster Abbey, London.
- 1935**
 - Apr. 25—Guglielmo Marconi's 61st birthday saluted by radio from ships at sea, from Admiral Byrd at the South Pole and from the Graf Zeppelin flying across the Atlantic.
 - May 6—Golden Jubilee Celebration of King George V of England broadcast from St. Paul's Cathedral in London with greetings from all parts of the British Empire.
 - May 19—The first broadcast of canonization ceremonies. Pope Pius officiated at canonization of the English Martyrs, St. Thomas Moore and Cardinal John Fisher.
 - Aug. 23-24—U. S. Army maneuvers at Pine Camp, N. Y., were covered by NBC announcers in most extensive field broadcast hook-up in radio history—four mobile units from all fronts demonstrated the uses of radio during actual war conditions.
 - Nov. 11—Entire flight of record-breaking U. S. Army-National Geographic Society stratosphere balloon heard exclusively over NBC. Capt. A. W. Stevens and Capt. O. A. Anderson in the balloon at 72,395 feet (13.7 miles) were heard in a special broadcast linking them and the China Clipper flying over coast of California and a London editor at his desk in England.
- 1936**
 - Jan. 21-28—News of death of King George V of England flashed around the world. Audiences heard London's tolling bells. Description of funeral service and memorial ceremonies also broadcast.
 - May 6-9—Description of maiden voyage of the Zeppelin Hindenburg.
 - Nov. 3—National election bulletins: Roosevelt vs. Landon Presidential race.
 - Nov. 6—Pan American Peace Conference broadcast from South America. Event attended by various dignitaries, including President Roosevelt.
 - Dec. 11—Farewell address of King Edward VIII following his abdication of Dec. 10.
 - Dec. 17—NBC made the first radio pickup from Nanking, China, as the headlines of the day were centered on the kidnapping of Generalissimo Chiang Kai-shek. Dr. H. H. Kung, Finance Minister and acting head of the Chinese Nationalist Government addressed American listeners in the exclusive NBC presentation.
- 1937**
 - Jan. 20 to Feb. 1—Complete coverage of the floods in the Ohio and Mississippi valleys.
 - May 6—Coverage of Hindenburg disaster. The huge dirigible crashed and burned at Lakehurst, N. J. NBC featured a dramatic eyewitness account by Herb Morrison who with another engineer, Charles Nehlsen, of WLS, Chicago, happened to be at scene to record landing sounds. Morrison's stirring and emotional recorded description of the disaster was rushed to NBC for broadcasting.
 - May 12—Coronation of King George VI and Queen Elizabeth of England. First event of its kind to be broadcast.
- 1938**
 - Mar. 12-14—Complete coverage of absorption of Austria by Germany. NBC brought from Vienna and other European capitals the story of the Nazi coup. For more than 24 hours NBC was the only radio outlet from Vienna to America.
- 1939**
 - Sept. 13—Ninety minutes of network time devoted to Hitler's Nuremberg talk.
 - Sept. 22—NBC brought first news directly from areas affected by an unprecedented hurricane that hit New England and the Eastern Seaboard that rendered wire and telephone communications in many sections useless for almost two days.
 - Sept. 29—NBC scored a major scoop when it broadcast the first reading of the full official text of the Four-Power agreement 45 minutes ahead of its nearest competitor. Max Jordan, NBC Continental European representative, read the communique from Munich.
- 1939**
 - Feb. 9—First broadcast account of the death of a Pope—the passing of Pope Pius XI.
 - Mar. 2—NBC word picture of Pope Pius XII's election in Rome.
 - Apr. 30—NBC launched television as a regular public service with telecast of President Franklin D. Roosevelt and others in formal opening of the New York World's Fair of 1939.
 - May 8—Duke of Windsor's address from battlefield of Verdun—historic broadcast heard exclusively over NBC. Windsor broke a two-years' silence to plead for peace from battlefield of Verdun.
 - May 13 to June 15—A series of 3 broadcasts in connection with visit of King and Queen of England to America—their departure from Portsmouth, England; arrival in Quebec; journey to Washington; receptions with the President at Washington and Hyde Park; visit to the World's Fair and final departure from Halifax.
 - May 23-25—Programs in connection with sinking of submarine Squallus off New Hampshire coast. Bulletins and interviews describe dramatic rescue attempts by means of a diving bell.
 - Aug. 31—First word of Hitler's demands on Poland in broadcast from Berlin when a spokesman for German Press gave the 14 points in Hitler's proposal for settlement of Danzig and Polish corridor. English translation of German talk.
 - Sept. 1—Program from Berlin in connection with Hitler's address to the Reichstag demanding that Germany must have Danzig the corridor or fight.
 - Sept. 1—Program from London on report of "Prime Minister Chamberlain's message to Commons explaining England's stand. Two English announcers read the speech as it came over the tickle tape and between times read the correspondence between England and Germany called "the little white paper."
 - Sept. 3—Prime Minister Chamberlain broadcast the declaration that England declared war on Germany.
 - Sept. 3—Premier Daladier of France broadcast his country's declaration of war on Germany.
 - Sept. 3—W. L. Mackenzie-King, Prime Minister of Canada, broadcast that Canada would answer the call of her sovereign.
 - Sept. 23-27—Programs in connection with Pan American Peace Conference held in Panama City.
 - Dec. 17—First broadcast description of a scuttling of a ship in wartime. James Bowen in Montevideo, Uruguay, described the actual scuttling of the Graf Zeppelin and its sinking as it was taking place. Only eye-witness account broadcast.
 - Dec. 24—First broadcast from the Siegfried Line, Germany.
 - Dec. 24—Christmas Eve on Siegfried Line broadcast.
- 1940**
 - May 10—Neville Chamberlain, from London, broadcast his resignation as Prime Minister of Great Britain.
 - May 19—Winston Churchill, from London, broadcast for the first time as Prime Minister.
 - June 10—Premier Mussolini broadcast from Rome as he made declaration of war against Allies.
 - June 17—Marshall Petain of France

broadcast that the French had capitulated to the Germans.

June 22—German-French Armistice proceedings described from Compiegne Forest, France.

June 24—Coaxial cable used for first time in TV program service by NBC in televising Republican National Convention at Philadelphia and transmitting scenes from transmitter on Empire State Building.

July 15—Democratic Convention from Chicago. Films of proceedings were rushed by plane to New York for NBC telecast.

July 20-30—Twenty-one broadcasts in connection with Pan American Conference from Havana, Cuba.

Sept. 21—"Around London"—a descriptive tour of the city with pickups from a rooftop overlooking London; a street in the Strand; an air shelter; a night club; Buckingham Palace. During the broadcast the actual sounds of the anti-aircraft guns and bursting shells were heard.

Oct. 7—First broadcast between refugee children in New York and their parents in London.

Oct. 29—Record-breaking daytime radio audience listened to drawing of military draft numbers in Washington.

Nov. 5—First telecast of Presidential Election returns.

Nov. 30—Broadcast in connection with the inauguration of Avila Camacho as President of Mexico—from Mexico City.

1941

Apr. 6—Carried first radio flash of news of German invasion of Yugoslavia and Greece.

May 6—Bob Hope played first Armed Forces Camp Show (March Field, California).

June 21—NBC first to broadcast news of German invasion of Russia.

July 9—Broadcast of first official statements of the border dispute between Peru and Ecuador in a double pickup from Lima and Quito.

July 14—French Bastille Day broadcast—scored another "first" by carrying a message from Gen. Charles de Gaulle, leader of "Free France" speaking from his headquarters in Brazzaville.

July 23—Listening post established at Bellmore, L. I., to monitor news broadcasts from Western Europe and European Russia.

Aug. 14—Listening post established in North Hollywood to monitor news broadcasts from the Orient, the Far East and Australia.

Sept. 3—First radio two-day hook-up with Moscow, Russia.

Nov. 28—Historic broadcast from Dutch Guiana in which Col. Stanley Grogan, Army public relations officer, told of the arrival of American troops to guard the colony's vital bauxite deposits.

Dec. 7—News flashed by radio that Japan had attacked Pearl Harbor.

Dec. 8—President Roosevelt's war message to Congress and the declaration of war was broadcast world-wide on record-breaking hook-up.

Dec. 8—Eyewitness account broadcast of the first Japanese bombing raid on Manila against a background of anti-aircraft fire as Japanese planes roared overhead.

Dec. 9—President Roosevelt made his 17th "fireside chat" on Japan's attack and the U. S. declaration of war.

1942

Jan. 23—First mass education by television was initiated by NBC-RCA in training thousands of air raid wardens in the N. Y. area.

Apr. 5—"The Army Hour"—official weekly radio report of the War Department—stated on NBC, bringing on-the-spot stories and demonstrations from Army bases and fields of battle.

May 22—Television schedules cut to four hours a week because of the war.

Aug. 20—John MacVane, NBC correspondent who accompanied the commando raid on Dieppe reported on the event from London.

Sept. 29—First NBC Day in War Bond drives wherein NBC set aside entire day for campaign.

Nov. 1—NBC's and all other radio shortwave operations taken over by U. S. Government thru the Office of War Information (OWI).

1943

Jan. 26—Roosevelt-Churchill conference at Casablanca reported by Stanley Richardson in London who read on the air the eyewitness account of the meeting as relayed by John MacVane of NBC.

May 10—John MacVane, first radio man to enter Tunis after its fall, broadcast from Algiers.

Aug. 18—First use of the wire recorder in combat. From London, Stanley Richardson explained how the program was made in a Flying Fortress during the bombing raid of the German-held Le Bourget Field in France.

Oct. 24—First broadcasts from Guadalcanal and New Caledonia on "The Army Hour."

Nov. 14—First broadcast from Naples, Italy, since outbreak of war. Don Hollenbeck and Mer-

rill Mueller spoke from Allied Advance Command Post at Naples.

1944

June 6—NBC first with flash on allied invasion of Europe.

June 6—All commercial broadcasts canceled to give an uninterrupted flow of news from the Normandy beaches. President Roosevelt on the radio led the nation in a D-Day prayer.

June 13—NBC's Special Bond Day—21 continuous hours of broadcasting were climaxed by a 90-minute all-star show to start NBC's Fifth War Loan campaign. Each show devoted a portion of its time to bond appeals and once each hour NBC presented a special bond broadcast from an historic shrine.

Aug. 14—NBC flashed the news of the invasion of Southern France.

Aug. 25—NBC resumed news broadcasts direct from Paris after Paris radio station in patriot hands announced "Paris liberated."

Nov. 7—Roosevelt-Dewey election returns covered by radio and television.

1945

Feb. 7—Bert Slen, announcer liberated from Santo Tomas by American Army, broadcast over NBC that Manila was retaken.

Apr. 12-15—All commercial programs canceled at the news of death of President Roosevelt. During three and a half days of national mourning which followed, no commercial announcements were broadcast on the network and the program schedules were confined to appropriate music, news and memorials.

Apr. 28—Benito Mussolini executed by Italian Partisans.

May 1—Broadcasts reported Adolf Hitler died in Berlin.

May 8—All commercial programs canceled for observance of V-E Day. President Truman, King George, Prime Minister Churchill and General Eisenhower participated in world-wide broadcasts.

Aug. 14—Max Jordan, NBC European representative, broadcast from Basle, Switzerland, at 4:18 p.m., Eastern War Time, hours ahead of any other source, that the Jap surrender papers had arrived there. Later he was first with the news that the document had reached Washington.

Sept. 1—Merrill Mueller, NBC reporter, broadcast "on the spot" description of the Japanese surrender from the deck of the U.S.S. Missouri in Tokyo Bay.

Sept. 9—Station WNBT telecast films of Japanese signing surrender documents on board U.S.S. Missouri.

Oct. 27—First telecast of a U. S. President on a TV network. President Truman was seen for the first time on television at Navy Day celebration in New York's Central Park—the TV network comprised WNBT, New York; WRGB, Schenectady, and WPTZ, Philadelphia.

1946

Mar. 25—NBC revised the opening of UN Security Council at Hunter College, N. Y.

June 30—"Operation Crossroads" from Bikini area. NBC newsmen described events leading up to actual dropping of the Bikini test atom bomb. The bombardier of the B-29 over the target was heard and scenes following explosion were described.

July 24—Bikini under-water bomb test reported from Bikini area.

Oct. 1—NBC's Roy Porter broadcast from Nuremberg on the trials of the top Nazi war criminals just completed.

Oct. 20-27—Special programs broadcast and televised in NBC-originated United Nations Week.

1947

Jan. 2—NBC Television cameras entered halls of Congress for first time at opening of 80th Congress.

Jan. 6—President Truman televised as he delivered message before joint session of Congress.

Feb.—An exclusive report broadcast on Admiral Richard E. Byrd's flight.

Apr. 16—Complete coverage given the Texas City disaster by NBC News and Special Events crews.

June 28—The exclusive beat of Henry Cassidy giving listeners the first report out of Moscow on the Foreign Ministers' Conference.

Sept. 16—The first radio report direct from the heart of the September hurricane in Florida and the Gulf Coast.

1948

Jan. 30—First American network to carry eye-witness account of the assassination of Mohandas K. Gandhi.

June 21—Republican National Convention, Philadelphia—NBC's radio and TV coverage of the conversation was the most elaborate reporting job to date devoted to

CONGRATULATIONS TO NBC



John Cameron Swayze

Congratulations from



KENNETH BANGHART

AND THE NEWS
Monday thru Friday

2:55 P.M.—NBC Coast-to-Coast
Produced for
LUCKY STRIKE CIGARETTES
BATTEN, BARTON, DURSTINE & OSBORN

6:00 P.M.—WNBC
Produced for
RUPPERT KNICKERBOCKER BEER
BIOW COMPANY

11:00 P.M.—WNBC
Produced for
SHELL OIL COMPANY
J. WALTER THOMPSON

Also Current: THE TELEPHONE HOUR
PROUDLY WE HAIL—U. S. ARMY

Only 10 Years in Radio But All with NBC

Congratulations

NBC

ON YOUR

25th

SILVER JUBILEE ANNIVERSARY

WALTER N. GREAZA

"STEVE WILSON"
on
"BIG TOWN"
WNBC—Tuesdays

—+—

"THE CHIEF"
on
"TREASURY MEN IN ACTION"
WNBT-TV—Thursdays

(Continued on page 37)

Then, Now ...and Tomorrow

A Special Issue Commemorating
NBC's 25th Anniversary

Making Radio & TV Industry History



1923 Here's Eddie Cantor at an old-time broadcast long before the start of TV. Actually, it's three years before the start of NBC.

1926
Sept. 9—The National Broadcasting Company was organized as a service of the Radio Corporation of America with the aim "to provide the best programs available for broadcasting in the United States." Merlin Hall Aylesworth was named first president of NBC.
Nov. 15—Inaugural program of the NBC Network over 21 charter affiliated and four specially added stations. The broadcast included Walter Damrosch and the New York Symphony Orchestra, Will Rogers, Weber and Fields, Mary Garden, Titta Rufo, New York Oratorio Society with Albert Stoessel, the Edwin Franko Goldman Band, and the Vincent Lopez, Ben Bernie, B. A. Rolfe and George Olsen orchestras.

1927
Jan. 1—The NBC-Blue network, established by RCA-NBC with WJZ as the key station, began operation as an adjunct to NBC-Red (the original network of which WEAJ was the key).
Jan. 1—First coast-to-coast program using a hook-up of 4,000 miles to broadcast the Rose Bowl football game from Pasadena, Cal.
Apr. 11—The NBC Pacific Coast network was organized.
July 24—First broadcast linking U. S. and Canadian stations.
Oct. 1—NBC studios were opened at 711 Fifth Avenue, New York City.

1928
Jan. 16—First program broadcast from the West Indies when President Coolidge opened the Pan-American Conference in Havana.
Apr. 4—NBC received its first television station construction permit.
Dec. 23—Inauguration of NBC coast-to-coast network of 58 stations on a permanent basis.

1929
Jan. 1—California-Georgia Tech Football Game from Rose Bowl broadcast over network of 44 stations.
Feb. 1—First short-wave broadcast from England relayed over NBC network. Program offered a symphony concert from Queen's Hall, London.
Feb. 6—First of regular weekly West-to-East programs broadcast from San Francisco.
Feb. 22—First airplane broadcast. "Over and Under New York"—first field radio pickup.
July 7—First rebroadcast from Sydney, Australia.
Aug. 12—A parachute jumper broadcast over NBC as he floated down to earth. The jumper was equipped with a 25-pound, 2-watt pack transmitter.
Oct. 26—First broadcast from Holland.
Dec. 25—International exchange program from England, Germany, Holland and France.

1930
Mar. 12—First two-way conversation between NBC officials and Admiral Byrd, Antarctic explorer, after his arrival in Dunedin, New Zealand.
Mar. 16—First broadcast from a ship at sea to listeners on shore.
Apr. 1—Broadcast from Bronx Zoo making first use of mobile unit equipped for radio transmission.
April—First regular sponsored series originating on the Pacific Coast for nationwide broadcasting. (California Packing Company from San Francisco.)
April 30—Conversation between Marconi aboard his yacht off the West Coast of Italy and NBC officials in New York.
May 15—First use of parabolic microphone.
June—Plans announced for \$250,000,000 Radio City to be built by John D. Rockefeller interests in New York and to become home of NBC.
July 30—Pioneer television station W2XBS opened in New York by NBC.

Sep. 14—First broadcast from Merchandise Mart, NBC's Chicago studios.
Oct. 1—First sample (premium) offered to listeners by NBC advertiser.
Dec. 9—First broadcast from a submarine.
1931
May 1—Dedication of the Empire State Building, New York.
June—NBC facsimile broadcasts began over W3XL.
June—The Empire State Building, world's tallest skyscraper, was selected as the place for NBC's television transmitter.
Oct.—NBC announcers made the first radio broadcast with test flights of the American Clipper airships.
Oct. 30—Start of 120-line television transmission from W2XBS atop the Empire State Building.
Dec. 12—In honoring Guglielmo Marconi on the 30th anniversary of his first trans-atlantic wireless message, NBC broadcast a round-the-world roll call of 14 nations on four continents.

1932
Aug. 12—First two-way conversations between a glider and the land.
Sep. 22—Scientist William Beebe, broadcast from his "Bathysphere" as he descended 2,200 feet below the surface of the ocean off the coast of Bermuda.

1933
Apr. 4—NBC short-wave equipment installed along the New Jersey shore carried the first story of the dirigible Akron disaster.
Aug. 5—NBC inaugurated the first regular interchange of programs with Canada, through co-operation of the Canadian Radio Broadcasting Commission.
Nov. 11—NBC's first broadcast from Radio City. M. H. Aylesworth, David Sarnoff, Owen D. Young, Gen. James G. Harbord and Sir John Reith of BBC spoke. The following artists were heard: Jane Cowl, Jessica Dragonette, the Revelers, Frank Munn, Virginia Rea, Walter Damrosch, John McCormack, Maria Jeritza, Rudy Vallee, Will Rogers, Amos 'n' Andy, Paul Whiteman and the Schola Cantorum Choir.
Nov. 12—A 400-piece symphony orchestra, largest ever assembled for a broadcast, played from Radio City under a group of famous conductors.
Nov. 20—NBC Radio City Guided Tour was inaugurated.

1934
May 13—As a prelude to the 300th season of the famous Passion Play, a two-way trans-Atlantic conversation was held between Anton Lang, who formerly portrayed the role of Christ, in Oberammergau, Germany, and his son Anton Lang Jr., in Washington.
July 15—First regularly sponsored series of international broadcasts began by Gulf Oil Co.
July 28—U. S. Army's stratosphere balloonists in a two-way conversation broadcast until they were forced to throw radio equipment overboard to lighten the load after climbing to 61,000 feet.
Sep. 22—First voice broadcast around the world in a fraction of a second demonstrated by short-wave station W2XAF, Schenectady, N. Y., and broadcast by NBC.

1935
July 2—First broadcast in history from Mt. Vesuvius in Italy. The actual sounds of the flowing lava and the hissing steam were heard as a microphone was placed within the crater.
Oct. 27—Most comprehensive international hook-up to date of stations throughout the world was arranged for the "Youth Sings Across Borders" program over an NBC coast-to-coast network. Pick-ups were made from 31 countries.

Dec. 7—NBC's Hollywood Studios, one of the most complete and advanced broadcasting units in the world, were opened.

1936
Jan. 1—Lenox Riley Lohr became NBC president.
Apr. 12—NBC made successful use of the new micro-wave transmitter, so small that it was concealed in announcer George Hicks' silk top hat as he broadcast a description of the annual Easter Parade on New York's Fifth Avenue.
June 10—First coaxial cable provided by Bell System for television use between NBC studios in Radio City and NBC transmitter atop Empire State Building.
June 29—Start in the U. S. of organized television experiments between a regular transmitting station and a number of experimental receivers in homes. Tests conducted by NBC and RCA.

July 7—First public demonstration of NBC's high definition (electronic system) television. Radio manufacturers witnessed the RCA-NBC demonstration from the Empire State Building. Radio artists and films were used in the show.
Nov. 6—NBC television demonstration with 250 guests as spectators at "live" talent and film performance on 7½"x10" screen.
Nov. 15—NBC celebrated its 10th anniversary with radio organizations throughout the world contributing their facilities and talent. Two special events programs arranged to commemorate the date were radio "firsts" never before attempted. On one, David Sarnoff, president of RCA, spoke from his New York office to Guglielmo Marconi on his yacht in the Mediterranean, to Robert Jardillier, French Minister of Communications, on an airlines between New York and Washington, and to Maurice Rambert, president of the International Broadcasting Union, in another plane flying the same route. In another special program, 13 pickup points were included ranging from an undersea boat to a squadron of planes. Highlight of this show was a conversation between announcers on two speeding streamlined trains, one running between Boston and Providence in America, and the other between Hamburg and Berlin in Germany.

1937
Jan. — South American stations started rebroadcasting NBC's Metropolitan Opera programs.
Oct. 14—Television demonstration on 3'x4' screen to Society of Motion Picture Engineers of transmission between Empire State Building transmitter and Radio City.
Dec. 12—The first mobile television station—operated by NBC—appeared on New York's streets.

1938
Feb.—NBC brought first exclusive broadcast from the Pyramids—Dragomen (native guides), Arabs and Egyptologists were heard from in front of the Gizeh pyramid and from within the tomb of Cheops.
March—Mobile TV vans operated by NBC made first remote pickup in N. Y.
April—NBC brought to American listeners first exclusive broadcast from Pitcairn Island in South Seas.

1939
Jan. 27—NBC-RCA gave first demonstration of modern electronic television at Washington, D. C. for members of the government, the diplomatic corps and scientific societies.
Mar. 21—NBC began final series of experimental telecasts before inaugurating regular public service.
May 3—First studio program telecast from Radio City over station W2XBS in regular public service. Show included Fred Waring and



1929 The Easter Parade was the event where the Micro-Wave transmitter was first used. Pictured are Lucius Beebe, George Hicks and Gloria Broggiathle.



1951 Nanette Fabray is in foreground in one of 'earliest NBC color broadcasts.

his Pennsylvania; Marcy Westcott and Richard Rogers; "The Unexpected" with Marjorie Clarke, Earle Larimore and David More; informal interviews from the New York World's Fair; "NBC TeleTopics" and Walt Disney's "Donald's Cousin Gus."

May 20—First American television relay over telephone wires — telecast of Six Day Bicycle Race from Madison Square Garden.

July 13—NBC was first major network to apply to FCC for an FM station.

Oct. 17—Television program transmitted by NBC in New York City received in an airplane over Washington, D. C., at an altitude of 22,000 feet and a distance of 200 miles.

Nov. 15—First sponsored short-wave radio broadcast to Central America (United Fruit Co.) over NBC International facilities.

1940

Jan. 11—NBC FM station W2XWG opened atop Empire State Building.

Feb. 1—FCC members in Schenectady watched pictures telecast from New York rebroadcast through automatic radio relay across the up-State area—distance of 130 miles. The "first television network" thus comprised Stations WNBT, New York and WRGB, Schenectady.

July 12—Niles Trammell elected president of NBC.

1941

Apr. 15—NBC Sports Department formed under direction of Bill Stern.

June 16—Applications filed with FCC for licenses to operate commercial television stations in New York, Philadelphia and Washington.

June 27—NBC television's first advertising rate card published.

Sept. 3—First broadcast from Reykjavik, Iceland.

1942

Jan. 9—The Blue Network was separated from NBC and established as the Blue Network Company, Inc.

1944

Mar. 1—NBC announced plans for nation-wide TV network.

1945

Oct. 25—NBC demonstrated RCA-developed super-sensitive television camera tube named "Image Orthicon" in candlelight thereby solving major problem in illumination of television programs and outdoor pick-ups. The tube also was demonstrated in total darkness with the scene "Illuminated" by infra-red rays.

Dec. 1—Army-Navy football game in Philadelphia telecast by WNBT in New York, through use of coaxial cable for the intercity connection.

1946

Mar. 21—Demonstration of airborne television at Anacostia Navy Air Station with television-equipped planes over Washington, Mt. Vernon, Annapolis and Baltimore. Airborne TV was developed during the war by RCA and NBC in co-operation with the Navy, Army and the National Defense Research Council.

June 19—Louis-Conn heavyweight championship fight at Yankee Stadium, New York, televised by NBC for audiences in New York, Washington, Philadelphia and Schenectady. First use of portable equipment with Image Orthicon cameras on a regular TV program.

1947

Sept. 13—In co-operation with the Eastman Kodak Co., NBC announced a special camera had been developed to photograph television images directly from the kinescope screen. Paved way for syndication of television programs and providing records of television events.

Oct. 9—Charles R. Denny Jr., joined NBC as vice president and general counsel after resigning as Chairman of the FCC. Elected NBC executive vice president July 2, 1948.

Nov. 13—A test radio relay operation to Boston proved successful. The system, opened by Bell System for experimental telephone and television use, employed seven hilltop relay stations.

Dec. 5 — Louis-Walcott 15-round fight at Madison Square Garden telecast along Atlantic Seaboard to estimated audience of one million.

1948

Sept. 18—Test transmissions started over NBC's TV station WNBQ, Chicago.

Sept. 20—NBC's Midwestern TV network opened to link St. Louis, Chicago, Milwaukee, Toledo, Detroit, Cleveland and Buffalo by coaxial cable.

Oct. 21—First public demonstration of Ultra-Fax held in Washington, D. C., showing results of combined efforts of RCA Laboratories, NBC Engineering Development

and Eastman Kodak Co. Transmission of one million words a minute from NBC's TV station WNBW at Wardman Park Hotel.

Oct. 31 — Commercial programming started on NBC's TV station WNBK in Cleveland, O.

1949

Jan. 16—NBC's Hollywood television station KNBH started commercial operations.

May 5—NBC received FCC permit for experimental television ultra-high-frequency operation in Bridgeport, Conn.

Aug. 2—"Lights Out" made first use of the split-screen television technique for an entire program. The widely heralded engineering feat of the split screen was developed by NBC engineers.

Oct. 7 — Niles Trammell elected chairman of board and Joseph H. McConnell elected president of NBC.

1950

Jan. 13—First use of NBC's perfected rear screen projection system capable of integrating and synchronizing filmed background and "live" foreground action.

Oct. 1—Coaxial cable opened linking the NBC-TV network west to Memphis, Kansas City, and Omaha and as far south as Jacksonville, Fla.

Nov. 3—NBC inaugurated a new sales concept for selling radio programs to advertisers by establishing "Operation Tandem," under which advertisers were able to buy participation in a group of major nighttime shows.

1951

Jan. 17—Completion of reconversion (at a cost of \$1,000,000) of NBC's renowned Radio City studio 8-H into the most modern, most versatile and largest television studio in the world.

Feb. 1—First radio broadcast of sounds of atomic test blast near Las Vegas, Nevada.

June 10—NBC placed an order with the American Telephone and Telegraph Co., for fulltime television circuits to connect the cities of Tulsa, Oklahoma City, Fort Worth, Dallas, San Antonio and Houston with the present NBC-TV network. Plans call for the Southwest cities to be interconnected with the rest of the network by last of 1952.

June 11—NBC New York Television station WNBT was first to telecast from newly completed 217-foot multiple-antenna mast atop the Empire State Building.

Best Wishes
PAUL WINCHELL

and ME TOO!

JERRY MAHONEY

MONDAYS 8:00-8:30 P.M.

NBC-TV

FOR SPEIDEL WATCH BANDS

To NBC with love and kisses from Meredith Willson

THREE CHIMES OF SILVER

WORDS - MUSIC MEREDITH WILLSON

THREE CHIMES OF SILVER
HEAR THEM RING
THROUGH-OUT A TROU-BLED WORLD WHAT
HAPP-PI-NESS THEY BRING
THREE CHIMES OF SILVER
RING-ING CLEAR THOUGH
FIVE AND TWEN-TY YEARS HAVE GONE, THEIR
SONG WILL STILL UN-FOLD WHEN
THREE CHIMES OF SILVER
TURN TO GOLD.

for the record ...
because of your record ...

CONGRATULATIONS!
NATIONAL BROADCASTING COMPANY

Advance Recording Products Company
36-12 34th Street, Long Island City, N. Y.

**SYLVESTER L.
(PAT)
WEAVER**

• *Continued from page 14*

planning, we will build a schedule which will give the public enough change of pace, and enough continuity to keep the medium vital. We will replace entertainment shows for public service shows in premium time, through pre-emption. We will bring the world affairs and the

great special events to the home, regardless of present type commitments, because tomorrow the first commitment is not time-ownership or talent contract, but an agreement that the medium is its programs.

Already, our "Faces of the Age" project checks the appearance on NBC of people of importance in all fields to insure that our viewers will know on sight the "Names" of the world.

Already, our new "Today" project dictates a planetary coverage of news and its integration into an understandability pattern for modern man. Already, all NBC programs are being

worked on to serve a purpose beyond entertainment, here thru the use of operatic vignettes to broaden the interest base in opera, elsewhere through using a story that preaches a tolerance moral in a fine dramatic show, again through the use of undying material from the classics. Already, special NBC teleumentaries are being readied to bring the issues of our times and the picture of our world to the great mass audiences. Some, on more specific issues, have already appeared.

But the future will mean that your children, in five years, can tell you every statesman's name on sight, what country he comes from, what he does, what he's "like," and then tell you about his country, its people and their customs, dress, geography, etc. They will know the physical universe around them, because they will have seen it. They will have gone into outer space from Mt. Palomar, and into submicroscopic worlds through the electronic microscope. They will have seen American history sweep across the tube with an impact hitherto undreamed of.

They will have heard every great performing artist, legitimate and popular, vocal and instrumental. They will know most of the great musical works, the arias, the symphonies, the concertos. They will know current events, and how to interpret them in the larger pattern of life today.

Television, today and tomorrow, will do these things, by plan and on purpose, to meet the responsibility that comes from the stewardship of the greatest mechanism to influence men, mores, and survival too, that has ever happened. Yes, a stronger influence than was the discovery of print, the only invention comparable in potential.

And NBC must do its part in this pattern through the presentation of great entertainment for diversion, to keep our channel the hot channel at which most people watch most of the time, with our cultural and information material handled with great skill and with great showmanship. The constant procession of events, both political and entertainment, wherein the viewer looks out upon his own world and sees most of it, calls for a massive, difficult, expensive operation. The world-wide news organizations will be sending coverage of everything back to a great communications center, where the information is edited, collated, indexed, presented in news and special programs, used as background for others, distributed in supplementary information forms in due time. A thousand monitors in five years will connect every place where anyone of significance can be located, and where most people and things of importance can be seen. Ultrafax, which transmits "Gone With the Wind" in under two minutes, is the key to the scope of communications we are speaking of here.

But beyond news coverage, one has symphony orchestras, and opera companies and teleumentary productions of now undreamed magnitude. One has

the necessity of finding entertainment personalities, and new forms to present them in, and new writers of all forms, and new forms for all writers. This requires projects beyond the purse of any advertiser, of any group, likely to concern itself with the problem.

The advertiser, tomorrow as today, must spend his money and his emphasis on the sale of his products or services. He cannot primarily serve the public with his advertising money. The attempt to get all advertisers to agree on any master plan to combine entertainment and service will not work because it runs against the basic interests which must be served because they are basic. It is right that this be so. The public will look to the networks to serve them, because we use their air. And we will serve them well, and nobly.

Our plans are great. Our present is only disappointing because of the very dimensions of our tomorrows. We believe and intend to prove NBC television can communicate a cultural and informational upthrust to the people of this country that will have measurable results in the next five years, that we will be the greatest social force as well as the greatest selling force in the nation. And we who are working night and day on the tomorrows, hope that we will be present to enjoy them.

**JAMES M.
GAINES**

• *Continued from page 15*

ful experiments to strengthen their own stations' efforts.

In local merchandising and promotion efforts, each station can benefit by the pioneering efforts of the others. A good example is the much-copied "Operation Chain - Lightning" grocery - store merchandising program originally set up by WNBC in New York in cooperation with key chains whose 1,400-odd stores do approximately 40 per cent of New York's total food business. This dynamic and highly effective grocer store merchandising plan is now in operation at NBC O&O stations in New York and Chicago and soon will be available to NBC advertisers in other O&O markets.

In TV specifically, the strength of the O&O stations as a group is particularly evident. Pioneering in programing, in public service, in operations, in sales, is truly a monumental task. There are no blueprints to follow. Every decision was—and still is in many cases, precedent-making. Stations not only had the task of developing and promoting programing, but first had to join with other stations in the promotion and popularization of TV as a medium of home entertainment and education. New York's big "Salute to TV Week" last year, sparked by the manager of WNBC, is a good example of the type of community thinking and industry cooperation which typi-

fies NBC's O&O station operation.

The difficulties of television expansion and the need for operating under high standards with never enough studios, equipment, facilities and insufficient numbers of trained, technical personnel have not deterred any of our TV stations from attacking their local programing and sales problems with vigor and considerable ingenuity. WNBC, for instance, has made a distinct contribution to the development of the so-called Chicago school of television typified by Dave Garraway and Kukla, Fran & Ollie.

When General McArthur addressed Congress, KNBH, Hollywood, wasn't content to bring its audience films of the event the next day. They uprooted a kinescope recording unit and flew it to Omaha, then the westerly end of the coaxial cable. A kinescope of the proceedings was recorded there. The films were rushed to Hollywood by famed speed flier Paul Mantz in his "souped-up" P-51 in time to bring Los Angeles film coverage of the event on the same day and hours ahead of any other local TV station.

In the last few weeks NBC's O&O TV stations have increased their effectiveness by substantial power boosts, thus extending their service to many thousands of additional homes in outlying areas. Proof of the strength of the stations in their markets is the size of the sales increases all five have shown so far this year—ranging from 100 per cent to 300 per cent ahead of 1950.

Although the O&O radio stations are located in major markets where TV has had its greatest impact, the vitality of radio operation is evident. Summer saw a healthy upsurge in local and spot billings in the face of accelerated competition. Tests of radio vs newspaper advertising effectiveness made by the Advertising Research Bureau, Inc. for WRC in Washington, D. C., WTAM in Cleveland, and KNBC in San Francisco, in cooperation with leading department and other retail stores, gave conclusive proof of radio's continuing power to move merchandise and provided powerful selling ammunition to the stations in their local sales efforts. WRC, in particular, was able to add substantial local billing on the strength of the results demonstrated by these tests in Washington.

The O&O stations have also been highly successful in developing top local talent in both radio and TV who have had an important part in building strong, local audiences. To name but a few, Bob Smith and Howdy Doody, Tex and Jinx, Dave Garraway, Norman Ross, Clint Youle, Wayne Howell, Ed Wallace, Clifton Utley, Gene Archer, Bill Herson, Nancy Os-good, Earl Godwin, Ken Banghart, Bill Stulla, Chef Milani, Stu Wilson, Paul Pierce, Gene Norman, Tom Haley, Richard Harkness, Leif Eid, Morgan Beatty, Willie Conover, Judy Deane, Jimmy Lyons.

NBC's O&O Stations Division isn't resting on its laurels, however. Each station manager is working to maintain his station's leadership in its own area. In the face of rising costs, increased competition in both AM and TV, ever-changing programing concepts, and the uncertainty of national and world affairs, NBC's O&O stations—radio and television alike—are dedicated to serving the people, the institutions and the commercial life of those who dwell and work in the shadows of their transmitters.



BEN YOST

SALUTE TO NBC
ON ITS 25TH ANNIVERSARY

1650 B'way, New York, N.Y.



**DOROTHY
WARENSKJOLD**
Soprano

★ leading lady on

JAMES MELTON'S "FORD FESTIVAL" T.V. SHOW

★ leading lady for 13 weeks, summer '51, on

"THE RAILROAD HOUR"

★ frequent guest star on

"THE VOICE OF FIRESTONE"
"THE STANDARD HOUR"

★ leading soprano

SAN FRANCISCO OPERA COMPANY

★ NATION-WIDE CONCERT TOUR

Management: COLUMBIA ARTISTS MANAGEMENT, Inc.
Personal Direction: KURT WEINHOLD
113 West 57th Street New York 19, N. Y.



THE HONEY DREAMERS
NBC-TV and RCA VICTOR Artists

Just Closed STATLER HOTEL, Cleveland
and STATLER HOTEL, Detroit

Opening Dec. 24 HOTEL NICOLETT, Minneapolis

Dir.: MCA Artists

Mgt.: ART WARD, Bayside 9-9046

GREETINGS TO NBC



Fran Carlon

JOSEPH McCONNELL

service that no government-owned service ever equalled. Radio has given the people an intimate acquaintanceship with every president since the inauguration of Coolidge. Radio brought Walter Damrosch and Arturo Toscanini into the American home. Radio gave America a University of the Air. It brought the beauty of the Catholic, Protestant and Jewish faiths into the home through regular hours of religious service. And television has brought our people into a more intimate relation with world leaders than ever before. Today the people sit before the desk of the President; they observe from the platforms of the national political conventions.

Continued from page 14
whether these are justified. Performers have real problems in relation to the life span in as fast a medium as TV. Nevertheless, these costs present a great problem for stations and sponsors and for the entertainers themselves. This situation grows out of the intensely competitive nature of American broadcasting, and I have great confidence that this competition will find a satisfactory solution. If we in the broadcasting business, or in the talent business, ever become overpriced, I am confident that competition will bring adjustments to the point where our product represents true value. If it is necessary, we must be wise enough and ingenious enough to accept these adjustments.

This freedom of competition carries with it heavy responsibilities. We must be very sensitive to the high moral standards of religious and social groups. And we must realize that every scene we telecast, every word we broadcast, is within earshot or eyeshot of impressionable youngsters. Surely it is a matter of self-interest for the broadcasting companies to handle this problem with firmness and intelligence. I don't believe that any code will in itself provide a solution. Self-discipline in each network, in each station, and in individuals — entertainers, writers and production staffs — will be required. This we must do if we are to maintain good relations with the American public. And in this field, I believe we must all do more to make the American public aware of public service activities of our industry.

Radio is the basic means of communication in America. It can reach more people, more rapidly, and at less expense, than any other media. Radio has a flexibility — a mobility you might say — that cannot be equalled.

Television, on the other hand, is undeniably the most effective and powerful selling force that the world has ever known.

At NBC we intend not only to maintain radio, but to aggres-

sively build radio — program-wise, saleswise, and merchandisewise — so that the medium will have a permanent place in the long-range scheme of broadcasting.

We intend to continue to pioneer in television — to open up new frontiers — and to finance experimental research in this and all other similar fields of mass communication.

We intend to develop both radio and television so as to serve the advertiser on a price basis which will make it mutually advantageous, AND

We intend to give the listeners and viewers of this country public service programs to insure that this will be the most enlightened nation in the world.

CHARLES DENNY

Continued from page 14
its universality of coverage; and the economy with which it can create and deliver circulation.

None of the printed media can match these qualities, and only television can challenge them. Tomorrow's pattern of radio network operations will be built on these facts. It will be sold against the printed media on the basis of direct comparisons of cost and values. It will be used by advertisers in combination with television as the best and most economical means of reaching all the American people.

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

So far as its cost structure and sales policies are concerned, the radio network patterns of tomorrow are foreshadowed by the directions now being developed. A rigid rate structure will give way to one where rate changes both upward and downward will be made from time to time to reflect changing radio values in different markets and in different portions of the broadcast day. Rates will be based upon the circulation afforded the advertisers. Sales forms will be diversified so that the medium can broaden its advertising base and deliver tailor-made types of circulation which meet specific advertising objectives.

For many tomorrows, network radio will maintain its position as the most comprehensive of all media of communications and advertising. Even when television covers the country and a position of stability is reached, network radio will continue to fill a major role as a source of entertainment and information which the public will want, and as a low cost medium of personal salesmanship which the advertisers will need and use.

Congratulations to NBC

From Its Oldest Youngest TV Star

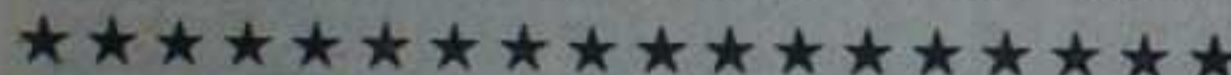
HOWDY DOODY



Kagran Corporation

4 West 58th Street

New York, N. Y.



A SALUTE to NBC ---

JOHN GART

Musical Director
SPEIDEL SHOW-NBC-TV



to the
NATIONAL BROADCASTING COMPANY

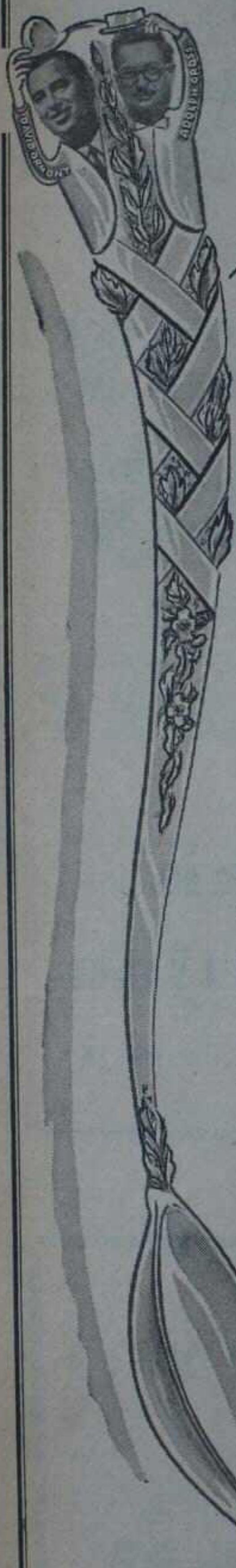
OUR SINCEREST AND HEARTIEST
GREETINGS

AL GOODMAN

AND HIS ORCHESTRA

exclusive Artist
RCA Victor Records

WATCH FOR:
AL GOODMAN'S Album
"Great Themes From
FAMOUS MOTION PICTURES"



Sterling!

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

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

Headquarters for RCA Tubes, RCA Parts, RCA Test Equipment and RCA Batteries.



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JOE CSIDA

• Continued from page 20

boys), the camera crews, as well as the announcers who were on the tube the major part of the time, all created a general atmosphere of hubbub, tension and excitement which made the ideal background for the show. And Schneider and Garden were extremely wise in setting up cameras so that wide-angle long shots of vast sections of the 8H operation could be shown, and a solid picture of the scope of the project could be created by adroit panning.

Remedies Possible

Generally speaking, this type of show could be considerably improved (within limitations inherent in natural election night difficulties) if two things were done before show time: (1) Better planning on what special interviews from all points would be about, and (2) having people around, probably newspapermen, who can throw enough weight to get big shot or semi-name politicians to agree to make appearances, no matter how busy they are otherwise.

Strangely enough, one of the more interesting sections of this 15-hour and 37-minute uninterrupted videocast, was the telephone hook-up between the 8H central desk and Independence and Kansas City, Mo. With Truman cast in the Don Quixote role to end all DQ plots, the talk sessions between Grauer, Olson, et al., in 3H and Frank Berkholtzer and Win Booth in Independence and KC concerning Truman's activities, added nice touches to the proceedings.

On two occasions, briefly, the WNBT producers resorted to film clips, both well selected and spotted. To kill some of the early morning monotony, at the point when vote-counting was virtually at a standstill, the Truman story, and a film of people at the polls were shown. Neither was outstanding, but both mildly interesting. The pay-off clip selection, and the touch of "production genius" which gave the show a terrific finale, was the wind-up clip of Truman at the Philadelphia convention saying: "I want to say to you for the next four years there will be a Democrat in the White House and you're looking at him."

Life commercials were extremely well done, tying in with the election theme all the way and emphasizing that one out of every five Americans reads Life Beginning at 9:25 p.m. they were run about every half-hour until 1:25 a.m., then dropped entirely until the final sign-off at 1:37 a.m.

Seven stations, from Richmond to Boston, carried the 15½ hour show. Eleven cameras were used in New York alone. Over 300 people were used in tabulating and scoring the returns, with an additional hundred otherwise participating in the TV effort.

In view of the herculean task undertaken and the generally excellent execution of it, the foregoing criticisms may seem unduly picayunish. This reviewer, therefore, wants to make it clear that they are offered only with the idea that nothing is ever perfect, and a few tips from a viewer who stayed with it thru the entire run may help a little next time around.

WILLIAM S. HEDGES

• Continued from page 15

had great merit, but for the most part fell far short of their present stature and influence. The best thing about most of them was their respective potentials. Their operation was a hit-or-miss affair, so far as New York headquarters was concerned. If ever there were a bunch of orphan stations the O&O stations of 1933 were likely candidates, because there was no one person in headquarters who was responsible for their operation. Each of the frustrated station managers felt he had 16 different bosses, with 16 different sets of standards and 16 different concepts of the economic objectives of the stations.

When the books were closed for 1933 NBC management came to the shocked conclusion that the supply of red ink would soon be exhausted unless a radical

change was made. Accordingly, the Owned & Operated Stations Department (then called the Managed & Operated Stations Department) was set up in April 1934 and the task of lifting those stations to a profit position was begun. To accomplish that objective a program of physical improvement of studio and transmitter plants was inaugurated. Of equal importance was a reorientation of local program planning with emphasis being placed on service to the community of each station. By the end of 1934 new studios had been built for KOA in Denver and for KDKA in Pittsburgh. KOA had increased its power to 50kw in a shiny new plant 12 miles east of Denver. The Washington studios were moved in 1937 from the National Press Building to the newly constructed Trans-Lux Building where NBC's Washington headquarters still remain. WTAM likewise acquired new studios in the renamed NBC Building, which had previously been the headquarters of a bank, marking a transition from the upper floor of a garage building.

Meanwhile, in December 1934, KYW had been moved from Chicago to Philadelphia, where it was housed in the WCAU Building and operated under a sub-lease by Leon and Isaac D. Levy, then the owners of WCAU and members of the board of CBS. Within a year and a half, the Levys requested a termination of the sub-lease so that they could devote their undivided attention to their own broadcast properties. Their request was granted and in 1936 a new studio building was erected on Walnut Street, where KYW is presently located. NBC continued the operation of KYW until July 1940 when Westinghouse took over management of all its stations—WBZ, Boston; WBZA, Springfield; KYW, Philadelphia, and KDKA, Pittsburgh. Also in 1940 WGY, Schenectady reverted to General Electric Company management. However, GE's other two stations, KOA, Denver, and KGO, San Francisco, were purchased by NBC.

January 1, 1942 witnessed the separation of the Red and Blue networks of NBC, with the result that when the American Broadcasting Company took over the Blue Network in October 1943, WJZ, New York; WENR, Chicago; and KGO, San Francisco were conveyed as assets of the Blue Network. A further shrinkage of the O&O list occurred at about the same time when the Washington Evening Star bought WMAL from the Leese estate and NBC's management of the station was terminated.

A book could be written on the problems of the individual O&O Stations during this interesting period of shifts, changes, technical progress and reconstruction. One chapter could be about "The 50kw Station with an Inferiority Complex." Another might be entitled "The Station with a Three-Way Split Personality." Other chapter headings might be "WMAQ—The Star Factory"; "Trapped in the Loop—A Broadcasting Tragedy"; "From Rags to Riches—the Story of Studios with the Paper-thin Roof"; "Wild Animals As Studio Pets" and "WEAF—Mother's Little Waif." But after all, who wants to read a book?

WILLIAM F. BROOKS

• Continued from page 20

service side of radio in the age to come? There is, indeed.

We may mention but four items in passing. There is news; and there are special events. There is music; and to mention only one side of the music question, there remains a vast body of folk music of this nation (and of other nations) as yet only partially explored by radio.

There will be, too, surely, much time in the radio of the future for drama of excellence. In the very absence of scenery, of costumes, there may well be some gain. What stage (or television) production of "Macbeth," for example, could equal the one the imaginative reader or listener makes for himself in his own mind.

We see room, too (and this is our final point), for just plain talk; intimate and quiet talk, that is, by qualified persons on matters of general interest. I foresee a great revival in the art of stimulating, satisfying, illuminating conversation.

In short, I foresee a remark-

able future for public service broadcasting in both radio and television. Radio will utilize its opportunities to satisfy man's intellectual, spiritual and emotional curiosity about himself. Television will bring the face and figure of history into the home with breath-taking intimacy and soul-stirring edification.

PROGRAMING —THEN

• Continued from page 21

basis. In the first place, RCA-NBC are not required by law or or any other statute to carry on these expensive experiments, especially in view of the far-away return if and when there is a return. Secondly, acts are doing their usual turns, with not much rehearsal time, all things considered, required. Thirdly, the acts are doing themselves good since these early tele dates may mean that in the future they will get regular tele runs on the strength of the early appearances. There is also the point that the dates give performers valuable training and experience, plus a novelty angle on which they might be able to cash in on other fields. An idea of what tele costs NBC is shown in the fact that it stands NBC about \$5,000 weekly for production costs alone for its two weekly shows, with \$1,400 of this \$5,000 being the talent cost. Production costs include sets, material and the like.

A booker for a vaude theater couldn't touch the line-up of talent NBC is getting with the same kind of budget. NBC television bills have included the following acts: May 3, Fred Waring and troupe; Richard Rodgers, composer; Marcy Westcott, Marjorie Clark and Earle Larimore, legit actors; Three Swifts, standard vaude acts. May 5, Mitzi Green, Josephine Huston, Novello Brothers and seven girl emsees. May 10 show had acts from Mexicana, revue; Walter Greaza, legit actor; Top Hatters, Sue Read, Edwin Phillips, Maxine Stewart and several others. May 12 show had Helen Morgan, Jean Muir; Aldo and Nadi, dance team; Paul Remos and Weir Brothers.

CHARLES (BUD) BARRY

• Continued from page 21

tightly built to make more efficient use of our talent and facilities. They are economically created to attract the advertiser and help keep a firm economic foundation under our industry.

All in all, the soundness of our thinking has proved itself. Our programs continue to attract a steady volume of listeners at a basis which makes radio still the most economical medium for the advertiser and the most exciting and rewarding for the listener. Bob and Ray have proved to the populace that humor which requires exercise of imagination is a lot of fun. Jane Ace, as a disk jockey, has not only brought back the wonderful days of the "Easy Aces" but proved that one bright little gal packs a lot of show wallop in her own inimitable way. "Talent Search, Country Style" has brought the folk song to Broadway where there are more hillbillies than in the hillbilly country.

Our success has been infectious. All the stars of yesteryear are clamoring to return to radio in addition to TV and new stars are anxious to get in again because they realize radio is a live and healthy medium which never lost its future. Eddie Cantor, who helped build radio and then went over to do the same for TV, is doubling in both media now. So are Dean Martin and Jerry Lewis. Bob Hope is carrying the ball in both media and so are a lot of others.

As for Tomorrow—the answer is simple. More and more of the same.

We'll be seeing you tomorrow with all of the stars of now plus such big names as Katherine Cornell, Helen Hayes, Shirley Booth, Errol Flynn, Dinah Shore, George Montgomery, Doris Day, The First Drama Quartet, and a flock of others. They're in our blue-prints for tomorrow.

It's great now but it'll be just as wonderful tomorrow.

Then, Now ...and Tomorrow

A Special Issue Commemorating
NBC's 25th Anniversary

The National Broadcasting Co. Television Affiliates

KSD-TV.....ST. LOUIS

Owned by Pulitzer Publishing Company.
St. Louis is the second largest single-station market in the U. S. in terms of set circulation. Starting operation in February, 1947, KSD-TV was the first completely postwar equipment station. Along with NBC affiliated KSD, it is under the able management of George Burbach, a director of the Pulitzer Publishing Company, which owns The St. Louis Post-Dispatch.

KSTP-TV MINNEAPOLIS-ST. PAUL

Owned by KSTP, Inc.
Stanley Hubbard bought one of the first television cameras sold in 1939 and starting experimenting with the medium. Nine years later, on March 23, 1948, KSTP-TV began commercial operations. It is one of the great stations of the West. When it comes to promotion, this outfit has few peers. It took first-place honors among TV stations in The Billboard's 13th Annual Promotion Competition last year.

WAVE-TV.....LOUISVILLE

Owned by WAVE, Inc.
Under the management of Nathan Lord, WAVE-TV established the first direct relay of network programs by a non-interconnected station. Lord, a native of Louisville, helped establish the station in November, 1948 at the Radio and Television Center in Louisville. The station has been delivering quality programs of local and network origin ever since.

WBAL-TV.....BALTIMORE

Owned by Hearst Radio, Inc.
NBC's Baltimore outlet has been in operation since March 11, 1948. With Tom Brooks as general manager, the station has been giving outstanding service to Baltimore in both programming and public service.

WBEN-TV.....BUFFALO

Owned by WBEN, Inc.
WBEN-TV's general manager is C. Robert Thompson, who has been in the radio business since 1925, before he even graduated from high school. Under Thompson's aggressive leadership, the station has been serving Buffalo viewers well for the past three and a half years. Thompson was made manager of WBEN in 1944, and was graduated to the general management of the overall AM, FM and TV operations last year.

WBRC-TV.....BIRMINGHAM, ALA.

Owned by Birmingham Broadcasting Company.
WBRC was the first station in Alabama to apply for a television license. TV operations began July 1, 1949 under the management of Gerry Hamann, who had been technical director of WBRC, the 5,000-watt NBC affiliate.

WBTU.....CHARLOTTE, N. C.

Owned by Jefferson Standard Broadcasting Company.
Charlotte's 93,000 viewers have come to expect the same solid service from WBTU as they did from its AM predecessor, WBT, one of the earliest stations established. Both stations are under the management of Charles Crutchfield, who started out at WBT in 1933 as an announcer. Larry Walker is in charge of the TV end.

WBZ-TV.....BOSTON

Owned by Westinghouse Radio Stations, Inc.
The TV affiliate of Westinghouse's 50,000-watt outlet in Boston, WBZ-TV began commercial operation on June 9, 1948. It was the first commercial TV station in New England. Managed by Bill Swartley, who has had a rising career in Westinghouse for many years, WBZ-TV has distinguished itself in all phases of TV operation. It has brought the best of NBC programs and the best in local programming to Boston.

WDAF-TV.....KANSAS CITY, MO.

Owned by Kansas City Star Company.
Ask any of Kansas City's 143,000 TV set owners if they enjoy video,

and when the answer is "yes" it's a bow in the direction of WDAF-TV. In two years of operation WDAF-TV has brought the best in video to Kaycee. And under the banner of one of the nation's distinguished newspapers WDAF-TV has also brought the most outstanding public service to this fast-moving city.

WDEL-TV.....WILMINGTON, DEL.

Owned by WDEL, Inc.
A Steinman station, WDEL-TV is the only video outlet in Wilmington, and has been serving that market since June, 1949.

WDTV.....PITTSBURGH

Owned by Allen Du Mont Laboratories.
Pittsburgh is the largest single-station market in the U. S. By shrewd handling, station manager Don Stewart has kept Pittsburgh's 350,000 TV sets equipped with the best available on the medium. Stewart has been in the business since New York's World's Fair of 1939, and has been associated with the Du Mont Laboratories for the past 8 years. He was formerly a motion picture theater chain operator.

WFBM-TV.....INDIANAPOLIS

Owned by WFBM, Inc.
WFBM-TV was founded May 30, 1949 and has been growing steadily ever since. It serves over 175,000 TV homes single handed.

WPMY-TV.....GREENSBORO, N. C.

Owned by Greensboro News Company.
Community service is the keynote of the Greensboro station. The station has been managed since it began operations, September 22, 1949, by Gaines Kelly, whose wide background in newspaper advertising and his active interest in community life have enabled him to make WPMY-TV one of the biggest little stations in the country.

WGAL-TV.....LANCASTER, PA.

Owned by WGAL, Inc.
The only TV station in this section, WGAL-TV has been serving its 113,000 TV homes with good local programming and the best network programs for two and a half years. A Steinman station, it has plugged itself as ideal for a test market.

WHAM-TV.....ROCHESTER, N. Y.

Owned by Stromberg - Carlson Company.
WHAM-TV has been serving Rochester since June 11, 1949. It is managed by William Fay, an industry leader who has been in broadcasting since 1922 doing everything in the line of programming from singing to sports announcing. The station is housed in Rochester's Radio City, which cost Stromberg-Carlson about \$1,000,000 to build in 1948.

WICU.....ERIE, PA.

Owned by Dispatch, Inc.
WICU was one of the first TV stations to get into the black. It's in a single-station market with about 75,000 TV homes. The station has been in operation since March, 1949.

WJAC-TV.....JOHNSTOWN, PA.

Owned by WJAC, Inc.
Alvin Schrott, general manager of WJAC-TV, took over that slot after years of experience as national advertising manager and credit manager of the Johnstown Tribune, parent of the video station. The familiarity with ad agencies he gained thereby equipped him to turn WJAC-TV into the successful operation it is.

WJAR-TV.....PROVIDENCE

Owned by The Outlet Company.
Under a department store ownership, WJAR-TV has been in commercial operation for two and a half years. It singlehandedly serves 175,000 TV homes. The station is managed by John J. Boyle.

WJIM-TV.....LANSING, MICH.

Owned and managed by Hal Gross, one of the youngest station owners

in the country, WJIM-TV has, in its year and a half of operation, offered a full sked of evening network shows over channel 6. Along with its sister AM station, WJIM-TV is soon due for modern new living quarters. It is the only station serving the 65,000 TV sets in Lansing.

WKTV.....UTICA, N. Y.

Owned by Copper City Broadcasting Corporation.
Utica and Rome, N. Y., viewers, of which there are more than 53,000, have been tuning to channel 13 for the best in network and local TV fare for two years. Owned by the Kallet Theaters, WKTV is managed by Michael Fusco.

WKZO-TV.....KALAMAZOO, MICH.

Owned by Fetzer Broadcasting Company.
WKZO-TV is under the command of John Fetzer, who has a background of about 30 years in the radio business, running the gamut of all jobs, beginning with engineer. The station has been on the air only a year and a half; in that time it has brought the best to the 150,000 TV homes in Kalamazoo and Grand Rapids.

WLAV-TV.....GRAND RAPIDS, MICH.

Owned by Leonard Vershuis.
WLAV-TV began operations in August, 1949. Its manager, Hy Steed, has a broad background in both law and show business. WLAV-TV has given its community a wide variety of program fare, including films.

WLW-C.....COLUMBUS, O.

Owned by Crosley Broadcasting Corporation.
The Crosley television outlet in Columbus has been paying off almost from the beginning. Managed by Jim Leonard, who has been with Crosley broadcasting for over 15 years, and who came to this post from the position of program director of WSAI, WLW-C has shown the same alertness for public service, lavishness of promotion and quality of programming as the other WLW television outlets.

WLW-D.....DAYTON, O.

Owned by Crosley Broadcasting Corporation.
Pete Laaker, general manager of WLW-D, has held that post for almost two years now, having started at the station as sales manager. Like the other Crosley outlets, WLW-D has provided its market with the tops in network and local programs. The station has been telecasting since March 15, 1949.

WLW-T.....CINCINNATI

Owned by Crosley Broadcasting Corporation.
In a competitive market with about 50 per cent TV ownership, WLW-T has more than held its own, getting 50 per cent more viewers than its competitors. The station was established in February, 1948, by the Crosley Broadcasting Corporation, and under the aggressive leadership of Jim Shouse, Robert Dunville and John Murphy has shown the way in TV operations. Among its successful non-network programs is "Midwestern Hayride," beamed to the other WLW television stations. That show competes with the best of Saturday night network shows for rating honors.

WMBR-TV.....JACKSONVILLE, FLA.

Owned by Florida Broadcasting Company.
Jacksonville's 40,000 television homes turn to channel 4 for all the best in TV programming, network and local. Under the management of Glenn Marshall Jr., WMBR-TV has been serving the community since October, 1949.

WMCT.....MEMPHIS

Owned by Memphis Publishing Company.
In a single-station market of almost 100,000 sets, WMCT boasts that Memphis grew almost $1\frac{1}{2}$ times in five years, adding, in effect, a city the size of Little Rock to Memphis. It is indeed a thriving community

and vital to advertisers trying to reach the South via television. H. W. Slavick manages the station.

WNBFB-TV.....BINGHAMTON, N. Y.

Owned by Clark Associates, Inc.
Tho it's one of the smallest TV markets in the U. S. at this time, Binghamton has not suffered for quality of TV operation. Owned by an astute advertising agency, WNBFB-TV has brought the best network video to Binghamton in the past two years. The station is managed by Cecil Mastin.

WNHC-TV.....NEW HAVEN, CONN.

Owned by Elm City Broadcasting Corporation.
Affiliated with New Haven's 350-watt WNHC, this station has been feeding a variety of video fare to this college town since 1948.

WOC-TV.....DAVENPORT, IA.

Owned by Central Broadcasting Company.
Founded by Col. B. J. Palmer, a radio pioneer, two years ago, WOC-TV has carried on Colonel Palmer's tradition of pioneering and firsts. WOC-TV was the first TV outlet in Iowa, and brings the finest in NBC and local programs to the 67,800 television homes in the Quint Cities.

WOI-TV.....AMES, IA.

Owned by Iowa State A. & M. College.
WOI-TV is the first educationally owned TV station in the country. It is under the aegis of Richard Hull, past president and TV chairman of the National Association of Educational Broadcasters. Hull uses the station's facilities to train future video stalwarts. He has also done extensive work in researching TV audience impact.

WOW-TV.....OMAHA

Owned by WOW, Inc.
WOW-TV has some of the most outstanding local programming in the West. The station went on the air August, 1949, and now serves over 95,000 homes. It is managed by Frank Fogarty.

WPTZ.....PHILADELPHIA

Owned by Philco TV Broadcasting Corporation.
Situated in the fourth largest TV market in the country, WPTZ has been making constant strides. It is one of the older stations in the country, having begun commercial operation in 1941. WPTZ is managed by E. B. Loveman, assisted by Roland Tooke.

WRGB.....SCHENECTADY, N. Y.

Owned by General Electric Company.
WRGB is one of the pioneer television stations of the country, having been on the air since November, 1939. It began commercial operation in December, 1947. It is affiliated with the 50,000-watt station WGY, whose history goes back to the very first days of broadcasting. With that tradition behind it, WRGB has gone ahead with aggressive promotion and quality programming for the 173,000 TV homes in the Schenectady, Albany and Troy area.

WSAZ-TV.....HUNTINGTON, W. VA.

Owned by WSAZ, Inc.
WSAZ-TV has been beaming television programs into Charleston and Huntington, West Virginia, homes for the past two years. There are over 61,000 sets in this market now. Larry Rogers is in charge of WSAZ's television operations.

WSB-TV.....ATLANTA

Owned by Atlanta Newspapers, Inc.
WSB-TV was the first television station in the South. It is affiliated with one of the South's largest radio stations. Under the management of John Outler, an outspoken advocate of local programming, WSB-TV has been leading the way in TV south of the Mason-Dixon since September, 1948.

WSM-TV.....NASHVILLE

Owned by WSM, Inc.
Affiliated as it is with one of the major radio stations in the South, a station which has been in operation for over 25 years and in that time originated 17 network shows, WSM-TV is rigged to give the most diversified and complete TV service to a thriving market. In programming, promotion and sales approach, WSM-TV stresses local interest. The station has been in commercial operation for only little over a year, but already Nashville has a circulation of over 40,000 TV sets.

WSPD-TV.....TOLEDO

Owned by Fort Industry Company.
WSPD-TV is owned by one of the largest independent radio operations in the U. S. Under the management of E. Y. Flanagan, WSPD-TV has been operating for three and a half years, its business growing by leaps and bounds. Flanagan's background in theater, publicity and journalism eminently equips him to give Toledo's 127,000 TV homes the most lively video fare available.

WSYR-TV.....SYRACUSE

Owned by Central New York Broadcasting Corporation.
NBC's television outlet in Syracuse has been in action since February 15, 1950. In two years the station has established itself as a habit with central New York viewers. It is owned by the Newhouse newspaper interests and presided over by Harry Wilder.

WTAR-TV.....NORFOLK

Owned by WTAR Radio Corporation.
WTAR-TV opened on April 2, 1950. It is the only station in the market which has a circulation of over 80,000 TV sets. Campbell Arnoux, the station's general manager, came to the broadcasting business via newspaper reporting. He has been with the WTAR outfit for nearly 20 years.

WTMJ-TV.....MILWAUKEE

Owned by The Journal Company.
Experienced and able leadership characterize Milwaukee's video station. Under Walter Damm, vice-president for radio in the Milwaukee Journal Company, Russ Winnie manages the TV station, which has been in operation for four years. Milwaukee has over 267,000 video homes.

WTTV.....BLOOMINGTON, IND.

Owned by Sarkes Tarzian, Inc.
Operating in this one-outlet Mid-Western market for two years, WTTV has put the accent on public service and special events shows in addition to a full complement of network programs. Glenn Van Horn is the general manager.

WTVR.....RICHMOND

Owned by Haven & Martin, Inc.
Going on the air in April, 1948, WTVR became known as the "South's First Television Station." It was founded by Wilbur Havens, who went in the broadcasting business on his own hook back in 1926 with a 15-watt station. A native of Richmond, Havens became interested in radio when he became Richmond distributor for Philco batteries. Richmond's only TV station serves select network shows into more than 95,000 homes.

WWJ-TV.....DETROIT

Owned by Evening News Assn.
WWJ-TV is managed, along with its sister AM station, by Harry Bannister, one of the top salesmen in the business and an industry leader for about the last 20 years. W. E. Walbridge is station manager. WWJ-TV was the first of Detroit's three stations to begin operation. The station's eminence in public service is attested by the fact that it won first place in the public service category of last year's promotion competition sponsored by The Billboard.

Then, Now ...and Tomorrow

**A Special Issue Commemorating
NBC's 25th Anniversary**

The National Broadcasting Co. Radio Affiliates

KANS WICHITA, KAN. 5,000 watts day; 1,000 watts night Owned by the Taylor Radio and TV Company

This outlet has been on the air since 1936. It serves an important farming area of the State which has increased its income during the last 10 years. As part of its service to the community, it programs farm shows of interest to the listeners. Wichita and its environs account for more than .5 per cent of the income of the State; income per farmers' household is around \$16,159; per farmers it is \$4,280.

KARK LITTLE ROCK 5,000 watts Owned by the Arkansas Radio and Equipment Corporation

Established in 1928, this station continues to serve an area that has made steady growth in the last 10 years. KARK is known for its awareness of community problems and its readiness to lend its facilities whenever they were needed. The outlet selects the best of NBC shows but blends them in with a judicious mixture of local programs. KARK is serving more than 28,000 radio homes, in a city where retail sales have consistently increased.

KAWT DOUGLAS, ARIZ. 250 watts Owned by Carleton W. Morris

This five-year-old station is also operated by its owner, Carleton W. Morris. It seeks to give its listeners the best available programing and has consistently tried to promote its shows. Outlet is in a community with at least 4,100 homes where retail sales have increased from \$3,837,000 to \$10,698,000 between 1940 and 1948.

ECIL HOUMA, LA. 250 watts Owned by Charles Lamar Jr.

Established in 1946, ECIL is the only station operating in that city. The outlet seeks to give reliable, dependable service to its listeners, many of whom have come to appreciate the fine programing it offers. Houma itself is a small city but its incomes have expanded consistently in the last 10 years. Retail sales there have increased from approximately \$5,000,000 in 1940 to more than \$16,000,000 around 1950. The station's value to advertisers, of necessity has also gone up.

KCRA SACRAMENTO, CALIF. 1,000 watts Owned by KCRA, Inc.

KCRA has been in operation in California's capital since 1945. It offers its advertisers a solid merchandise plan and maintains a regular sked of sales and audience promotion. Ewing Kelly is in charge.

EDKA PITTSBURGH 50,000 watts Owned by Westinghouse Radio Stations, Inc.

One of the pioneer stations in the country, EDKA was established in 1920 considerably before the network started to function. Since then, it has become one of the most outstanding stations in the country concentrating upon serving the public with education as well as entertainment.

As an example of its public service is its "School of the Air," which won attention back in 1946 in The Billboard's radio promotion awards. The dual objectives of this program was to supplement school education and to enlighten parents as to the aims and academic methods being used. It succeeded admirably on both counts and blazed the trail for similar programing.

KDYL SALT LAKE CITY 5,000 watts Owned by Intermountain Broadcasting & Television Corporation. Affiliated with NBC since 1932.

One of the oldest stations in the West, KDYL started broadcasting in 1922. President and general manager is S. S. Fox, who has long worked toward the top in prestige both for the station and NBC, in planning top-flight public service and entertainment features. KDYL has already won a number of awards

in these fields from The Billboard. Serving the Intermountain district, one of the fastest growing and geographically the largest market area in the nation, KDYL owns the first television station in operation between St. Louis and the Pacific Coast. In September, KDYL-TV joined the interconnected network system.

KELO SIOUX FALLS, S. D. 5,000 watts Owned by the Midcontinent Broadcasting Company.

In line with an Eddie Cantor net show, this affiliate staged a top-drawer over-all promotion campaign five years ago to push the offering. Fabst, backer of the stanza, was impressed to extent of giving KELO a sponsor award. The campaign included the use of billboards, trade ads and letters to Fabst dealers.

KERO BAKERSFIELD, CALIF. 250 watts Owned by Paul R. Bartlett and Gene De Young

A relative newcomer to the web is this outlet, established in 1946. In addition to being an owner, De Young also serves as general manager.

KPAM ST. CLOUD, MINN. 250 watts Owned by the Times Publishing Company.

Located in Stearns County, this outlet serves an estimated 7,250 households and a population bloc near 30,000. Frederick C. Schilplin is president and general manager of the station.

KFI LOS ANGELES 50,000 watts Owned by Earle C. Anthony, Inc. Affiliated with NBC since 1927.

From a humble 5 watt beginning in 1923, KFI has risen to its position as one of the nation's outstanding stations today. Famous announcers Don Wilson and Ken Carpenter both made their start in radio at KFI. Some of the great names of the early 20th Century, viz., Calvin Coolidge, Will Rogers, Thomas A. Edison, General Pershing, Admiral Richard Byrd made some of their first radio appearances on KFI.

Long known as NBC's voice in Hollywood, KFI has originated many broadcasts from its studios of the brightest stars in the film capital. Currently operated by its founder, Earle C. Anthony, KFI has enjoyed a number of radio firsts. It originated the first west to east broadcast of a Rose Bowl game; it originated the first network broadcasting on the Pacific Coast and it was the first station to broadcast a complete grand opera from a stage.

KFSD SAN DIEGO, CALIF. 5,000 watts Owned by the Airfan Radio Corp., Ltd.

KFSD programs are beamed to a city zone population exceeding 425,000 persons. Retail sales in the area are above \$265,000,000.

KFYR BISMARCK, N. D. 5,000 watts Owned by Meyer Broadcasting Company.

Affiliated with NBC since 1931. On December 23, KFJR will have been on the air for 26 years. It prides itself on its reputation as the "regional station with the clear channel coverage," which it has gained from a combination of a 704-foot self-supporting vertical radiator plus 550 kilocycles, plus high soil conductivity. Consequently, altho located in a comparatively small market, KYRC likes to let advertisers know that it is a national ad medium serving many markets.

On the programing side, thru careful choice of material, it has been able to maintain definite local contact which has resulted in loyalty both locally and on a regional level. The policy of giving regional coverage to all charitable organizations also has paid off well in good will. KFJR owns its own office building with its four studios on the second floor.

KGBX SPRINGFIELD, MO. 5,000 watts Owned by The Springfield Newspapers, Inc.

Affiliated with NBC since 1935. KGBX, with a staff of 34, serves an area embracing counties of Southwest Missouri and Northwest Arkansas. Station policy calls for extensive local programing and policy has carried thru since its 1926 debut. This philosophy has resulted in a minimum of unsold time today and a loyal listening audience thruout the trade area served. J. Gordon Wardell is General Manager of KGBX.

KGHL BILLINGS, MONT. 5,000 watts Owned by the Northwestern Auto Supply Company, Inc.

Servicing a city in which nearly 10,000 homes have radios, this station was founded in 1928. C. O. Campbell is president of the outlet.

KGLU SAFFORD, ARIZ. 1,000 watts Owned by the Gila Broadcasting Company.

Paul Merrill is general manager of the outlet, set up in 1938. KGLU is the only AM station in a city of about 4,000 persons.

KGNC AMARILLO, TEX. 10,000 watts Owned by the Plains Radio Broadcasting Company.

Tom Kritzer, now general manager of this affiliate, had World War II and time with other stations between starting his radio career in 1940 with KGNC, returning as sales manager in 1949 and assuming his present post in 1950. He served with the Army from 1942 until 1946 and upon discharge became associated successively with KTSA, San Antonio, Tex., and KDDD, Dumas, Tex.

KGU HONOLULU, HAWAII 2,500 watts Owned by the Advertiser Publishing Company, Ltd.

Honolulu Advertiser, one of the Island's largest papers, holds the reins on this affiliate. The outlet, set in the middle of a vacation Mecca, has been operating nearly 30 years.

KGW PORTLAND, ORE. 5,000 watts Owned by the Pioneer Broadcasting Company.

One of the pioneer stations in the West, KGW has been on the air since March 35, 1922. This outlet has been affiliated with the NBC network since 1927. KGW has been dedicated to a policy of giving its listeners the best in radio entertainment, having held for many years a leading position in the broadcasting field. Many well-known radio personalities began their radio careers at KGW.

Coverage on the station's frequency reaches practically every major market in Oregon, extending from Southwest Washington on the North, to the city of Eugene on the South and following the Cascades on the East and the Coast range on the West.

KHQ SPOKANE, WASH. 5,000 watts Owned by KHQ, Inc. Affiliated with NBC since 1927.

The tallest (826 feet) self-supporting tower in the world is part of the newly dedicated KHQ transmitting facilities. This makes KHQ a pioneer in Pacific Coast broadcasting, the most listened-to station in the famous Northwest Inland Empire. Its market includes 45 counties in four States. Population of the area has a buying income of over a billion dollars annually.

Station facilities include the largest radio news bureau in the Northwest, with a news editor and three full-time writers. Farm news coverage is another KHQ feature. Editor Glenn Lorang recently received nation-wide award for program excellence. Lorang also recently won farm program award from The Billboard.

KIDO BOISE, IDAHO 5,000 watts Owned by KIDO, Inc.

One of the first stations west of the Mississippi to broadcast regularly, KIDO's predecessor Station KFAU went on the air in 1923 as a classroom project of the Boise High School. In 1928 C. G. Phillips and Frank Hill, who were operating KORE, Eugene, bought the station and changed the call letters to KIDO. Mr. Phillips became the first operator of the station.

The outlet became affiliated with the National Broadcasting Company in 1937, necessitating the longest haul, up to then, to connect an affiliate, a double line from Boise to Salt Lake City. KIDO thus became the first station in the State to become affiliated with a network. With the untimely death of Mr. Phillips in 1942, the ownership of the station was separated from KORE, and his widow, Georgia M. Phillips, became sole owner. In March, 1946, the license was assigned to KIDO, Inc., a corporation of which Mrs. Georgia M. Davidson is president and majority stockholder, and Walter E. Wagstaff is vicepres and minor stockholder.

KIDO began operations in its new transmitting plant in 1951 which boasts a new building and new RCA transmitting equipment. Its high efficiency antenna array, a little over a half mile long, consists of three 395-foot towers and approximately 35 miles of buried ground, system giving it a power and low frequency responsible for a large coverage.

Among the distinctive programs are "Radio Farmer," now in its 15th year; "Hometown Reporter" and "Idaho Agriculture," now in their eighth year; "Idaho Editorializes" in its 11th year, and "Story Hour Lady," now in its 12th year. The station operates with 21 employees.

KIST SANTA BARBARA, CALIF. 250 watts Owned by Radio KIST, Inc. Affiliated with NBC since 1946.

Serving a primary market which includes Santa Barbara, Ventura and Oxnard, KIST in its five years of broadcasting has taken the lead in listenership in its market—with many top-flight locally produced shows as well as the best of the NBC offerings.

One outstanding promotional gimmick used by KIST is its high tower which stands in the center of the city. It is used by the Community Chest, Cancer Committee and Boy Scouts to display flags and banners during their drives. The Irish Free State flag is flown on St. Patrick's day and even the Mexicans observe their anniversary thru this device. At Christmas, a giant strand of mistletoe is hung from the top of the tower so everyone in Santa Barbara can get "KIST."

KIT YAKIMA, WASH. 5,000 watts Owned by Carl E. Raymond

This station is both owned and operated by Raymond. With the number of households estimated at about 11,500, the outlet's offerings go to almost the same number of homes with radios.

KMED MEDFORD, ORE 5,000 watts Owned by Radio Medford, Inc.

Situated in Jackson County, which has a population of more than 58,000 persons, KMED was established in 1922. Jennings Pierce is general manager and Vernon J. Robinson president of the station.

KMJ FRESNO, CALIF. 5,000 watts Owned by the McClatchy Broadcasting Company.

KMJ is one of the five AM outlets in Fresno, which also boasts two FM stations, trying to catch the ears of citizens in an estimated 28,000 city homes equipped with radio. Eleanor McClatchy heads up KMJ operations.

KNBC SAN FRANCISCO 50,000 watts Owned by National Broadcasting Company.

KNBC began operating in April,

1922, with the call letters KPO and with a 50-watt transmitter atop Hale Brothers department store. It was one of 12 San Francisco stations then operating on the same wavelength, but at different times of the day. KPO was the first station to broadcast grand opera direct from the stage and football direct from the stadium. In 1925 the station participated in its first national hookup in which 50 stations brought the Coolidge inaugural ceremonies to the nation.

In 1927 KPO became an NBC affiliate, and in 1933 NBC bought the station and constructed a 50,000-watt transmitter at Belmont, making it the most powerful station in Northern California. The call letters were changed to KNBC on November 23, 1947, in order to identify the station more closely with the network.

Since 1942, KNBC has been housed in Radio City, one of the most modern and beautiful buildings in San Francisco.

KNBC has developed such radio personalities as Judy Deane, Jane Lee and Jimmy Lyons to help bring KNBC closer to the listening public thru a personalized identification with the station. Locally originated programs are tailored for Northern California. An average of 500 unsolicited letters come in each week for Judy Deane. "One Man's Family" radio's perennial situation comedy was born at KNBC.

KNBH HOLLYWOOD Owned by the National Broadcasting Company.

KNBH started its first program at 8 p.m. on January 16, 1949. During its first month, it operated on a Sunday thru Thursday sked, about 3 hours a day.

In June, 1949, its \$500,000 kinescope recording plant was completed, and the station began making kines of local shows for airing in other parts of the U. S. Kinescope recording was improved about 50 per cent in the spring of 1950 when KNBH introduced the image ortho and the mercury vapor lamp.

KNBH became a member of the NBC o&o family in March of 1950, at which time Thomas McFadden was appointed general manager.

In June of 1950 the station participated in the opening of the micro-wave relay between Los Angeles and San Francisco.

In April of this year KNBH technicians went to Omaha, Neb., to get a kine of General MacArthur's speech before Congress. The film was flown to Los Angeles and was shown over channel 4 less than 5 hours after the original speech. This was the first time a program seen in the East was televised the same day in Southern California.

In the first six months of 1951, KNBH reached an average of 317 hours of programing, compared with 117 hours in 1949. Commercial hours per month jumped to 151.

Daytime programing between 8:30 a.m. and 12:30 p.m. was inaugurated September 25, 1950, but this block of programing was reskeded for 12:30 to 4 p.m. beginning January 15, 1951.

KNOE MONROE, LA. 5,000 watts Owned by James A. Noe

General manager of KNOE is Robert E. Bausmann. Site of the outlet is in Ouachita Parish, and estimated retail spending in Monroe is above \$65,000,000.

KOA DENVER 50,000 watts Owned by the National Broadcasting Company.

KOA is the only 50,000-watt station in the area of Colorado and Wyoming, and the only station in Colorado carrying NBC programs. Its coverage is one of the greatest geographically in the U. S.

KOA was founded by the General Electric Company in December, 1924, and originally operated on 2,500 watts. It became affiliated with NBC in 1927, and began operating on 50,000 watts in 1934, at which time its present offices and studios in Denver's Radio City were opened. Freeman Talbot was the first manager of KOA. From 1937 to 1950

Alice in Sponsorland...



TWEEDLE DEE and TWEEDLE DUM
From WALT DISNEY'S ALICE IN WONDERLAND
© WALT DISNEY PRODUCTIONS

MEET NBC's SELLING TWINS IN NEW YORK

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

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

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

***NO ANNOUNCERS ANONYMOUS ON WNBC-WNBT!**

The WNBC Family of Performers

KATE SMITH • TEX and JINX • BOB and RAY • SKITCH HENDERSON • BILL STERN • KENNETH BANGHART
WAYNE HOWELL • JACKIE ROBINSON • FRANK LUTHER • CHARLES F. McCARTHY • ANDRE BARUCH • LADY IN BLUE

The WNBT Family of Performers

EVE HUNTER • TEX and JINX • ED HERLIHY • MILTON DE LUGG • FRANCEY LANE
JOSEPHINE McCARTHY • BEN GRAUER • RICHARD WILLIS • TEX ANTOINE

WNBC and WNBT

NBC's Flagship Stations in New York

Represented by

NBC Spot Sales

New York • Chicago • Cleveland • Hollywood • San Francisco

the station was managed by Lloyd Yoder, who then was transferred to the same post at KNBC, San Francisco. In February, 1951, Charles Bevis Jr. took over the management of KOA.

The promotion department of the station took honors in The Billboard's annual promotion competition in 1941, 1942 and 1945. In 1950 it won a first place award in the public service category of the competition for its promotion of the trans-continental tour of Arturo Toscanini and the NBC Symphony.

KOAM PITTSBURG, KAN.
10,000 watts
Owned by the Pittsburg Broadcasting Company, Inc.

This affiliate was founded in 1937, and present officers include E. V. Baxter, president; R. E. Wade, general station commercial manager; Lou Martin, chief announcer, and Leo Stafford, chief engineer.

KOB ALBUQUERQUE, N. M.
50,000 watts
Owned by the Albuquerque Broadcasting Company.

KOB's chief engineer, George Johnson, also is general manager and chief engineer of the station's TV set-up. He built KOB's first 10 kilowatt transmitter after joining the outlet in 1932, and installed the first 50 kilowatt transmitter in 1941.

KODY NORTH PLATTE, NEB.
250 watts
Owned by Radio Station KODY.

For a web presentation of Eddie Cantor five years back, KODY not only used the customary courtesy announcements to herald the show but built a neat promotion drive around the program. A record show was mounted using the platters of Margaret Whiting, then a singer on the Cantor offering. Chatter between disks concerned episodes in Cantor's career.

KOH RENO, NEV.
5,000 watts
Owned by The McClatchy Broadcasting Company of Nevada.

KOH, established in 1928, is Reno's oldest station — serving Washoe County, which includes 640 farm radio homes out of a total farm household figure of 660. Reno itself numbers 11,330 radio homes. Station makes big pitch for farm listenership via special farm programming schedule.

KOMO SEATTLE
50,000 watts
Owned by Fisher's Blend Station, Inc. Affiliated with NBC since 1926.

KOMO, serving the Seattle-Tacoma Puget Sound Country, joined NBC in its first year of service, and is also celebrating its 25th anniversary this year. Station is associated with KHQ, Spokane, Wash., and KGW, Portland, Ore., for Northwest Triangle Chain programs. President and general manager: O. W. Fisher. One of KOMO's most successful promotions took place in 1946, when station was pushing NBC's "Parade of Stars" and its own general theme, "Night and Day the Best Show—KOMO." Station actually bought time sign-off spots on another outlet, KXA, which signed off long before KOMO did. Copy told KXA listeners that as long as KXA was going off air, the place to switch the dial to was KOMO.

KORK LAS VEGAS, NEV.
250 watts
Owned by Vegas Valley Broadcasting Company.

Brand new station, KORK, was established this year, with headquarters in the Thunderbird Hotel. As county seat of Clark County, Las Vegas has a population of 25,000 with 8,530 radio homes. Bolstered by heavy tourist trade. Estimated retail sales for 1950 were \$53,461. Entertainment media contributes considerable revenue to radio spot picture of city.

KPLC LAKE CHARLES, LA.
5,000 watts day, 1,000 watts night
Owned by Calcasieu Broadcasting Company.

Originally licensed in 1935, the station went on the air as a 100 watt. In August, 1944, KPLC became affiliated with the National Broadcasting Company and uses practically all its commercial shows. Its local programming is augmented with many of the web's sustainers.

KPLC has gradually had its power increased until in 1949 it received its present power, necessitating a move west of St. Charles on the Calcasieu River, adjacent to the industrial area of the vicinity. Its present manager, David Wilson, has been with the outlet since November, 1941.

KPRC HOUSTON
5,000 watts
Owned by the Houston Post Co.

KPRC has served the Golden Gulf Coast area for 26 years, since it was established back in 1925 as city's first station. Slogan today is "KPRC—First in Houston—the South's First Market." Station also pioneered Transit Radio in its territory, via KPRC-FM, which offers advertisers an initial installation of 250 coaches.

KRGV WESLACO, TEX.
5,000 watts
Owned by Taylor Radio & Television Corp.

KRGV first took to the air in 1927. Station serves lower Rio Grande Valley of State, population of 324,000 reaching 44,800 radio families. Effective buying income: \$288,251,000. Station is exceptionally promotion minded, and works very close with its advertisers on tie-ups and special merchandising programs.

KRIS CORPUS CHRISTI, TEX.
10,000 watts
Owned by Gulf Coast Broadcasting Company.

KRIS, established in 1927, was taken over by T. Frank Smith, owner-manager, in 1936. Smith, who also operates KXYZ, Houston, Tex., and KVAL, Brownsville, Tex., pays particular attention to sales and the

commercial aspects of station operation, along with the statistical aspects of station programming based on analysis of listener interest. Corpus Christi has a market bigger than Massachusetts, more people than Nevada, and is generally conceded to be one of the fastest growing areas in U. S. Buying income of \$339,114,000 is third highest in Texas. In addition to its listenership in Nueces County and Corpus Christi, KRIS has a day and night audience of from 50 to 100 per cent in five other prosperous Texas counties, Arkansas, Jim Wells, Leberg, Refugio and San Patricio.

KROC ROCHESTER, MINNESOTA
250 watts
Owned by Southern Minnesota Broadcasting Co.

Affiliated with NBC since 1939. Full time news service, sports coverage, rural service and a full-time women's activities director are all features of KROC programming. The station, organized in 1935, enjoys a primary coverage of 40 miles radius.

Live programming is emphasized and KROC boasts an active public service policy which has resulted in the appearance on the station of every organized group in the city of Rochester.

KSD ST. LOUIS
5,000 watts
Owned by The St. Louis Post Dispatch. Affiliated with NBC since 1926.

KSD, St. Louis' first licensed radio station, celebrates its 30th anniversary next spring. As early as February, 1923, in an experimental broadcast, the station did its first remote pickup—a play from the stage of a local theater.

KSD's early work in doing remote control shows played a vital part in the technical preparation which formed the basis of network broadcasting. KSD also played an important role in the development of UHF transmissions and in facsimile. From an original one-room studio the station has grown to the point where it now occupies a million-

dollar studio plant in the Post Dispatch building with its sister station, KSD-TV.

George M. Burback, general manager of the station, heads up a full time staff of 55 people in KSD's operation.

KSEI POCATELLO, IDAHO
5,000 watts
Owned by the Radio Service Corporation of Idaho

Established in 1926, KSEI is oldest station in Pocatello. Station serves county of Bannock, which reaches a radio homes audience of 12,200. City itself has 7,750 radio homes, and is fast becoming Idaho's second city population-wise. General manager is Henry H. Fletcher.

KSTP MINNEAPOLIS-ST. PAUL
50,000 watts
Owned by Stanley E. Hubbard.

Affiliated with NBC since 1928. KSTP brought Twin City listeners The Ipana Troubadours, the Seiberling Singers, The Atwater Kent Hour and The General Motors Family Party when it first joined the NBC web 23 years ago. Since that time the station has achieved a number of notable radio and TV firsts.

KSTP was first in the nation to establish its own news bureau, first to be equipped with a mobile short-wave unit, first to establish a full-time educational department, and first to provide TV to the Northwest. Station was also first to broadcast National Open Golf Tournament via short-wave equipment and first to provide aerial description of St. Paul Winter Carnival.

Planalyzed Promotion, a feature of KSTP sales operation, provides careful analysis of advertiser's problems and sets up appropriate promotion campaigns.

KSYL ALEXANDRIA, LA.
250 watts
Owned by KSYL, Inc.

One of Alexandria's newest stations, KSYL, was established in 1946. General manager: Virgil Evans. Alexandria numbers 9,060 radio homes, while Rapides County includes 21,740 radio homes. As county seat of Rapides, Alexandria has heavy concentration of auto accessory and concrete firms, with latter outfits contributing considerable spot business to station.

KTAR PHOENIX, ARIZ.
5,000 watts
Owned by KTAR Broadcasting Company

One of the oldest stations in the U. S., KTAR, was established in 1922. Serving Maricopa County, KTAR is located in 51 U. S. markets with 329,000 population and a 35 per cent population bonus in tourist season. Maricopa has 103,110 radio homes, while Phoenix numbers 35,940, with annual retail sales estimated at \$244,307.

KTBS SHREVEPORT, LA.
10,000 watts
Owned by Radio Station KTBS, Inc.

KTBS, established in 1928 serves the tremendous oil and gas capital of Northern Louisiana, Eastern Texas and Southern Arkansas. Station bases sales program on three main points: 1. Coverage. 2. Audience. 3. Merchandising. In line with this, KTBS offers its advertisers extra merchandising, over 300,000 radio families and wide coverage where purchasing power is higher than average.

KTFI TWIN FALLS, IDAHO
5,000 watts days, 10,000 watts nights.
Owned by Radio Broadcasting Corporation.

Station became affiliated with the National Broadcasting Company in 1938, ten years after its beginning. It serves the "Magic Valley" of Idaho, an eight-county, centrally located area of the State, with farm service department. Its news department also covers news in all eight counties and devotes one-half of its newscast time to local and valley features. Station's programming policy is to broadcast the majority of programs that appeal to the majority of people. Its music, for example, is "middle of the road," using a minimum of extreme long hair, five or whiny cowboy. Its policy is accuracy, dependability and reliability.

KTSM EL PASO, TEX.
1,000 watts
Owned by the Tri-State Broadcasting Company, Inc.

Established in 1929, KTSM is oldest station in El Paso. County of El Paso (a 28 county retail trading zone) is a \$587,330,000 market. The city of El Paso has a population of 131,000, with 31,870 radio homes and an annual retail sales estimate of \$181,633. County of El Paso has 45,610 radio homes. Entire Southwest market offers lucrative field, both audience and advertiser-wise.

KVGB GREAT BEND, KAN.
5,000 watts
Owned by KVGB, Inc.

Established 1937, KVGB operates in a one-station town, serving Barton County. City population is 12,700 with 3,970 radio homes. Barton County has estimated population of 30,000 with 8,960 radio homes. Wealth of Kansas comes from the farm income, which totaled \$966,456,000 last year. Consequently KVGB pitches sales at grass-roots buying level. New oil boom is also adding more dollars to consumer buying power.

KVOA TUCSON ARIZ.
1,000 watts
Owned by Arizona Broadcasting Company, Inc.

Established in 1929, KVOA, attracts both English and Spanish-speaking audiences, via a bi-lingual

On its 25th
ANNIVERSARY

we wish to express appreciation to the
NATIONAL BROADCASTING COMPANY

for the great contribution it has made
to the radio broadcasting and television industries...

for the great service it has rendered to
radio listeners and television viewers throughout the world

WDEL AM FM TV
Wilmington, Delaware

WGAL AM FM TV
Lancaster, Pennsylvania

WKBO
Harrisburg, Pennsylvania

WRAW
Reading, Pennsylvania

WORK
York, Pennsylvania

WEST
Easton, Pennsylvania

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ROBERT MEEKER ASSOCIATES Chicago • Los Angeles • San Francisco • New York



Another WMAQ first...

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

Chain Lightning

giving WMAQ advertisers
special point-of-sale promotion

in 604 Chicago Area Food Stores

Put CHAIN-LIGHTNING

to work for YOU . . .

IN THE HOME . . .

IN THE STORE . . .



Ask about it TODAY!

WMAQ

CHICAGO

670 on your
radio dial
MERCHANDISE
MART
CHICAGO 54

Day and Night

No. 1

in Chicago Television

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

* **WNBQ first by 501%**

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

* **WNBQ first by 31%**

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

* **WNBQ first by 20%**

All rated quarter-hours (Sunday thru Saturday)

* **WNBQ first by 87%**

*American Research Bureau, October 1951

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

NBC TV
in
Chicago

WNBQ

CHANNEL 5



Represented by

NBC Spot Sales

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programming schedule. Merchandising plays a major role in KVOA's sales picture. Station works actively with all local advertisers, in addition to pushing products of national NBC sponsors. In line with this, station publishes four news sheets including "KVOA Market Facts," which is designed to aid Tucson businessmen in their merchandising plans. Important public relations policy of station is that of having a KVOA staffer attached to virtually every civic club in town, with station paying half the initiation fee and half the membership.

KVOL.....LAFAYETTE, LA.
1,000 watts
Owned by Evangeline Broadcasting Company, Affiliated with NBC since 1944.

KVOL, serving the Evangeline area of Southwest Louisiana, began operating in 1935. The station, in company with KVOL FM serves a market area rich in production of oil, sweet potatoes, rice and sugar cane.

KVOL was one of the first stations in the country to develop programs and news coverage for the French speaking Acadian peoples. General Manager is George H. Thomas.

KVOO.....TULSA, OKLA.
50,000 watts
Owned by the Southwestern Sales Company.

Its first call letters KFRU, the station went on the air in 1925 from Bristow, Oklahoma. As its listeners grew it moved to Tulsa where its call letters were changed and more opportunities were available for talent. The station's affiliation with the National Broadcasting Company dates from 1927 and shortly thereafter the stock in the Southwestern Sales Corporation was acquired by W. G. Skelly.

This public-spirited citizen continued to push for the expansion of

the station's power to better serve its territory. In 1933 the outlet received FCC permission to operate a 25,000 watt station but went ahead and installed a 50,000 watt transmitter for operations at half-power capacity. This foresight paid off when the station was granted its present power.

KVOO is a brilliant example of the initiative and the ambition that is truly the spirit of the Southwest. As an example of the long term service that its employees turn in, we find that nine of the members of its staff have been with the outlet 18 years or more. P. Q. Proctor, the president, has been with it for 24 years.

KWBW.....HUTCHINSON, KAN.
250 watts
Owned by Bess Marsh Wyse, Affiliated with NBC since 1944.

KWBW, serving an immediate trading area of 89,000 radio homes, is known for its guarantee of results and personalized service to advertisers. Station exercises partial agency function in selecting time for spots and in writing and rewriting commercial copy if it doesn't work the first time. Example of advertising success: single spot on noon news show sold 5,000 baby chickens at 5c apiece within 5 hours.

On a recent "News of the World" show, Morgan Beatty, NBC newscaster, described as "an outstanding public service feature" one of KWBW's efforts. Incident concerned a family burned out of its home. In a short time via radio appeals, KWBW provided brand new home, lot, furniture, plus money in the bank for operating expenses.

Established in 1935, KWBW is regarded in its area for many original ideas and as an asset to the community.

KWJB.....GLOBE, ARIZ.
250 watts
Owned by Gila Broadcasting Company.
Affiliated with NBC since 1944.

KWJB moved, some two years ago, to a new \$50,000 plant between the communities of Globe and Miami, Ariz., and into a building considered by many to be one of the most modern 250-watt plants in the Southwest.

The station is particularly proud of the unusual loyalty of its audience, manifested by listener response to public service appeals. One which was most gratifying was that which followed a request for food and clothing for a destitute mother and child. Within 15 minutes' time, the station had received over \$200 in food, clothing and cash contributions.

KXLF.....BUTTE, MONT.
5,000 watts
Owned by KXLF, Inc.
Established in 1929, KXLF is oldest station in Butte. City has population of 43,900 with more than 14,000 radio homes.

As hub of Montana's biggest radio family population, Butte stations are considered State's best bet advertising-wise.

KXLJ.....HELENA, MONT.
250 watts
Owned by the Peoples Forum of the Air.

KXLJ was established in 1937. Station was first-place winner in the public service awards (network affiliate local channel category) of the Billboard's 12th Annual Promotion Competition, 1950. KXLJ took first-place honors for its extensive promotion of its coverage of the Montana legislative assemblies. In addition to airing practical politics to the public, KXLJ gave the governor and the historical library at the Capitol transcriptions of the sessions and printed a complete record of the series, "Legislative Highlights," which

was distributed to every school, library, newspaper and radio station in the State.

KXIK.....GREAT FALLS, MONT.
250 watts
Owned by Great Falls Broadcasting Company.

This 250 watt station, on a frequency of 1400 kilocycles, is located in a city with an estimated population of 39,100. The city serves as the county seat of Cascade County. Two railroads serve Great Falls. Station personnel is headed by J. R. Larcambe, president, with Paul Hutton as general manager. Ted L. Frayling and E. E. Kukkola are commercial manager and program director, respectively. Station's offices and studios are located in the Park Hotel, and outlet broadcast from 6 a.m. to midnight.

KXLL.....MISSOULA, MONT.
250 watts
Owned by Western Montana Associates.

Affiliated with NBC since 1948. Established Leap Year Day 1948, KXLL celebrates its "first" birthday next year. In addition to its NBC connection, station is also affiliated with Pacific Northwest Broadcasters, a regional web. KXLL and member stations of its local network have received public service and promotional awards from The Billboard for 4 years running.

Service to its market area includes home and away coverage of University of Montana football games, as well as dramatic, musical, discussion and other educational programs stemming from the University.

Helps sell Pacific Northwest as ideal vacationland each year by publishing "Pacific Northwest Playground," promotion piece which has national distribution of 50,000 copies.

To aid in its coverage of special events, station in first year of operation, purchased both a mobile unit and base station talk-back unit.

KXLQ.....BOZEMAN, MONT.
250 watts
Owned by KRBM Broadcasters, Inc.

Bozeman, the seat of Gallatin County, and home of KXLQ, has an estimated population of 11,300. The station, operating on a frequency of 1450 kilocycles, is headed by president, E. B. Craney, with Ernest A. Neath the general station manager. J. Ray Bridges and Wally Reid are commercial manager and program director, respectively.

KYCA.....PRESCOTT, ARIZ.
250 watts
Owned by Southwest Broadcasting Company.

Headed by president and general station manager Harold Ritter, KYCA, located in Prescott in the county of Yavapai, Arizona, services an area with a combined city and rural population of about 53,000. Prescott houses 18,000 persons with 3,330 radio homes in the city. KYCA is the only local radio outlet and broadcasts on an unlimited schedule. It has been on the air for 11 years operating on 250 watts. One of the station's special features is a daily one-hour Spanish-English participation program.

KYSM.....MANKATO, MINN.
250 watts
Owned by F. B. Clements and Company.

KYSM has been on the air since 1938. Seven staff heads are supervised by John Meagher. The station is on the air from 6 a.m. to 1 a.m., serving a great variety of programs to the area.

KYUM.....YUMA, ARIZ.
1,000 watts
Owned by the Yuma Broadcasting Company.

An affiliate of the National Broadcasting Company since 1940, the station has been broadcasting for 30 years. KYUM accents programming and promotion. Among some of its better shows and stunts are its "Best Seller," a Bible quiz in which the top Sunday school student out of 22,500 participating in Arizona was selected and given a trip to Washington to meet the President; a local "Quiz Kid" program which had the winner appear on the network show; the "Five Singing Mice" which won an honorable mention from New York's City College and a World Endurance flight promoted by the station in which the plane stayed aloft 1,124 hours.

KYUM is also affiliated with the Arizona Broadcasting System.

KYW.....PHILADELPHIA
50,000 watts
Owned by Westinghouse Radio Stations, Inc.
Affiliated with NBC since 1926.

KYW began airing over 30 years ago in Chicago, the seventh station in the nation to begin operations. It made cultural history there with outstanding musical and operatic programs before moving to Philadelphia in 1934. Two years later it went under active management of NBC, and began using 50,000 watts in 1941. Among other achievements was KYW's feeding two NBC webs with an on-the-scene description of the Hindenburg disaster, and originating convention airings in 1948 and 1948. The Hindenburg broadcast was made by an announcer who gave the tragic details from a telephone booth overlooking the holocaust.

Wartime saw KYW cited for numerous accomplishments on the home front, including a local War Bond drive which brought \$403,000 in bond subscriptions, and the Philadelphia voice of NBC since has continued to pave the way as a public service and cultural force. Very merchandising and promotion conscious, KYW has two full-time

merchandising staffs for grocery and drug products, and has one of the most ambitious outdoor advertising campaigns of any station in the country.

KZRH.....MANILA, REPUBLIC OF THE PHILIPPINES
10,000 watts

Owned by Manila Broadcasting Company, Inc.
KZRH, Manila's oldest radio station, was established in 1939. The station broadcast both network programs and shows of local origin. Programs are broadcast in many foreign languages, including Chinese, in order to reach all of the groups in the population.

WALA.....MOBILE, ALA.
5,000 watts
Owned by Pape Broadcasting Company, Inc.

Located in the county seat of Mobile County, Ala., WALA has been functioning with eminent success for more than two decades. Established in 1930, the station is owned and operated by the Pape Broadcasting Company, Inc., under the presidency of W. O. Pape and with H. K. Martin serving as general station manager. WALA broadcasts on 5,000 watts power which reaches the city-rural population of 415,657; the city of Mobile's population is 114,906. Of the 62,505 homes in the city, 83.5 per cent are radio homes. The station broadcasts daily from 6 a.m. to midnight on a frequency of 1410 kilocycles.

WAML.....LAUREL, MISS.
250 watts
Owned by New Laurel Radio Station.

From 6 in the morning until after 11 at night, WAML services the farmer of Jones County, Mississippi. Granville Walters, manager of the station, personally supervises farm programming and services. The station was established in 1932. For a small station it maintains a large roster of personnel co-ordinating the multitude of operations under Walters' supervision.

WAPO.....CHATTANOOGA
5,000 watts
Owned by WAPO Broadcasting Service.

Chattanooga, a city of almost 150,000, has five radio stations with all the major network services. WAPO cops a solid plurality of Chattanooga listening. It has a closely knit, co-operative staff under the management of R. G. Patterson. From early in the morning until late at night, WAPO gives Chattanooga listeners the latest news and the best in public service and entertainment.

WAVE.....LOUISVILLE
5,000 watts
Owned by WAVE, Inc.
Affiliated with NBC since 1933.

Since its first day on the air, WAVE has carried NBC programs to its listeners, who cover a wide area of Kentucky as well as portions of Southern Indiana. In addition many top-flight local live shows are carried, among them Pee Wee King, No. 1 Western band leader for two years.

Served by AP wire—station maintains complete news staff of reporters for local spot coverage and correspondents for added State coverage.

During its entire 18 years of operation, station has been run by same management, George Norton Jr., owner; Nathan Lord, general manager; Charles Leonard, secretary-treasurer.

WAZL.....HAZLETON, PA.
250 watts
Owned by Bloom Radio, Inc.

This 250-watter operating on a frequency of 1480 kilocycles has devoted almost 20 years of service to the eastern area of Pennsylvania. Established in 1932, the station, which has built up an enviable listening audience, is managed by Vic Diehm. Thomas Tito and Don Murray are sales promotion manager and program director respectively. The station has been very promotion-minded, in addition to servicing its listeners with rounded program fare. In The Billboard's 1946-'47 promotion competition, for instance, WAZL was quoted as having done good promotion in the single campaign division, network affiliate class. "Not often," it was stated, "does a station in a small town put on such a complete promotion." The reference was to the station's treatment of the Gillette-World Series broadcasts.

WAZL.....HAZLETON, PA.
250 watts
Owned by Hazleton Broadcasting Company, Inc.
Affiliated with NBC since 1944.

Four outstanding civic workers of the Hazleton area—among them, two mine operators, the wife of a department store owner and a 25-year veteran of the radio business—own WAZL. Consequently, station's program set-up follows a heavy public service pattern.

Testimony to the good will and audience acceptance built up by WAZL is the fact that 10 regular advertisers have been with the station for 19 years, since its beginning.

A sporting community, Hazleton, with a market area numbering 117,000 people, enjoys many sports-casts on WAZL. In addition to its regular coverage of local football, basketball and baseball games, for 11 years it has aired Pennsylvania State High School basketball championship games.

WBAL.....BALTIMORE
50,000 watts
Owned by Hearst Radio, Inc.
Affiliated with NBC since 1927.
Recognized as one of the top

What Price People?

Successful advertisers must reach people —
a lot of people — a lot of people **OFTEN!!!**
AND AT LOW COST!!!

WLW does just that! "Television," says the national advertiser, "is affecting AM radio." —Yes, we agree—but, how much?—where? —to what extent?

In the WLW Merchandisable Area, WLW, with television going full blast, delivers advertising impressions at a lower cost per thousand than any other radio station—combination of radio stations—newspapers—national magazines—any TV station or combination of TV stations... your lowest cost per advertising impression in "1/10th

of America"—virtually the same cost per thousand in 1946 (before television).

The whole study is completely and graphically explained in WLW's latest analysis of "1/10th of America" (WLW's Merchandisable Area), entitled "What Price People?"

Our national offices are currently presenting this outstanding fact-packed film. If you have not had a showing, call or write one of our offices, and a date will be arranged.

WLW THE NATION'S STATION

AM • FM

DIAL 1100

WV TAM

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**with NORTHERN OHIO'S
ONLY COMPLETE
MASS ADVERTISING MEDIUM**

CHANNEL 4

WNBK

TV

The National Broadcasting Company
CLEVELAND, OHIO

Represented by
NBC Spot Sales

New York • Chicago • Cleveland • Hollywood • San Francisco

radio outlets on the Eastern seaboard. WBAL has originated numerous NBC network shows. Baltimore Symphony, B & O Glee Club, appearances by leading clergy of the city on the "Catholic Hour" and stunts by station's news editors on NBC's "News of the World" are a few. Weekly "eye witness" report of White House press conferences by newscaster, Gelen Fromme is a top program feature.

Thru local newspaper ads and publicity material, WBAL actively merchandises network advertised products. Entertainment-wise, star disk jockey, Al Ross, has become a Baltimore institution and enjoys wide following thruout the Maryland area.

Rounding out its program service, WBAL carries such public service features as daily weather, market and agricultural reports to its substantial farm market.

WBAP FORT WORTH
50,000 watts
5,000 watts on 570 kilocycles.
Owned by Carter Publications, Inc.

WBAP, pioneer station, is located in Fort Worth, the seat of Tarrant County. The city has a population of over 277,000. The station, under the presidency of Amon Carter and led by directors Harold Hough and George Cranston, thru the years rose to its present position as one of the leading stations in the South and Southwest. Many famous alumni graduated from WBAP and are now noted names in radio and show business. These include Del Sharbutt, Lum and Abner, Tex Beneke, Don Gillis, Ernest Tubb and Nelson Cimstead. Roy Bacus and Ed Lally are commercial manager and program director respectively, with A. M. Woodford production director.

WBEN BUFFALO
5,000 watts

Owned by WBEN, Inc.
This newspaper owned station went on the air in 1930 and joined the National Broadcasting Company in 1930. Long before the paper established the station, the daily had broadcast news over the old Federal Telephone Company's radio station in the city.

In fact, in 1923 a member of the paper's sports staff read a telegraphic play-by-play account of the World Series games over the air. Another first came in 1938, when WBEN began the transmission of the radio facsimile edition of the Buffalo Evening News. Transmission continued until shortly before World War II.

WBLK CLARKSBURG, W. VA.
250 watts
Owned by News Publishing Company, of Wheeling.

WBLK was founded in 1937. It is situated in Harrison County with a population of 85,296. It faces sharp competition in all phases of operation, but its lively staff has been meeting the challenge day to day. Manager is George Clinton.

WBML MACON, GA.
250 watts
Owned by Middle Georgia Broadcasting Company.

This little station in the heart of Georgia has been delivering a big-punch program and promotion-wise since 1940. Under the management of Charles Pittman, it has also built a reputation for substantial public service.

WBOW TERRE HAUTE, IND.
250 watts
Owned by Banks of the Wabash, Inc.

Headed by president Alvin Eades, WBOW, located in Terre Haute, the seat of Vigo County, serves a city with an estimated population of 64,800. There are an estimated 21,260 radio homes, and some 113 manufacturing establishments. The city is served by four railroads. In the February 25, 1950 issue of The Billboard, WBOW was named a winner in The Billboard's 12th Annual Radio and Television Promotion Competition, scoring first in the sales promotion category in the local channel network affiliate class. Known as "The Friendly Station," the promotion award stressed that the station also emphasizes facts and findings. In addition to servicing clients with extensive audience surveys, coverage maps, etc., clients are serviced with special merchandising, store aids, etc. Station is managed by William F. Rippetoe, with Sigel A. Roush and Leo J. Baxter sales promotion manager and program director, respectively.

WBRC BIRMINGHAM
5,000 watts
Owned by Birmingham Broadcasting Co., Inc.

Affiliated with NBC since 1937
WBRC, the first station in Birmingham started operations in 1925 on a power of 10 watts. First studio was the rear of a radio shop with a shower curtain the only dividing partition. Today, the station occupies spacious, modernistic quarters in its own building.

Eloise Smith Hanna, one of the few women in America to own a radio station is president of the station. G. P. Hamann, veteran of 20 years in the radio field and a

native of New Orleans is general manager of WBRC, while Don Campbell, another long-timer in radio is sales manager for both radio and TV operations.

WBRE WILKES-BARRE, PA.
250 watts

Owned by Louis G. Baltimore
Under the leadership of Louis G. and David M. Baltimore, the latter the station manager, WBRE has become an integral part of the community. Manager David M. Baltimore has gained a close kinship with the station audience, the station's programming reflecting his personal interest in civic affairs. He is, for instance, active in the Wilkes-Barre Chamber of Commerce, and is a member of the board of directors of the Wyoming Valley Industrial Development Fund. He has been active in community chest drives, Red Cross, etc., and was board member of Pennsylvania Association of Broadcasters. He has also actively participated in industrial building fund drives.

WBRE operates from 6:30 a.m. to 1 a.m. A. C. Baltimore and Franklin D. Coslett are commercial manager and program director, respectively.

WBZ AND WBZA BOSTON
50,000 watt and 1,000 watts
Owned by Westinghouse Radio Stations, Inc.

The 50,000 watt WBZ with studios in Boston and the 1,000 watt WBZA with studios in Springfield are operated synchronously and simultaneously to feed a variety of radio programs to the 2,052,000 families in the stations' listening area. Established in 1921, and currently under the general management of W. C. Swartley, WBZ and WBZA also broadcast over FM with 20,000 watts.

WCOA PENSACOLA, FLA.
5,000 watts
Owned by Pensacola Broadcasting Company.

Also celebrating its silver jubilee this year is WCOA, the 5,000 watt NBC affiliate in Pensacola, the naval aviation center. Heading the station is president John H. Perry.

WCRC GREENWOOD, S. C.
250 watts
Owned by Grecco, Inc.

It's been 10 years since WCRC's first signal went out to the station's original listeners. Since then the 250 watter, now operated under the guidance of President Douglas Featherstone and General Manager Dan Crosland, has been serving the ever-growing population in its market area.

WCSH PORTLAND, ME.
5,000 watts
Owned by the Congress Square Hotel Company.

Affiliated with NBC since 1926.
The first radio network affiliate in Maine, the station also inaugurated commercial broadcasting in the State in 1925. Original personnel of three has grown to 28 with its managing director, William C. Rines, the son of the founder, Henry C. Rines.

Station is the flagship of the Maine Broadcasting System whose affiliates are WRDO, Augusta, and WLBZ, Bangor, both owned by interests connected with WCSH ownership. Outlet's major coverage is within the six Southern counties of the State.

Outstanding among talent which got its chance at WCSH is Lawrence Brooks, who clicked so strongly on Broadway in "Song of Norway." Outstanding among the station's present personalities is Paul Gill, disk jockey, who doubles in character as "Uncle Hezzie Q. Snow." Gill has three morning shows all of which are favorites in and around the locality.

WDAF KANSAS CITY, MO.
5,000 watts
Owned by the Kansas City Star.

Affiliated with NBC since 1926.
From a small, burlap-covered basement room of the Kansas City Star came the first broadcast of this basic NBC affiliate. Beginning broadcasts via a 50-watt transmitter in 1922, WDAF was the second newspaper-owned station on the air in the nation. The original "Night-hawk Frollic" with the Coon-Sanders Orchestra was one of the first and most famous WDAF features in the '20s.

WDAF joined NBC at the web's 1926 inception and over the years has grown with the network in the airing of outstanding public service and entertainment features.

With a current power of 5,000 watts, station covers a market area containing over five and a half million persons. Very shortly, a new RCA transmitter will be installed which will not only improve fringe-area signals but will result in better reception quality for all listeners as well.

WDAK COLUMBUS, GA.
250 watts
Owned by Radio Columbus, Inc.

In a market area of 172,000 people with an effective buying income of \$160,535,000, WDAK has been feeding the populace of Muscogee County a variety of local and NBC network programs. Situated in Georgia's second metropolitan market, the station is managed by Allen M. Woodall, who purchased WDAK from its original owners in 1945. Woodall, in addition, heads WCOS in Columbia, S. C., and WRDW in Augusta, Ga. He was recently elected a member of the Broadcast Advertising Bureau board of directors and has represented his district on the NAB board.

WDAY FARGO, N. D.
5,000 watts

Owned by WDAY, Inc.
Affiliated with NBC since 1930.

The pioneer station of the Northwest, WDAY serves a wide area of North and South Dakota and nearby Canada. For 30 years station has provided vital weather, market and agricultural news for the vast number of farmers in its market area.

WDAY had one of the first radio newsrooms in the country and now has a full-time, four-man staff with complete UP and AP wire services. Local live programming is emphasized, and a staff of eight and eight other entertainers are retained full time.

Active in promotion activities, station publishes monthly Mike Notes—which is mailed to over 12,000 subscribers. Each pays \$1 a year for the service.

WDEL WILMINGTON, DEL.
5,000 watts
Owned by WDEL, Inc.

One of the Steinman stations and guided by Clair R. McCollough, WDEL has been serving the trading area consisting of Delaware, Southern New Jersey and parts of Maryland and Pennsylvania since 1922. The 5,000 watt station is in the market which is the nation's fifth highest in per capita income. J. Gorman Walsh acts as station manager. Station executive Clair McCollough's activities for the past 20-odd years in radio are well known to the industry. He has long championed the rights of small stations. He has been an NAB board member and chairman of the NBC stations planning and advisory committee.

WDSU NEW ORLEANS
5,000 watts
Owned by WDSU Broadcasting Corporation.

Covering the cosmopolitan market of New Orleans via AM and FM, the 5,000 watt WDSU has been serving the billion dollar trading area since 1923. As executive vice-president and general manager Robert D. Swezey runs the operation of both WDSU and WDSU-TV. Prior to taking over this post in 1949, Bob Swezey was a vice-president and general manager of the Mutual network under Edgar Kobak's presidency. He joined NBC back in 1939 and when the Red and Blue networks were split, he went to the Blue with Mark Woods.

WEAT LAKE WORTH, FLA.
250 watts

Owned by J. R. Meachem
Affiliated with NBC since 1948.
WEAT, voice of the Florida Gold Coast, covers Palm Beach, West Palm Beach and Lake Worth with a variety of local and network produced shows. Owner Meachem started his radio career as a guide at NBC in Radio City, New York in the '30's. According to Meachem, the unique thing about WEAT is the combination of experienced radio men working there, in order to live in the sunshine of Florida.

WEAT serves a constantly growing area of subtropical America. More permanent residents are arriving every month and a large Air Force base was recently opened in the area. On the air only three years, WEAT with expanding facilities and with a growing market to serve, looks forward to a bright future.

WEAU EAU CLAIRE, WIS.
5,000 watts
Owned by Central Broadcasting Company.

Affiliated with NBC since 1941
Serving 147,000 radio homes in the heart of America's dairyland, WEAU is a member of the regional Arrowhead Network as well as of NBC. Primarily an agricultural territory, the station's market area also contains the world's most modern tire factory, world's largest pressure cooker factory, shoe factories, woolen mills and over 100 progressive manufacturers.

On the air since 1937, WEAU makes its basic pitch to its important farm market. In addition to many programs slanted to the interests of the dairy farmer, station also engages in public service activities outside broadcasting. Example: Highly successful "Soil Conservation Field Day" featuring plowing matches and races, and co-sponsored with Wisconsin Soil Conservation Committee.

WEBC DULUTH, MINN.
5,000 watts
Owned by Head of the Lakes Broadcasting Company, Inc.

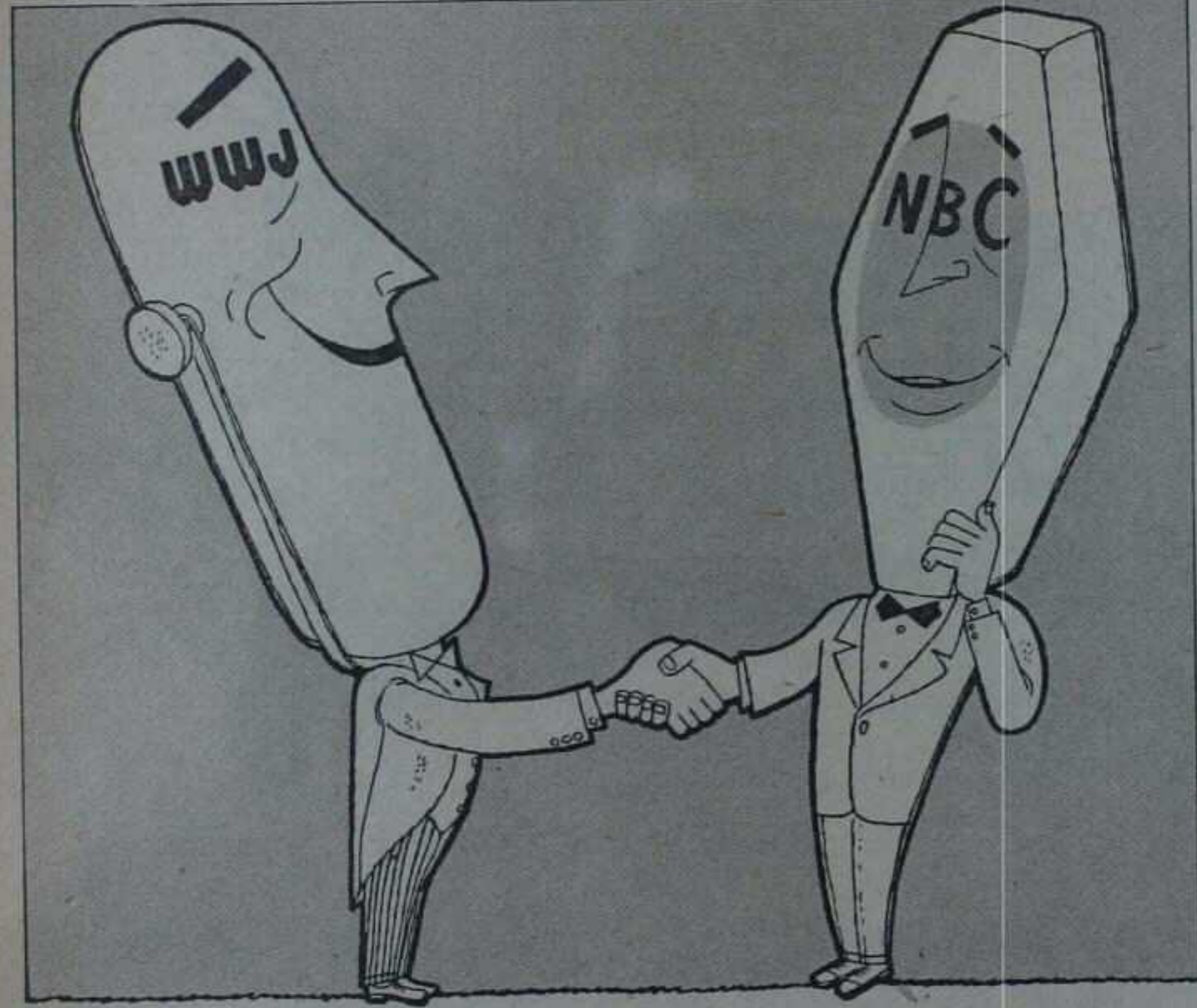
For 19 hours daily and 16 hours on Sunday, the 5,000 watt station in the lake country serves a predominantly radio market of some 65,000 homes. Established in 1928, WEBC is now headed by Walter C. Bridges as general manager and Earl Henton as assistant station manager.

WEEK PEORIA, ILL.
1,000 watts
Owned by West Central Broadcasting Company.

Established as recently as 1946, WEEK was honored by The Billboard in its first year of operation for a top grade public service promotion on traffic safety. The 1,000 watt station in the Midwest's top test market serves a population of 573,800 people with a gross farm income of \$300,000,000. Vice-president and station manager is Fred C. Mueller.

WENY ELMIRA, N. Y.
250 watts
Owned by Elmira Star-Gazette, Inc.

One of NBC's basic affiliates, WENY first went on the air in 1929. The 250-watt newspaper affiliated station has always been known for the large amount of public service



WWJ America's pioneer station salutes NBC on its silver jubilee

WWJ . . . first commercial station in the nation, now in its 32nd year . . . is proud to have been a charter member of NBC.

All of us associated with radio, who cater to the listening audience, owe much to the pioneering instinct and aggressive programming of this great network. To NBC must go a great share of the credit for radio's phenomenal success as a selling medium, and its accomplishments in the public interest as an entertainment, educational and informational medium.

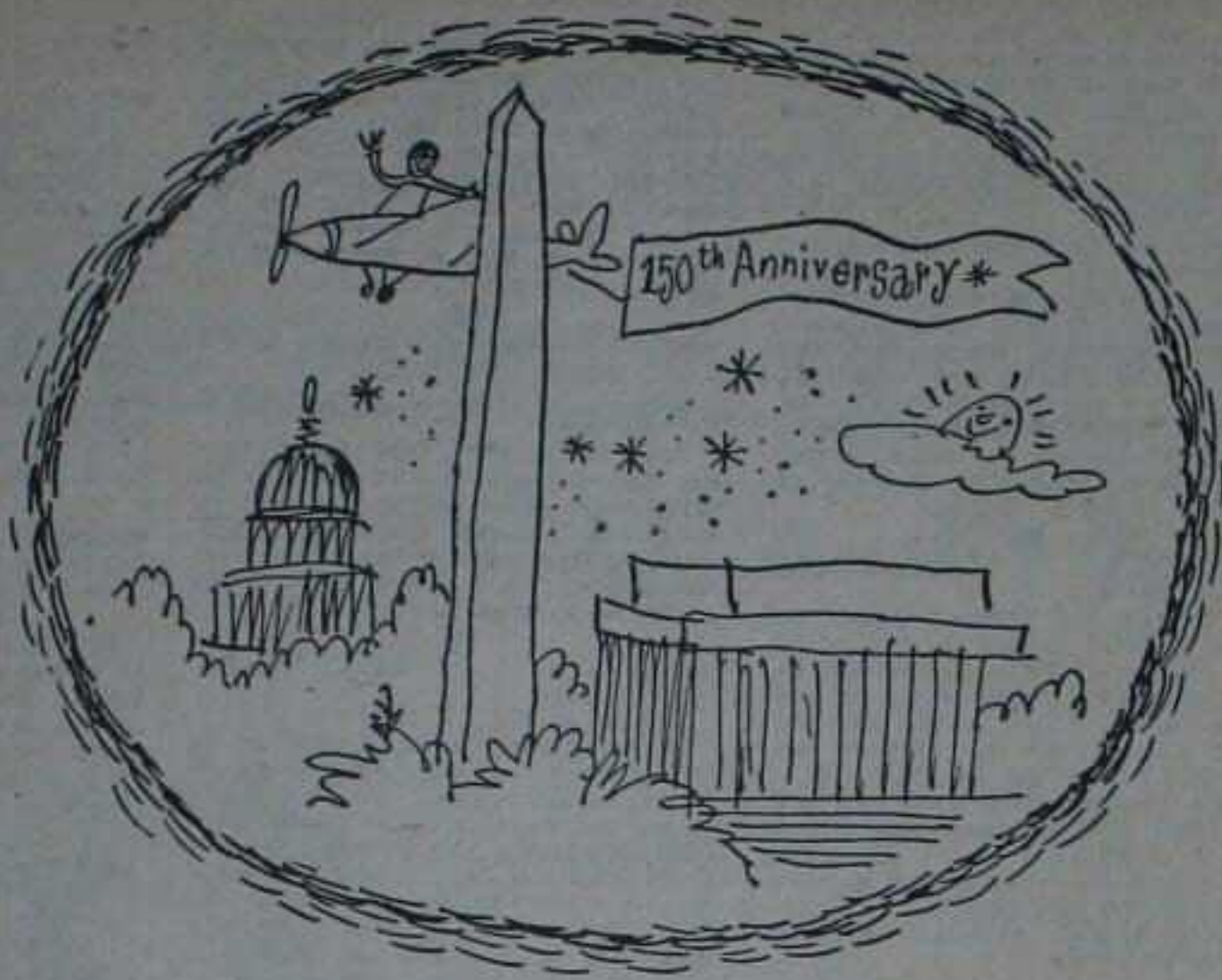
Together with NBC, we look ahead to many more equally great years.

FIRST IN DETROIT Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY

Associate Television Station WWJ-TV



AM—150 KILOCYCLES—3000 WATTS FM—CH. CHANNEL 346—97.1 MEGACYCLES



Washington
*celebrates its
 150th year*



NBC
*celebrates its
 25th year*



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

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

WNBW
*Channel 4
 Leader in network and
 local TV programming*

Represented by **NBC Spot Sales**
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programming it employs. In 1946, WENY devoted almost 33 per cent of its air time to such programs. For this, it received an editorial bow from The Billboard. General manager is Dale L. Taylor and sales manager is Phil Cameron.

WERC.....ERIE, PA.
5,000 watts
Owned by Presque Isle Broadcasting Company.

Pennsylvania's third city, with 62,222 homes, first heard WERC in 1941. The station now operates on 5,000 watts AM and 9,700 watts FM. Heading the station, which serves over 218,000 people in Erie County alone, is President Jacob A. Young. Charles E. Denny is station manager.

WEST.....EASTON, PA.
250 watts
Owned by Associated Broadcasters, Inc.

Another of the small stations guided by Clair R. McCollough, 250 watt WEST, along with its 16,000 watt FM outlet, serves this college town in a 49,975 home area. The station went on the air in 1936. Elwood C. Anderson is station manager. As for McCollough, his work on behalf of the small radio outlets via his NAB and NBC committee positions is well known throughout the industry.

WFAA.....DALLAS
50,000 watts
Owned by the Dallas Morning News.

The first NBC affiliate in the Southwest, the Dallas Morning News' WFAA is one third of a combined radio-TV operation which includes an ABC affiliate (also WFAA) and WFAA-TV. The NBC affiliation on 820 kilocycles is the NBC outlet which covers 1,143 radio homes in the Texas, Oklahoma and Arkansas territory. Heading the operation is Martin B. Campbell, general manager. Campbell, well known in trade circles came to WFAA in the early 1930's after a number of years as assistant manager of WHAS, Louisville. Active in the National Association of Radio and Television Broadcasters, Campbell has been a member of the board of directors of that group. In 1949 he became chairman of the NBC station planning and advisory committee. In addition to being active in the Texas Broadcasters Association, Campbell also served with distinction on the advisory radio policy committee of the Office of War Information.

WFBC.....GREENVILLE, S. C.
5,000 watt
Owned by the Greenville News-Piedmont Company.

Established in 1938, WFBC now covers the three-city area of Greenville, Spartanburg and Anderson with 5,000 watts on AM and 60,000

watts on FM. Situated in the largest metropolitan area in South Carolina, the station broadcasts to a market which tops \$151,000,000 in retail sales. An affiliate of the Greenville-News Piedmont, the station is headed by president B. H. Peace Jr. Boyo Whitmire is station manager.

WFBG.....ALTOONA, PA.
250 watts
Owned by the Gable Broadcasting Company.

The first station established in Altoona, WFBG has been in continuous operation since 1924. For 26 years the station has been first in audience coverage in that city. The 250 watt, situated in a heavy manufacturing center, covers a five county area. Managing director of WFBG is John M. Snyder.

WFLA.....TAMPA
5,000 watts

Owned by the Tribune Company. The 682,000 people within a 50 mile radius of WFLA are served by the station via 5,000 watts of AM power and 53,000 watts of FM power. Since 1925 the station has been blanketing the Tampa-St. Petersburg market with both network and local shows. Since the WFLA area is considered to be Florida's fastest growing year-round market the future for the station looks particularly bright. Program director is Paul M. Jones.

WFMJ.....YOUNGSTOWN, O.
5,000 watts
Owned by WFMJ Broadcasting Company, Inc.

WFMJ began operations in Youngstown in 1939, and in a short time established itself as an important station in the community. Operating on 5,000 watts, with both AM-FM facilities, WFMJ has brought fine entertainment and many public service programs to city of Youngstown. WFMJ is managed by C. E. Wilson. It becomes an NBC affiliate December 1.

WFOR.....HATTIESBURG, MISS.
250 watts
Owned by Forrest Broadcasting Company.

Founded in 1925, this station under the management of Charles G. Wright Jr., has brought the best in radio to Forrest County. WFOR was the first station established in Hattiesburg, and covers more than 10,000 radio homes in the city.

WGAL.....LANCASTER, PA.
250 watts

Owned by WGAL, Inc. Radio station WGAL was established back in the early days of radio, 1922, to serve the rich, agricultural community of Lancaster County. Under the management of Clair R. McCollough, WGAL has recently added FM facilities to further its excellent AM coverage of the area. WGAL is one of the Steinman

stations managed by Mr. McCollough, who has been in radio affairs for years and years, and is a committee chairman of the NBC Stations and Advisory Planning Committee.

WGBF.....EVANSVILLE, IND.
5,000 watts
Owned by On the Air, Inc.

Affiliated with NBC since 1937. WGBF, one of the oldest stations in U. S. (in point both of years and hours of continuous service), was established in 1923 as a 25 watt—property of the Finke Furniture Company. Station was later sold to present owner. WGBF bolsters its network programming schedule with many local shows, and puts particular emphasis on good local programming.

WGFG.....KALAMAZOO, MICH.
1,000 watts
Owned by Southwestern Michigan Broadcasting Company.

WGFG was founded in 1947, and is under the management of L. J. Bolles. Located in Kalamazoo County, an area with more than 34,000 radio homes, WGFG presents a variety of public service and network shows to a large audience.

WGEV.....CHARLESTON, W. VA.
250 watts
Owned by Kanawha Valley Broadcasting Company.

Radio Station WGEV was established in 1929, and is under the management of Henry V. Diefenbach. It is both an AM and FM station, covering the city of Charleston and surrounding Kanawha County, an area of almost 60,000 radio homes, with a variety of programs, 16 hours a day.

WGRM.....GREENWOOD, MISS.
250 watts
Owned by P. K. Ewing

Greenwood's first radio station, WGRM, started operations in 1937, and has presented a wide variety of radio programs of both local and network origin ever since. The station is under the management of F. C. Ewing, and reaches more than 13,000 homes in Leflore County, Miss.

WGY.....SCHENECTADY, N. Y.
50,000 watts
Owned by General Electric Company.

WGY is one of the pioneer broadcasting stations in the world having begun operations February 20, 1922 with the amazing (at that time) power of 1,500 watts. On August 7, 1923, WGY became one of the first outlets to use condenser microphones. Later it was also the first to adopt and use dynamic type speakers in studios, the control room and at the transmitter.

Station was one of the original stations carrying the inaugural program when the National Broadcasting Company network went on the air 25 years ago. It became an affiliate of NBC in 1927.

When WGY increased its power to 50,000 watts in 1925 it caused amazement in the industry. Letters came in from all over the world from people who had been listening to the powerhouse station. WGY is now the sole voice of NBC in the capital district of Upstate, New York. Its coverage areas comprises 22 cities and 420 towns in 54 counties of six states. Total population of this area is 2,980,000. A recent survey has shown that the ratings of NBC shows carried by the station ranked 20.1 per cent above the national average for the network.

WHAM.....ROCHESTER, N. Y.
50,000 watts
Owned by Stromberg-Carlson Company.

WHAM, 50,000 watts, clear-channel NBC affiliate, has been a pioneer in radio programming since 1922. Covering the city of Rochester, and Monroe County, as well as many surrounding counties in the area, WHAM puts on special programs for housewives and farmers, in addition to its network fare. The station is under the management of William A. Fay, and operates on both AM and FM frequencies. WHAM also operates WHAM-TV.

WHIS.....BLUEFIELD, W. VA.
5,000 watts
Owned by Daily Telegraph Printing Company.

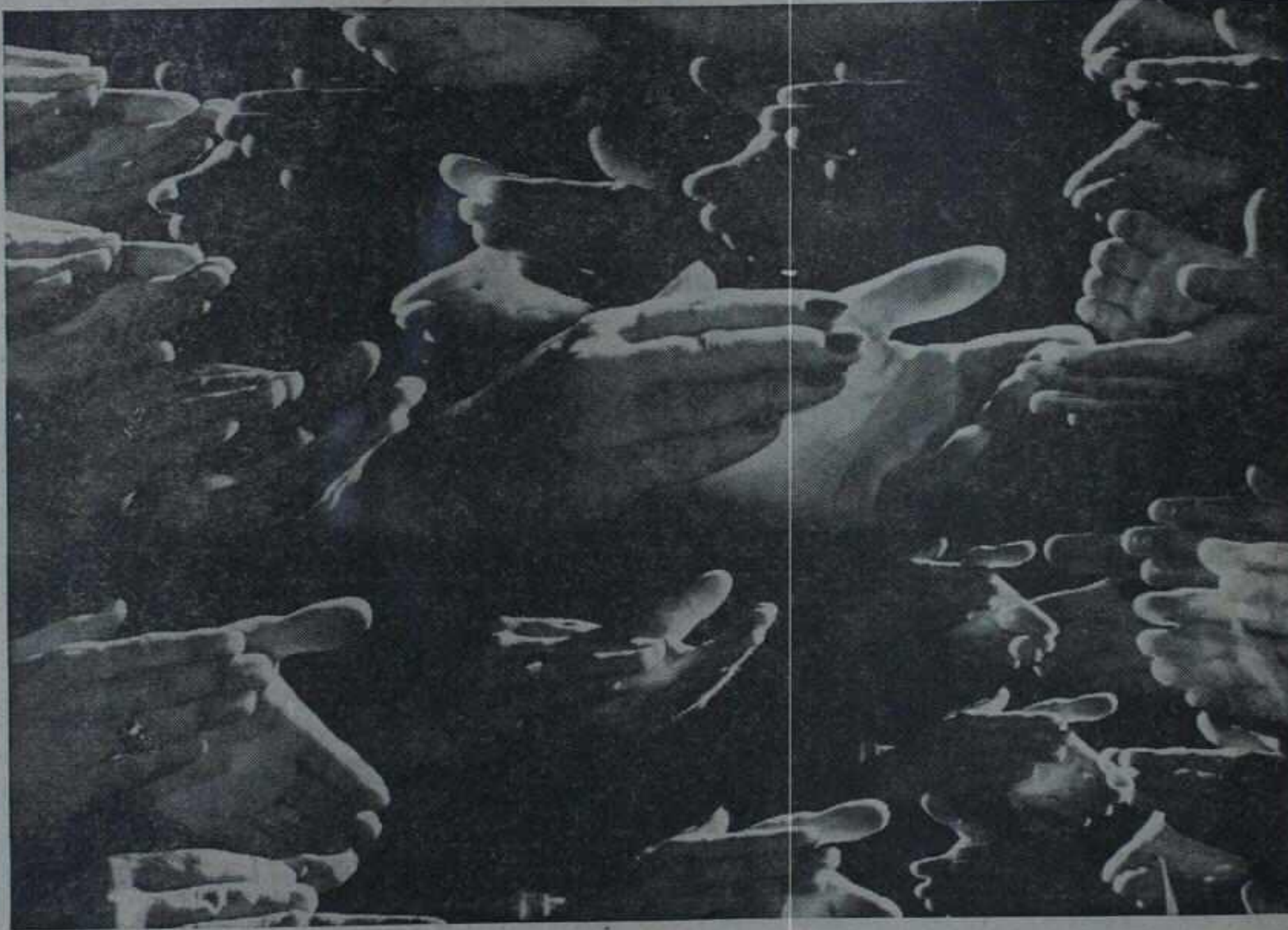
The first radio station to be established in Bluefield, West Virginia WHIS has presented outstanding radio programs for the past 22 years. Under the management of P. T. Flanagan, WHIS reaches over 17,000 radio homes in both Mercer County, West Va., and Bland County, Virginia, with its local and network shows. This station has presented a great number of Public Service shows, including many government programs, has promoted Army Day and Army recruitment, and gotten instruments for the school band via its local programs. WHIS has won a Billboard award for public service programs, for radio stations in the 250 to 1,000 watt category.

WHIZ.....ZANESVILLE, O.
250 watts
Owned by Southeastern Ohio Broadcasting Company, Inc.

Since 1924, WHIZ has been serving Zanesville with local and network programs of high quality. This station, under the management of Vernon A. Nolte, covers the 20,000 radio homes in Zanesville and the county of Muskingum.

WHLB.....VIRGINIA, MINN.
250 watts
Owned by the Head of the Lake Broadcasting Company.

Affiliated with NBC since 1937. Station, celebrating its 15th anniversary, serves a radius of 25 miles



popularity

A piece of music is measured and appraised chiefly by its popularity — and popularity in a song can only be judged by the frequency with which it is played and heard. When folks are humming or whistling a tune you can be sure it is popular. The public usually is unaware of the authorship or source of the song it is humming. And quite often those in broadcasting who program these tunes are not aware that a great percentage of the current BIG HITS are being performed under their BMI license.



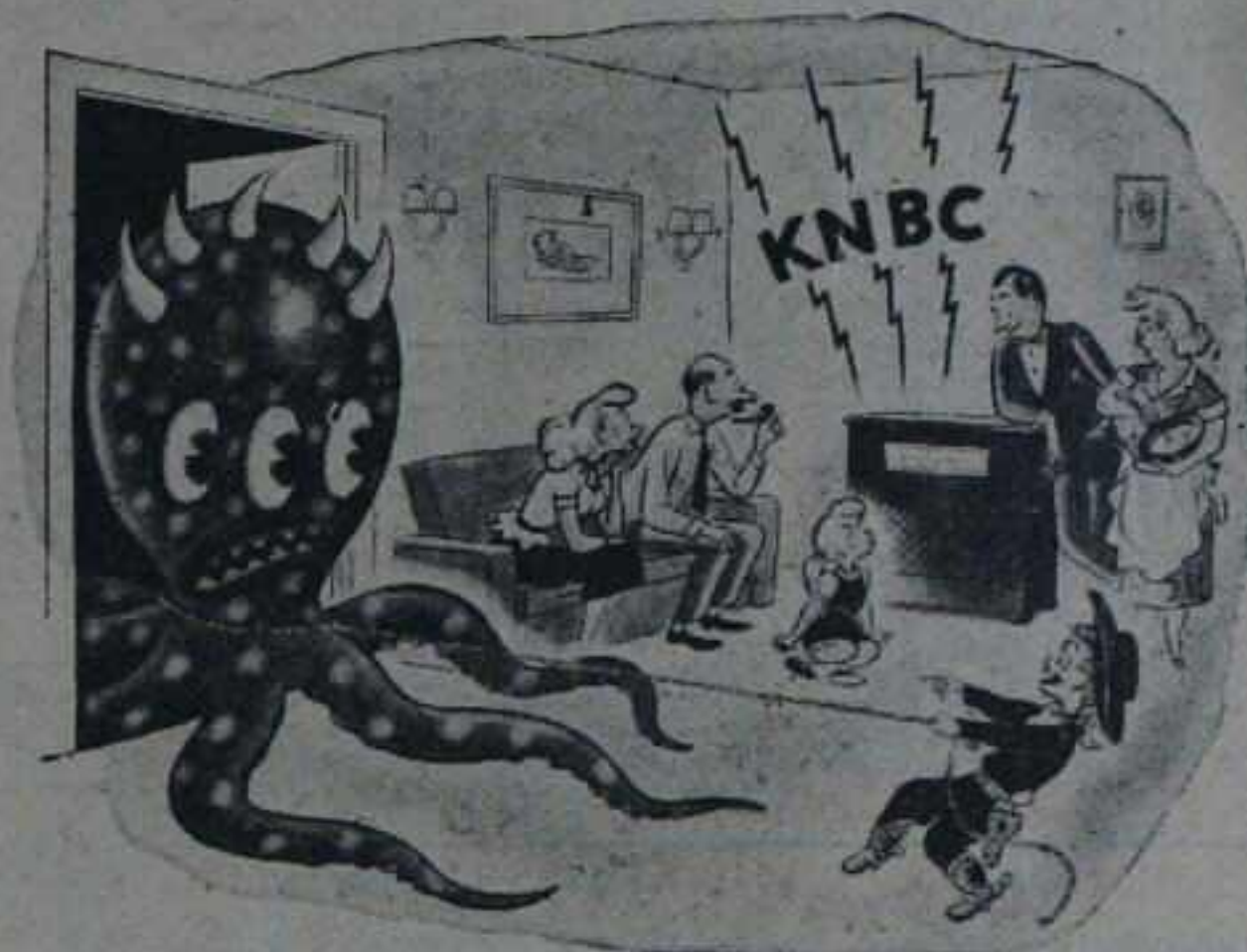
BROADCAST MUSIC, Inc.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

- *BECAUSE OF YOU
- * (IT'S NO) SIN
- *COLD, COLD HEART
- * I GET IDEAS
- *COME ON-A MY HOUSE
- BLUE VELVET
- DETOUR
- JEZEBEL
- HEY, GOOD LOOKIN'
- SLOW POKE
- SOLITAIRE
- GAMBELLA
- *HIT PARADERS

*In Northern California
more people listen—more often—to KNBC
 than to any other radio station*



Yes, in Northern California...



...more people listen more often...



...to KNBC...



...than to any other radio station.

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

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

KNBC

NORTHERN CALIFORNIA'S
 NO. 1 ADVERTISING MEDIUM

50,000 WATTS — 680 K. C. SAN FRANCISCO

Represented by

NBC Spot Sales

New York • Chicago • Cleveland • Hollywood • San Francisco

In the rich iron ore producing Mesabi Range of the State. Outlet is also affiliated with the Arrowhead network which has five other stations.

Facilities of WHLB are especially available for programs of local interest—sports events and civic functions. An annual event is the JC Christmas basket party. Station sets aside an entire evening to the program which features local personalities raising money for the unfortunates in the area. Staff of the outlet consists of 13 persons, headed by W. C. Bridges.

WHO 50,000 watts
Owned by Central Broadcasting Company.
Originally owned by the Bankers Life Insurance Company. WHO is one of the oldest stations in the West. Col. B. J. Palmer, one of radio's pioneers, bought the station when it was forced to share time with his WOC. Davenport. He established the 50,000 watt facilities during the depression. WHO has given outstanding service to Iowa ever since.

WIBA 5,000 watts
Owned by The Capital Times and The Wisconsin State Journal.
Affiliated with NBC since 1931.
Located in Wisconsin's capital city and serving an area embracing Central and Southwestern Wisconsin, WIBA has been on the air for 36 years.
President of Badger Broadcasting Co., station licensee, is William T. Evjue, also editor of The Capital Times, Wisconsin State Journal publisher, Don Anderson is veepee.
Housed in its own office building in Madison's Radio Park, the station has a staff of 43. It is known for its outstanding local programming as well as its news and sports coverage.

WINC 250 watts
Owned by Richard Field Lewis.
Radio station WINC started operations in 1941, and since then has presented many fine radio programs of both network and local origin. The station, located on the West Virginia-Virginia border in the county of Frederick, is under the management of Richard Field Lewis Jr., and serves an area of nearly 5,000 radio homes.

WINR 250 watts
Owned by Southern Tier Radio Service, Inc.
WINR was established in 1946, the first NBC affiliate in the city of Binghamton. Since that time it has served the community with a variety of local and network programs. The station is managed by E. R. Vadeboncoeur, and covers an area of 50,000 radio homes in Binghamton and surrounding Broome County.

WIOD 5,000 watts
Owned by the Isle of Dreams Broadcasting Company.
Affiliated with NBC since 1928.
Established in 1926, WIOD, was the first 1,000 watt station in Southern Florida. In 1932, the outlet moved its studios to downtown Miami and in 1934 moved to the News Tower where its new studios and facilities were dedicated on a coast-to-coast NBC broadcast.
In 1928, WIOD originated the NBC broadcast of the speed boat races between Gar Wood and Major Seagrave, of England. On its fourth day of broadcasting Will Rogers and former Governor of Ohio, James M. Cox, its present owner, were featured on the air.
Station does not accept religious programs. Instead free and equal time is allotted each week to Protestants, Catholics and Jews. WIOD has won respect of the civic organizations and listeners in the area. Affiliate claims the BMB and mail response studies give it a

coverage of 15 counties in Southern Florida.

WIRE 1,000 watts
Owned by Indianapolis Broadcasting, Inc. Affiliated with NBC since 1933.
Making its debut in 1926, WIRE had its first studio in a glass-enclosed room in the Indianapolis plant of the Ford Motor Co. The Ford plant was holding "Open House" for the public to see Fords built "before your eyes." Owners of the new 50 wattter figured this an ideal way to get public interest and acceptance. After two weeks of living in this gold fish bowl, station, then known as WKBP moved to permanent quarters.
In its earlier days, WIRE originated broadcast coverage of the 500 mile Indianapolis Speedway Classic. Station also took part in the nation wide. Atwater Kent sponsored radio contest to discover amateur talent for the concert and operatic stage. In addition to its local programming, WIRE has always carried the best in NBC offerings to its Indianapolis market area.

WIS 5,000 watts
Owned by Broadcasting Company of the South.
WIS, located in Columbia, South Carolina's largest city, started operations in 1930. For nineteen of its twenty years it has been affiliated with NBC, and its programs reach audiences throughout the entire state as well as some areas of North Carolina and Georgia. WIS has supplemented its network programs with many fine programs of local origin, and has recently added FM broadcasting in conjunction with its AM programs. The station is managed by G. Richard Shafto.

WISE 250 watts
Owned by Radio Station WISE, Inc.
WISE was founded in 1939 and covers a market of more than 28,000 radio homes in the city of Asheville and the county of Buncombe. The station presents both network and local shows, including a special feature of the distaff side, "Strictly Feminine," every weekday morning. The station is managed by Harold H. Thomas.

WJAC 250 watts
Owned by WJAC, Inc.
WJAC, the oldest station in Johnstown, was founded in 1925. It covers the city of Johnstown and Cambria County, an area with nearly 50,000 radio homes. WJAC presents both network and local programs of high quality on its AM and FM facilities. In 1949 WJAC-TV took to the air under the management of Alvin D. Schrott, who had been connected with the parent company of WJAC (The Johnstown Tribune Publishing Company) for a number of years. Radio Station WJAC is managed by John P. Foster

WJAR 5,000 watts
Owned by the Outlet Company Department Store.
WJAR was established in 1922, and since the early days of radio it has been broadcasting variety of excellent local and network programs. The station covers more than 160,000 radio homes in the county of Providence and also reaches a large audience in the Fall River-New Bedford area of Massachusetts with its broadcasts. The station is managed by John J. Boyle. The area reached by WJAR programs is considered New England's second largest market: the Providence-Pawtucket area and the city of Providence rank first in the New England-Middle Atlantic States as a test market for cities of 250,000 to 500,000 population.

WJAX 5,000 watts
Owned by city of Jacksonville.
Established in 1925, this station is owned and operated by the city of Jacksonville. John T. Hopkins is the manager, assisted by eight staff heads. Operation spans 8 a.m. to midnight, servicing 82,570 homes in Duval County. Theatrus and Musak transcription services are used. Transmitter is located in Hyde Park.

WJBF 1,000 watts
Owned by Georgia-Carolina Broadcasting Company
Affiliated with NBC since 1947
12 miles from the WJBF studios lies the site of the billion dollar H-Bomb development plant. This largest and most expensive project ever constructed will eventually employ 50,000 and already this station finds itself serving a boom community. Estimated population of metropolitan Augusta, 230,000.
Housing for WJBF is one of the oldest structures in Augusta, a re-designed building of French colonial appearance, belying the feverish activity which surrounds the growing city.
Along with its community, WJBF has had a healthy growth since its 1947 start. Programs emphasize local personalities, and station has become a leader in Negro programming of both commercial and public service nature.

WJDX 5,000 watts day, 1,000 watts night.
Owned by Lamar Life Insurance Company.
Affiliated with NBC since 1929.
WJDX was the second commercial broadcasting station to go on the air in Mississippi. However, it was the first outlet in the State with a network affiliation.

WJBO 5,000 watts
Owned by Baton Rouge Broadcasting Company, Inc.
This 5,000-wattter is staffed by six department heads under the management of J. Roy Dabadie. It uses standard promotion methods, news ads, direct mail, spot announcements, etc., to reach listener potential of 6,100 radio homes (1949 census estimate) in Ascension Parish. Subscribers to World, AP, UP and RCA services.

WJIM 250 watts
Owned by WJIM, Inc.
Established in 1934, this 250-wattter grabbing off its share of State capital hub business and reaches a large seg of Ingham County's 54,076 radio-homes listening potential. Station is managed by Howard K. Finch, assisted by five staff heads. Subscribers to World, Standard, UP and RCA services.

WKBH 5,000 watts
Owned by the La Crosse Broadcasting Company.
Affiliated with NBC since 1942
WKBH, a Midwest radio pioneer, claims the oldest continuously sponsored show in radio, a locally originated "Kiddie Hour" Program has been aired by Erickson Bakery Company for 25 years.

Boasting better than 50 per cent share of local audience on bank-rolled newscasts, WKBH covers Southwestern Wisconsin and portions of Iowa and Minnesota. Personnel includes Howard Dahl, president; Alvin Leeman, chief engineer and 20-year staffer Jack Martin, once billed as "the iron man of radio" after 5,000 consecutive days of sports casting.
An elaborate hour-long anniversary show recently capped heavily promoted Silver Jubilee Campaign. Promotion included car cards, billboards, newspaper ads and special "silver jubilee" quarter payoff of quiz show awards.

WKBO 250 watts
Owned by Keystone Broadcasting Corporation.
Affiliated with NBC since 1939.
WKBO is celebrating its 30th year of community service. Station employs only local people and participation in civic affairs is a "must" for all employees. No out-of-town business is accepted. Station realizes about \$265,000,000 from its local-advertisers-only sales policy. Programming includes a heavy remote schedule and the town's only Negro disk jockey, Public-service-wise, WKBO contributed over \$18,000 worth of air time to charity projects last year. Current community service series features interviews with patients of the Harrisburg State Mental Hospital.

WKPT 250 watts
Owned by Kingsport Broadcasting Company.
Station is located close to the Virginia line, giving opportunities for reaching a slice of its county's (Sullivan) 21,810 estimated radio-equipped homes and some of Southern Virginia's as well. Five staff heads assist A. F. Martin, station's manager. Subscribers to Standard World and AP services.

WKY 5,000 watts
Owned by WKY Radiophone Company.
Owned by the WKY Radiophone Company, this network affiliate has been managed by P. A. (Buddy) Sugg, org's veepee, since January 1946. Sugg is assisted by 11 staff heads. Aside from network commitments, the station devotes more than one-seventh of its total air time to public service broadcasts, ranging from campaigns for farm safety to family relations and juve delinquency. Weekly show, titled "Editors Speak," highlights newspaper comment thruout the State Associated, Standard transcriptions also are used

WKYB 1,000 watts
Owned by Paducah Newspapers Inc.
E. J. Paxton manages this 1,000-wattter with the assistance of four staff heads. Station has a listener potential of 10,400 radio homes in Paducah proper, plus a generous addition in surrounding Kentucky counties and across the Illinois State line. Subscribers to Standard, AP and RCA services

WLAK 1,000 watts
Owned by S. O. Ward
This station joined the NBC network in 1938 as a 250-wattter. Power was increased to 100 watts in 1947 under ownership of S. O. Ward, who took over the plant in 1942 and currently manages it. Staff includes seven top-flight announcers all holding first-class licenses. Aside from NBC net schedule, the station makes a definite play for community promotion, daily evening local news broadcasts and weekly segs on civic problems, supervised by hometown civic orgs.

WLEZ 5,000 watts
Owned by Maine Broadcasting Company.
WLEZ was founded in 1926 and has been presenting excellent network and local programs ever since its first broadcast. An NBC affiliate, WLEZ is also a member of the Maine Broadcasting System. In the city of Bangor and the county of Penobscot, the station covers more

than 20,000 radio homes, it reaches many other Maine counties as well. WLEZ is managed by Edward Gurnsey.

WLOK 250 watts
Owned by WLOK, Inc.
Radio station WLOK was founded in 1936 and has presented both network and local programs of outstanding interest over the years. The station broadcasts over an area of more than 24,000 radio homes, including the city of Lima and Allen County. The manager of WLOK is Robert O. Runnerstrom.

WLW 50,000 watts
Owned by the Crosley Broadcasting Corporation. Affiliated with NBC since 1927.
WLW broadcast its first regular program in 1922 at a power of 50 watts. From that time on its power was increased in progressive steps to 500, to 5,000, to 50,000 and for a time to 500,000 watts, the highest power ever employed by a regularly scheduled AM station in the U. S. Today, operating at 50 kw, on a 700 kc. clear channel spot, station is regarded as having one of the clearest radio signals in the nation.

Always active in shortwave radio, WLW now has three transmitters in the high frequency bands on the air 18 hours a day. These stations were employed extensively during the war by the OWI and the Office of the Co-ordinator of Inter-American Affairs.
Many famous names count WLW as a rung on the ladder to fame. Jane Froman, Little Jack Little, the Mills Brothers, the late "Fats" Waller, the Ink Spots, Curt Massey and Red Barber are just a few.

WMAM 250 watts
Owned by M & M Broadcasting Company.

WMAM, self-styled "Little Station With the Big Wallop," went on the air for the first time October 14, 1939 as a daytime only independent. Station started nighttime operations in 1944 and now spreads its signal thru .2 counties of Wisconsin and Michigan. In 1949 WAMA set what is believed to be an all-time record for branch studio operations in the country, via the opening of a studio at Manistique, Mich., a distance of 120 miles from home base. Public service projects range from community chest fund drives to collections of toys for destitute children. Most recent one, was a drive for the blood bank. Station routed out more than 200 volunteers via one newscast. In recognition of WMAM's public service-savvy, Northwestern University has invited general manager Joseph D. Mackin to lecture on public service at the university's summer radio institute.

WMAQ 50,000 watts
Owned by the National Broadcasting Company.

The station preamed April 12, 1922, owned jointly by the Fair Store and The Chicago Daily News. The transmitter was located on the roof of the Fair. The station was originally called WGU, but because of the possible confusion with WBU, the station owned by the city of Chicago, the call letters were changed to WMAQ on October 2, 1923.
The Daily News took full title to the station May 27, 1923 and moved it to the top floor of the LaSalle Hotel, highest building in the Loop at that time. It was then that WMAQ first took its frequency of 770 kc., which it at first shared with WQJ, owned by the Rainbo Gardens and the Calumet Baking Powder Company. WMAQ bought out WQJ March 1, 1927, and early the next year the FCC endorsed its sole use of the 670 band.

In 1922, Judith Waller, now director of NBC's department of public service in Chicago, was the main force of WMAQ. Under her guidance WMAQ offered the first music appreciation program, the first educational broadcasts, the first overseas newscast and the first broadcasts of big league baseball. WMAQ had the radio debuts of Fred Waring, George Gliss, Ben Hecht and Amos 'n' Andy.
On July 31, 1923, WMAQ participated in the first major network operation, the broadcast of President Harding's speech from San Francisco. NBC affiliation for the station began in January, 1927. By August 18, 1929, WMAQ was located in new studios atop The Daily News Building, with a 5,000 watt transmitter at Elmhurst.

NBC moved offices into Chicago in 1927, and on January 23, 1928 kicked off its first "Chicago Hour" program. "The Riverside Hour" sponsored by Montgomery Ward. In March, 1928, Niles Trammell came to Chicago to take charge of the web's local operation consisting of 10 employees, two studios and two sponsors. On September 15, 1930, NBC moved its Chicago operation to the 19th and 20th floor penthouse of the newly built Merchandise Mart.

NBC bought WENE, Chicago, from the Great Lakes Broadcasting Company in March, 1931, and on November 1 of that year WMAQ came under NBC ownership. Seven months later studios and offices were integrated in the Mart.
On September 15, 1935, WMAQ transmitter was moved to a site on Old Army Trail Road and its power increased to 50,000 watts.
The programs, talent and industry heads who rose to fame in the Chicago offices and studios reads like a combination who's who and

Congratulations,

NBC

on 25 Years of Proof that
"People Sell Better than Paper"

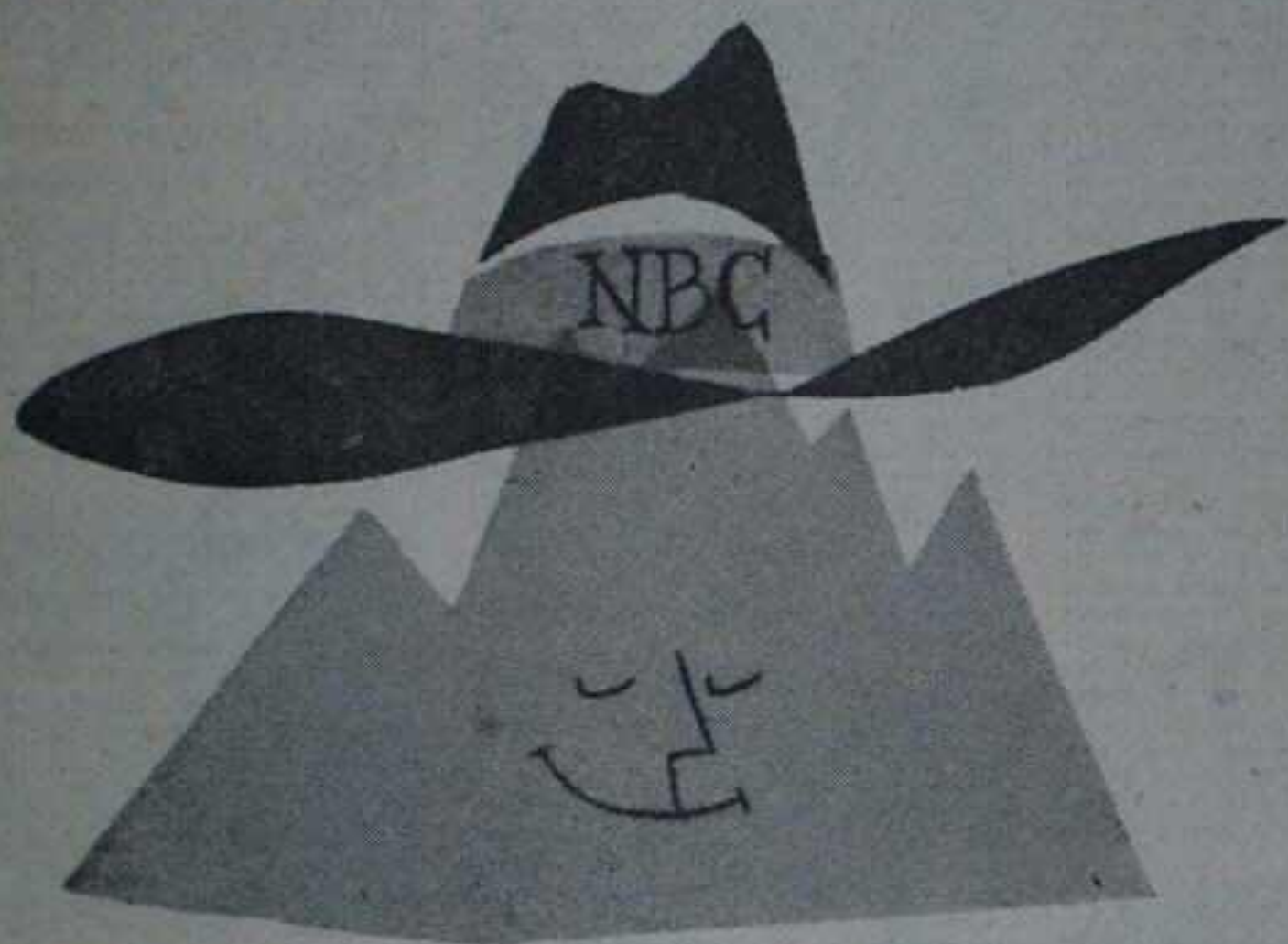
WSYR is proud of its part in the growth of NBC—and of the fact that it makes NBC's "People" heard through all of rich Central New York

SYRACUSE

AM FM TV

NBC Affiliate • the Only Complete Broadcast Institution
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**You can cover
the rich region of
the Rockies with
one station**

BMB nighttime audience families

KOA — 646,340

Station B — 287,020

Station C — 215,140

Station D — 158,270

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

KOA-NBC *Dial 850*
Denver

"Radio Host of the Rockies"



**Bill Stulla's
winnin' the wimmen!**

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

*"Bill Stulla's Parlor Party" on
KNBH (Monday through Friday, 3-4 p.m.)
recently received 33,362 pieces of
mail in ten weeks—proof that
Stulla's got a way with women . . .
reaches the customers you want
to reach in L.A.*

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

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

KNBH
Hollywood

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New York • Chicago • Cleveland • Hollywood • San Francisco

history of broadcasting. To mention a few: Niles Trammell, Frank Mullen, "The National Farm and Home Hour," "Fibber McGee and Molly," "Against the Storm," and the Quiz Kids.

WMBGRICHMOND, VA.
 1,000 watts
 Owned by Havens and Marin, Inc.
 Primary market of this 1,000-watt radio is the city of Richmond, which offers a potential listener target of an estimated 64,500 radio homes. However, station has additional solid listener opportunities both in its home county (Henrico) and adjoining Chesterfield County. Wilber M. Havens manages the station, supported by three staff heads. Subscribers to Lang-Worth and RCA services.

WMCMEMPHIS
 5,000 watts
 Owned by Memphis Publishing Company.
 Memphis is one of the key markets in the South and in the nation. In population it has grown by more than 100,000 in the past ten years and now ranks 26th in the U. S. It is 16th in the nation in wholesale trade. WMC has been covering this community since radio was in its swaddling clothes. It is owned by the Commercial-Appeal, which also has an FM and TV station in Memphis. H. W. Slavick is the general manager of a large permanent staff. The station offers a wide variety of programs, network and local, for farm and city folk.

WMFGHIBBING, MINN.
 250 watts
 Owned by Head of the Lakes Broadcasting.
 WMFG is a small station in a small community high up in Minnesota. The population of this area relies on radio in a more vital way than most, and WMFG gives them the broadcasting material they need and want from 6 a.m. to 11 p.m. every day. It has been on the air since 1935.

WMISNATCHEZ, MISS.
 250 watts
 Owned by Natchez Broadcasting Company.
 P. K. Ewing and son have made every arrangement to give Natchez the broadest variety of program fare. Several network affiliations and a complement of live-wire staffers keeps Natchez listeners satisfied with the most select shows. The station was founded in 1941.

WMRFLEWISTON, PA.
 250 watts
 Owned by Lewiston Broadcasting Company.
 Lewiston is a relatively small town of only about 4,000 radio families. But it is growing, and the competition for WMRF sharpened a couple of years ago when another station of 1,000 watts was founded there. However, T. W. Metzger and his crew are alert to the situation, and have been feeding the vicinity the most attractive and useful programs available.

WMVAMARTINSVILLE, VA.
 250 watts
 Owned by Martinsville Broadcasting Company.
 Martinsville is in Henry County

and has a population of 17,250. WMVA is the only station in town, and has been operating there since 1941. John Shultz is the manager. They give Martinsville listeners a full selection of news, record shows and regional and national programs.

WNBCNEW YORK
 50,000 watts
 Owned by the National Broadcasting Company.

From its founding in August, 1922, until November, 1946, this station was known by the call letters WEF, letters which are associated with a number of radio firsts. It was on WEF that commercial broadcasting was born when on August 28, 1922, H. M. Blackwell of the Queensboro Corporation, a realty firm, bought time to advertise an apartment development.

The first network program, on January 4, 1923, went over the wire connecting WEF with WNAC, Boston. And on October 14 of that year the Red Network the first commercial web, was established with WEF and WJAR, Providence, R. I. The appellation "red" derived from the fact that the hook-up had been plotted on the map in red ink. In February, 1924, WEF took part in the first coast-to-coast hook-up demonstrated by AT&T.

The National Broadcasting Company, shortly after it was organized in 1926, bought WEF, and for the next 20 years the station served as the network's key outlet. On January 24, 1946, WEF began operation on an autonomous basis with James Gaines as manager, with the emphasis on programming for the metropolitan audience.

Among the broadcasting personalities WNBC developed was Bob Smith, whom the station brought down from Buffalo for an early morning music-chatter show. On a Saturday morning kid show Smith emceed, "Triple B Ranch," the character of Howdy Doody first appeared. Among the outstanding public service series WNBC has aired are "Housing—1947" and "The Hungry Dollar" in 1948.

In April, 1950, Ted Cott became general manager of WNBC and its sister TV outlet, WNBT. Cott placed even greater emphasis on the local aspect of the station's services. He has inaugurated a unique promotional tie-in with Rockaways Playland. By way of merchandising, Cott created the plan known as "chain lightening" by which some 1,400 grocery chain stores in the metropolitan area get free air plugs in return for promoting WNBC shows and talent and giving preferential point-of-sale promotion to products designated by the station.

WNBKCLEVELAND
 Owned by the National Broadcasting Company.

Radio Station WTAM and NBC unveiled television station WNBC on October 31, 1948 with a kine of Arturo Toscanini conducting the NBC Symphony, and Paul Muni in "Counsellor at Law." A few days later the station participated in the telecasting of the presidential election returns.

Among WNBC's outstanding public service ventures since then was the telecasting of several large fires from the top of the NBC Building.

WNBQCHICAGO
 Owned by the National Broadcasting Company.

This station made its first telecast way back in the summer of 1930 to about a dozen receivers. The flying spot scanner giving a 45-line picture was used at that time. Programs consisted of a couple of interviews, the Whitney string trio, and Hal Totten gabbing about a prize fight.

Originally assigned WBNY as its TV call letters in Chicago in 1947, NBC asked the FCC for a change because of its similarity to Chicago's WMBI. The top of the Civic Opera Building was chosen as the best site for a TV transmitter, and construction began in 1948. The test pattern was on the air September 10 of that year. Regular programming started January 9, 1949 with 15 hours the first week. Programming in 1951 is more than 120 hours a week.

What is referred to nationally as "the Chicago school of TV production" is basically the WNBQ school. Under the general management of Harry Kopf, Jules Herbeveaux, manager of TV operations, has surrounded himself with a staff of talented young people. The result has been such unique shows as "Garroway at Large," "Studs Place" and "Zoo Parade." On a local basis, WNBQ's 10 to 11 p.m. slot is one of the most successful in the country. It includes the unusually high-rated Weatherman, Dorsey Connors' home-maker chat, Clifton Utley's new commentary, Tom Duggan's sports and Herbie Mintz's nostalgic piano playing.

WNBTNEW YORK
 Owned by the National Broadcasting Company.

The history of WNBT dates back to December, 1928, when RCA received the first permanent TV license ever issued, to operate station W2XBS. At that time the station's set-up included a circular aluminum scanning disk with 48 holes situated in a spiral near its outer edge, capable of scanning 15 complete pictures per second, feeding a transmitter of a few hundred watts output, and operating from RCA's Van Cortlandt Park laboratory in New York.

The station was later moved to the RCA Photophone Building at 411 Fifth Avenue. At that time large-screen TV was first demonstrated by RCA at the REO 58th Street Theater. W2XBS moved to NBC's studio in the New Amsterdam Theater Building in June, 1930, and a month later NBC took over management of the station.

The beginning of 120-line transmission from the Empire State Building took place on October 30, 1931. The antenna was mounted on two 12-foot poles atop the building, and was used for the first UHF tests ever made. On December 1, 1936, the newly developed coaxial cable was opened for tests between New York and Philadelphia. The first experimental TV show to be sponsored was presented by the Campbells Soup Company. The start of regularly scheduled high definition programs was marked by the opening of the World's Fair in 1939, when President Roosevelt made his first TV appearance.

The first regular schedule of simulcasts started on February 21, 1940, when Lowell Thomas' newscast was televised.

On July 1, 1941, WNBT received

the first commercial television license ever issued and began operating on a schedule of 15 hours a week. The station then had four sponsors, Sun Oil, Procter & Gamble, Lever Brothers and Bulova. During the war, the station devoted almost all its time to programs in co-operation with government agencies. When the station became autonomous in 1948, it faced the problem of building programs directed at New York tastes. Today, WNBT programs 42½ hours locally per week.

On June 11, 1951, WNBT began transmission from the multi-use antenna atop the Empire State Building, and on August 9 the station increased its radiated power by 360 per cent.

WNBWWASHINGTON
 Owned by the National Broadcasting Company.

Going on the air June 27, 1947, WNBW was the first postwar station in the U. S., the eleventh in all. It opened with studio space in the theater of the Wardman Park Hotel, a small auditorium that still had seats in place when the TV equipment was being installed. The theater floor has since been filled and raised flush with the stage, giving WNBW one of the largest studios in Washington.

WNBW has been responsible for a number of NBC special events from the nation's capital, including Congressional hearings, the first TV pick-up from the White House, the inauguration and the Atlantic Pact signing.

WNBW's facilities have been used for a number of important scientific experiments. Special transmitter equipment has continually radiated ultra high frequency signals from WNBW's tower. WNBW cameras have been airborne over Washington conducting tests that may set a pattern for the use of television in warfare.

WNHCNEW HAVEN, CONN.
 250 watts
 Owned by Elm City Broadcasting Corporation.

This outlet, of which Patrick J. Goode is president, also has Aldo De Dominicis as secretary-treasurer, James T. Milne as general manager and Vincent Callanan as sales manager. The outlet operates in a county which, in 1950, had 150,871 radio homes. Station was established in 1944. It will join the NBC family effective December 1.

WAOISAN ANTONIO
 50,000 watts
 Owned by Southland Industries, Inc.

This 50,000-watt radio is headed by Hugh A. L. Half, president and treasurer. Arden X. Pangborn is general manager. The 1950 census figures of the prosperous San Antonio-South Texas area show a 60 per cent population increase, largest gain of any major city in Texas. In 1949 there were 84,340 radio homes in the city.

WOCDAVENPORT, IA.
 5,000 watts
 Owned by Central Broadcasting Company.

WOC was the first station west of the Mississippi. Col. B. J. Palmer was granted the call letters only three months after the first license was granted KDKA, Pittsburgh. Under B. J. pioneering leadership, WOC has racked up a long and successful career in broadcasting, including many radio firsts.

WOODGRAND RAPIDS, MICH.
 5,000 watts
 Owned by Grandwood Broadcasting Company. Affiliated with NBC since 1931.

WOOD, one of outstate Michigan's leading stations, operates on the basic policy that station is a community property. General Manager Willard Schroeder and Program Director Franklin Sisson carry out this policy with extensive live local programming.

Result has been that a number of WOOD personalities have achieved wide fame in the market area served. These include newscaster Bob Runyon, singing cowboy Ray Overholt, disk jockey Ray Rayner, woman's editor Gretchen Lee, sportscaster Bob Smith and farm editor Dick Henry.

Recent purchase of all facilities of WLAV-TV makes WOOD the only producer of live telecasts in Michigan outside of Detroit.

WOPIBRISTOL, TENN.
 250 watts
 Owned by Radiophone Broadcasting Station WOPI, Inc.

Affiliated with NBC since 1940. Station was founded by W. A. Wilson, its present president and general manager, in 1929. WOPI serves a population of 40,000 in Bristol proper, whose retail sales have increased 277 per cent since 1948.

Among the unfortunate accidents in the station's history is the fire which completely destroyed the equipment of WOPI in 1945 resulting in the move to its present location in the Union Trust Building. Affiliate and its personnel of 18 have always co-operated with all civic and charitable organizations and expect to continue doing so.

WOPI is one of the few stations located in two States. About half divided between Tennessee and Virginia, the main thoroughfare of the city is known as State Street with a marker down the center of it indicating the dividing line between the States.

WORKYORK, PA.
 5,000 watts day; 1,000 watts night
 Owned by York Broadcasting Company, Inc.

The ubiquitous Clair McCollough is head station exec of this outlet

in the rich York area. With a city zone population of close to 100,000, the area boasts over 250 manufacturing establishments employing about 25,000. In 1949 there were 17,410 radio homes in town. The station is prominent in community activities.

WORZORLANDO, FLA.
 1,000 watts
 Owned by Central Florida Broadcasting Company.

Affiliated with NBC since 1947.

WORZ was the first full time regional station to go on the air after World War II. It covers the greater Orlando trading area (consisting of 13 Central Florida counties) and has won first place in its category for the past two years in The Billboard Promotion Poll. Community service projects rank high on the station's activities list, including a recent case, when WORZ sent a young hemophile to New York City for special treatment, via an on-the-air drive for contributions. WORZ is currently training a young quadriplegic, Stavros Demopoulos, for active sportscasting work at the station, and has received national recognition for this move.

WOWOMAHA
 5,000 watts
 Owned by Radio Station WOW, Inc.

Now in its 27th year of operation. WOW is headed by Francis P. Matthews Sr., with Frank P. Fogarty the general manager and Lyle De Moss the assistant general manager. Effective buying power of the Omaha-Council Bluffs area in 1949 was \$597,000,000. It is known as one of the richest agricultural areas in the world.

The station's activity in its public service educational campaign on "Operation Big Muddy" a short white back is still well remembered in industry circles. The over-all story of the government's plan to harness the 2,000-mile Missouri river for navigation, flood control, soil conservation, hydro-electric power, etc., was co-ordinated by WOW into a complete synthesis. Broadcasts from points of construction, a 25-minute, 16mm. sound-color film, and over 30,000 booklets on the subject all were part of a well-conceived, ambitious undertaking.

WOWOPT. WAYNE, IND.
 10,000 watts
 Owned by Westinghouse Radio Stations, Inc.

Headed by President Walter Evans, WOWO is a promotion-minded outlet which has racked up numerous awards. Included are second prize for sales promotion in The Billboard's 12th annual competition in 1950, and in the 1949 competition, first place for public service promotion and second honors in audience-sales promotion.

In addition to using various orthodox promotion formulas, WOWO approaches the job for each client in an individual fashion, with techniques dependent upon the circumstances involved. A basic push always is made for such essentials as the WOWO coverage area and in stressing the importance of the agricultural area in which the station is located.

WPTFRALEIGH, N. C.
 50,000 watts
 Owned by WPTF Radio Company.

WPTF generally is associated with sound, well-executed promotion jobs. These are exemplified by the job it did a couple of season back in plugging its airings of Big Four football games. The station spent approximately \$7,552 worth of air time in promoting its airings, including full programs, station breaks, etc. An additional \$655 was spent on ads in the dailies. The ads, in four newspapers, went into 150,000 homes. Bus cards, seen by over 2,000,000 riders in Raleigh and Durham, also were utilized. Other devices used were a football banquet and promotions such as book matches, lobby displays, public appearances by the station's sports personalities and an exhibit at the State Fair.

WPTF is a comparative newcomer to the NBC family.

WRACWILLIAMSPORT, PA.
 250 watts
 Owned by WRAC, Inc.

This outlet, of which George E. Joy is general manager, was established in 1929. Williamsport, with 30,151 homes, has 28,972 equipped with radios, a 94.1 per cent coverage. With over 170 manufacturing establishments in the area, there were well over 10,000 employed by them, with total wages of close to \$26,000,000.

WRAWREADING, PA.
 250 watts
 Owned by Reading Broadcasting Company, Inc.

This is another of the stations which are run by Clair B. McCollough. It is in the important Reading industrial area, which has a city zone population of well over 150,000, with the station's coverage embracing considerably better than twice that figure. Radio homes in Reading proper are about 25,000. A major effort for pubers programing is made by this outlet.

WRCWASHINGTON
 50,000 watts
 Owned by the National Broadcasting Company.

WRC went on the air August 1, 1933. The station had a staff of eight, including the porter, and one studio, in the Riggs Bank Building, with the transmitter tower on the roof. The call letters, WRC, had previously belonged to the radio transmitter aboard the ship, Silver-

KFYR

CONGRATULATES

NBC

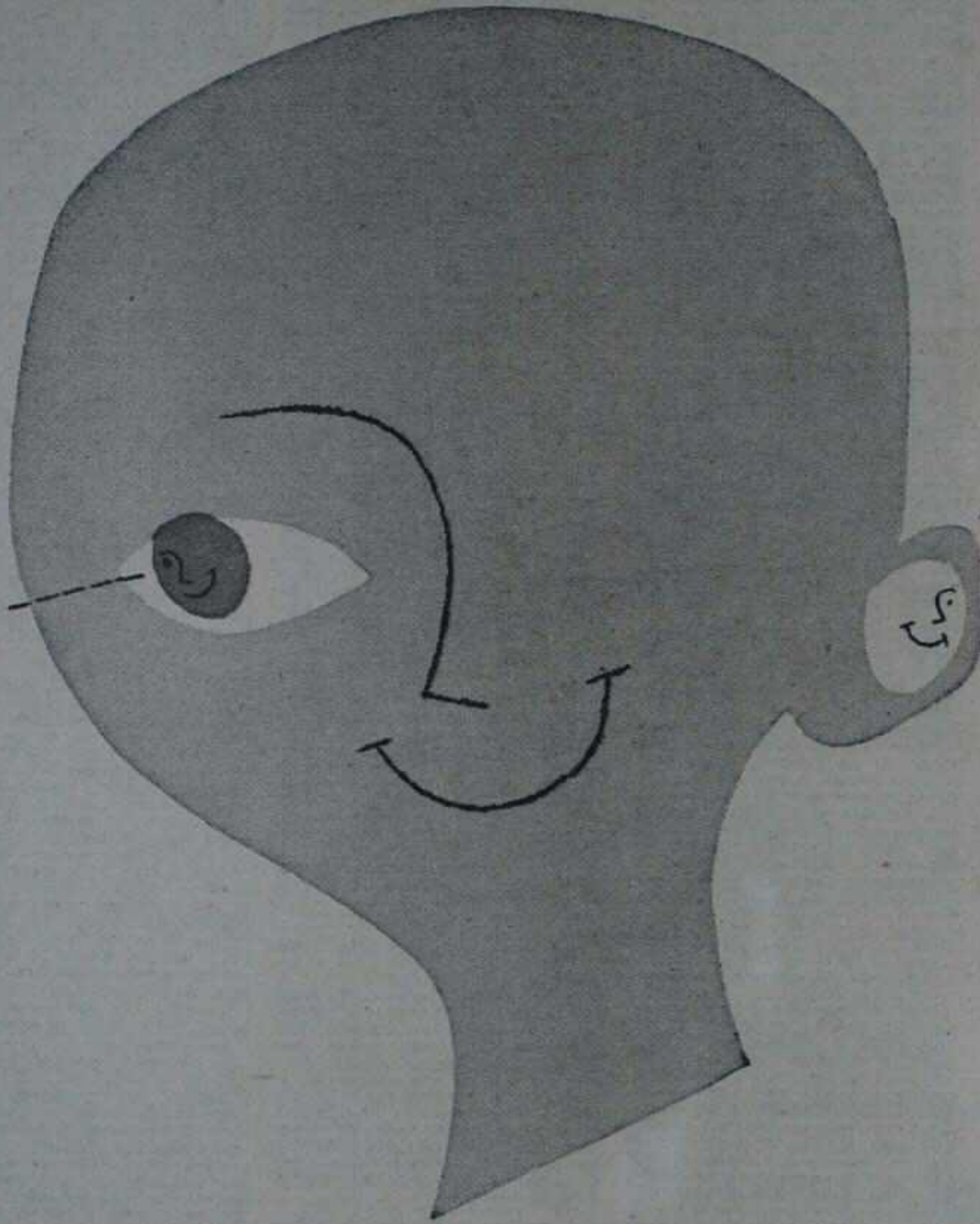
ON ITS

25th ANNIVERSARY

The combination of NBC and KFYR gives advertisers an unequalled team for selling in the Upper Midwest's richest wheat raising area—an area now on the verge of enjoying the additional wealth of a great new natural resource—oil.

KFYR 5000 WATTS 550 K. C. BISMARCK, N. DAK.

REPRESENTED BY JOHN BLAIR



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

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

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

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

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

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* BMB Study No. 2, Spring '49, projected to January 1, 1951 by NBC Research.

** NBC Research, October 1, 1951

KWAO

Oklahoma's Greatest Station

CONGRATULATIONS to the National Broadcasting Company on the completion of 25 years of notable service to the people of America! As an affiliate of NBC since 1927, we take understandable pride in the achievements of our network during the past turbulent quarter of a century, and we look forward with confident anticipation that the future in AM radio and NBC will be even more inspiring and satisfying. At this quarter century milestone it is well for us all to remember that American radio operates as free enterprise and that free enterprise guarantees a free America!

KVOO, TULSA—50,000 Watts—
Edward Petry & Co., Nat'l Reps.

NBC

America's Greatest Network

ado. The Federal Radio Commission of the Department of Commerce awarded the call letters to the new station when the ship went out of commission.

WRC went on the air with a gala three-hour program. No sooner had it started than Fred Guthrie, then director of the station, was called to the transmitter by a report of trouble: the speaker could hardly be heard on the air. While the engineers struggled to find the cause, the speaker droned on and the weak signal went out. Finally the second speaker stepped up to the mike, and his voice rang out on the air loud and clear. The first guest had been talking into the back of the mike.

During its first year, WRC shared time and frequency with WCAP, a station owned by the Chesapeake & Potomac Telephone Company. This occasioned some embarrassment, to say nothing of confusion, the night both stations were on the air at the same time.

In December, 1923, one of the nation's first broadcast political speeches took place when Senator Magnus Johnson spoke over WRC. In 1924, WRC presented the first political commentator ever heard on the air, Frederick William Wile.

In September, 1924, WRC was linked with WJZ, New York, to receive a blow-by-blow description of the Willis-Firpo fight. In December of the same year, WRC presented the first broadcast from the capitol, the Woodrow Wilson Memorial ceremonies.

In 1928, WRC studios were moved to the National Press Building. On July 22, 1937, the station moved to its present location in the Trans Lux Building.

During World War II, because of its location in the nation's capital city, WRC originated many of the most significant news broadcasts over the National Broadcasting Company.

Early in 1947, WRC's FM station began operation

WRDO.....AUGUSTA, ME.
250 watts
Owned by WRDO, Inc.

There are approximately 29,000 homes in the Kennebec Valley district in which Augusta is located. In Kennebec and Somerset counties, farming and industry provide an income of almost \$124,000,000 and retail sales are worth over \$85,000,000. Adeline B. Rines is president of the station, and Jack S. Atwood is its general manager.

WROL.....KNOXVILLE
5,000 watts
Owned by Mountcastle Broadcasting Company.

Paul Mountcastle Sr. is president of WROL, of which W. H. Linebaugh is vice-president and general manager. Station, which was established in 1927, is a comparative newcomer to the NBC fold. Knoxville is in a rich trading area comprised of close to 1,000,000 people. The district is particularly attractive to advertisers because of the high level of employment in textile mills, food products, apparel and fabric manufacturing. Radio homes in Knox County in 1949 numbered 58,290 of an estimated population of 69,990.

WRON.....RONCEVERTE, W. VA.
250 watts
Owned by William E. Blake.

WRON, in the southeastern corner of West Virginia, also has coverage into neighboring Virginia. William E. Blake, who owns the outlet, also is its general manager. Ronceverte proper, located in Greenbrier County, has 9,598 homes, of which 8,705 (or 90.7 per cent) have radios.

WSAM.....SAGINAW, MICH.
250 watts

Owned by the Saginaw Broadcasting Company.
Affiliated with NBC since 1943

Station which started as a share-time operation is now in its 11th year of operation. It received Federal Communications Commission approval for a full-time operation in 1942.

Programming revolves around a "personality-news" combination. Station features local name talent on a regular across-the-board basis. Most staffers are long time favorites in the area including such local personalities as Freddy Krell, Howard Finger, Bob Downey and Oscar Huff. Staff consists of 25 people.

WSAM's primary signal covers an area containing 144,470 homes, based on the last BMB study. Station also serves as key for the Great Lakes Network, a regional web which covers more than 1,000,000 persons in Central and Northeastern Michigan.

WSAN.....ALLEN TOWN, PA.
5,000 watts

Owned by Lehigh Valley Broadcasting Company.
Affiliated with NBC since 1937.

May, 1923 saw WSAN begin its dignified service to the community on a constructive basis. The outlet finds its owners, B. Bryan Musselman, Ollyvia P. Musselman and Reuel H. Musselman, active in the operation, with a policy of never tearing down an institution or individual, but rather seeking to make constructive progress in the community.

WSAN, from its very beginning, has been particularly active in the coverage of sports at the local level. It has also built a series of excellent news programs with much emphasis placed at the local level thru the co-operation of the Call-Chronicle papers. The station boasts a staffer who is a member of the Pennsylvania State Legislature in John T. Van Sant, chief announcer who also handles sportscasting chores.

WSAU.....WAUSAU, WIS.
250 watts

Owned by The Journal Company.
Ben F. Hovel is president of WSAU, which is located in a trading area of about 100,000 persons.

Wausau, county seat of Marathon County, has an estimated urban population of better than 30,000 with near-full saturation in terms of radio homes. With some 9,134 households, according to preliminary census figures, there are 9,050 radio homes. The station is owned by The Milwaukee Journal.

WSAV.....SAVANNAH, GA.
5,000 watts

Owned by WSAV, Inc.
Harben Daniel, president and general manager of WSAV, is a youthful 44 years old. That the station is merchandise-minded is not surprising, inasmuch as Daniel pioneered in the development of a number of merchandising techniques while he was commercial manager of WSM, Nashville, from 1931 thru 1939.

Daniel also is the author of "The Follow-Thru of Advertising." He established WSAV in December, 1939.

WSB.....ATLANTA
50,000 watts

Owned by Atlanta Newspapers, Inc.

This outlet is considerably older than NBC itself, first airing in 1922. It is currently functioning under the aegis of general manager John M. Outler Jr., with J. M. Cox Jr. the president. WSB is known as the South's largest radio station. Outler has been a member of the National Association of Radio and Television Broadcasters' Standards of Practice committee, as well as chairman of the Sales Managers' Executive Committee of that organization. He entered radio as business manager of WSB in 1930 and took over his present post in 1944. With the inauguration of TV in 1949, he assumed the same duties for the video operation as well.

WSB has gained national recognition for many of its ambitious undertakings, but perhaps one of its best known was a 10-week series it aired a few seasons back which battled against racial and religious intolerance at a time and in a place where it was most needed. Titled "The Harbor We Seek," the dramatic series used a Biblical-story format and aired when the furor over the infamous, terroristic Columbian was at its height. Transcriptions and scripts were furnished to organizations and other stations.

WSCR.....SCRANTON, PA.
1,000 watts

Owned by Lackawanna Valley Broadcasting Company.

Located in the rich anthracite area of Lackawanna County, WSCR was founded in 1947. Hon. Michael J. Eagen is president of the station, of which Dale Robertson is general and sales manager. The greater city boasts a population of better than 250,000 and the trading area has better than 415,000. Retail sales in the city run over \$205,000,000, while effective buying income is more than \$360,000,000.

WSFA.....MONTGOMERY, ALA.
5,000 watts

Owned by the Montgomery Broadcasting Company, Inc.

Howard E. Pili is the motivating force behind WSFA, which has been in existence since March 31, 1930. It was late in 1929 that Pili and Gordon Persons, now governor of Alabama, obtained their CP for Montgomery's first radio station. When the station first hit the air there were less than 20,000 sets in

use by local residents. As of today the figure is close to 50,000.

The listening audience is made up of rural and industrial segments. Latter earns annually about \$10,000,000. Former is about \$15,000,000. The major industries in Montgomery are varied; lumber, food products and building materials manufacture account for much of the wages earned in the city.

WSJS.....WINSTON-SALEM, N. C.
5,000 watts

Owned by Piedmont Publishing Company.
Affiliated with NBC since 1940.

WSJS is owned by the publishers of The Winston-Salem Journal and The Twin City Sentinel. President of the company is Gordon Gray, also president of the University of North Carolina, and currently on leave in Washington as head of the Psychological Strategy Board.

In line with its newspaper backing, WSJS is noted for its news coverage. A full time news director heads up station's own news staff and much use is made of tape recorded material in covering news in station's entire Northwest North Carolina market area. News staff also includes farm service director.

During a recent visit to Winston-Salem, Joseph H. McConnell, NBC president described WSJS as among the top four or five stations in the nation in "audience appeal and in relationship to the market it serves."

WSLS.....ROANOKE, VA.
1,000 watts

Owned by the Roanoke Broadcasting Company.

Serving an area of about 100,000 with more than 26,000 radios split up among a population of about 75,000 homes. Established in 1940, WSLS has shown a steady and persistent growth. Sales in the area among all classes of merchants exceed \$115,000,000. There are about 50,000 people employed in the area, earning a gross annual income of \$13,000,000.

WSM.....NASHVILLE
50,000 watts

Owned by National Life and Accident Insurance Company.

Formed in 1925, WSM is currently originating 17 of its own network shows in addition to its regular station business. Employing more than 200 people, the shows range from fantasy to folk music, which has been particularly effective in selling work shoes. Station serves a city and rural population of over a million people with about 60,000 radios receiving its programs. It has been estimated that more than 28 per cent of Tennessee's buying power is in the Nashville area.

WSOC.....CHARLOTTE, N. C.
250 watts

Owned and operated by WSOC, Inc.

Station started broadcasting in 1933, at the bottom of the depression, and thru dint of hard work and imaginative programming it increased its stature that today it serves a population of over a million people who receive an annual income of over a billion dollars a year. During the past year WSOC's listening area, tho not increased, has been intensified thru population shifts.

WSPD.....TOLEDO
5,000 watts

Owned by Fort Industry Company.

Founded in 1921, WSPD is headed by President George Storer, with E. Y. Flanagan as general manager. This outlet was the first to be operated by the Fort Industry Company, and Storer since has added seven AM, three TV and six FM outlets. Storer himself has been active in industry affairs for two decades. Besides his broadcast interests, he is board chairman of Standard Tube Company, Detroit.

Back in the '20's, Storer was vice-president of Republic Steel when he was but 21 years old. He resigned to go into the gasoline business for himself along with J. Harold Ryan, now his brother-in-law and senior vice-president of Fort Industry. Storer's early experience also includes joint direction of the original ABC network with Arde Bulova during the '30's.

WSVA.....HARRISONBURG, VA.
1,000 watts

Shenandoah Valley Broadcasting Corporation.
Affiliated with NBC since 1945.

The pioneer voice of the Shenandoah Valley, WSVB began operations in 1935 with a power of 500 watts. The station broadcast a variety of local live talent shows and public service features from its inception. With the NBC link-up came the opening of WSVB-FM, which provided the Harrisonburg area with the finest reproduction of all the nighttime offerings aired by the NBC station.

After the war WSVB outgrew its small facilities, and the complete facilities of the station were moved to a near-by hillside overlooking the city. The architecture for the new building constructed at this location was laid out by station president, Fred L. Allman, who also rolled up his sleeves and helped build it as well.

WSYR.....SYRACUSE
5,000 watts

Owned by Central New York Broadcasting Corporation.

Public service in the grand manner has been a keynote of WSYR, of which Harry C. Wilder is president and E. R. (Curiy) Vadeboncoeur is general manager. Perhaps it was best exemplified by a 20-week

series aired by the station a short while back. Titled "The New Horizon," the series was designed to stimulate constructive thinking in the international field. WSYR refused all offers of commercial sponsorship and underwrote all costs itself.

Aim of the series was achieved thru the co-operation of more than 100 personages, the British Broadcasting Corporation, KEW (Mexico City), the English-Speaking Union and the American Association for the United Nations. Thirty-four international broadcasts were shortwaved especially for "Horizons," and there were nine special broadcasts from other American cities. Top names featured the shows thruout.

WTAC.....FLINT, MICH.
1,000 watts day, 500 watts night

Owned by Trendle-Campbell Broadcasting Corporation.

Located in industrial Flint, WTAC is in a retail trading zone of about 300,000 persons. Over 130 manufacturing plants in town employ about 55,000 people, with total wages estimated at \$167,516,000. In 1949, of an estimated 47,550 households, 46,820 had radios. George W. Trendle is president of WTAC, and H. Allen Campbell is general manager. Laurence Arnold is program director.

WTAM.....CLEVELAND
50,000 watts

Owned by the National Broadcasting Company.

In 1923, S. E. Leonard, who is now NBC's chief engineer in Cleveland, installed a radio receiving set in the home of T. A. Willard, founder of the Willard Storage Battery Company. Leonard impressed Willard with his hopes for the future of broadcasting, and the two men applied for a license. WEXG began amateur broadcasting from the basement of Willard's office.

Shortly thereafter the pair started a commercial broadcasting station, WTAM, with the world's largest storage battery, a 5,000-cell, 10,000-volt unit in the Union Commerce Building. Additional studios were later established in the Euclid Music Store.

The Willard Company in 1926 purchased another station, WEAR, which was operating on the same wave length as WTAM. Two years later both stations were bought by the Cleveland Electric Illuminating Company, and WEAR was discontinued in favor of an expanded WTAM operation. WTAM at the same time increased its power to 5,000 watts.

Cleveland's Auditorium Building became the station's home in 1929, and soon thereafter WTAM was purchased by NBC. The whole operation was moved to the NBC Building, where it occupies four floors, on February 19, 1938.

Among the WTAM alumni are John Royal, who was general manager in the early days of the station. Among the station's outstanding public service efforts is its annual promotion for the Society of Crippled Children, for whom it has gathered \$30,000 in three years.

WTAR.....NORFOLK, VA.
5,000 watts

Owned by WTAR Radio Corporation.

Campbell Arnoux, president and general manager of WTAR, got the job because nobody else wanted it. It all began back in 1922 when he was a staff writer for The Fort Worth Star-Telegram. Shortly after he joined the paper it installed a radio station, now WBAP, and the job of managing it was offered everybody on the staff. When everybody else turned it down, Arnoux got it. By various steps he moved up until 1933 he joined WTAR and 1947 was named its president and general manager.

WTAR covers a population of close to a half million people with almost 100,000 radio sets. About 75,000 people are gainfully employed earning wages of about \$40,000,000 a year.

WTBO.....CUMBERLAND, MD.
250 watts

Owned by the Maryland Radio Corporation.

Originally established in 1928, the station first became affiliated with the National Broadcasting Company in January, 1943. The Cumberland Valley being entirely surrounded by mountains, the radio listeners of the area are almost entirely restricted to the stations in the city. WTBO claims it is the No. 1 outlet there.

The outlet maintains that its policy of community service is responsible for its domination of the market.

WTIC.....HARTFORD, CONN.
50,000 watts

Owned by the Travelers Broadcasting Service Corporation.

Affiliated with NBC since 1928. When it was four years old (1929) WTIC increased its power from 500 watts to 50,000 watts. Since that time, fan mail has been received from every State, from every Canadian province and from Europe, as well as from Australia and New Zealand.

With a full time staff of 72 people, including 22 engineers and eight announcers, the station is housed in seven studios, extending a city block in length on the sixth floor of the Travelers Building.

Imaginative programming has been a feature of WTIC's operations since the beginning. In 1926, the station's music appreciation programs for school children blazed the way for later network programs of the same type. Among the many network shows originated by WTIC is the Saturday morning kid show, "Mind Your Manners." This year, station carried out an anti-narcotics crusade thru the medium of this show.

KDYL salutes NBC

As one of the pioneer affiliates of the National Broadcasting Company, KDYL takes great pleasure in saluting NBC on its 25th anniversary.

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

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

KDYL

NBC Network

Salt Lake City, Utah

which culminated in the passage by the State Legislature of a stiff law to combat the vice.

WTMA.....CHARLESTON, S. C.
 5,000 watts
 Owned by Atlantic Coast Broadcasting Corporation.

Douglas M. Bradham, the general manager of WTMA, is probably chiefly responsible for the birth and rise of the station. He designed and built the station and has held almost every job that exists on the staff.
 Today WTMA serves a population of over 100,000 with an estimated annual income of over \$11,000,000 in wages alone. There are about 23,000 radios in the homes of Charlestonians who have about an additional \$18,000,000 a year to spend.

WTMJ.....MILWAUKEE
 5,000 watts
 Owned by The Milwaukee Journal.
 Established in 1927, WTMJ is very promotion-minded and backs all its local talent with heavy publicity, particularly its disk jockey stable. In line with latter, the station once plotted wide "feud" with a neighboring city, which resulted in civic officials from that town dropping in to air their views on the situation over WTMJ. Station benefits program and sales-wise from ownership by a leading local newspaper. City population is 633,900 with radio homes totaling 188,180.

WTRC.....ELKHART, IND
 350 watts
 Owned by Truth Publishing Company, Inc.
 Established in 1931, WTRC serves 28,250 radio homes. As the county's only AM and FM station WTRC reaches able-to-buy farm families of Elkhart's fertile county farm market, which is first in dairy products sold and third in value of poultry and poultry products sold in Indiana. 3,970 farm families have an average gross income of \$8,152. Since station is owned by the city's only newspaper, The Elkhart Truth, both media reps emphasize that advertisers can cover both Elkhart markets with the "local media that concentrate on serving the area's high income families."

WTTM.....TRENTON, N. J.
 1,000 watts
 Owned by Trent Broadcasting Company
 Affiliated with NBC since 1944.
 WTTM, of which Elmer H. Wenz is president, boasts a TV pioneer in its executive vespene, S. Carl Mark, who was a participant in as many as 30 live shows as far back as 1943. Mark still is a TV consultant besides his duties with WTTM. Station Manager Fred L. Bernstein, at the age of 23 was one of the youngest men in the country to hold down such a post.
 The station, which began operations as an indie in May 1942, has a peculiar reputation as a proving ground for above-average talent, and is proud of the alumni it has launched into successful AM and TV careers. At a recent New Jersey State Fair, showman George Hamid presented "alumni awards" to many of these, including: Vocalist Johnny Thompson of the Gloria Swanson TV show; TV comic Ernie Kovacs of NBC; Jack Barry, president of Barry & Enright Productions; TV director Elmer Jaspian of WPTZ, Philadelphia; deejay Wes Hopkins of WNEW, New York; Mary Wilson, woman's commentator of WPTZ; William R. Griffin, assistant producer with WPTZ; Mac McGuire, of Mutual Broadcasting System, and Don McIlvaine, vocalist with Horace Heidt.

WWJ.....DETROIT
 5,000 watts
 Owned by The Evening News Association
 Affiliated with NBC since 1926.
 WWJ was the world's first radio station to broadcast regular commercial programs. Its first signal was aired on August 20, 1920. It has been a potent force in public service broadcasting, and in 1950 made a clean sweep of the awards field, including Billboard, George Foster Peabody, Variety, Freedom Foundation and many local awards. Among its first were: First election return broadcast (1920), first radio dancing party (1929), first radio vocal concert (1929), first complete symphony broadcast (1922), first World Series game (1923), first international radio show (1929).

JOHN K. HERBERT

Continued from page 22
 istence, network radio has a background of success never before equaled by any of the world's media.
 The fact is, that at age 25, radio can undersell any of its competitors, whether they be old men or young children. Network radio sells more goods to more people at a lower price than any other medium available to an advertiser anywhere. This is a provable statement applying equally to the older forms of advertising, like the printed page, and to the newest one, television.
 But the "don't-just-stand-there, say-something" philosophy goes for radio, too. We have been delivering huge audiences at low cost for years, but only

with the development of hard-hitting competition in postwar America, has it been necessary to revise existing sales methods and to inject new qualities of showmanship into programing. Nothing has changed the basic fact that radio always could undersell its competition, but right now and in the foreseeable future, radio is not just going to stand there—it's going to say something.

It will say so in programing ventures like "The Big Show," a 90-minute extravaganza which has received rare critical acclaim. Or in new sales techniques like "Operation Tandem," an entirely new approach to network radio sales. And we think these new concepts will result in many days like the two this Fall when \$5,000,000 worth of radio billings were placed on the NBC network.

These are examples of the new thinking in radio. They represent the fact that at NBC, the proven power of radio as a "built-in" audience-deliverer is knowledgeable. New selling techniques, to be sure. Daring new program innovations, of course. Hard-hitting programing and selling will have to go hand-in-hand as radio turns the corner of one generation and moves into its second.

On its 25th birthday, network radio is a hearty, strong salesman that can do more things better than anybody else in its field.

BRIG. GEN. DAVID SARNOFF

Continued from page 13
 TV should prove a particularly powerful instrument in education, bringing great teachers into the presence of hundreds or thousands of students simultaneously.

In five postwar years, television has made far greater progress than wireless telegraphy did five years after Marconi received the first transatlantic signal, 50 years ago—in 1901. As an industry, television is infinitely more stabilized than radio broadcasting was five years after its introduction as a service to the public. Yet, we have seen only the beginning of television as a science, art and industry. As a medium of communications, both domestically and internationally, television enters 1952 with unlimited possibilities for future growth and service.

EDWARD MADDEN

Continued from page 23
 statistics do not have a suitable expression. Cost-per-thousand is familiar ground. Measurements of TV sales effectiveness have shown us specific results in terms of buying habits. But the scope of television circulation in the very near future will make institutions out of advertisers, folklore out of their messages, and whole populations their customers.

To a network, it means responsibility, in the sense that the public interest and the commercial interest are never actually exclusive. To the individual station the significance of TV's impact means revenue, of course, and responsibility too. But strangely enough, the position of the station reminds me of the case of Christopher Columbus. Cris and his backers, in 1492, invested just \$7,200 in the equipment necessary to discover the New World. But he made a deal with Spain whereby he would receive a percentage of everything Spain took in as a result of his discoveries. A smart lawyer probably could have fixed up his heirs with that commission on the combined national incomes of the entire Western Hemisphere down to this day. Luckily for us the fine print was even harder to read in those days than it is now, and taxes are high enough as it is. But the TV station, like Columbus, is on the threshold of a New World, and has before itself a place in the community life which has never before been occupied.

If I have suggested new kinds of thinking in TV with the accent on mere bigness, I may have been misleading. Competition is an integral part of our

lives, and to keep television alive and healthy we must have constantly more competitors. The broader the base of our overall sponsorship, the sounder our structure as a business and as a medium, both at the station and network levels. Working together, we can build that kind of medium. If our business requires out-sized concepts in all of its branches, it requires also a large degree of co-operation to support those concepts and bring them into being.

It is too much to hope that "tomorrow" in television will not bring its own assorted headaches, but tho those of us occupied with the problems of today, there are times when we feel that if we can just get past that next sales meeting, or that agency-client program session, or that one final production conference—from then on everything, but everything, will be absolutely wonderful.

GEORGE FREY

Continued from page 22
 to show how far back we salesmen go sometimes in our search for precedents, angles, different approaches to a sales problem or ways to guarantee a new sponsor a sure 99.5 rating. A lot of the old ideas are still with us, like the show train, for instance, but I regret to admit that we have had to modify our ideas on what to do to people who listen to other networks. This, of course, gives rise to a more complex sales problem. Whether it decreases the salesmen's attendance at the races is open to question.

Since I have been asked to comment on the state of things "Then" with such unflattering vagueness, I also want to make it clear that I had nothing to do with the development of the first jingle commercials which were commonly used in the streets of London along about 1700. But the reason it reminds me of my early days in radio is because the fellow in London used to be actor, writer, announcer, agency, and client all in one. When broadcasting finally got around to the use of electronics, each member of the staff had to do just about as many jobs to keep the medium alive. The difference was that while formerly your only worry was whether the audience could hear at all, it suddenly became necessary for them to hear through a complicated machine called a radio, which sometimes didn't function. I remember very well once repairing the radio of Mr. Owen D. Young, who should have had a good set if anybody had one, and I have always considered this as being as far along the lines of service as a salesman could go. In fact, I am considering requesting all our sales staff to spend their vacations working for a service company so that they can see the faces of the audience instead of just the figures.

Where did anybody get the idea that the problems of "Now" are so different from the problems of "Then"? People change, but just as they say there are only seven basic jokes in the human languages, there are only about 7,000,000 basic problems in broadcasting. All you have to do is memorize the facts about them once and you're set. The answer to every one of them is the same; you consult all your department heads and then, carefully choosing your words, you say, "It all depends." Only you say it with 7,000,000 different inflections. We run a course in this subject expressly for salesmen.

I suppose, too, that there is some difference in the atmosphere of sales meetings now as compared with the old days. Again going back a little before my time, the vigor of some of the sales meetings that Mohammed conducted was such, I am told, that most of the salesmen present were fortunate to escape with their lives. We seldom go that far these days. I have tried to develop some menacing looks to use in meetings where salesmen seem too intent on securing cancellations, but nobody pays any attention. That is what I like about salesmen in general. They don't scare easily.
 In fact, once a salesman, always a salesman. Some of the administrative labels that salesmen get, like President of the United States, or General of the Army, or Chairman of the

Board, can never conceal the true fact; there is a real salesman. I'm just wondering whether we have in sales now the kind of talent that will some day be elected Prophet, the title we used back in 590 A. D. True, that might be a little confusing to Madison Avenue receptionists. But can you think of anything that television now, today, needs more?

FRANK M. FOLSOM

Continued from page 13
 reception on UHF can be just as clear and stable as on VHF, and in some instances, it is even better. It has been further disclosed that present TV sets can be readily adapted to receive UHF, as well as VHF telecasts, and that a large group of manufacturers already have developed simple converters which can be conveniently attached to present sets. Thus, it has been shown that it may be unnecessary to spend great sums of money to bring good television into a community, for a UHF station can be operated either as an auxiliary to a larger station or obtain programs from a network with a minimum of operating expense.

It has been shown that any commercial television station can get started in this way. Then as the station prospers, it can expand its service—first by obtaining a mobile unit to originate remote programs or simple studio programs. And then, regular studios could be built and full-fledged productions scheduled.

In light of this great advance in television and the many other achievements in communications during the 25 years since the first NBC network broadcast, grateful acknowledgment is due to the pioneering spirit which pervades this industry. There is a share in the benefits for everyone — from factories to households. And this kind of progress means a happier, stronger America.

PUBLIC SERVICE

Continued from page 25
 a single event by a single organization. 54 hours of TV time and 36 hours of radio programing comprised the NBC coverage.

July 12—Democratic National Convention, Philadelphia. NBC covered with 24 hours and 14 minutes of radio time and 41 hours and 24 minutes of TV time.

Aug. 29—Historic telecast of battle maneuvers on aircraft carrier U.S.S. Leyte 30 miles at sea.

Nov. 2—Truman-Dewey election returns. NBC topped all networks in listener and viewer ratings with its coverage Nov. 2 and 3. The NBC complete and uninterrupted coverage by both media of time, facilities and manpower. Sound broadcasting operations began at 8 p.m., Nov. 2, and continued straight thru to 12 noon the following day. Television coverage started at 9 p.m. on Nov. 2, and followed the contest thru to 11:30 a.m., Nov. 3.

Jan. 20—President Truman's Inauguration was first event of its kind to be telecast.

Mar. 2—Direct radio reports by Frank Bourgholtzer of NBC's Washington staff who accompanied the Air Force bomber "Lucky Lady" on its non-stop round-the-world flight.

July 21—A speed record was set in shooting and presenting film on television when NBC films were taken of Senator Tom Connally announcing the Atlantic Pact ratification, then processed and shown on the TV network 65 minutes later.

Aug. 7—Exclusive radio report from President Galo Plaza of Ecuador concerning the Quito earthquake.

Aug. 11—First TV films on the Ecuador earthquake.

1950
 July—For the first time in television, NBC had at the warfront in Korea accredited newsreel correspondents who furnished the TV audiences with pictorial newsbreaks.

July 6—Start of "The Quick and the Dead" — NBC's outstanding four-part radio documentary on the creation of the atomic and hydrogen bombs.

Happy Anniversary!

NBC

IS BACK ON TOP
 IN ROCHESTER'S
 NIGHT RATINGS

★ It couldn't happen at a better time! Here's the PULSE Oct.-Nov. story for Rochester, N. Y., and Monroe County:

1. WHAM, the NBC affiliate, leads all six Rochester stations in the 6 to 12 P.M. period, Monday through Friday.
2. WHAM leads in the 6 to 12 P.M. period Sunday night. (Starting at 8 P.M., WHAM is first in 15 out of 16 fifteen-minute periods.)
3. (And there's plenty more good news in this PULSE report... If you're a time buyer, ask your HOLLINGBERY man to go over it with you.)

WHAM

ROCHESTER, NEW YORK

Who Gets the Dough On AGVA-TV Show?

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

NEW YORK, Nov. 24. — The forthcoming television show set for the American Guild of Variety Artists, December 2, on National Broadcasting Company TV from the West Coast with Bob Hope, Eddie Bracken, Bob Crosby and others, is already starting a ruckus with "who's getting the dough?" type questions.

Various union board members are wondering out loud if AGVA is being used for "somebody to make a bundle." The deal, authorized by wire,

was not yet signed, was started by Morton Harper, AGVA West Coast attorney, and Eddie Rio, AGVA's West Coast head. A new org has been formed, Vid-Pak, in which Rio's name doesn't appear. The new packaging outfit consists of Harper, Henry Taylor and Fred Buffom. The kick-off show, sponsored by Colgate, will be Bob Hope, Bob Crosby, Eddie Bracken, George Price, Tom Arden, the Skylarks, the Billy Daniels-Lita Baron act, Jack Kirkwood and Al Goodman's ork.

The questions are: Who gets paid? Who is a star? How much and who'll get the profits? Under the tentative deal, Vid-Pak gets an initial 60-day option for free. If it does a show within that period, it pays AGVA \$10,000 for its Welfare Fund and gets another 60-day option if the firm does another show in that period. AGVA gets another 10G and Vid-Pak gets another option for a year dated back from the time of the first show. If Vid-Pak pays \$50,000 to AGVA for the first year (for five shows), it will have the option for the second year. This is further extended to \$60,000 the second year, \$70,000 the third year and \$80,000 the fourth and fifth years.

Crux of Situation

The crux of the matter is that "stars" will work for nothing, though it is understood that the show is budgeted for about \$50,000. What board members want to know is who is considered a "star." They argue that if most of the acts used work as "stars," then the \$10,000 AGVA would get for the use of its name would be peanuts. They also say that the plan would be in the nature of a benefit which AGVA has fought. By permitting this show AGVA would be a party to a benefit that would be against members' interests, and outsiders would make \$25,000 to \$35,000 per show.

Price, however, doesn't agree with this thinking. In all meetings he's been pushing for the deal.

There's also some question as to who will guarantee payment of the 10G to AGVA. Board members feel that either the network, NBC-TV, or the sponsor, Colgate, should pay it. But under the present set-up which Price is pressing for, Vid-Pak will pay it.

Hoover Statement

George C. Hoover, Florida State Theaters topper, announced on Thursday that the usual two-week notices had been given to everybody concerned with Olympia vaudeville. He said:

"Vaudeville here is finished. It's strictly a matter of economics, and it seems a shame that a city of a half-million people can't support vaudeville now after so many years."

The Olympia is a 25-year-old house, seating 2,170, and has been running with acts most of that time. It was understood that during the past year only a few weeks showed up in the black; the balance was either in the red or in the break-even bracket.

Bennett Trouble

Added to the Olympia's headaches this week was a last-minute headline change when Tony Bennett, fulfilling an old contract signed when he was still in the three-figure bracket instead of his current 5G asking price, showed up with laryngitis and begged off an hour before the opening show. The Olympia immediately cancelled the booking and replaced Bennett with singer Hal Winters (currently working at the Vagabonds Club here) for the week's run.

The two final bookings are Carmen Cavallaro (21) and Mischa Auer (28). Supporting acts for the Cavallaro date are already set, but the full complement of the final show is still being worked out.

Rinaldo's Store P.A. Draws 43,000 Kids

HOLLYWOOD, Nov. 24.—Tele's "Cisco Kid," Duncan Renaldo, in a p.p. at San Francisco's Emporium Department Store Saturday (17), signed photos for 43,000 kids who lined the city's downtown streets early in the morning for a glimpse of the TV cowboy. The store appearance was preceded by four guest shots on Bay Area TV shows plus a plug on Renaldo's weekly "Cisco" feature.

AGVA Yanks Show From Philly Niteries

Says Heidelberg, Powelton, Carroll Refuse Pact Talks

PHILADELPHIA, Nov. 24.—The current battle between local clubs and the American Guild of Variety Artists came to a head when Dick Jones, branch union head, pulled the show from the Carroll, Powelton and Heidelberg clubs when they refused to negotiate a union contract.

Original talks were started between the Cafe Owners' Association and AGVA. The latter took the position that it doesn't recognize cafe owners' orgs and insisted each club make its own deal. According to Jones, the negotiations broke down on the question of recognition and arbitration. The org, according to Jones, refused to define points of arbitration.

Under by \$35

One club, said Jones, was paying Negro acts way under scale, about \$25. The contract Jones asked the spot to sign set a new minimum of \$60.

Carroll's position was that he was being singled out because he is one of the leaders in the new cafe owners' org. He said he'd been in business for 19 years, having employed more than 5,000 performers in that time. Jones' stand was that Carroll's had refused to sign a contract, and under orders of National AGVA, the show was taken out.

Combo Slip On Grosses

NEW YORK, Nov. 24.—The final days of some long running bills, and even the two-weekers winding up their stay, last week had their effect on the box office.

Radio City Music Hall (6,200 seats; average \$145,000) fell way off to \$106,000 for its seventh and final session for "American in Paris" plus its stage show. Bill got \$128,000 the previous week. New show (22) has "Too Young to Kiss" plus Jimmy Nelson and the Shyrettos.

Roxy (6,000 seats; average \$60,000) went down to \$53,000 for its second week of a two-weeker with Xavier Cugat and "Let's Make it Legal." New show has the Blackburn Twins, Pam Cavan, Jan August, and "Golden Girl."

Paramount (3,654 seats; average \$65,000) wound up its deucer with \$50,000 for Myron Cohen, Rosemary Clooney, Bobby Byrne band and "Behave Yourself." New bill has Fatti Page, Jack E. Leonard, Buddy Morrow band and "Two Tickets to Broadway."

Palace (1,700 seats) reopened Friday night with Judy Garland, Max Bygraves, Smith and Dale, Szonyis, Doodles and Spider and the Cristianis and is expected to do \$42,000 for the full week.

Pitt Ops Plan Miami Nitery

MIAMI, Nov. 24.—A branch of Jackie Heller's Carousel in Pittsburgh is planned for a Miami operation this coming season, with Heller, brothers Sol and Bill, and Joe Leiber setting up a night club at Dinner Key, a few miles south of this city.

Spot will be called Jackie Heller's Dinner Key Terrace. Opening date hasn't been announced, altho it's assumed that it will debut just before the big rush starts around Christmas.

Night Club-Vaude Reviews appear on page 12. More Night Club-Vaude News, as well as Hocus-Pocus and Burlesque Notes, appears on page 84. Radio-Television Reviews on page 11.

Indie Agents Move on 20% Fees From Acts

Continued from page 1

hike, they say that the big offices are against it. They point to the fact that most of the salable properties are controlled by these big offices and give it as a reason for their refusal to go along with any hike.

But one of the heads of one of the major offices had already informed Georgie Price, American Guild of Variety Artists proxy, that when a new pact is

drawn between ARA and AGVA, the former would ask for an increase in commissions to 20 per cent.

Acts working in the AGVA field would be the hardest hit by this raise. The present AGVA limit is a straight 10, with an extra 5 per cent for an official exclusive booker. Tradesters, however, say that the commission rule is seldom enforced. An act signed to one office and bought by another frequently is charged 15 per cent, even though there is no exclusive booker in the case. Acts know too well that if they object, they just won't get the jobs.

In the recent past many agents have signed their acts to American Federation of Musicians contracts, because they could charge up to 20 per cent. Under AFM, the commission is 10 per cent on scale; 15 per cent where scale is doubled, and on one-nighters and up to three-day stands the bite can be 20 per cent.

AGVA said it would fight a commission hike. If necessary, union heads said, they may even appeal to various license bureaus for aid. Under New York State law, all talent offices are considered employment agencies and as such their fee is limited to 5 per cent.

ANOTHER ROUND

Greshler Gets Court Nod in Steinman Case

NEW YORK, Nov. 24.—The legal fracas between Abner J. Greshler, former manager of Martin and Lewis, and Harry Steinman, ex-op of the Philly Latin Casino, now op of the Gilded Cage, came to what looked like the end when the New York Supreme Court gave the nod to Greshler on most points.

Steinman, thru attorney Chauncy Olman, had asked that Greshler be examined before trial. Greshler's lawyer, New York State Senator Fred Moritt, made a counter move that the action be dismissed because Greshler didn't violate any agreement; it was Martin and Lewis who failed to live up to the contract, he said.

The Court first dismissed Steinman's motion to examine Greshler, and then granted Greshler's plea for a dismissal of the case. Steinman is taking the setback under advisement. He may sue in another court, but so far hasn't made any decision.

Suit began when Steinman bought Martin and Lewis for the Latin Casino back in November, 1949, but they refused to play the date. Suit was started against the comics but was later dropped when the American Guild of Variety Artists entered the picture and Steinman began a new suit against Greshler.

Moritt, Greshler's lawyer, charged that this action involved a conspiracy to pin the responsibility on Greshler, and moved for a dismissal on the grounds that Greshler had not breached the contract since it was not he but the comics who were to perform. Moritt also charged that AGVA was used as a dupe by Martin and Lewis and "the organization is too good to be used in that manner."

Greshler had offered to settle the suit last summer for a nominal sum but Steinman turned down the offer.

Bookers of Talent In Denmark Form New Association

COPENHAGEN, Nov. 24.—Danish bookers of circus, vaude and cabaret talent have organized under the name of the Association of Danish Variety Agents. Officers of the new group are Ernst Sahlstrom, president; Knude Lynge, vice-president, and Herrman Walther, treasurer. Arne Mortensen, local lawyer, has been appointed legal advisor to the group.

The new org will seek to have the government enact regulations covering booking of variety talent. Principal objectives are the limiting of the number of booking agencies in Denmark thru a licensing system, with only full-time agents eligible; and a regulation making it necessary that foreign agencies booking acts into Danish spots must do so thru Danish agencies. At present there are about 54 variety agents in Denmark, many of whom have other businesses or occupations.

100G Tiffany Talent Budget

HOLLYWOOD, Nov. 24.—Between now and July, Tiffany Club Owner Chuck Landis will shell out close to \$100,000 for talent. Spending begins December 10 with June Christy, who follows Helen Humes, Wardell Gray and Ned Tracy into the jazz bistro. Contracted after Miss Christy are King Cole, December 27 for three weeks; Oscar Peterson, January 15 for four weeks; George Shearing, February; Sarah Vaughan, March; Ella Fitzgerald, April; Erroll Garner, May and other blues attractions for June and July, not yet inked.

Landis' other night spot, the Surf Club, is currently featuring Joe Venuti's foursome and follows next month with the Page Cavanaugh Trio, in for six weeks.

H'wd AGVA Mulls Branch

HOLLYWOOD, Nov. 24.—American Guild of Variety Artists here plan to open a branch office in San Diego. AGVA's recommendation is based on reports from acts and owners that business in the area is reaching World War II proportions. Town's location between Naval and Marine establishments, says AGVA, makes it a beehive of activity when military operations increase.

Clubs in the San Diego area using acts include Aloha, Brown Bear, Charlemagne's, Creole Palace, Eddie's, Hillcrest, Hurricane, Romance, 66 Club, Tony's Cafe and Top's. Further action will be taken by local Guild officials following a more detailed study of conditions in the port city.

BOB HOPE

... and 15 other successful auditorium-arena performers, attractions, executives and operators bring you valuable and interesting information on their experiences in this important branch of the amusement industry... In a Special Auditorium-Arena Section of The Billboard Dated December 22

Full details on PAGE 89

London Records Closes Up U. S. A.&R. Operation

Tawny Neilson Quits; Diskery Will Wax Only British Talent

NEW YORK, Nov. 24.—London Records this week closed up its pop a.&r. operation in this country when Tawny Neilson, who headed the department, resigned her position. The diskery, will, however, still record its English artists in this country when the opportunity presents itself. According to Executive Vice-President Harry Kruse, no replacement is being set for Miss Neilson. Pubbers can now submit their material either to London here or to Frank Lee, a.&r. chief for the London and English Decca labels, who is headquartered in England.

The London label originally started operations in this country with an artist roster of English talent exclusively. A few years ago, however, the diskery started signing American artists and recorded such names as Al Morgan, Teresa Brewer, Bobby Wayne, Buddy Greco, Bill Snyder, Charlie Spivak, Vinni DeCampo, Teddy Phillips and others. Within the past year all the American artists have switched to other labels, leaving the label with its original all-English talent line-up.

Miss Neilson has been with London for two and a half years. Previously she was with the British Broadcasting Company. Her future plans have not been made known.

Tobias Named SPA President

NEW YORK, Nov. 24.—The Songwriters' Protective Association this week unanimously elected Vice-President Charles Tobias to fill the unexpired term of the late President Sigmund Romberg. SPA council member Louis Alter was also unanimously elected to vice-president to fill Tobias' unexpired term. Milton Ager was elected to fill the vacancy on the council.

Tobias had been vice-president of SPA for the past eight years. He takes office during one of the most important periods in the organization's history.

Dorsey Ork Leaves for 200G Brazilian Tour

NEW YORK, Nov. 24.—Tommy Dorsey and his orchestra left here Thursday (22) to play eight weeks of engagements in Brazil. The deal, one of the most lucrative set for any North American band in Latin-America, involves approximately \$200,000, a record fee for Brazil. Dorsey will play engagements in Rio de Janeiro, Sao Paulo, Recife, Bahi, Curitiba, Belo Horizonte and Porto Alegre, and will be the feature attraction at the opening of the new television studio of station TUPI, Brazil Network, in Rio.

In addition to the Brazilian trip, the Dorsey band is set for another South American junket, this one in Uruguay, at the annual Montevideo Carnival. Dorsey will receive \$78,000 for a four-week engagement there, starting February 23. Between the end of the Brazil engagement (January 26), and the start of the Montevideo Carnival (February 23), Dorsey may play engagements in Latin-America or return to the States.

Trip's Sponsors
The Brazilian trip is sponsored by Francisco Oliveria, president of Leite de Rosas, large Brazilian cosmetic firm, plus some financing from the Brazil Network and

NAT 'KING' COLE

... and 15 other successful auditorium-arena performers, attractions, executives and operators bring you valuable and interesting information on their experiences in this important branch of the amusement industry ...

In a Special Auditorium-Arena Section of The Billboard Dated December 22

Full details on PAGE 89

Allegro Opens British Subsid

NEW YORK, Nov. 24.—Allegro Records, first classical LP indie to set up its own subsidiary firm in England, Allegro Records, Ltd., has started operations in the United Kingdom with a release of three LP's this month and seven more slated for release in December. Paul Puner, president of the American and English branches of the firm, has distribution set thruout the British Isles, and in many of the dominions.

Allegro LP's issued in England to date are Bach's "Coffee Cantata," "Mendelssohn and Franz Songs" and Purcell's "Fairy Queen." LP's for December include Couperin's "Tenebrae Service," Brahms' "Hungarian Dances," "Palestrina Masses," "Chopin Concert," Bach's Partita No. 6, Mozart's Quartets No. 14 and 16 and Saint Saens' Piano Concerto No. 2.

MGM Strengthens Sales Distrib Org

NEW YORK, Nov. 24.—MGM Records is making a bid to strengthen its entire sales and distribution organization. The diskery, which went into business with the Zenith distributing organization as the hub for its sales operation, has been gradually making a realignment of distributors primarily to cut down on Zenith outlets which in many cases proved to be incapable of handling the record business, a line unfamiliar to the radio-TV distributors. The diskery, particularly conscious of the weaknesses in its distrib armor in major mar-

kets, this week alone made a change from Zenith in the Chicago market and has almost completed arrangements for a switch to a new outlet in the New York area.

The new distrib in the Chicago area is Jimmy Martin, who replaces the Zenith distrib there about December 1. Martin currently distributes London Records and a number of lesser labels. He also is a wax manufacturer, operating the Sharp label.

NYC Change
The New York change would bring the MGM line to the Sanford Electric Company, distributor in the area for Webster-Chicago phono line and one-time record distributor for the Radiola. Sanford currently has no record line. The deal with Sanford had

(Continued on page 83)

Cap Rushing 'Top Banana' For Yule \$\$
HOLLYWOOD, Nov. 24.—Capitol Records is rushing release on its original cast recording of "Top Banana," Broadway musical, in an effort to cash in on the show's favorable reviews as well as yule season sales. Album, which was recorded in New York Sunday (18), is scheduled for release by December 1, at least in the New York area. National release will follow soon after that.

Platter package will be released in the three speeds. Standard (78 r.p.m.) speed form will consist of either eight 12-inch sides or 12 10-inch sides, thus making it one of the longest original-cast cuttings among waxed shows. Cast recorded includes Phil Silvers, Lindy Doherty, Judy Lynn, Rose Marie, Bob Scheerer and comics Jack Albertson, Joey Faye and Herbie Faye. Ork was conducted by Hal Hastings, F. M. Scott, head of Capitol's album artist repertoire, served as producer of the album in supervising the session.

SPA Heads for Showdown Versus Audit Hold-Out Pubs

Council Votes "Legal Proceedings"; Morris, Leeds Make No Comment

Continued from page 1

ings are strictly personal and not for perusal by any other writers.

SPA, however, points out that many publishers are and have been complying with the agreement relating to auditing provisions. The SPA council says it "can see no justification for objections which have been raised by some publishers, or for conditions which others have sought to impose." The council action, says SPA, was taken with the unanimous approval of "a number of members from the East and West coasts, who, altho not members

of the council, were invited to participate in the meeting."

Planned Move

The writers' association claims to have decided on the "showdown" only after lengthy and thoro discussion which took into consideration every possible step which could have been taken or may yet be taken by either the writers or the publishers.

Tho an amicable settlement is still considered a possibility, the more probable outcome is seen in trade circles as a major fight.

Among the items which the writers are said to be checking are supposed publisher deductions from writer royalty statements of money used for exploitation of records and income from song sheets.

Sinatra Feuds With Columbia; Planning Exit

HOLLYWOOD, Nov. 24.—Frank Sinatra will exit Columbia Records' talent fold, where he has been since 1943, unless his differences with the label are amicably ironed out. Balladist's pact expires in December, 1952. His legal reps, Jaffe & Jaffe, are handling the matter in thrashing out Sinatra's beefs with Columbia Prexy James Conkling and artist-repertoire chief Mitch Miller. Hank Sanicola, Sinatra's manager, admitted Sinatra was currently feuding with the diskery and said the vocalist won't consent to cut for the label until his differences are settled.

Chief beef hinges on Sinatra's claim he isn't getting a fair shake on song material. According to some trade sources, Sinatra has waged a long-smouldering feud with Mitch Miller which, it is said, is the core of his present beef with Columbia.

If he breaks with Columbia, Sinatra's new disk affiliation remains clouded. While his longstanding friendship with Manie Sacks would prompt him to switch to RCA Victor, that label already is strong on male vocalists (Perry Como, Tony Martin, etc.) and would also vie with Dinah Shore for song material. Only other strong possibility would be Capitol Records, traditionally eager to strengthen its male ranks. Sanicola told The Billboard he had approached Cap who, he said, was interested in inking Sinatra. Some trade sources, however, contend that Sinatra's Columbia Broadcasting System television show, plus his nine-year catalog with the label, will prompt him to remain at Columbia.

Columbia Cuts New Releases

NEW YORK, Nov. 24.—Columbia Records has gradually been reducing the total number of weekly releases in its pop, folk and rhythm-blues departments. Diskery currently is on the threshold of accomplishing a reduction in releases since September that will make a cut of between 50 and 60 per cent beginning with the first release in December.

Diskery's thinking is that it can obtain a maximum result by operating on the limited release basis with power promotion put behind the smaller number of recordings made available. In other words, the Columbia plan is to milk to the maximum both new current recordings and the diskery's immediate best-selling list. Basis for the streamlined release set-up is to help the retailer keep a clean inventory not only of individual selections but also with regard to the problem of stocking the three speeds.

Bishop Sheen Cuts Disk for Columbia

NEW YORK, Nov. 24.—Bishop Fulton J. Sheen, noted spokesman for the Catholic Church, has made a recording for Columbia Records. Disking, to be issued in a specially designed jacket, couples a reading of "Hail Mary" with "Our Father." The recitations were made to an organ accompaniment.

LP Indie Firms Shop Disks Thru Dec. 15

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

NEW YORK, Nov. 24.—Contrary to the long-established practice in the record industry of holding back most releases during the month of December, the classical LP indies this year are issuing new records right up to December 15. A check by The Billboard this week showed the following releases scheduled by various companies during December: Vox, six; Concert Hall, six; Colosseum, four; Haydn Society,

four; Westminster, five; Allegro, four; Bartok, Polymusic, Period, Lyricord, two each, and Reb, Ems, and Renaissance, at least one. Only Cetra-Soria and Urania, of the companies checked, do not intend to release any LP's in December, altho the latter is releasing two operas the last week of November.

Reasons Given

The reasons given for the flood of new issues this season so close to the Christmas deadline are: (1) The competition in the LP field is so intense that manufacturers feel that they must get their releases on the market immediately or run the risk of another company's producing the same recording; (2) many companies cannot afford to hold masters back due to the large investment in production, pressing, and printing costs; (3) new releases have a definite initial sale and help pick up the sales of previous releases, so that the LP companies want new issues on the dealers' shelves every month. For a few indie manufacturers, their releases are a matter of survival, and one company stated, "If we do not release these LP's in December, we will not have the money in January to pay office rent, or be able to put out any new releases."

Cetra-Soria Point

Some of the diskings being placed on the market are those that would have been issued earlier, except for holdups due to technical difficulties. But in the main they are December releases Cetra-Soria, one of the few indie hold-outs against this trend, feels it is not wise to issue in December, as it does not give the dealer a chance to clean his shelves of older stock. This opinion is not shared by most of the other LP firms. There is one more reason that may explain the great number of forthcoming releases from the indies over the next two weeks. Some distributors have said that they will not accept any new releases from manufacturers for the period December 16 to January 7.

Paxton Firms, Chappell Deal

NEW YORK, Nov. 24.—Publisher George Paxton this week completed a deal with Chappell, Ltd., whereby the English pubbery will get the publishing rights for Great Britain to all songs Paxton publishes thru his Paxton Music firm in 1952. Paxton got a \$10,000 blanket advance in exchange for the full 1952 quota of Paxton Music copyrights. The deal does not include those songs which Paxton will publish thru his subsidiary firms, Promonade and Bel-Aire.

MPPA Notes Gains in Rack Sales and Infringe Controls

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

NEW YORK, Nov. 24.—Large gains in the operation of music racks and considerable progress in the control of infringements were reported to the publishing industry Tuesday (20) at the annual membership meeting of the Music Publishing Protective Association. The report of MPPA President Louis Bernstein pointed out that for the first 10 months of this year sales via the racks were 20 per cent greater than during the same period last year.

Also, returns were 19 per cent less than during the corresponding period last year. The president's report also reviewed the year's developments in labor, copyright and other matters. The year was described as a good one for most publishers. Sales of records were noted to have increased since the resolution of the battle of the speeds. Pop sheet sales remained essentially the same, with perhaps a slight over-all increase in sales. The sale of standard and country music has jumped considerably in the past year, it was claimed. "Left to our own devices, 1952 should be better than an average year over-all," the report stated.

rector of newsstand sales, took over the handling of the rack. Marcum improved the technical handling of music on the wholesale and retail levels and introduced new devices calculated to hypo consumer demand. He arranged, for instance, for many disk jocks to play tunes in the racks, and to mention that the music could be bought at local outlets. Colored cards with the picture of the local jock were placed over the tops of racks. Wholesalers were urged to maintain prime service for the racks, and new road men were hired. The campaign, according to the president's report, has been gathering momentum, with even greater sales indicated.

POOCH WINS

Dog Is "Top Banana" at Wax Session

NEW YORK, Nov. 24.—Rushing thru an original cast waxing of a hit Broadway musical show is usually a tough assignment for both the artists, who record on a day in which the legit show isn't being performed, and the diskery cutting the album. Recording "Top Banana" last Sunday (18), Capitol Records went thru the usual difficulties. However, the diskery did find one artist who was able to get his performance on wax in a single take. It was Sport, the wire-haired fox terrier, who "sings" along with "Banana" star Phil Silvers.

Never once during the 12-hour waxing session did the pooch get mike fright or have his vocal chords tighten up. Capitol, incidentally, got thru the session okay and is rushing thru the finished pressings on the legit musical.

Marcum Campaign
Increased rack sales and the generally streamlined rack operation trace back to October, 1950, when Walter Douglas, chairman of the board of MPPA, set a meeting with execs of the international circulation division of the Hearst organization. Aprired of pub's dissatisfaction with the operation of the rack, George Marcum, di-

Infringements
Keeping infringements to a minimum kept MPPA busy during the year. Most important of these actions occurred in the Chicago area, where at least two gangs illegally used Tune-Dex cards to compile elaborate books containing as many as 1,000 standards. (Continued on page 83)

Pluggers to Face Heated Elections

Leo Kiston Heads Opposition Slate; Miller Runs With Santley and Lang

NEW YORK, Nov. 24.—The bi-annual election of officers of the Music Publishers' Contact Employees group, which has been a routine and orderly event for more than a dozen years, may turn out to be a hotly contested campaign this year. One group of nominees, headed by Leo Diston, has been formed into an opposition slate. In addition, Diston said yesterday (23) that he would file a formal protest over the nomination and election procedures, and would ask for new elections to be held no matter what the outcome of the upcoming election.

Comment from Bob Miller, current MPCE prexy up for re-election, was: "This is a democracy and Leo is privileged to do as he sees fit." Diston claims to have no personal axes to grind in the election fight and that, if his slate is elected, it would re-name Miller as executive secretary of the pluggers' organization.

The upcoming election battle is of great interest to the music publishers this year because the group in power during 1952 will negotiate a new contract with the publishers. The present paper, in effect for the past three years, expires at the end of 1952.

Claims Difference
Diston's group claims there is need for a change in the officer roster of MPCE and that there is a wide difference of opinion between his slate and the other candidates and incumbent office holders. He did not, however, disclose any specific items on which the difference of opinion exists.

According to Diston, his slate includes himself for president, Harry Weinstein for vice-president, and Frank Abramson for secretary-treasurer. Running for seats on the executive council on

the Diston ticket are Bob Baumgart, Mack Clark, Jack Perry, Harry Weinstein, Mickey Garlock and Irving Tanz. The ticket which Diston's slate opposes has Miller running for re-election as president, Joe Santley for vice-president, and Charles Lang for secretary-treasurer.

Other MPCE members running for the six council seats are Eli Dawson, Bert Bann, Sammy Smith, Murray Luth, Bernie Pollock, Bernie Scherer, Joe Santley, Frank LaMar and Jack Spatz.

Wax Peddlers Want Another Record Wk.

CHICAGO, Nov. 24.—Tho the first Record Week promotion, staged by local disk distributors and d.j.'s failed to percolate attendancewise, a check of the eight participating distribbers indicated that the boys who peddle the wax are definitely interested in another such project.

Highlight of the promotion was an all-star record concert and dance staged at the Aragon Ballroom here, which drew only 2,200 people November 5 at \$1.50 per ducat. Attendance was way off, due to the fact that the distributors themselves gave away 2,000 pasteboards to record clerks and juke ops. Only about 500 of these oakleys were used at the ballroom

SPIER STRIKES NOTE WITH PIE

NEW YORK, Nov. 24.—Publisher Larry Spier struck one of the few happy notes of the Thanksgiving season in the music business. Spier, who doubles from the music business as a proprietor of a high-type pie producing organization, wished his friends well for the holiday by gifting them with a Hortense Spier pumpkin pie. Spier distributed 165 pies all told. (Ed. Note: Ours was delicious.)

2D GOODY SHOP

NY Retailer Opens Super B'way Store

NEW YORK, Nov. 24.—Sam Goody, one of New York's largest record retailers and one of the most controversial figures in the industry, will open his new West 49th Street store, on Monday (26). The new shop, which cost \$30,000 for remodeling and other expense, is located just off Broadway, in contrast to his former less-accessible spot on Ninth Avenue. The area of the new quarters is about 10,000 sq. ft., including ground floor and basement, and will carry a stock of approximately \$480,000 worth of records. Goody is keeping his Ninth Avenue location for his "one-stop" trade.

Goody will continue to specialize in LP's, and has stated that he will not carry any shellac records "except for show albums, where I will carry some on shellac to satisfy a few of my customers." Within a month, the store will start using its own LP catalog, to list lines carried in stock. It is probable that a number of LP companies will be conspicuously missing from the Goody catalog.

The new store is laid out like a modern super-market, with shelves along the sides and back walls, and with counters and display racks in the center. Records will be sold exclusively, and the policy of "cut-price" merchandising will be continued as before.

BMI to License Legit Musical; Spitzer Pubber

NEW YORK, Nov. 24.—Broadcast Music, Inc., this week landed the agency's first major legit score in several years when BMI pubber Henry Spitzer obtained the publishing rights to the score for the forthcoming production, "A Month of Sundays." Show went into rehearsal this week and is due for a Philadelphia try-out with a Christmas Eve opening date. It should hit Broadway in late January.

The legit is a musical version of the Victor Wolfson play of the '30's, "Excursion." Score was penned by Bert Shevelove and Albert Selden, a team which last collaborated on the score for George Abbott's hit revue of several seasons ago, "Small Wonder." The score for the latter was licensed thru the American Society of Composers, Authors and Publishers.

Part of the deal for the score calls for the writers to be signed to exclusive BMI writer contracts.

The musical is being produced by Carley Wharton, and stars Nancy Walker and Gene Lockhart.

RCA Offers Staff 7G for Good Ideas

NEW YORK, Nov. 24.—Victor employees are now able to win as much as \$7,500 for adopted suggestions on product improvement or savings in material or time. Victor has long been offering special inducements to its employees who can come up with production ideas. The award money previously totaled only \$500.

The individual awards are based on a percentage of actual savings effected during a year, subject to the specified maximum.

THE YEAR'S MOST "CONTAGIOUS" SONG

Buddy Kaye
and Hal Borne's

IF YOU CATCH A LITTLE COLD

(I'LL SNEEZE FOR YOU)

Bregman, Vocco, Conn, 1619 B'way, N. Y.

NOTHING CAN HOLD BACK—

"HOLD ME JUST A LITTLE LONGER, DADDY"

EILEEN BARTON—CORAL Records
RUTH CASEY—CADILLAC Records
PAUL CUNNINGHAM, INC.

1619 Broadway, New York 19, N. Y.

For Christmas

C-H-R-I-S-T-M-A-S

For the Winter Season
FROSTY THE SNOW MAN
HARDROCK, COCO AND JOE
(The Three Little Dwarfs)
SUZY SNOWFLAKE
HILL AND RANGE SONGS, INC.
Beverly Hills, California

A Christmas Natural!

"A ROOT'N TOOT'N SANTA CLAUS"

Recorded By
TENNESSEE ERNIECAPITOL
TEX BENEKEMGM

J. J. ROBBINS & SONS, INC.
1619 B'WAY N. Y. 19, N. Y.

CAPITOL RECORD #1853

"I TANT WAIT TIL QUITMUTH"

HARTLEY MUSIC CO.
117 West 48th Street
New York, N. Y.

Featured in 20th Century-Fox's "GOLDEN GIRL"

California Moon

ROBBINS MUSIC CORPORATION

TED KOEHLER and RUBE BLOOM'S

OUT IN THE GOLD AGAIN

SANTLY-JOY, INC.
1619 Broadway, New York 19, N. Y.

CLIMBING FAST!

"JUST YOU WAIT AND SEE"

By THE MERCER BROS.
Columbia #20871

TANNEN MUSIC, INC.
146 West 54 St., New York 19

Incumbents in Again at MPPA

NEW YORK, Nov. 24.—The annual membership meeting Tuesday (20) of the Music Publishers Protective Association re-elected all incumbent directors of the organization for another one-year term. The directors are Jack Bregman, Sol Bourne, Louis Bernstein, Abe Olman, Max Dreyfus, George Joy, Edwin H. Morris, Jack Mills and Bernard Goodwin. MPPA officers will be elected by the board at the latter's first meeting, scheduled next month. The MPPA meeting (see separate story) was well attended.

WALTZING ON THE VELDT 80,000 Patti Page Disks, 20,000 Sheets in So. Africa

NEW YORK, Nov. 24.—The fabulous sales record racked up by "Tennessee Waltz" both as a disk and sheet music seller is currently being repeated in the Union of South Africa, where the Patti Page disk has already topped the 80,000 mark. Sheet music sales there have passed 20,000. The song is the biggest pop item to have hit the Union in years, and may be an all-time best-seller before the song runs its course. This is reported by Jock Stelling, assistant musical director of Trutone-Africa, Mercury and King distributor. Trutone also handles the sheet music thru its Melody Music publishing firm. The disk deal calls for

the importation of masters and pressing them in South Africa under the Trutone label. The pubbery has acquired rights to disk songs published by such firms as the Warner group, Shapiro-Bernstein, Bourne and the Howard Richmond pubberies. According to Stelling, retail disk price for pops is approximately 77 cents. Sheet music sells for about 28 cents. American pubbers get a royalty deal on sheet music sales, and collect mechanicals via the English Performing Rights Society or directly from Trutone on BMI songs. American diskers also work with Trutone on a royalty (Continued on page 83)

FORECAST

YOU BETTER GO NOW by Jeri Southern with Music by Camarata 27840*

DECCA DATA

YOUR WEEKLY GUIDE TO AMERICA'S FASTEST SELLING RECORDS

FLASH!

WYOMING and SENSATIONAL by Eileen Wilson with Music by Camarata 27881*

TO BUILD SALES

Published in the Interests of Decca Dealers and Music Operators Everywhere

TO BUILD PROFITS

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

Table with 3 columns: Weeks on List, Title, Artist. Includes 'SLOW POKE' by Roberta Lee and 'PEACE IN THE VALLEY' by Red Foley.

SEPIA

Table with 3 columns: Weeks on List, Title, Artist. Includes 'SIN' by Arthur Prysock and 'TRUST IN ME' by Louis Jordan.

DECCA "BEST BETS"

Your guide to the hits of tomorrow based on actual sales

Table with 4 columns: Position Last Week, Position This Week, Title, Artist. Includes 'CHARMAINE' by Gordon Jenkins and 'UNDECIDED' by Guy Lombardo.

COUNTRY

Table with 4 columns: Position Last Week, Position This Week, Title, Artist. Includes 'WONDERING NEW SILVER BELLS' by Webb Pierce and 'LET'S LIVE A LITTLE NO. 2' by Lonzo and Oscar.

SEPIA

Table with 4 columns: Position Last Week, Position This Week, Title, Artist. Includes 'SHADY LANE MIXED UP JIVE' by Good Lewis and 'EVER SINCE THE ONE I LOVE'S BEEN GONE' by Buddy Johnson.

THIS WEEK'S BEST SELLERS

Your guide to the top records based on actual sales

Table with 3 columns: Weeks on List, Title, Artist. Includes 'SHRIMP BOATS' by Marel Marel Marel and 'I GET IDEAS' by Louis Armstrong.

NEW RELEASES

SINGLES

Table of new single releases including 'The Blond Sailor' by Andrews Sisters and 'Monastery Bells' by Fred Waring.

Table of new single releases including 'Walkin' Thanks' by June Hutton and 'Chances Are When' by Cliff Ayers.

Table of new single releases including 'Adeste Fideles' by Marie Knight and 'Charmaine' by The Ray-O-Vacs.

ALBUMS

Table of new album releases including 'WE WISH YOU A MERRY CHRISTMAS' by The Weavers and 'JUDY AT THE PALACE' by Judy Garland.

BEST BETS FOR CHRISTMAS BEST SELLERS

Table of Christmas best sellers including 'Jingle Bells' by Bing Crosby and 'Santa Claus Is Comin' To Town'.

Table of Christmas best sellers including 'Rudolph The Red-Nosed Reindeer' by Bing Crosby and 'The Teddy Bear's Picnic'.

Table of Christmas best sellers including 'The Mistletoe Kiss' by Russ Morgan and 'Blue Christmas'.

CORAL
RECORDS

THE RECORDS

Two Great Interpretations of
the Christmas Songs of the Year

"TING-A-LING A JINGLE"

and

"Jolly Old Saint Nicholas"

sung
by

the
**AMIES
BROTHERS**

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



played
and

sung
by... the
PINETOPPERS

and
the

MARLIN SISTERS

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

CORAL DISTRIBUTORS

BALTIMORE, MARYLAND

General Dist. Co., Inc.
3 North Gilmore Street

BIRMINGHAM, ALA.

Interstate Phonograph Record
Corp.
544 Second Ave., North

BOSTON, MASS.

Mutual Dist., Inc.
1259 Tremont Street

CHARLOTTE, N. C.

F & F Enterprises
913 1/2-915 1/2 Clarkson St.

CHICAGO, ILLINOIS

Tell Music Dist., Inc.
1260 S. Michigan Avenue

CINCINNATI, OHIO

Hit Record Dist. Co.
1043-1045 Central Avenue

CLEVELAND, OHIO

Benart Dist. Co.
327 Frankfort Street

DALLAS, TEXAS

Gramophone Enterprises
1425 Dragon Street

DENVER, COLORADO

Pan American Record Supply
Co.
2061 Champa Street

DES MOINES, IOWA

D & E Dist. Co.
816 Walnut Street

DETROIT, MICH.

Polonia Dist. Co.
3747 Woodward Ave.

EL PASO, TEXAS

Sunland Supply Co.
1200 E. Missouri

GREAT FALLS, MONT.

Music Service Co.
204 Fourth Street S.

HARTFORD, CONN.

Seaboard Dist. Co.
110 Ann Street

HOUSTON, TEXAS

Gramophone Enterprises
1906 Leeland Avenue

INDIANAPOLIS, IND.

Indiana State Record Dist.
505 East Washington Street

KANSAS CITY, MO.

Roberts Record Dist. Co., Inc.
1615 Main Street

LOS ANGELES, CALIF.

Modern Dist. Co.
2978 West Pico Blvd.

*America's Fastest Growing
Record Company*

CORAL

OF THE YEAR!



"UNDECIDED"

and

"SENTIMENTAL JOURNEY"

sung
and
played
by ...

The

AMES BROTHERS

and

Les

BROWN

and His Band of Renown



Coral
60566 (78 RPM)
and
9-60566 (45 RPM)

CORAL DISTRIBUTORS

(continued)

- MADISON, WISCONSIN
Tell Music Dist., Inc.
2702 Monroe Street
 - MIAMI, FLA.
Stone Dist., Inc.
505 West Flagler Street
 - MINNEAPOLIS, MINN.
Leiberman Music Co.
257 Plymouth North
 - NASHVILLE, TENN.
Tennessee Music Sales
415 Main Street
 - NEW ORLEANS, LA.
Gramophone Enterprises
604 Baronne Street
 - NEW YORK, N. Y.
Douglas-Bruce Dist. Corp.
705 Tenth Avenue
 - OKLAHOMA CITY, OKLA.
Burns Dist. Corp.
828 N. Walnut
 - PHILADELPHIA, PA.
Winthrop Company
2208 Chestnut Street
 - PITTSBURGH, PA.
Standard Dist. Co.
1731 Fifth Avenue
 - PORTLAND, OREGON
Oregon Record Dist.
827 S. W. 13th Ave.
 - ST. LOUIS, MO.
Roberts Record Dist. Co.
1518 Pine Street
 - SAN FRANCISCO, CALIF.
Fenner S. Corbett
278 Sixth Street
 - SALT LAKE CITY, UTAH
Standard Supply Co.
531 S. State
 - SAN ANTONIO, TEXAS
S. W. Martin Distributing
1228-32 E. Commerce
- EXPORT
- NEW YORK, NEW YORK
Smith-Kirkpatrick Co.
65 Broadway
- IN CANADA
- Rogers Majestic Radio Corp.,
Ltd.
Toronto-Montreal-Winnipeg

RECORDS

TV-PHONO MERCHANDISING

RMTA Toppers See for '52 4.4 Mil TV Sets, 10.9 Radios

NEW YORK, Nov. 24.—Among the various problems discussed at the three-day Chicago meeting of the Radio-Television Manufactur-

ers' Association last week, several were of immediate interest to dealers. Among these were preparations made by the RTMA trade practices committee to meet with dealers' and distributors' organizations prior to a third industry conference to be held by the Federal Trade Commission, and the review of the service committee's program for promoting the training of TV servicemen in vocational and trade schools throughout the United States.

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

Spot surveys taken among TV set manufacturers recently have all proven that few if any video makers will introduce completely new set lines in January. For the most part, manufacturers will turn out a few models either for promotional or fill-in purposes. As for price predictions, none of the set makers are willing to talk about future pricing. Only firms expected to come in with what may be called new lines are Olympic, Jackson and Du Mont.

Stop—Look—Listen

NAT COLE'S

New Release

"UNFORGETTABLE"

Capitol 1808

BOURNE, INC.

799 7th Ave. New York 19, N. Y.



20 ... Shopping days till X-MAS!

CLIFFIE STONE Says "Here Comes Santa Claus"

on CAPITOL RECORDS #1265

WESTERN MUSIC PUBLISHING CO. 6920 Sunset Blvd. Hollywood 28, Calif. 146 W. 54th St. New York 19, N. Y.

HONOR THE KID

Ory Observes 51st Yr. in Biz On Christmas

HOLLYWOOD, Nov. 24.—Kid Ory, famed Creole trombonist, this week made preparations for a gala Christmas night when he celebrates his 51st year as a musician. Jazz tootlers in town are being rounded up to visit the 331 Club, where Ory is playing, on Christmas to wish the vet orkster well.

Born in 1886, Ory's first date was Christmas, 1900, in the La Plaze (La.) Ballroom. He came to the Coast in 1919 and returned 10 years later to make his home in Los Angeles. He played his first cafe date in 1910 at Pete Lolla's Storeyville nitery in New Orleans.

During his 51 years, Ory has been associated with practically all the top names in jazz. He claims to have started Louis Armstrong in 1915 and gave the late King Oliver his first steady job about five years before. Such windjammers as Jimmy Dodds and Jimmy Noone also began musical careers with the Kid.

Associated Booking Corporation set Ory at the 331 Club last April. After two weeks, the spot inked the jazzman to a year pact. Prior to the 331 booking, Ory played the Beverly Cavern, Hollywood, and off-beat bistros and several local Dixieland concerts.

Bloch Associates Sign Danny Scholl

NEW YORK, Nov. 24.—Danny Scholl, who recently signed a waxing pact with RCA Victor, this week inked a personal management contract with Ray Bloch Associates. The radio-TV conductor's management firm now handles Betty Clooney, Elliott Lawrence and Dorothy Loudon as well as Scholl.

Scholl, who has already recorded for RCA Victor, has also been tested for two film roles. The Bloch office will concentrate on radio and TV work for the baritone, who had a featured role in the legit musical "Texas Little Darlin'."

THIS GOBLER IS NOT ON WAX

NEW YORK, Nov. 24.—Joe Carlton, in behalf of Mercury Records sent a live turkey to deejay Martin Block as a Thanksgiving Day gift. With the fowl, Carlton sent a note the general nature of which follows:

"We've sent you so many turkeys this year that we decided finally to send you one that could be used."

Charm Ties In On NBC Talent

HOLLYWOOD, Nov. 24.—Coast indie Charm Records and NBC's talent show, "Your Big Moment," reached an agreement whereby two of the program's monthly winners are guaranteed a minimum of one disk session with the label. Deal was worked by diskery's Don Meyers and KNBH producer Al Joyce.

First to benefit from the tie-up is Jerry Lucas, who copped top honors this month. Artists who have recorded for Charm include Bobby Troup Trio, Arthur Van, Phil Gray, scatman Crothers, Ray Shaw, Ada Leonard and Leo Garibaldi.

Poser: How to Keep 'Em Out

NEW YORK, Nov. 24.—Add to problems in the music business: The Weavers, who are doing two concerts at Town Hall on December 21 and 22, are wondering whether it's possible to keep other than Decca's artist and repertoire execs away from the concert. Since half of the program to be presented will consist of folk-type material not thus far recorded by the group, they feel that rival diskery brass may be scouting the concert.

On a more commercial level, the advance sale for the two concerts is strong and points to a sell-out. Last year, the Weavers did a single Town Hall concert which did sell out.

Harry Weber New Owner of Discovery Firm

HOLLYWOOD, Nov. 24.—Discovery Records was sold this week, thus confirming a story in The Billboard of November 17. New diskery topper is Harry Weber, a local businessman, who at the 11th hour stepped in for the purchase when Vernon Brown, announced buyer, backed out. Price was not available. However, at one time Discovery Prexy Albert Marx was asking \$60,000. Reason for Brown's backing out was not known.

Marx indicated he would like to stay in the music business, "especially with a major," he added. Whether Weber will be able to exercise Discovery's artists' options will probably be determined by a court decision.

Weber could not be reached at press time, thus leaving the diskery's future plans in the air. Discovery manager Ray Boardman, who is expected to remain with the indie, will continue filling orders on the catalog.

TURN BACK THE HANDS OF TIME

EDDIE FISHER—Victor
JERRY GRAY—Decca

CHOICE MUSIC INC. 1574 Broadway • 9109 Sunset Blvd. Hollywood Ca. 1-5254

RELIABILITY - QUALITY RECORD PRESSING

Originators of the NON-SLIP FLEX (Pat. Pending)

Research Craft Co. 1037 NO. SYCAMORE ST. LOS ANGELES 38, CALIF.

A NEW and DIFFERENT Christmas Song



the night before CHRISTMAS in Texas, that is

With 2 Great RCA Victor Recordings...



FREDDY MARTIN VOCAL BY MURRAY ARNOLD 20-4300 (78 rpm) 47-4300 (45 rpm)



WILF CARTER (MONTANA SLIM) 20-4303 (78 rpm) 47-4303 (45 rpm) 45-5322 (Kiddie Series-78 rpm) 47-0292 (Kiddie Series-45 rpm)

RCA VICTOR RECORDS

TEX WILLIAMS

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



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

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

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

On NBC Coast-to-Coast
"ROUND-UP TIME"

Starring -

TEX WILLIAMS

at **MARTY LANDAU'S RIVERSIDE RANCHO**
SATURDAY

P.S.T. 7:30 • M.S.T. 8:30 • C.S.T. 9:30 • E.S.T. 10:30

Also on **NBC**

WEDNESDAY, FRIDAY & SUNDAY 10:30 P.S.T.
DIRECT FROM RIVERSIDE RANCHO

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

Nat
'King'
Cole

That SAVVY
Singing with a

SOCK

Sound

"I'm
HURTING"



backed by

BILLY MAY'S
Orchestra

coupled with

'WALKIN'



RECORD NO. 1863 • F1863

THE BILLBOARD Music
Popularity Charts

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

HONOR ROLL OF HITS

The Nation's Top Tunes

The nation's 10-top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Popularity Chart. Based on reports received November 21, 22 and 23.

Last Week | This Week

1. 1. (It's No) Sin

By George Hoven and Chester Shull—Published by Algonquin (BMI)
RECORDS AVAILABLE: S. Churchill, V 20-4230; B. Colt, Decca 1091; L. Davis, Prestige 911; Four Aces, Victoria 101; Four Buddies, Savoy 817; Four Knights, Cap 1806; C. Hawkins, Dec 27853; E. Howard, Mercury 5711; S. Kaye, Col 39567; A. Morgan, Dec 27794; A. Pyscock, Dec 27769; T. Smith, United 107; B. Williams Quartet, MGM 11066.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth; Glenn Osser Ork, Associated.

2. 2. Because of You

By Arthur Hammerstein and Dudley Wilkinson—Published by Broadcast Music (BMI)
RECORDS AVAILABLE: L. Armstrong, Dec 27816; R. Barber, Mercury 5643; L. Baxter, Cap 1493; E. Becker-E. Light Ork, Remington R-25005; T. Bennett-P. Faith Ork, Col 39362; E. Butterfield, Coral 60561; Cowboy Copas, King 3244; Boh Crosby, Coral 60440; G. DeHaven-G. Lombardo, Dec 27666; J. Deasford, MGM 10947; J. Pearce, V 10-3426; T. Smith, United 104.
ELECTRICAL TRANSCRIPTION LIBRARIES: Mindy Carson, Associated; Coconut Grove Ork, Standard; Chuck Foster, Lang-Worth; Vincent Lopez, Thesaurus; Billy Mills, Standard.

3. 3. Cold, Cold Heart

By Hank Williams—Published by Acuff-Rose (BMI)
RECORDS AVAILABLE: L. Armstrong, Dec 27816; T. Bennett-P. Faith Ork, Col 39449; Fontane Sisters, V 20-4274; T. Fontane, Mercury 6593; H. Henderson, Dec 49255; E. Johnson, Chess 1488; D. Washington, Mercury 5720; H. Williams, MGM 10904; E. Wilson, Dec 27761.
ELECTRICAL TRANSCRIPTION LIBRARIES: Leon Payne, Lang-Worth.

4. 4. Down Yonder

By L. Wolf Gilbert—Published by LaSalle (ASCAP)
RECORDS AVAILABLE: C. Butler, Col 39533; H. Carmack, Dec 46362; J. (Fingers) Carr, Cap 1777; L. (Piano Roll) Cook, Abbey 15053; S. Cooley, Dec 46355; Hank Torick, V 20-4284; F. Martin, V 20-4267; F. Petty Trio, MGM 11057; E. Smith, King 986; C. Stone, Cap 7-40161; C. Watts and A. Track, Mercury 5695; G. Willis, V 21-0420; H. Wolfe, Rich-R-Tone 1022; D. Wood, Tennessee 775.
ELECTRICAL TRANSCRIPTION LIBRARIES: Dean Hudson, Lang-Worth; Vincent Lopez, Thesaurus; The Satisfiers, Associated.

6. 5. Undecided

By Sid Robin and Charlie Shavers—Published by Leeds (ASCAP)
RECORDS AVAILABLE: M. Abernathy, King 4490; Ames Brothers-L. Brown, Coral 60566; R. Anthony, Cap 1824; D. Brubeck Trio, Four Star 506; E. Fitzgerald-C. Webb, Decca 25434; E. Garner, Regent 1004; G. Lambardo-K. Gardner, Dec 27835; J. Preston Sextette, Modern 1011; M. Small, King 15128.
ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome Ork, Lang-Worth; Art Van Damme Quintet, Thesaurus.

5. 6. I Get Ideas

By Sanders and Dorcas Cochran—Published by Hill & Range (BMI)
RECORDS AVAILABLE: L. Armstrong, Dec 27720; P. Lee, Cap 1573; E. Light Ork, Remington R-25003; T. Martin, V 20-4141.
ELECTRICAL TRANSCRIPTION LIBRARIES: Guy Mitchell, Associated.

8. 7. Domino

By Louis Ferrari and Don Raye—Published by Pickwick (ASCAP)
RECORDS AVAILABLE: Bing Crosby, Dec 27830; Doris Day, Col 39596; Harmonicats, Mercury 5747; T. Martin, V 20-4343; M. Mayo, Cap 1899; M. Small, King 15129.
ELECTRICAL TRANSCRIPTION LIBRARIES: Chuck Foster, Lang-Worth; Denny Vaughan, Associated.

7. 8. And So to Sleep Again

By Joe Marsala and Sunny Skylar—Published by Paxton Music (ASCAP)
RECORDS AVAILABLE: C. Hawkins, Dec 27853; D. Haymes, Dec 27731; B. Mann, King 15134; P. Page, Mercury 5706; A. Stevens, V 20-4283; P. Weston, Col 39569; M. Whiting, Cap 1784.
ELECTRICAL TRANSCRIPTION LIBRARIES: Henry Jerome, Lang-Worth; Denny Vaughan Ork, Associated.

9. 9. Slow Poke

By Pee Wee King and Shelton Price—Published by Ridgeway (BMI)
RECORDS AVAILABLE: R. Flanagan, V 20-4373; J. Gordy Sostette-J. Shook, Bullet 1099; H. Hawkins, King 980; Tiny Hill, Mercury 5740; Pee Wee King, V 21-0489; R. Lee, Dec 27792; A. Mooney, MGM 11115; H. O'Connell, Cap 1837; J. Watson, Rich-R-Tone 1025.

10. 10. Jalousie (Jealousy)

By Vera Bloom and Jacob Gade—Published by Harms (ASCAP)
RECORDS AVAILABLE: D. Beavers-L. Baxter, Cap 1873; B. Eckstine, MGM 11111; F. LaRue, Col 39585.
ELECTRICAL TRANSCRIPTION LIBRARIES: Ernie Felice Quartet, MacGregor; Allen Roth, Thesaurus; Salon Concert Players, Thesaurus.

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there's **CHRISTMAS in the Air!**



CAPITOL BUYER'S GUIDE

HOT SELLERS BASED ON ACTUAL SALES REPORTS

Week Ending
DECEMBER 1, 1951



LES PAUL and MARY FORD
'JINGLE BELLS'

coupled with 'SILENT NIGHT'
No. 1881

MEL BLANC
'I TANT WAIT TILL QUITHMUTH'

coupled with 'CHRISTMAS CHOPSTICKS'
No. 1853

TENNESSEE ERNIE
'CHRISTMAS DINNER'

coupled with 'ROOTIN' TOOTIN' SANTA CLAUS'
No. 1830

YOGI YORGESSION
'I WAS SANTA CLAUS AT THE SCHOOLHOUSE
(For the P.T.A.)

backed by 'THE CHRISTMAS PARTY' No. 1831

'I YUST GO NUTS AT CHRISTMAS'

coupled with 'YINGLE BELLS' No. 781

THE VOICES OF WALTER SCHUMANN
'WHITE CHRISTMAS'

coupled with 'WINTER WONDERLAND'
No. 1841

Margaret WHITING and Jimmy WAKELY
'CHRISTMAS CANDY'

backed by 'SILVER BELLS'
No. 1255

COMING UP FAST!

	78	45
	rpm	rpm
"UNFORGETTABLE," "MY FIRST AND MY LAST LOVE"	1808	F1808
Nat "King" Cole		
"DOMINO," "FIND ME"	1849	F1849
Mary Mayo		
"THE LITTLE WHITE CLOUD THAT CRIED," "BLUE DECEMBER"	1892	F1892
Lou Dinning		
"CRY," "CHARMAINE"	1875	F1875
The Four Knights		
"LAY SOMETHING ON THE BAR (Besides Your Elbows)," "I LOVE GIRLS"	1868	F1868
Jerry Lewis		
"TWO BROTHERS," "ON A HONKY TONK HARDWOOD FLOOR"	1856	F1856
Kay Starr		

POPULAR

"JUST ONE MORE CHANCE," "JAZZ ME BLUES"	1825	F1825
Les Paul and Mary Ford		
"THE WORLD IS WAITING FOR THE SUNRISE," "WHISPERING"	1748	F1748
Les Paul and Mary Ford		
"DOWN YONDER," "IVORY RAG"	1777	F1777
Joe "Fingers" Carr		
"LET'S LIVE A LITTLE," "I DON'T WANT TO BE FREE"	1816	F1816
Margaret Whiting and Jimmy Wakely		
"SIN," "THE GLORY OF LOVE"	1806	F1806
The Four Knights		
"MEANDERIN'," "BELA BIMBA"	1811	F1811
Dean Martin		
"SLOW POKE," "I WANNA PLAY HOUSE WITH YOU"	1837	F1837
Helen O'Connell		
"COME ON-A MY HOUSE," "SOUND OFF"	1788	F1788
Mickey Katz		
"SHRIMP BOATS," "JALOUSIE"	1873	F1873
Dick Beavers and Les Baxter		
"HEY, GOOD LOOKIN'," "COOL, COOL KISSES"	1809	F1809
Tennessee Ernie and Helen O'Connell		

WESTERN & FOLK

"THE SNAKE DANCE BOOGIE," "I'M GONNA GET ALONG WITHOUT YOU"	1854	F1854
Ray Dugan		
"IN THE MOOD," "EVERYBODY THINKS YOU'RE AN ANGEL"	1814	F1814
Ole Kjemhusen		
"YOU TRIED TO RUIN MY NAME," "ASLEEP AT THE SWITCH"	1772	F1772
Boots Faye and Idaho Call		
"TEARDROPS AND TEA LEAVES," "I'LL BE YOUR SWEETHEART"	1870	F1870
Hank Thompson		
"EACH STEP OF THE WAY," "GONNA WALK WITH MY LORD"	1838	F1838
Jimmy Wakely		
"WHAT THE HECK IS GOIN' ON," "THERE'S ANOTHER IN YOUR HEART"	1843	F1843
"Big Bill" Lister		
"THAT LAST LOVE LETTER," "UNTIL I DIE"	1822	F1822
Rambler Jimmie Dolan		
"WHISKEY, WHISKEY," "TIPPEY TOEIN' WOMAN"	1833	F1833
Deane Spriggs		
"CHINA DOLL," "TENNESSEE CENTRAL"	1801	F1801
"Tuffie Stone		

Nat "King" Cole

with BILLY MAY'S ORCHESTRA

THE GREATEST!

I'm Hurtin'

backed by 'WALKIN'
No. 1863

NEW RELEASES ON Capitol

Prepare for good fun and rollicking laughter... for it's

Mickey Katz
AND HIS ORCHESTRA

the world-famed dialect comedian who leaves audiences rolling in the aisles with his hilarious parodies and impish gestures.

SOUND BY
BAGLE EARL RAY
(Single Carl Ray)

STORY BY BEVILISE BOSTINE
(Six Of The Wild Geese)

THE BABY, THE BUNNY AND YOU
(The Magic Tom, 'Bibbidi-Bobbidi-Do')

SOME MAN & MY HOUSE
AUNTIE NIPES IN THE SKY
(Helen In The Sky)

YODLER HOLE TRAIN
(Blue Train)

SHYLL BE COMING 'ROUND THE MOUNTAINS
(Glorie Be Comin' 'Round The Mountains)

11% 8PM NO. 4 294

POPULAR		78 rpm	45 rpm
ANN GIBSON <i>Accompanied by Jerry Steward and His Piano</i>	IF I CAN'T HAVE YOU ALL TO MYSELF YOU'RE GONNA LOVE SOMEBODY SOMEDAY (Just Like I Love You)	1803	F1803
RAY ANTHONY <i>and His Orchestra</i>	BUSMAN'S HOLIDAY THE HONEYDRIPPER	1804	F1804
DEAN MARTIN <i>with Orie, Conducted by Bob Stables</i>	BLUE SMOKE — NIGHT TRAIN TO MEMPHIS	1805	F1805
JAN GARBER <i>"Sister of the Artist" and Her Chick</i>	HI BEAUTIFUL — TOYLAND JUBILEE	1806	F1806
BOB EBERLY and LES BAXTER <i>the Rhythm Chasers and Collectors</i>	SOMEBODY'S BEEN BEATIN' MY TIME I CAN'T HELP IT	1807	F1807
CHRISTMAS & HOLIDAY			
THE JUBALAIRES	I'VE DONE MY WORK DAVID AND GOLIATH	1808	F1808
WESTERN & COUNTRY			
JIMMIE SKINNER	'TIS SWEET TO BE REMEMBERED SEND ME A PENNY POSTCARD	1809	F1809
SKETS McDONALD	FUSS AND FIGHT — BABY BROWN EYES	1800	F1800

THE BILLBOARD

Music Popularity Charts

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

Records Most Played by Disk Jockeys

Based on reports received November 21, 22 and 23

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

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, Song Title, Artist, and Record Label/Code.

VOX JOX

By JUNE BUNDY

Gab 'n' Gripes

Pet peeve department: How about the announcer who plugs like mad to build up a show and succeeds only to come to work one day and find the program director and/or sales staff has copped 15 minutes here and there and changed the whole idea?—George McCall, WEEU, Reading, Pa. "Here's a question I'd like to pass along: Are the hillbilly song writers turning out more popular songs now than the pop song writers? It's sure beginning to look that way."—Jerry B. Hickman, KORC, Mineral Wells, Tex. "Been having a rash of broken disks—even the so-called unbreakable ones."—Joe Ryan, WALL, Middletown, N. Y. "An open letter to all my old friends. Been here over a year, and its gets better as time goes by. Note to faint-hearted radio men: TV bothers us as much as the weight of a fly on an elephant's back."—Dick Wright, WMUR, Manchester, N. H. "Personally I'm getting sick and tired of receiving dirty and suggestive records. Anyone who resorts to performing such songs isn't very sure of his talent, and any deejay who plays them isn't sure of his ability to hold an audience. Don't know what concerted action can be achieved, but I certainly would like the 'stop sign' given to all smut."—Ted Nabors, KTHT, Houston. "What is there about 'Domino' that brings so many picks by the jocks? I may be missing something, but there doesn't seem to be much there."—Bob Brown, WOC, Davenport, Ia.

Gimmix

Arch Harrison, WANN, Annapolis, Md., holds weekly pep rallies for Naval Academy football team. Billy Harvey, KTFI, Twin Falls, Idaho, used Billboard's "loyalty essay" on his morning show, along with Edgar A. Guest poem. On basis of 6,000 listener nominations, Fred Reynolds, WGN, Chicago, made up a list of the 60 all-time top popular songs and offered to send list to dialers via self-addressed stamped envelope. Requests are currently rolling in at rate of 500 a day. The first five on Reynolds' list are "Star Dust" (with 1,188 votes), "Deep Purple" (342), "September Song" (302), "Begin the Beguine" (286) and "Body and Soul" (282). Russ Jamison, KMED, Medford, Ore., now salutes twice weekly his nomination of "feather merchant" of day, (a local business man who is doing something noteworthy in public service line). Gil Henry, KING, Seattle, recently ran a "cakes for Korea" contest, with a Savings Bond going to listeners submitting best cake. Cakes (57 of them) were flown to Korea and delivered to front line troops just pulled off Heartbreak Ridge. The story was carried on the wires. When Art Mooney couldn't make an interview because of illness, Dick Biondi, KSYL, Alexandria, La., put him on the air anyway, via telephone tie-up with the ailing band leader abed in his hotel room. RCA Victor's latest "glamour" gift to the deejay is a box of Vicks medicated cough drops. The diskery sent more than 2,000 of them to platter spinners this month to plug its Dinah Shore-Tony Martin waxing of "If You Catch a Little Cold." Bill Ruff, KOLO, Reno, Nev., is working a trade-tape gimmick with Mel Baldwin, CBS, Hollywood. Jocks trade short bits from various star interviews. Bobby Dickson, KULP, El Campo, Tex., has sparked a campaign to send a Christmas package to each one of the town's local G.I.'s now overseas. Local civic and vet groups have joined Dickson's drive, which finishes this month. Dickson served as a combat infantryman in Korea last year from August thru November, when he "got frozen out and sent home." (Continued on page 78)

Best Selling Sheet Music

Based on reports received November 21, 22 and 23

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, Song Title, and Artist.

Songs With Greatest Radio Audiences (ACI)

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

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

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Table with columns: Song Title, Artist, and Record Label/Code.

England's Top Twenty

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, English Song Title, American Song Title, and Artist.

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COLUMBIA'S

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

(Based on actual sales figures for week ending November 23)

✓ POPULAR

- ✓ SHRIMP BOATS
LOVE, MYSTERY AND ADVENTURE
JO STAFFORD
39581—4-39581
- ✓ COLD, COLD HEART
WHILE WE'RE YOUNG
TONY BENNETT
39449—4-39449
- ✓ JEALOUSY
FLAMENCO
FRANKIE LAINE
39585—4-39585
- ✓ BECAUSE OF YOU
I WON'T CRY ANYMORE
TONY BENNETT
39362—4-39362
- ✓ SOLITAIRE
BLUE VELVET
TONY BENNETT
39555—4-39555
- ✓ GAMBELLA
HEY, GOOD LOOKIN'
JO STAFFORD
FRANKIE LAINE
39570—4-39570
- ✓ DOMINO
THAT DOESN'T DO IT
DORIS DAY
39596—4-39596
- ✓ THERE'S ALWAYS ROOM AT OUR HOUSE
I CAN'T HELP IT
GUY MITCHELL
39595—4-39595
- ✓ DOWN YONDER
WAY UP IN NORTH CAROLINA
CHAMP BUTLER
39533—4-39533
- ✓ CHRISTMAS CHOPSTICKS
THE MERRY CHRISTMAS POLKA
FRANKIE YANKOVIC
39594—4-39594

- ✓ ONCE
NEVER
TONI ARDEN
39577—4-39577
- ✓ THE THREE LITTLE DWARFS
THIRTY-TWO FEET—EIGHT LITTLE TAILS
GENE AUTRY
39543—MJV 4-121
- ✓ RUDOLPH, THE RED-NOSED REINDEER
IF IT DOESN'T SHOW ON CHRISTMAS
GENE AUTRY
38610—MJV-56
MJV 4-56, 3-38610
- ✓ POPPY THE PUPPY
COMING DOWN THE CHIMNEY
GENE AUTRY
39542—MJV 4-122
- ✓ I RAN ALL THE WAY HOME
JUST A MOMENT MORE
SARAH VAUGHAN
39576—4-39576
- ✓ SIN
JEALOUS EYES
SAMMY KAYE
39567—4-39567
- ✓ THESE PRECIOUS THINGS ARE MINE
OOOH! LOOK-A THERE, AIN'T SHE PRETTY
CHAMP BUTLER
39604—4-39604
- ✓ THE THREE BELLS (The Jimmy Brown
Song)
I ONLY HAVE ONE LIFE TO LIVE
SAMMY KAYE
39602—4-39602
- ✓ FIND ME
I ONLY SAW HIM ONCE
ROSEMARY CLOONEY
39591—4-39591
- ✓ SLEIGH RIDE
CHRISTMAS IN KILLARNEY
PERCY FAITH
39559—4-39559

✓ FOLK

- ✓ ALWAYS LATE
MOM AND DAD'S WALTZ
LEFTY FRIZZELL
20837—4-20837
- ✓ ME AND MY BROKEN HEART
LET OLD MOTHER NATURE HAVE HER
WAY
CARL SMITH
20862—4-20862
- ✓ BRAKEMAN'S BLUES
MY OLD PAL
LEFTY FRIZZELL
20841—4-20841
- ✓ MY ROUGH AND ROWDY WAYS
LULLABY YODEL
LEFTY FRIZZELL
20843—4-20843
- ✓ IF TEARDROPS WERE PENNIES
MR. MOON
CARL SMITH
20825—4-20825
- ✓ BLUE YODEL NO. 6
TRAVELLIN' BLUES
LEFTY FRIZZELL
20842—4-20842
- ✓ MY BABY'S JUST LIKE MONEY
I WANT TO BE WITH YOU ALWAYS
LEFTY FRIZZELL
20799—4-20799
- ✓ BROKE, DISGUSTED AND SAD
IN OLD NEW MEXICO
JOHNNY BOND
20876—4-20876
- ✓ THERE'S NOTHING AS SWEET AS MY
BABY
LET'S LIVE A LITTLE
CARL SMITH
20796—4-20796
- ✓ HERE COMES SANTA CLAUS
AN OLD-FASHIONED TREE
GENE AUTRY
20377—3-20377

✓ COMING UP

- ✓ GREEN SLEEVES
LOVE MAKES THE WORLD GO ROUND
MITCH MILLER
39617—4-39617
- ✓ CHARMAINE
AT DAWNING
PAUL WESTON
39616—4-39616
- ✓ IF I LOVED YOU
DIZZY FINGERS
PERCY FAITH
39613—4-39613
- ✓ ELEANOR
SHAKE HANDS WITH SANTA CLAUS
LOUIS PRIMA
39614—4-39614
- ✓ SAFARI
BE MINE TONIGHT
NORO MORALES
39586—4-39586
- ✓ SUZY SNOWFLAKE
LITTLE RED RIDING HOOD'S
CHRISTMAS TREE
ROSEMARY CLOONEY
39612—MJV-123—MJV 4-123

get with it now! a blazing new entry from

RAY PRICE

"WEARY BLUES"

(From Waiting)

"I MADE A MISTAKE AND I'M SORRY"

Both with String Band Acc.

78 rpm 20883 - 45 rpm 4-20883



COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

THE BILLBOARD

Music Popularity Charts

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

Best Selling Pop Singles

Based on reports received November 21, 22 and 23

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

Best Selling Classical Titles

Table of Best Selling Classical Titles with columns for Title, Composer, and Record Label.

DEALER DOINGS

Cheers

Columbia should be congratulated for some good releases which kept records moving thru the summer...

Gripes

Cosden & Evans, Dover, Del., complain: "Why can't Victor have their promotion and publicity departments work together?"

Trade Talk

Melvin's Music, Elesworth, Me., says: "I employ two high school girls, and they keep the young fry informed as to our new recordings..."

VOX JOX

Continued from page 68

Trend Talk

Douglas Rains, WACO, Waco, Tex., writes: "Why can't we all get together and set a late date for starting Christmas music?"

Best Selling Children's Records

Based on reports received November 21, 22 and 23

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

Best Selling Pop Albums

Based on reports received November 21, 22 and 23

Table of Best Selling Pop Albums with columns for Position, Weeks, Title, Artist, and Record Label.

Classical Reviews

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

BRUCH: CONCERTO NO. 1, IN G MINOR, OP. 26... 75

GLINKA: SUITE FROM "RUSSIAN AND LUDMILLA"... 70

The Bruch concerto is truly a fiddler's warhorse. And rightfully so. It is a richly melodic, impassioned and unashamedly romantic piece...

The familiar overture and several lesser known excerpts from the score of the Russian's opera have been put together to make up an orchestral suite of likable, listenable music...

CHOPIN: PRELUDES, OP. 28—Alexander Brailowsky (1-12) Victor (33) LM-1150 70

HINDEMITH: FOUR COMPOSITIONS—Davis Shuman-Sam Raphling-Radio Artists String Quartet (1-12) Circle (33) L-51-100 65

This is the fourth issue of the complete Chopin preludes in the span of several months, the second on RCA. There has been Rubinstein on RCA, Novacek on Vox, and Arrau on Columbia...

Circle Records debuts its Composers Workshop series with a brace of four varying compositions by Hindemith. These give us a representative sampling of Hindemith's flexible musical thought...

★ EDDIE'S GREATEST ★ EDDIE'S GREATEST ★ EDDIE'S GREATEST ★

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

"ANY TIME"

and

"NEVER BEFORE"

RCA VICTOR 20-4359-47-4359



★ EDDIE'S GREATEST ★ EDDIE'S GREATEST ★ EDDIE'S GREATEST ★

This week's

New Releases

... on **RCA Victor**

Release 51-48

Ships Coast to Coast, Week of December 2

POPULAR

- FREDDY MARTIN** and his Orch.
I Would If I Could
Heaven Dropped Her Curtain Down
20-4401—(47-4401)*
- RALPH FLANAGAN** and his Orch.
Dixie Jump
Just One More Chance
20-4402—(47-4402)*
- DANNY SCHOLL**
Shrimp Boats
I Remember You, Love
20-4405—(47-4405)*

COUNTRY—WESTERN

- JIMMY MURPHY**
Educated Fool
Ramblin' Heart
20-4394—(47-4394)*
- HOMER AND JETHRO**
Cold, Cold Heart No. 2
Alabama Jubilee
20-4397—(47-4397)*
- TEX WILLIAMS**
Shrimp Boats
The Urn on the Mantel
20-4409—(47-4409)*

SACRED

- HANK SNOW AND THE JORDANAIREs**
These Things Shall Pass
Pray
20-4398—(47-4398)*

RHYTHM-BLUES

- TAMPA RED**
She's a Cool Operator
Green and Lucky Blues
20-4399—(47-4399)*
- BOB WILLIAMS**
On a Honky Tonk Hardwood Floor
Cry
20-4406—(47-4406)*

NEW ALBUMS

- PAINT YOUR WAGON**
Original Snow Cast
78 RPM—OC-6
45 RPM—WOC-6
33 1/3 RPM—LOC-1006

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

Going Strong...

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

- Ⓢ **Slow Poke**
Pee Wee King 21-0489—(48-0489)*
- Ⓢ **Any Time/Never Before**
Eddie Fisher 20-4359—(47-4359)*
- Ⓢ **Music Makin' Mamma/The Highest Bidder**
Hank Snow 20-4346—(47-4346)*
- Ⓢ **Turn Back the Hands of Time**
Eddie Fisher with Hugo Winterhalter's Orch. 20-4257—(47-4257)*
- Ⓢ **Rugged But Right**
Phil Harris 20-4342—(47-4342)*
- Ⓢ **I Get Ideas**
Tony Martin 20-4141—(47-4141)*
- Ⓢ **Loveliest Night of the Year**
Mario Lanza 10-3300—(49-3300)*
- Ⓢ **Charmaine**
Vaughn Monroe 20-4375—(47-4375)*
- Ⓢ **Oh, Holy Night**
Mario Lanza 10-1582—(49-1338)*
- Ⓢ **It's Beginning to Look Like Christmas**
Perry Como 20-4314—(47-4314)*
- Ⓢ **Domino**
Tony Martin 20-4343—(47-4343)*
- Ⓢ **Rudolph, the Red-Nosed Reindeer/Two Front Teeth**
Spike Jones 20-4315—(47-4315)*
- Ⓢ **(It's No) Sin**
Savannah Churchill 20-4280—(47-4280)*
- Ⓢ **Ave Maria/The Lord's Prayer**
Perry Como 28-0436—(52-0071)*
- Ⓢ **Slow Poke/Charmaine**
Ralph Flanagan 20-4373—(47-4343)*

Coming Up...

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

- ★ **IF YOU CATCH A LITTLE COLD**
Dinah Shore-Tony Martin 20-4345—(47-4345)*
Billboard Picks, November 17th issue.
- ★ **HERE'S TO MY LADY**
Perry Como 20-4344—(47-4344)*
Retailers Pick, Billboard, November 17th issue.
- ★ **ANY TIME**
Eddie Fisher 20-4359—(47-4359)*
Billboard Picks, November 17th issue.
- ★ **ONCE**
Jan Peerce 20-4318—(47-4318)*
Operators Pick, Billboard, November 18th issue.

TIPS TWO HOT ALBUMS—SEE THIS WEEK'S MAILBAG!



CHRISTMAS BONUS

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

The first bonus is: **THE GLENN MILLER CONCERT ALBUM.**

This is the album which was made up from unreleased Glenn Miller material, and which has been getting rave reviews and exceptional reactions from dealers all over the country. THE SATURDAY REVIEW OF LITERATURE, a publication noted for its exceptionally high critical standards, wrote of THE GLENN MILLER CONCERT ALBUM: "... the slick Miller crew reveals a vitality and spontaneity rarely felt in its studio sessions. In 'Tiger Rag' and 'St. Louis Blues' the outfit generates real excitement."

This critical reaction is being backed to the hilt by the response we are getting from all over the country to this great album. THE GLENN MILLER CONCERT ALBUM captures the best of Glenn's style in unique recordings that every admirer of Glenn Miller is eager to hear. So you should be making a bonus in the form of profits from this great album.

The second bonus is: **PAINT YOUR WAGON**, original cast album. PAINT YOUR WAGON is the latest Broadway smash musical hit by Loewe and Lerner, the celebrated writers of BRIGADOON. The RCA Victor original cast album stars James Barton, Tony Bavaar and Olga San Juan. These are the performers who are doing such brilliant work in the Broadway production right now. The score for the musical has been acclaimed by Broadway critics as the best to hit New York in quite a while. We think that the RCA Victor album—which contains such great hits as CARINO MIO, I TALK TO THE TREES and I STILL SEE ELISA—is the best Broadway show album to be released in many years. James Barton's warm personality gives special values to I STILL SEE ELISA. Tony Bavaar, the dashing new romantic singing star, makes the most of such beautiful ballads as I TALK TO THE TREES and ANOTHER AUTUMN. With Tony, Olga San Juan sings CARINO MIO. And with HOW CAN I WAIT and ALL FOR HIM, Olga San Juan shows a special vocal quality of her own which should help her to recording stardom.

The RCA Victor PAINT YOUR WAGON album is a full-sounding recording job that brings anyone who buys it all the excitement and entertainment of a smash Broadway hit. This profit from the sale of PAINT YOUR WAGON should constitute your second bonus.

This is the time of year when you might expect to be gathering gold from Christmas merchandise only. These two great albums—THE GLENN MILLER CONCERT ALBUM and the original cast PAINT YOUR WAGON album—are bonus items that we hope will convince you that there is a Santa Claus—and that we of RCA Victor are really leading him a hand this year.

The stars who make the hits are on

RCA VICTOR Records

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

Sure
FOR XMAS SALES

TEX
BENEKE

and his Orchestra

playing ...



"THE SANTA CLAUS PARADE"

and

"A ROOT'N TOOT'N
SANTA CLAUS"

MGM 11098
(78 rpm)

K-11098
(45 rpm)

Watch this
Sleeper climb ...
DANNY DAVIS singing
"CRAZY
HEART"

MGM 11103 (78 rpm)
K-11103 (45 rpm)

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

THE BILLBOARD Music Popularity Charts

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

• Best Selling Pops by Territories

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

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

ST. LOUIS

1. JALOUSIE (Jealousy)
F. Laine—Columbia
2. UNFORGETTABLE
Nat. (King) Cole—Capitol
3. DOMINO
T. Martin—Victor
4. COLD, COLD HEART
T. Bennett-P. Faith—Columbia
5. SIN
Four Aces—Victoria
6. BECAUSE OF YOU
Tab Smith—United
7. ALABAMA JUBILEE
Red Foley—Decca

CHICAGO

1. SIN
E. Howard—Mercury
2. DOWN YONDER
D. Wood—Tennessee
3. COLD, COLD HEART
T. Bennett-P. Faith—Columbia
4. BECAUSE OF YOU
T. Bennett-P. Faith—Columbia
5. UNDECIDED
Ames Brothers-L. Brown—Coral
6. JALOUSIE (Jealousy)
F. Laine—Columbia
7. DOMINO
T. Martin—Victor
8. TURN BACK THE HANDS OF TIME
E. Fisher-H. Winterhalter—Victor
9. CHARMMAINE
Mantovani—London
10. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh

DENVER

1. SIN
E. Howard—Mercury
2. DOWN YONDER
J. (Fingers) Carr—Capitol
3. I GET IDEAS
T. Martin—Victor
4. BECAUSE OF YOU
T. Bennett-P. Faith—Columbia
5. COLD, COLD HEART
T. Bennett-P. Faith—Columbia
6. SHRIMP BOATS
J. Stafford-P. Weston—Columbia

LOS ANGELES

1. SIN
E. Howard—Mercury
2. COLD, COLD HEART
T. Bennett-P. Faith—Columbia
3. BECAUSE OF YOU
T. Bennett-P. Faith—Columbia
4. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
5. UNDECIDED
Ames Brothers-L. Brown—Coral
6. JALOUSIE (Jealousy)
F. Laine—Columbia
7. I GET IDEAS
T. Martin—Victor
8. BECAUSE OF YOU
L. Baxter—Capitol
9. DOMINO
T. Martin—Victor
10. JINGLE BELLS
L. Paul—Capitol

NEW ORLEANS

1. SIN
S. Churchill—Victor
2. IT'S ALL IN THE GAME
T. Edwards—MGM
3. I GET IDEAS
T. Martin—Victor
4. JALOUSIE (Jealousy)
F. Laine—Columbia
5. BECAUSE OF YOU
T. Bennett-P. Faith—Columbia
6. UNDECIDED
Ames Brothers-L. Brown—Coral
7. DOMINO
T. Martin—Victor
8. DOWN YONDER
F. Martin—Victor
9. MY CONCERTO
T. Edwards—MGM

ATLANTA

1. SIN
S. Churchill—Victor
2. BECAUSE OF YOU
T. Bennett-P. Faith—Columbia
3. COLD, COLD HEART
T. Bennett-P. Faith—Columbia
4. UNDECIDED
Ames Brothers-L. Brown—Coral
5. SHRIMP BOATS
J. Stafford-P. Weston—Columbia

PITTSBURGH

1. SIN
Four Aces—Victoria
2. BECAUSE OF YOU
T. Bennett-P. Faith—Columbia
3. JALOUSIE (Jealousy)
F. Laine—Columbia
4. UNFORGETTABLE
Nat. (King) Cole—Capitol
5. OUT IN THE COLD AGAIN
R. Hayes—Mercury
6. DOWN YONDER
D. Wood—Tennessee
7. BLUE VELVET
T. Bennett—Columbia
8. UNDECIDED
Ames Brothers-L. Brown—Coral

WASHINGTON, D. C.

1. BECAUSE OF YOU
T. Bennett-P. Faith—Columbia
2. DOWN YONDER
D. Wood—Tennessee
3. SIN
E. Howard—Mercury
4. UNDECIDED
Ames Brothers-L. Brown—Coral
5. DOMINO
T. Martin—Victor
6. SHRIMP BOATS
J. Stafford-P. Weston—Columbia

BOSTON

1. JALOUSIE (Jealousy)
F. Laine—Columbia
2. BECAUSE OF YOU
T. Bennett-P. Faith—Columbia
3. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
4. CHARMMAINE
Mantovani—London
5. COLD, COLD HEART
T. Bennett-P. Faith—Columbia
6. SIN
Four Aces—Victoria
7. I GET IDEAS
T. Martin—Victor
8. SLOW POKE
Pet. Wes. King—Victor
9. I TALKED TO THE TREES
T. Baxter—Victor

SEATTLE

1. COLD, COLD HEART
T. Bennett-P. Faith—Columbia
2. UNDECIDED
Ames Brothers-L. Brown—Coral
3. SIN
Four Aces—Victoria
4. WHISPERING
L. Paul—Capitol
5. SHRIMP BOATS
J. Stafford-P. Weston—Columbia
6. BECAUSE OF YOU
T. Bennett-P. Faith—Columbia
7. AND SO TO SLEEP AGAIN
P. Page—Mercury
8. DOMINO
T. Martin—Victor
9. NEVER
Dennis Day—Victor

DETROIT

1. SIN
S. Churchill—Victor
2. BECAUSE OF YOU
T. Bennett-P. Faith—Columbia
3. JALOUSIE (Jealousy)
F. Laine—Columbia
4. COLD, COLD HEART
T. Bennett-P. Faith—Columbia
5. CRY
J. Ray—Okeh
6. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh

NEW YORK

1. COLD, COLD HEART
T. Bennett-P. Faith—Columbia
2. BECAUSE OF YOU
T. Bennett-P. Faith—Columbia
3. SIN
Four Aces—Victoria
4. I GET IDEAS
T. Martin—Victor
5. BLUE VELVET
T. Bennett—Columbia
6. SIN
E. Howard—Mercury
7. JALOUSIE (Jealousy)
F. Laine—Columbia
8. SHRIMP BOATS
J. Stafford-P. Weston—Columbia

PHILADELPHIA

1. COLD, COLD HEART
T. Bennett-P. Faith—Columbia
2. SIN
Four Aces—Victoria
3. CRY
J. Ray—Okeh
4. TURN BACK THE HANDS OF TIME
E. Fisher-H. Winterhalter—Victor
5. LITTLE WHITE CLOUD THAT CRIED
J. Ray—Okeh
6. BECAUSE OF YOU
T. Bennett-P. Faith—Columbia
7. JALOUSIE (Jealousy)
F. Laine—Columbia
8. OUT IN THE COLD AGAIN
R. Hayes—Mercury

DALLAS-FORT WORTH

1. SIN
E. Howard—Mercury
2. DOWN YONDER
D. Wood—Tennessee
3. JALOUSIE (Jealousy)
F. Laine—Columbia
4. I GET IDEAS
T. Martin—Victor
5. RAINBOW
D. Wood—Tennessee
6. UNDECIDED
Ames Brothers-L. Brown—Coral
7. BECAUSE OF YOU
T. Bennett-P. Faith—Columbia
8. DOMINO
T. Martin—Victor
9. RUGGED BUT RIGHT
P. Harris—Victor

THE BILLBOARD

Music Popularity Charts

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

Country & Western Records Most Played by Folk Disk Jockeys

Based on reports received November 21, 22 and 23

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

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, and Record Info. Includes entries like 'SLOW POKE' by Pee Wee King and 'LET OLD MOTHER NATURE HAVE HER WAY' by Carl Smith.

Coming Up

Records listed here in numerical order show signs of increasing popularity according to a limited number of questionnaires from dealers/operators, disk jockeys but do not have strength to be listed in best selling (most played) category.

Table with columns: Record Title, Artist, and Record Info. Includes entries like 'MUSIC MAKIN' MAMA FROM MEMPHIS' by Hank Snow and 'LONESOME WHISTLE' by Hank Williams.

FOLK TALENT AND TUNES

B. JOHNNY SIPP

Artists' Activities

The folk music world is mourning the death of Mrs. Red Foley, who, as Judy Martin and Eva Overstake, played an important part in popularizing country music to the nation.

C&W Records to Watch

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

writer. Survivors also include her mother, of Chicago, and three daughters. Paul Howard, leader of the Cotton Pickers, veteran King recording group, also lost his wife recently in an auto accident.

Most Played Juke Box Folk (Country & Western) Records

Based on reports received November 21, 22 and 23

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

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, and Record Info. Includes entries like 'SLOW POKE' by Pee Wee King and 'ALWAYS LATE' by Lefty Frizzell.

Coming Up

Table with columns: Record Title, Artist, and Record Info. Includes entries like 'HEY, GOOD LOOKIN'' by Tennessee Ernie-H. O'Connell and 'SLOW POKE' by H. Hawkins.

Best Selling Retail Folk (Country & Western) Records

Based on reports received November 21, 22 and 23

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

Table with columns: POSITION, Weeks Last, This to date, Record Title, Artist, and Record Info. Includes entries like 'SLOW POKE' by Pee Wee King and 'ALWAYS LATE' by Lefty Frizzell.

Coming Up

Table with columns: Record Title, Artist, and Record Info. Includes entries like 'ALABAMA JUBILEE' by Red Foley and 'HEY, GOOD LOOKIN'' by Tennessee Ernie-H. O'Connell.

WATCH!—JOHNNY HORTON ON THE ABBOTT LABEL

The Singing Fisherman in the Western and Folk Field

Johnny Horton is considered by sporting goods manufacturers as one of the best fresh water fishermen that ever cast an artificial lure.



- List of records including 'DONE ROVIN' PLAID AND CALICO #102', 'TALK GOBBLER TALK SHADOWS ON THE BAYOU #105', and 'BIRDS AND BUTTERFLIES COAL SMOKE, VALVE OIL AND STEAM #103'.

PERSONAL MANAGER FABOR ROBISON 1653 N. Argyle Ave., Hollywood 28, Calif.

JOHNNY HORTON RECORDS EXCLUSIVELY FOR ABBOTT RECORDS 1653 N. Argyle Ave., Hollywood 28, Calif. INTERNATIONAL SALES HANDLED BY FOUR STAR RECORD CO. 305 S. Fair Oaks Ave., Pasadena 1, Calif. Ryan 1-6909 ORDER BY MAIL OR PHONE

Advance Folk (Country & Western) Record Releases

Are You Traveling This Old World Alone?—Walter Scott-Buckeye Ramblers (Rider of) Bramble 11

RECORD PRESSING

NOW AVAILABLE IN THE MIDDLE WEST Modern Plant Quality Workmanship Shellac or Non-Breakable GALGANO RECORD MFG. CO. 2154 S. Western Ave. Office: 4142 Armitage Ave. Chicago 39, Ill.

- List of record releases including 'Bayou Pon Pon—Jimmie Davis (Fifteen) Decca 46381', 'Blue Skies in Your Eyes—Hawkshaw Hawkins (Sunny Side) King 997', and 'Bouquet of Roses—Eddy Arnold (Texarkana) Victor 20-2806'.

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

Advertisement for Gotham Records featuring 'GOLDEN SLIPPERS GOOD FELLOWS' MEDLEY' and 'AULD LANG SYNE ANNIE LAURIE DANNY BOY'. Includes 'ERNEST HOPKINS QUARTET' and 'ORDER EARLY FROM YOUR GOTHAM DISTRIBUTOR'.

THE BILLBOARD

Music Popularity Charts

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

Rhythm & Blues Record Releases

Chittlin' Switch—Johnny Otis Ork. Vocaleers (Get) Savoy 824
Gloomy Evening—Floyd Smith (Floydasty) Decca 48257
I'll Be Home for Christmas—Moose Jackson (I Never) King 4493
I've Got a Pocketful of Dreams—X Rays (Char-maine) Coral 65069
(It's) Na! Sin—Coelman Hawkins Ork (And So) Dec 27853
Cry Baby—Percy Mayfield Ork (Hopeless) Specialty 416
I'm Gonna Move Across the River—Brownie McGhee (Sleepless) Derby 776
Without My Love—Ruth Brown (Shine On) Atlantic 948
Woman Is a Five Letter Word—John Green-Rhythm Rockers (Got) V 20-4348
Baby Please Don't Go—Billy Valentine Trio (It's) Decca 48261
Blues Are Brewin'—Billie Holiday (Do) Decca 48259
Boogie Woogie Santa Claus—Mabel Scott (That Ain't) Swing Time 239
Charmaine—The Ray-o-Vacs (Hands) Decca 48260
Christmas Celebration—Jesse Thomas-Lloyd Glenn Combo (I Can't) Swing Time 240
Christmas Date—Joe Turner (How'd Ya) Swing Time 269
Crying at Daybreak—Howlin' Wolf (Passing) RPM 340

Best Selling Retail Rhythm & Blues Records

Based on reports received November 21, 22 and 23

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, and record titles/artists. Includes 'FOOL FOOL FOOL' by The Clovers, 'SEVEN LONG DAYS' by Charles Brown, 'I GOT LOADED' by Peppermint Harris, etc.

(Continued on page 116)

RHYTHM AND BLUES NOTES

By HAL WEBMAN
The Paradise Theater in Detroit will close down after the first of the year. Theater ops' decision was made suddenly this week after they had pencilled in about 10 weeks of shows in the coming year...

R&B Records to Watch

In the opinion of The Billboard's music staff the following record has the best sales and performance potential among the rhythm and blues records received this week.
LOVIN' MACHINE
LUCIOUS WOMAN
Wynonie Harris...King 4485

TRUMPET HITS
DUST MY BROOM
A NEW ORIGINAL—BACKED BY
Cattfish Blues
A New Version—New Words
By ELMO JAMES
ROLLING HOT SELLING FAST
TR. #146
EVERYBODY'S FISHIN'
ORIGINAL RENAISSANCE
WILLIE LOVE
A NEW GOOD
TR. #147
STILL GOING STRONG
Cool, Cool Blues
By SONNY BOY WILLIAMSON
DO IT IF YOU WANTA
TR. #139
PONTIAC BLUES
Sell It Now and After Xmas
By SONNY BOY WILLIAMSON
SONNY BOY'S CHRISTMAS BLUES
TR. #145
Your Best Xmas Blues
Both Sides Selling

Most Played Juke Box Rhythm & Blues Records

Based on reports received November 21, 22 and 23

Table with columns: POSITION, Weeks | Last | This to date | Week | Week, and record titles/artists. Includes 'I GOT LOADED' by Peppermint Harris, 'I'M IN THE MOOD' by J. L. Hooker, 'FOOL FOOL FOOL' by Clovers, etc.

Juke Box Natural!
3 A.M. BOOGIE
by WILLARD Mc DAN'EL
#415
Specialty records

Going Strong!
CRY BABY
by PERCY MAYFIELD
#416
Specialty records

DON'T PASS UP THIS ONE!
PICKED BY BILLBOARD!
Savoy #825
'WHO'LL BE THE FOOL FROM NOW ON?'
backed with
'MR. SANTA'S BOOGIE'
by the MARSHALL BROTHERS

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

Rhythm & Blues Record Reviews

Table with columns: ARTIST LABEL AND NO., TUNES COMMENT, and a vertical scale. Includes 'That Ain't the Way to Do It' by B. B. KING, 'Three o'Clock Blues' by B. B. KING.

(Continued on page 116)

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

LOOK! New PEACOCK Releases
CLARENCE "GATEMOUTH" BROWN
presents
TOO LATE, BABY TAKING MY CHANCES PEACOCK #1586
WILLIE MAE THORNTON
presents
LET YOUR TEARS FALL, BABY NO JODY FOR ME PEACOCK #1587
BELLS OF JOY SINGERS
LET'S TALK ABOUT JESUS I'LL WORK, LORD PEACOCK #1584
PEACOCK RECORDS, INC.
4104 Lyons Ave. Houston, Texas

YOUR BEST BETS ARE ON Okeh
THE LITTLE WHITE CLOUD THAT CRIED CRY JOHNNIE RAY 6840, 4-6840
WHISKEY AND GIN JOHNNIE RAY 6809, 4-6809
TELL THE LADY I SAID GOODBYE I TRIED CHUCK WILLIS
I RULE MY HOUSE THE MASQUERADE IS OVER TALKIN' CHRIS POWELL 6818, 4-6818
PLENTY OF MONEY GO! GO! GO! THE TRENIERS 6804, 4-6804
COCKTAILS FOR TWO WALKIN' HOME ARNETT COBB 6823, 4-6823
Okeh A PRODUCT OF COLUMBIA RECORDS, INC.

THE SOUTH RIDES AGAIN HEADING UP YOUR WAY ON "BALD HEADED DADDY"
by LYDIA LARSON and The River Rovers with Bill Harvey and Orchestra Apollo 423
APOLLO RECORDS
457 W. 45th St., New York 19, N. Y.

Starting Off Big!!
"BOOTED"
b/w
"I LOVE YOU TILL THE DAY I DIE"
CHESS 1487
By Roscoe Gordon

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

THE BILLBOARD Music Popularity Charts

Record Reviews

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

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
LEROY ANDERSON ORK Blue Tango DECCA 27875—Beautiful theme, repeated in an arresting arrangement set to the always captivating tango beat, could provide Anderson with a follow-up to "Syncopeated Clock." Like the earlier hit, should score heaviest in city locations.		88--90--88--75
Belle of the Ball Rich scoring and resonant, close-up ork recording provides a handsome frame for the reproduction of a lilting Anderson theme, which has a real show tune flavor. Should get lots of play.		82--85--82--80
EDDY HOWARD There's a Christmas Tree in Heaven MERCURY 5752—Howard, as was the case with his hit no. "Sin," comes up with a sock coverage on a seasonal item stirred by the Four Aces. Tune has a real corn honey quality and could score. If it does, Howard figures again to be right in there with the Aces.		84--84--84--84
Auld Lang Syne Direct, simple dance-styled Howard with chorus roundup of the traditional anthem should make good catalog for the warbler.		77--77--77--77
ANDREWS SISTERS (Vic Schoen Ork) All the World to Me DECCA 27878—The girls bleed sweetly to read down a mellow sentimental waltz which is an ideal sort of thing for the beer drinking legions. Could catch with that tavern crowd.		83--84--82--84
Blond Sailor, The A not unfamiliar lilt is handed one of the sisters' rare lackluster performances.		75--75--75--75
CONNIE HAINES-NEAL HEFTI SEXTET Yes You Are CORAL 40600—Hefti's arrangement for sextet and voices sets a glowing mood for one of Miss Haines' best wax efforts. She sings with warmth and appeal a ballad which grows with each hearing.		82--85--81--81
Love Lies Not the standard, this is a catchy vaude-flavored bouncer made quite engaging by the effervescent Miss Haines in another excellent Hefti setting. Makes a good coupling for the thrush.		82--85--80--82
LES COMPAGNONS DE LA CHANSON Three Bells, The COLUMBIA 4105-F—The group which originally backed Edith Piaf on this one when it was "Les Trois Cloches" should get heavy action if the new version of the song clicks. This is reissued because of the pop version being released.		82--85--82--80
That Lucky Old Sun Released along with the flip side, this a cappella chant on the click of some moonbeams still points up the fine feeling inherent in the interpretations recorded by the French group.		71--72--70--70
ARTHUR PRYSOCK (Sy Oliver Ork) I Didn't Sleep a Wink Last Night DECCA 27871—The Buddy Johnson warbler does a fine selling job on a blues built on a light melody line and a good idea. Could score profitably in the r.&b. field.		82--84--81--81
Man Ain't Supposed to Cry, A Prysock does well with a real heavy ballad. Has some of the feel of a "Gloomy Sunday." Doesn't figure for the general market.		68--75--65--65
LOU DINNING Blue December CAPITOL 3892—An above average ballad gets the new Johnnie Ray type of chant from the Dinning gal with the help of a male group.		80--81--79--80
Little White Cloud Fast coverage on the Johnnie Ray click should do business on the first ten vocal disk on the song. Actually, la Dinning sounds so much like Ray, it could take the edge off this platter.		79--80--78--78
PERCY FAITH ORK Dixie Fingers COLUMBIA 39613—The Zee Confrey piano item is handed a "different" interpretation by the combined Faith strings, fem voices, reeds and rhythm. This might even get enough spins to start the cash registers ringing.		80--83--77--78
If I Loved You The same combination tackles another standard item at a slow, ballad tempo. Fine listening material.		78--80--76--77
RONNIE GILBERT Flamenco DECCA 27877—Colorful vehicle, being given attention via a Frankie Laine waxing, is handed an artistic production reading which leans toward the ecstatic in flavor and comes off a bit weighty. Should capture the spins, tho.		79--82--77--77
Just One More Chance Miss Gilbert, in a simple ork-vocal group setting, sings the revived oldie in a handsome manner. Might catch a piece, tho Les Paul-Mary Ford are way out in front.		73--75--71--73
EILEEN WILSON Find Me DECCA 27880—The Hit Parade lass sings a highly attractive new ballad with directness and simplicity. The unaffected reading of a good song should warrant locky attention, at least.		78--80--77--77
If I Can Love You in the Morning Miss Wilson does a thoroughly professional job with a pleasant current bounce ballad with an infectious quality.		77--78--75--77

APRIL STEVENS-HENRI RENE ORK
Put Me in Your Pocket
VICTOR 28-4381—Miss Stevens' throaty tones fall to stimulate via this etching of a soft-shoe idea with a noticeable relationship to "Cecilia."
76--76--76--76

Tricks of the Trade, The
Here's a case where the material, a rather cute and amusing Tin Pan Alley calypso idea, has been misrated. At least this is one song wherein sex ain't everything and Miss Stevens seems to be convinced that this could never be.
72--74--70--72

ALAN HOLMES ORK
Lay Something on the Bar
KING 15345—Live, driving coverage on a strong novelty item, which has been holding its own via a Chuck Murphy etching. If the song breaks right, this first-rate cover could do right well.
76--78--74--76

Cry
Straightforward, unaffected rundown of a ballad which has the earmarks should slice off a small piece against rough competition.
68--70--66--68
(Continued on page 114)

THE BIGGEST BLUES OF THE YEAR!
"WEEPIN' and CRYIN'"
by The Griffin Bros' Orch. featuring vocal by Tammy Brown
DOT 21071
DOT RECORDS, INC.
Callatin, Tennessee
Phones: 880-881

AGAIN! The Children's Record Guild Gives You...

NEW KIDISC Smash Hits!



Last Year We Gave You Prokofieff's CINDERELLA and TRAIN TO THE ZOO... Now We Offer the SALES SENSATIONS OF THE YEAR!

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

HERE are two more profit makers guaranteed to help you make this holiday season the best and biggest ever! Here's the favorite of all composers, TCHAIKOVSKY, and the top fairy tale, "SLEEPING BEAUTY"—in a sensational new two-record album. There's magic in these names—and magic volume for the smart record dealers who display them.

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

SLEEPING BEAUTY
One of Tchaikovsky's most melodious scores, now produced for the first time especially for children... a rich, full orchestral presentation, PLUS narration, drama and song lyrics! CRG has created a true children's operetta, designed as pure entertainment through song, dance and story telling. A wondrous candy-coated introduction to good music. Dress up your store by displaying this handsome 7-color jacket prominently!

TRAIN TO THE FARM
A sure-fire money maker that will win new customers, satisfy old ones. Here's a typical rave: "Those who recall 'Train to the Zoo' will know that this is an activity dishing well suited to the tastes and requirements of the pre-school moppets. Sound effects, story, songs—all add up to some first-rate kid material. Should be a big item for the label."
—THE BILLBOARD

Make Sure You're Well Stocked on These Fast Selling Titles!

- | | |
|----------------------------------|------------------------------------|
| Ages 2 to 4 | Ages 5 to 8 |
| 1001 Train to the Zoo | 1004 Little Red Wagon |
| 1002 Eensie Beensie Spider | 5001 Ride 'Em Cowboy |
| 1003 The Carrot Seed | 5002 The Golden Goose |
| 1018 Daddy Comes Home | 5003 Ship Ahoy |
| 1024 Let's Be Firemen | 5004 Grandfather's Farm |
| 1021 Indoors When It Rains | 5016 The Clock That Went Backwards |
| 1027 The Fog Boat Story | 5020 The Mouse and the Frog |
| 1011 Train to the Farm | 5021 Let's Dance |
| 1017 A Visit to My Little Friend | 5025 Little Pedro |
| 1023 Sugar Lump Town | 5022 Circus at the Opera |

For Both Age Groups
202 Sleeping Beauty (2 record set)
201 Cinderella (2 record set)
All C. R. G. Records Retail at \$1.15, Tax Included; 2-Record Albums, \$2.30, Tax Included

Guaranteed by Good Housekeeping

Recommended by PARENTS' MAGAZINE

Please check your C.R.G. stock now and send your orders direct to us or your C.R.G. distributor.

The Children's Record Guild

27 Thompson Street, New York 13, N. Y., Dept. 283-B-11

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OFFERS ADVANTAGES GALORE TO PRESSING PLANT OPERATORS

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J. W. NEFF LABORATORIES, Inc.
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The versatility of 'THE SINGING RAGE'

PATTI PAGE

NOW ANOTHER BIG WINNER!

'COWBOY'S SWEETHEART

COUPLED WITH

DOWN IN THE VALLEY

MERCURY 5751 • 5751 X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD. TORONTO, CANADA



THE BILLBOARD Music Popularity Charts

• Advance Record Releases

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

POPULAR

- All Over Again—Dorsey Taylor (Cry) Mer 8242
- All the World to Me—Andrew Sisters-Vic Schoen Ork (Blond) Decca 27878
- And So to Sleep Again—Dale Belmont-Tom Merriman Ork (Your) Texadisc 1008
- April—Bob Hart-Walter Scott Ork (Don't) Crescendo C-111
- Are You Game to Play the Game With Me—Dick Todd (When the) Rainbow 147
- Asking—The Captains (Who) Coral 65071
- Auld Lang Syne—Eddy Howard (There's) Mer 5752
- Belle of the Ball—Leroy Anderson Ork (Blue) Decca 27875
- Blond Sailor—Andrew Sisters-Vic Schoen Ork (All) Decca 27878
- Blue December—Lou Dinning (Little) Cap 1892
- Blue Tango—Leroy Anderson Ork (Belle) Decca 27875
- Busy Line—Billy Williams Quartet-LeRoy Holmes Ork (I'll Never) MGM 11117
- Chances Are—Cliff Ayers (When) Decca 27879
- Clock Song—Bob Manner's Music (My) Fortane 504
- Closer You Are—Tony Martin-Henri Rene Ork (Prologue) Victor 20-4276
- Cry—Alan Holmes Ork (Lay) King 15145
- Cry—Carmen Taylor (All Over) Mer 8262
- Dizzy Fingers—Percy Faith Ork (If I) Col 39613
- Don't Rob Another Man's Castle—Lindy Doherty-Sid Feller Ork (Why) Cap 1867
- Don't Turn Your Back—Bob Hart-Walter Scott Ork (April) Crescendo C-111
- Eleanor—Louis Prima Ork (Shake) Col 39614
- Find Me—Fran Warren-Ralph Burns Ork (Speak) MGM 11114
- Find Me—Eileen Wilson (If I) Decca 27880
- First Noel—Mario Lanza-Jeff Alexander Choir-Ray Sinatra, cond. (Silent) Victor 10-3640
- Flamenco—Ronnie Gilbert (Just) Decca 27877
- Friendship Tree—Frances Yeend-Eric Siday Ork (White) King 15148
- Girl of My Dream Tries to Look Like You—Joe Mooney (Love) Carouel 2005
- Grand Central Station—Robert Q. Lewis-LeRoy Holmes Ork (I'd) MGM 11116
- Hands Across the Table—Johnny Desmond-Tony Mottola Ork (My) MGM 11122
- Here Is My Heart—Cindy Lord-LeRoy Holmes Ork (Since) MGM 11123
- House Is a Home—Tommy Tucker Ork-Peter Hanley-Sally Sweetland (Whispering) MGM 11124
- I Didn't Sleep a Wink Last Night—Arthur Prysock-Sy Oliver Ork (Man Ain't) Decca 27871
- I Miss My Darlin'—Prima Scala-Stargazers (When) London 1134
- I Ran All the Way Home—Alan Holmes Ork (I've Got) King 15146
- I Remember You, Love—Danny Scholl-Allan Small Ork (Shrimp) Victor 20-4405
- I Wish I Had a Girl—Dick Brown-Elliott Lawrence Ork (Shrimp) King 15151
- I'd Like to Baby You—Robert Q. Lewis-LeRoy Holmes Ork (Grand) MGM 11116
- If I Can Love You in the Morning—Eileen Wilson (Find) Decca 27880
- If I Could Call You Mine—Eddie Hebert (Listen) Co-Ed 115-123
- If I Could Start All Over—Bob Hart-Walter Scott Ork (Paper) Crescendo C-110
- If I Loved You—Percy Faith Ork (Dizzy) Col 39613
- If I Should Ever Lose You—Bobby Colt-Sunnysiders (Take) Dubonnet D-4020
- I'll Never Fail You—Billy Williams Quartet-LeRoy Holmes Ork (Busy) MGM 11117
- I'm Hurtin'—Nat (King) Cole-Billy May Ork (Walkin') Cap 1863
- It Was Madness to Begin With—Chuck Cabot Ork (Rap) Class CC-5-101
- I've Got Lonely Arms—Alan Holmes Ork (I Ran) King 15146
- Jingle Bells—Les Paul (Silent) Cap 1881
- Just One More Chance—Ronnie Gilbert (Flamenco) Decca 27877
- Lay Something on the Bar—Alan Holmes Ork (Cry) King 15145
- Listen to the Mocking Bird—Eddie Hebert (If I) Co-Ed 115-123
- Little White Cloud—Lou Dinning (Blue) Cap 1892
- Long Ago—Jack Fina Ork-Bob Wellman (Rustic Rhapsody) MGM 11121
- Love Is the Thing—Joe Mooney (The Girl) Carouel 2005
- Love Lies—Connie Haines-Neal Hefti Sextet (Yes) Coral 60600
- Love Me or Leave Me—Louis Heywood (With All) Coral 65073
- Man Ain't Supposed to Cry—Arthur Prysock-Sy Oliver Ork (I Didn't) Decca 27871
- Monastery Bells—Frances Yeend-Eric Siday Ork (Prayer) King 15149
- My Beloved—Robert Merrill-Hugo Winterhalter Ork (Still) Victor 20-4382
- My Christmas Time Philosophy—Norris the Troubadour (Sip) Co-Ed 115-121
- My Lost Love—Johnny Desmond-Tony Mottola Ork (Hands) MGM 11122
- My Thoughts of You—Bob Manner's Music Makers (Clock) Fortane 504
- Nowhere—Joe Mooney (We'll) Carouel 2007
- Paper Kisses—Bob Hart-Walter Scott Ork (If I) Crescendo C-110
- Prayer of a Waiting World—Frances Yeend-Eric Siday Ork (Monastery) King 15149
- Prologue From Paphlacci—Tony Martin-Henri Rene Ork (Closer) Victor 20-4276
- Put Me in Your Pocket—April Stevens-Henri Rene Ork (Tricks) Victor 20-4381
- Rag, Rag, Raggedy Moon—Chuck Cabot Ork (If I) Way) Class CC-5-101
- Ragtime Melody—Joe (Fingers) Carr (Snow Deer) Cap 1876
- Rustic Rhapsody—Jack Fina Ork-Bob Wellman (Long Ago) MGM 11121
- Santa Claus Is Comin' to Town—Hal Otis Trio (White) Dee Gee 3900
- Shake Hands With Santa Claus—Louis Prima Ork (Eleanor) Col 39614
- Shrimp Boats—Dick Brown-Elliott Lawrence Ork (I Wish) King 15151
- Shrimp Boats—Danny Scholl-Allan Small Ork (I Remember) Victor 20-4405
- Silent Night—Mario Lanza-Jeff Alexander Choir-Ray Sinatra, cond. (First) Victor 10-3640
- Silent Night—Les Paul (Jingle) Cap 1881
- Since You Said Goodbye—Cindy Lord-LeRoy Holmes Ork (Here) MGM 11123
- Sip Mint Julep-Bloomin' Like a Tulip—Norris the Troubadour (My) Co-Ed 115-121
- Snow Deer Rag—Joe (Fingers) Carr (Ragtime) Cap 1876
- So Easy—Ted Heath (With a) London 1058
- Speak Low—Fran Warren-Ralph Burns Ork (Find) MGM 11114
- Still Water—Robert Merrill-Hugo Winterhalter Ork (My) Victor 20-4382
- Take My Heart—Bobby Colt-Sunnysiders (If I) Dubonnet D-4020
- Thanks—June Hutton-Axel Stordahl Ork (Walkin') Decca 27870
- That Lucky Old Sun—Les Compagnons de la Chanson (Three) Col 4105-F
- There's a Christmas Tree in Heaven—Eddy Howard (Auld) Mer 5752
- Three Bells—Les Compagnons de la Chanson (That) Col 4105-F
- Tricks of the Trade—April Stevens-Henri Rene Ork (Put) Victor 20-4381
- Walkin'—Nat (King) Cole-Billy May Ork (I'm) Cap 1863
- Walkin'—June Hutton-Axel Stordahl Ork (Thanks) Decca 27870
- We'll Be Together Again—Joe Mooney (Nowhere) Carouel 2007
- When—Cliff Ayers (Chantes) Decca 27879
- When the One You Love Loves You—Prima Scala-Stargazers (I Miss) London 1134
- When the One You Love Loves You—Dick Todd (Are You) Rainbow 147
- Whispering Shadows—Tommy Tucker Ork-Peter Hanley-Sally Sweetland (House) MGM 11124
- White Christmas—Hal Otis Trio (Santa) Dee Gee 3900
- White Magnolias—Frances Yeend-Eric Siday Ork (Friendship) King 15148
- Why Am I Crying—Lindy Doherty-Sid Feller Ork (Don't) Cap 1867
- With a Song in My Heart—Ted Heath (So Easy) London 1058
- With All My Heart and Soul—Louis Heywood (Love) Coral 65073
- Who Can I Turn To—The Captains (Asking) Coral 65071
- Yes, You Are—Connie Haines-Neal Hefti Sextet (Love) Coral 60600
- Your Troubles Vanish When You're Spanish—Dale Belmont-Tom Merriman Ork (And So) Texadisc 1008

LATIN AMERICAN

- Earthquake—Tito Rodriguez Ork (Pop'n Mambol) Tico 10-049
- El Hambro-Hop—Tito Rodriguez Ork (Mambol) Tico 10-050
- Gracias a Ti—Bobby Capo (Sobrel) Secco 7128
- Mambo Gee-Gee—Tito Rodriguez Ork (El Mambol) Tico 10-050
- Negra—Cesar Concepcion Ork (University) Secco 7129
- No Toques Ese Disco—Tony Pizarro (Para) Exito 20-319
- Para Que Vivir Asi—Tony Pizarro (No Teques) Exito 20-319
- Pop'n Mambol—Tito Rodriguez Ork (Earthquake) Tico 10-049
- Ritmo Alegre—Daniel Santos (Ta Esa) Secco 7140
- Sax Cantabile—Luis Arcarez Ork (Trumpet) Victor 20-43555
- Sobre Las Olas—Bobby Capo (Gracias a Ti) Secco 7128
- Trumpet Mambol—Luis Arcarez Ork (Sax) Victor 20-43555
- Tu Esta Enmarasao—Daniel Santos (Ritmo) Secco 7140
- University Piens—Cesar Concepcion Ork (Negra) Secco 7129

RELIGIOUS

- Adios Fideles—Marie Knight (It Came) Decca 48262
- Have Faith—Anita Kerr Singers (Pray) Decca 27872
- I Won't Have to Cross Jordan Alone—Jimmie Davis (Someone) Decca 14596
- I'm a Royal Child—Rev. Keiley (I'm a) Decca 48256
- I'm a Witness for My Lord—Rev. Keiley (I'm a) Decca 48256
- Immaculate Mother—Bobby Wayne (Mother at) London 968
- It Came Upon the Midnight Clear—Marie Knight (Adest) Decca 48262
- It's Great to Be a Christian—Kenny Roberts-Tommy Souther (Let) Coral 64112
- Let Jesus Come Into Your Heart—Kenny Roberts-Tommy Souther (It's) Coral 64112
- Mother at Your Feet Is Knelling—Bobby Wayne (Immaculate) London 968
- Pray—Anita Kerr Singers (Have Faith) Decca 27872
- Someone to Care—Jimmie Davis (I Won't) Decca 14596

INTERNATIONAL

- Cowboy Jimmy—Goldy & Peter de Vries (She'll) Decca 45160
- Pioneer Waltz—Leroy Vondruska Ork (Slap and) Radiant 1402
- She'll Be Comin' 'Round the Mountain—Goldy & Peter de Vries (Cowboy) Decca 45160
- Sleep and Go Polka—Leroy Vondruska Ork (Pioneer Waltz) Radiant 1402

THE BILLBOARD Music Popularity Charts

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

• Most Played Juke Box Records

... Based on reports received November 21, 22 and 23

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on the Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
23	1	1	1	BECAUSE OF YOU	T. Bennett-P. Faith	Col(78)39362; (45)4-39362—BMI
16	2	2	2	COLD, COLD HEART	T. Bennett-P. Faith	Col(78)39449; (45)4-39449—BMI
10	3	3	3	SIN	E. Howard	Mercury(78)5711; (45)5711X45—BMI
9	6	4	4	UNDECIDED	Amer. Brothers-L. Brown	Coral(78)60566; (45)9-60566—ASCAP
14	4	5	5	DOWN YONDER	Del Wood	Tennessee(78)775; (45)45-775—ASCAP
3	8	6	6	JALOUSIE (JEALOUSY)	F. Laine	Col(78)39585; (45)4-39585—ASCAP
4	9	7	7	SLOW POKE	Pee Wee King	V(78)21-0489; (45)48-0489—BMI
11	7	8	8	SIN	Four Aces-A. Alberts	Victoria 101—BMI
7	13	9	9	SIN	S. Churchill	V(78)20-4280; (45)47-4280—BMI
22	4	10	10	I GET IDEAS	T. Martin	V(78)20-4141; (45)47-4141—BMI
5	11	11	11	DOMINO	T. Martin	V(78)20-4343; (45)47-4343—ASCAP
6	11	12	12	JUST ONE MORE CHANCE	L. Paul-M. Ford	Cap(78)11825; (45)F-1825—ASCAP (Dinah Washington, Merc 5736; R. Gilbert, Decca 27877)
10	15	13	13	TURN BACK THE HANDS OF TIME	E. Fisher	V(78)20-4257; (45)47-4257—ASCAP (Sid Feller, Capitol 1866; J. Gray, Decca 27839)
10	16	13	13	AND SO TO SLEEP AGAIN	P. Page	Mercury(78)5706; (45)5706X45—ASCAP
15	10	15	15	WORLD IS WAITING FOR THE SUNRISE	L. Paul-M. Ford	Cap(78)1748; (45)F-1748—ASCAP (P. Botkin, Decca 27730; J. Davis, Mello Roll 5005)
5	20	16	16	OUT IN THE COLD AGAIN	R. Hayes	Mercury(78)5724; (45)5724X45—ASCAP (B. Eckstine, MGM 11073; Mindy Carson, V 20-4259; Bonnie Davis, Coral 65043)
7	14	17	17	HEY, GOOD LOOKIN'	J. Stafford-F. Laine	Col(78)39570; (45)4-39570—BMI (Ernie-Helen O'Connell, Cap 1809; H. Williams, MGM 11000)
11	17	18	18	I GET IDEAS	L. Armstrong	Dec(78)27720; (45)19-27720—BMI
9	18	18	18	DOWN YONDER	C. Butler	Col(78)39533; (45)4-39533—ASCAP
3	22	20	20	BECAUSE OF YOU	Tab Smith	United 104—BMI
2	23	20	20	I LIKE IT	J. Turzy	Dec(78)27851; (45)19-27851—ASCAP (Jerry Lewis, Capitol 1740)
1	—	22	22	COLD, COLD HEART	Fontane Sisters	V(78)20-4274; (45)47-4274—BMI
7	18	23	23	BLUE VELVET	T. Bennett	Col(78)39555; (45)4-39555—BMI (B. Farrell, MGM 11062; A. Pinyock, Dec 27722; Norman Kaye, Cap 1848; J. Dash Oak, Mercury 8255; H. Singer, Coral 65070)
1	—	23	23	CRY	J. Ray	Okeh(78)6840; (45)4-6840—BMI (A. Holmes, King 15145; C. Taylor, Mercury 8262; E. Barton, Coral 60592; Little Donna Higley, Decca 48254; P. Chapman, Decca 27857; B. Farrell, MGM 11113; Four Knights, Capitol 1875; J. Valli, Victor 20-4360; R. Casey, Cadillac 103; B. McLaurin, Derby 785)
1	—	23	23	DOMINO	Bing Crosby	Dec(78)27830; (45)19-27830—ASCAP
3	21	26	26	SIN	Four Knights	Cap(78)1806; (45)F-1806—BMI
15	23	26	26	WHISPERING	L. Paul	Cap(78)1748; (45)F-1748—ASCAP (G. Jenkins, Decca 27585; F. Fruba, Decca 2700; Bernice Leighton, Mello Roll 5004)
2	25	26	26	SOLITAIRE	T. Bennett	Col(78)39555; (45)4-39555—BMI (T. Dorsey, Decca 27843; B. Hann, King 15134; T. Edwards, MGM 11077; D. Martin, Capitol 1817)
4	29	26	26	DOWN YONDER	J. (Fingers) Carr	Cap(78)1777; (45)F-1777—ASCAP
2	29	26	26	JAZZ ME BLUES	L. Paul	Cap(78)1825; (45)F-1825 (E. Farley, Tokon 7-201)



A GREAT PERFORMANCE OF A NEW HIT!

TONY FONTANE

“ALL OVER AGAIN”

COUPLED WITH

“LOVE”

MERCURY 5754 • 5754X45



MERCURY RECORDS, CHICAGO, ILLINOIS

MERCURY RECORDS OF CANADA LTD., TORONTO, CANADA

M-G-M MONEY MAKERS!



EVERYBODY WANTS IT ... AND HERE IT IS!
TWO GREAT ARTISTS ON ONE GREAT RECORD!

GENE KELLY · ROSE DAVID
LOVE IS HERE TO STAY



78 RPM—MGM 30477 · 45 RPM—MGM K30477

BILLY ECKSTINE

JEALOUSY
STRANGE INTERLUDE

78 RPM—MGM 11111
45 RPM—MGM K11111

**BILLY ECKSTINE
GEORGE SHEARING**

TAKING A CHANCE ON LOVE
YOU'RE DRIVING ME CRAZY

78 RPM—MGM 11101
45 RPM—MGM K11101

BILL FARRELL

SHRIMP BOATS
CRY

78 RPM—MGM 11113
45 RPM—MGM K11113

TOMMY EDWARDS

CHRISTMAS IS FOR CHILDREN
KRIS KRINGLE

78 RPM—MGM 11097 · 45 RPM—MGM K11097

IT'S ALL IN THE GAME
ALL OVER AGAIN

78 RPM—MGM 11035 · 45 RPM—MGM K11035

BLUE BARRON

LONESOME WHISTLE
I'M SENDING YOU ROSES

78 RPM—MGM 11094
45 RPM—MGM K11094

FRAN WARREN

FIND ME
SPEAK LOW

78 RPM—MGM 11114 · 45 RPM—MGM K11114

IT'S ALL OVER BUT THE MEMORIES
NEVER BEFORE

78 RPM—MGM 11095 · 45 RPM—MGM K11095

BILL HAYES

CHARMAINE
FOR ALL WE KNOW

78 RPM—MGM 11112
45 RPM—MGM K11112

HANK WILLIAMS

BABY, WE'RE REALLY IN LOVE
I'D STILL WANT YOU

78 RPM—MGM 11100
45 RPM—MGM K11100

ART MOONEY

SLOW POKE
KEEP ON THE SUNNYSIDE

78 RPM—MGM 11115
45 RPM—MGM K11115

MARION MORGAN

I GET A WARM FEELING
CHARLIE CHANGED HIS MIND

78 RPM—MGM 11105
45 RPM—MGM K11105

A BRAND NEW STAR... SENSATIONAL ON HIS FIRST M-G-M RECORD!

DANNY DAVIS
CRAZY HEART · I'M NOT ALONE

78 RPM—MGM 11103
45 RPM—MGM K11103

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N. Y.

THE BILLBOARD Music Popularity Charts

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

The Billboard Picks

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

- TELL ME WHY**
GARDEN IN THE RAIN Four Aces Decca 27860
The stylized Aces' harmony and the group's strong beat are just as evident on their first Decca platter as on their click "Sin" disk. "Why," a new ballad, was penned by Al Alberts, of the quartet, and Marty Gold, their arranger. "Garden," of course, is the familiar oldie.
- BLUE DECEMBER** Hugo Winterhalter Ork & Chorus RCA Victor 20-4412
A beautiful new winter ballad is handed a poignant chant by the choral group while the lush ork glides thru a fine mood arrangement. The retentive melody, simple and strong performance, add up to a healthy disk.

The Disk Jockeys Pick

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

1. JINGLE BELLS Les Paul Capitol 1881
2. I LIKE IT Jane Turzy Decca 27851
3. I REMEMBER YOU LOVE Vic Damone Mercury 5744
4. CRY Georgia Gibbs Mercury 5749
5. I CAN'T HELP IT Guy Mitchell-Mitch Miller Ork Columbia 39595

The Retailers Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailers think tomorrow's hits will be:

1. JINGLE BELLS Les Paul Capitol 1881
2. THREE BELLS Andrews Sisters-Gordon Jenkins Ork Decca 27858
3. CRY Georgia Gibbs Mercury 5749
4. TWO BROTHERS Kay Starr Capitol 1856
5. NEVER Dennis Day Victor 20-4285

The Operators Pick

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

1. ANYTIME Eddie Fisher-Rugg Winterhalter Ork Victor 20-4359
2. CHARMAINE Mantovani Ork London 1020
3. SHRIMP BOATS Jo Stafford-Paul Weston Ork Columbia 39581
4. LITTLE WHITE CLOUD THAT CRIED Johnny Ray Ork 6840
5. CRY Georgia Gibbs Mercury 5749

The Country and Western Disk Jockeys Pick

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1. MUSIC MAKIN' MAMA FROM MEMPHIS Hank Snow Victor 20-4346
2. TALE A SAILOR TOLD Elinor Britt Victor 20-4324
3. 'TIS SWEET TO BE REMEMBERED Cowboy Copas King 1800
4. HEARTLESS LOVER Moon Mullican King 984
5. TOO OLD TO CUT THE MUSTARD Carlisle Mercury 6348

GOING UP!

a tuneeful new treat from

TONI ARDEN

a great new Floyd Tillman song

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

with PERCY FAITH and his Orchestra

and **WHEN THE WORLD WAS YOUNG**

78 rpm 39605—45 rpm 4-39605



COLUMBIA RECORDS

FOR MUSIC THAT SENDS 'EM—TO YOU!

Trade Marks "Columbia," "Masterworks," ®, ® Reg. U. S. Pat. Off. Marcas Registradas

CLIMBING HIGH!

a joyous new setting of...

GREEN SLEEVES

MITCH MILLER

and his Horns and Chorus
Vocal Chorus by PETER HANLEY

coupled with

LOVE MAKES THE WORLD GO ROUND

Vocal Chorus by THE PAULETTE SISTERS

78 rpm 39617—45 rpm 4-39617

Columbia Records

FOR MUSIC THAT SENDS THEM . . . TO YOU!

Trade Marks "Columbia," "Masterworks," ®, ® Reg. U. S. Pat. Off. Marcas Registradas



HEAR THESE
GREAT

King
popular hits

Mary Small I LIKE IT, I LIKE IT
DOMINO 15129 and 45-15129

UNDECIDED 15128 and 45-15128

IF I CAN LOVE YOU In The Morning

Murray Arnold I TALK TO THE TREES 15131
I'M ON MY WAY and 45-15131

**LET ME CALL YOU SWEETHEART
CHICAGO** 15139 and 45-15139

BLUE DECEMBER 15136 and 45-15136

IT'S ALL OVER but the Memories

Dick Brown I WISH I HAD A GIRL
SHRIMP BOATS 15151 and 45-15151

Bettie Clooney ALL OVER AGAIN 15150 and 45-15150
IT'S ALL IN THE GAME

Frances Yeend THE FRIENDSHIP TREE
WHITE MAGNOLIAS 15148 and 45-15148

MONASTERY BELLS 15149 and 45-15149

PRAYER OF A WAITING WORLD

Earl Bostic FLAMINGO I'M GETTING
SENTIMENTAL
over you
4475 and 45-4475

Burnie Peacock JEALOUSY
SIN 4505 and 45-4505 4506 and 45-4506

**CHARMAINE
MEMORIES OF YOU**

Alan Holmes CRY 15145 and 45-15145

LAY SOMETHING ON THE BAR

I RAN ALL THE WAY HOME

I'VE GOT LONELY ARMS 15146 and 45-15146

I GOTTA HAVE ANOTHER CHANCE

THESE THINGS SHALL PASS 15147 and 45-15147

distributed by

1540 BREWSTER AVE.,
CINCINNATI 7, OHIO

King
RECORDS, INC.

Music as Written

Intro Signs Carpenter;
Cuts 8 Sides, Sheds More . . .

Ike Carpenter's ork inked a two and one-half year paper with Intro Records, Aladdin subsid, and cut eight sides to be released this month in album form. On the initial diskings, piano solos by Carpenter are featured with a rhythm backing. Future wax will utilize the entire Carpenter band (10) in addition to thrush Emma Lou Welch. With Carpenter on the first sides were Stan Black, guitar; John Kitzmiller, bass, and Nick Fatool, drums. Full ork was to slice eight more last week. Aladdin Exec Eddie Mesner hopes to use Carpenter on heavy wax when diskery puts into operation its proposed classical label, as yet unnamed. Carpenter played the Military Ball, Corvallis, Ore., November 17 and at McCord Air Force Base, Tacoma, Wash., Sunday (18).

Modern Mapping Plans
For Tower Distribution . . .

Modern Records has begun outlining plans to set up Tower's distribution, the latter contracted recently (The Billboard, November 17). National outlets will be comprised of a combination of Modern-Tower reps and ready to operate no earlier than December 1. Modern's Saul Bihari is prepping to offer the Tower line to its own distribs. However, in cases where neither label is repped, new firms will be added. Bihari receives Tower's masters soon, at which time first releases will be determined.

Rene's Class Diskery
Bows With "Raggy Moon" . . .

Leon Rene, former Exclusive Records prexy, formed a new label, Class Records, and immediately created a stir with Chuck Cabot's diskling of "Rag, Rag, Raggy Moon," a Rene cleffing. Flip is "It Was Madness to Begin With." Marketing on both 78 and

45 speeds, Class is prepping a second batch for a late year release.

New York

Eddie (Piano) Miller, Rainbow Records artist, is currently accompanist and arranger for Anne Shelton, London Records' thrush. . . . Merv Griffin does guest shots on the Ken Murray TV show on December 15, and on the radio, "The Big Show" the following night. . . . Mercury's chanter Ray Barber on a Canadian promotion tour. . . . Edward J. Wilder has been named a field rep for Audio-Video Products Corporation. Maestro Elliott Lawrence's trumpeter, Bill Robbins, was seriously injured recently at Salem, O., when an automobile in which he was a passenger crashed into a tree. Four other musicians in the car were unhurt. Robbins is in the Salem Clinic Hospital.

Charlie Monroe will join his brother Bill Monroe on the Decca label. They used to record as the Monroe Brothers. Charlie obtained a release from his RCA Victor paper to make the new deal. . . . Decca also signed a renewal paper with another of its country talents, Hank Garland, who is remembered for his "Sugarfoot Rag." . . . Julie Stearns, professional manager for the Broadcast Music, Inc., pubbery takes to the road on Sunday (25) for a couple of weeks trek. . . . Polly Bergen, the thrush who has been featured in the Martin and Lewis flickers and who has recorded for RCA Victor, will make her local nitery debut with a new act at the Maisonette of the Hotel St. Regis on December 6. Her manager, Clarence Freed, accompanied the singer, who is in rehearsal here, to town.

RKO Radio Pictures threw a fancy midnight cocktail party on Thanksgiving Eve (21) in honor of Tony Martin, whose new flicker "Two Tickets to Broadway" opened at the Paramount Theater here the same morning. Some 400 persons, including a tidy batch of celebs and Holly-

wood back-slappers were on hand to consume Toots Shor's buffet supper. . . . Same evening Patti Page threw a surprise shindig to celebrate the birthday of her manager, Jack Rael. . . . Warner's contact man Nat Freeling's son, Neil, was confirmed on Saturday (24).

Mindy Carson will make her first personal appearance since giving birth to a baby daughter, Jody, last week, on the Ezio Pinza TV show next Friday (30). . . . Guy Mitchell opens on November 29 at the Oriental Theater, Chicago, for a two week engagement. . . . Mr. and Mrs. Irving Townsend (he's Columbia Records' newly appointed sales promotion manager) became the parents of a daughter, Susan, on Sunday (18). . . . Mrs. Red Foley died unex-

Cap Road Reps Take 3-Week Training Course

HOLLYWOOD, Nov. 24.—Capitol Records, in continuing its employee advancement training program, next week will pull in four sales reps from the field for an intensive three-week course designed to prepare them for promotions within the firm's ranks. Training program's development was started last summer under supervision of Cap Veepee Bill Fowler and has been gradually gaining momentum.

Trainees reporting at Cap's Hollywood headquarters Monday (26) include Lloyd Cook, Oklahoma City branch manager, to be trained as possible divisional sales manager; Al Latauska, Boston branch manager, trained as potential divisional sales manager; Cincinnati salesman Marvin Townsend, to be trained for branch manager, and Newark (N. J.) salesman Irving Jerome, who will be trained for possible branch manager.

Two-thirds of the trainees' time will be spent at the diskery's Hollywood home office, with the remainder to be divided between the firm's New York office and its Scranton plant. Trainees are given an opportunity to observe at first hand the workings of the various key departments. Those training for divisional sales managers devote additional night time to studying sales promotional techniques.

All men return to their present posts until an opening occurs in ranks for which they were trained.



America listens when

**Kate
Smith**

sings over WNBT network on
Friday afternoon, November thirtieth!

**"Merry
Christmas
Ev'rywhere"**

by Jerry Velasco and FRANKIE LAINE

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

Sam Wigler
Otis Pollard
Gloria Perle

**POLLSAM
MUSIC** 1619 Broadway
New York 19, N. Y.

XMAS SPECIALS
LONG PLAY RECORDS
Up to 75% Off List
VICTOR & CAPITOL 45 RPM
CLASSICAL ALBUMS
50 Plus 5% Off
POPULAR 45 RPM ALBUMS
Up to 60% Off
Write for Complete List All Speeds.
VEDEX COMPANY
674 10th Ave., New York 19, N. Y.
PLaza 7-0656
Complete Inventories Bought

TEMPO
LOVELY BACKGROUND MUSIC
THE NIGHT IS YOUNG AND YOU'RE SO BEAUTIFUL
and
LULLABY OF THE LEAVES
Lloyd Sloop—Baldwin
Bob Mitchell—Hammond
78 RPM 45 RPM
TR 1244 TS 4786
TEMPO
RECORD CO. OF AMERICA
8540 Sunset Blvd., Hollywood 46, California

LONDON
RECORDS
ffrr
"The finest sound on record"



pectedly of a heart attack on Sunday (18). . . . Songwriter Johnny Mercer has hired Marshall Robbins, son of Jack Robbins, to work for the clefter to plug his score for the hit legiter "Top Banana." Score is published by Chappell.

MGM Records has, after a number of months of accumulating sizable sales on the album, decided to make available the single sides which make up its soundtrack recording from the MGM production of "Show Boat." Diskery has not heretofore made the singles available in order not to jeopardize the sale of the package. . . . MGM Records has made up a single, coupling two versions of the Gershwin song, "Love Is Here to Stay," which is heavily featured in the background score to the flicker, "An American in Paris." Disk couples the soundtrack recording from the "Paris" album with vocal by Gene Kelly with an instrumental reading taken from a recent Gershwin album made by David Rose and his ork.

MGM Records has set up a series of tie-in promotions for the tour of the New York City Opera Company. The Opera Company went on the road on November 13 and will tour thru December 9, hitting major cities in Michigan, Illinois, Indiana, and Wisconsin. Tie-ins are being worked locally with the pair of albums of highlights from "Aida" and "Faust" by the opera company providing the excuse. Opera company's solo singers are co-operating with the promotion by making personal appearances at local record shops and on radio. . . . Deejay Bob Poole is the subject of a feature in the current issue of the People Today mag.

My L.A. Tries For Disk Pact With 5 Labels

HOLLYWOOD, Nov. 24.—Producers of the musical, "My L. A.," skeddied to preem at the Forum Theater Wednesday (28), Tuesday (20) hosted reps of five labels with the hope of snaring a disk pact for original cast rights. At the tune preview were Lee Gillette and Walt Heebner, Capitol; Paul Weston, Columbia; Sonny Burke and George Cates, Decca; Jesse Kaye, MGM; RCA Victor's Henri Rene and a Standard Transcriptions rep. Chappell publishes the score, more than a dozen tunes.

Majority of songs were clefted almost two years ago by Sammy Fain and Paul Francis Webster. Pair added several numbers this summer while revising others for contemporary effectiveness.

Lou Epstein, former manager of the late Al Jolson, this week left the "My L. A." company for which he had served as business manager and aid. Epstein said his duties were completed and denied rumors he was let out as the result of a spat with producers William Trenk and Harald Maresch.

Hollywood

Shorty Rogers ork, with singer Jay Johnson, played Camp Roberts Saturday (24). . . . Frankie Laine due back this week to prep for the Edgar Bergen radio show, December 2. . . . Gene Howard last week returned from a 10-week trek plugging Stan Kenton's nationwide concert tour. Howard covered 14,000 miles winding at San Francisco. . . . Tex Beneke will play the Chase Hotel, St. Louis, for four weeks beginning New Year's Eve. . . . Horace Heidt's show is slated for the Shrine Auditorium, December 16, sponsored by Los Angeles Lions Club. Proceeds are earmarked for the Lark Ellen Home for Boys.

Sam Coslow clefted "To Be or Not to Be in Love" and "Look Younger, Live Longer," for Lou Holtz's "Merry-Go-Round" musical revue which preemed last week at the Belmont Theater. Mills Music cut the tunes with the Skylarks, as a hypo for the show, on its Click Records. . . . Singers Barbara Logan and Alec Davis signed for roles in "My L. A.," which debuts November 28. . . . Seymour Heller, of Gabbe, Lutz & Heller, back in town from the East.

Eighty-six bands and 18 major-ette teams competed for prizes in the 11th Annual All-Western Band Review and Parade Saturday night (24) in Long Beach, Calif.

Conee Boswell and Ada Leonard and ork made a musical featurette at Universal-International. Also in the film are Freddie Slack Trio, Bob Hopkins and Anita Aros. . . . Benjamin Gigli will sing the lead in "Carmen" when the Bizet opera is filmed in Italy next year by Scalera Studios. Studio topper Robert Haggiag will be joined in the venture by Joseph Kaufman, local producer.

Philadelphia

Johnny Austin back at Wagner's Ballroom for the holiday season. . . . Charles P. Shisler and Fritz Prospero teamed on "A Christmas Kiss," published by the local J. W. Pepper and Son music firm. . . . Buddy Greco and Betty Clooney, Rosemary's sister, headed the December 1 show staged at Town Hall by the Buddy Greco Fan Club for the benefit of the Damon Runyon Fund. . . . Jack Fields, former trumpeter with Louis Prima and Sonny Dunham, is proprietor of the new Blue Note Cafe, new musical spot. . . . Myers Music reports good goings for "I Don't Want To Be Alone For Christmas," written by local lads Louis Menaker, Al Russell and Ted D'Onofrio.

Detroit

Ralph Flanagan's orchestra and the Mills Brothers started their concert tour together at Downtown Theater here, followed by a string of six one-nighters around Michigan. . . . Hank Fort, novelty-songwriting singer, opened Monday (26) at the Statler Terrace Room. . . . Wyonnie Harris, blues singer, opened at the Flame Show Bar.

From All Around

Herbie Koch, organist at WHAS and WHAS-TV, Louisville, has cut a version of "Charmaine" and "Valencia" for Acme Records, Campbellsville, Ky. Formerly at the Paramount, New York, and on the Paramount Publix circuit, Koch has been with the Louisville station 17 years.

Spinet Activity Perks As Prexy Therry Waxes

HOLLYWOOD, Nov. 24.—Activity at Spinet Records was hyped this week when diskery Prexy Nick Therry cut sides with Bobby Amos' 12-piece Latin ork. Foursome for release are "Pennies From Heaven," "Parade," "It'll Be Cold This Winter" and "If I Can Call You Mine."

Therry at one time was Coast rep for Record Promotion Service, operated by Joey Sasso with offices in Chicago and Cleveland. Waxery chief still operates Empire Songs and Hines Music. Last spring Therry roused the ire of the American Federation of Musicians when, unknowingly, he did work for Gordon Burdge, then on the musicians' unfair list.

Harms Kicks Vs. Nite Club on "Kick" Tune

NEW YORK, Nov. 24.—Harms, Inc. last week filed suit in New York Federal Court against the Enchanted Room, Inc., Yonkers spot, asking for an injunction and damages of not less than \$250 for alleged infringement. Tune in question was "I Get a Kick Out

Mort Ruby Folds To Join Joe Glaser

HOLLYWOOD, Nov. 24.—Mort Ruby, who for several years had his own booking agency, closed shop this week and went over to Joe Glaser's Associated Booking Corporation. Ruby will work with ABC Coast topper, Bob Phillips, and Cliff Aronson. New post is effective Monday (26).

Ruby's initial duties are expected to be along general lines, such as one-nighters and casuals. Tho the status of most of his stable is indefinite, Ruby, at press time, was planning to move Ramon Noval and his ork to Associated's ranks. Ruby's pact with singer Marie Shaw has been terminated.

of You." Complaint charges that the nitery on June 22, and at various other times, gave public performances of the tune for profit, and without license.

S. F. Symphony Has 40th Anniversary

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

Mr. Monteux, now in his 17th and farewell season with the symphony, spoke from the NBC studios in San Francisco, and Luther H. Evans, Librarian of Congress, accepted the recordings in a broadcast from the Washington end of the circuit, in the Library's Whittall Pavilion.

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"There's strength in this etching of a forgotten oldie . . . thrush entry . . . With an 85 disk jockey rating on 'SATISFIED,' Billboard reviewer likewise rated 'AM I BLUE' and said: 'Miss Raine is most persuasive in her warm intimate revival of a fine oldie. The backing is just right. Could surprise.'" BILLBOARD, November 10, 1951.

OZES OUT OF PLATTER
"Lorry Raine continues to impress on her Coral etchings. Gal knows the value of a lyric and makes every word count. 'SATISFIED' showcases this talent excellently. She projects an intimacy and warmth that seems to ooze out of the platter." VARIETY, November 7, 1951.

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"Lorry Raine's piquant-pitch achieves a candlelight-and-wine intimacy which is most effective. Her phrasing on 'SATISFIED' should make a seller via lock-juke build-up. On 'BLUE' her delivery is distinctive . . ." DAILY VARIETY, HOLLYWOOD, November 9, 1951.

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45449	342 And So to Sleep Again— Turn Back the Hands of Time	45447	8104 Slow Poke—Lonesome Whistle
45406	341 Sin—Rollin' Stones	45446	8103 Somebody's Been Beatin' My Time—San Antonio Rose
45405	340 Whispering—The World Is Waiting for the Sunrise	45403	8102 Unwanted Sign Upon Your Heart—The Hot Guitlar
45404	339 Down Yonder—Black Strap Melasses	45402	8101 Kissing Bug Boogie— Cherokee Boogie
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WRITE

TOSCY TEMPEST 'La Mer' Gets Victor Issue After 6 Yrs.

NEW YORK, Nov. 24. — Students of both classical music and Arturo Toscanini are well acquainted with the conductor's passion for perfection. The recent RCA Victor release of Debussy's "La Mer" is a typical example of the lengths to which the diskery must go in order to please Toscanini.

Victor brass decided to record a complete version of the work with Toscanini back in February of 1945. The waxing session was finished but the conductor refused to approve the release of the disks. Two more sessions were held and Toscanini held back the release of both recordings again. In January of this year, a third version was recorded, and the conductor finally approved its release this past summer.

Of incidental interest but of strong promotional value is Victor's signing of Rachel Carson to write the album liner for the Debussy work. Miss Carson's book, "The Sea Around Us," has hit best-seller lists after wide critical acclaim as a top-flight non-fiction book. Before being released as a book, portions of the work had been published in the New Yorker magazine.

Busse Junket Adds Dates

HOLLYWOOD, Nov. 24. — Additional dates were inked this week for Henry Busse's Western junket by McConkey Artists Corporation which picks up the orkster December 3 at the Elks in Cheyenne, Wyo. (The Billboard, October 27). Band (17) works for a varying guarantee of \$700-\$1,250.

Added are one-nighters in Provo, Utah, December 9; Mt. Pelier, Idaho, 10; St. Anthony, Idaho, 11; Pocatello, Idaho, 12; Mountain Home Air Base, Idaho, 13; McMinnville, Ore., 14; Long View, Wash., and Jantzen Beach, Portland, Ore., 15; Tacoma, Wash., 16; Moses Lake, Wash., 17; Ellenberg, Wash., 18; Everett, Wash., 19; Eugene, Ore., 20; Coosbay, Ore., 21; Portland, 22; Air Force Base, Portland, 23; and the Sandia Military Base, Albuquerque, 27-31.

Following a layover here in January, Busse returns to the Midwest for further bookings.

Local 802 to New Quarters

NEW YORK, Nov. 24.—Local 802, American Federation of Musicians, has signed a lease to move into the Gay Blades Building, on 52d Street between Eighth Avenue and Broadway. The local, which has been looking for new quarters a long time, has signed a six-year pact.

The new location will house the executive offices, and on three days of the week the exchange floor operation. During the evenings, the Gay Blades Skating Rink will function on the floor.

Local expects to make the move on or about December 15.

Local 767 to Vote On Amalgamation

HOLLYWOOD, Nov. 24. — Amalgamation plans between Locals 47 and 767, American Federation of Musicians, which during the past few months have been tossed back and forth by local execs and created a minor stir among musicians, will be brought to a resolution by Local 767 at its annual installation conclave, the second Monday in January. Resolution, proposed by orkster Benny Carter, will be voted on by the members and if passed a committee will be selected to meet with a Local 47 group.

Since merger plans became known, pros and cons have cropped up wherever tootlers are playing. By a joint union, Local 767 will lose its representation at AFM confabs, a spokesman pointed out. An abolishment of charter by Local 767, necessary for an amalgamation, could only be possible by a nine-tenths membership balloting.

Granz's "Jazz" Ends Fat Trek

HOLLYWOOD, Nov. 24.—Norman Granz's 11th annual "Jazz at the Philharmonic" cross-country tour was concluded this week (22) at San Diego's Ross Auditorium. The 10-week junket, which began last September in New York, was the best since Granz took to the road. The promoter, while not revealing actual figures, said 1951 grosses were one-third better than last year, which previously was the high year.

Prior to the San Diego date, Granz played Long Beach Municipal Auditorium Wednesday (21) and the Shrine Auditorium here Tuesday (20). At the Shrine, close to 7,000 persons paid from a \$3.60 top to \$1.50 to hear the concert.

Granz, who hopes to move his Gotham office to the Coast, is considering a European tour in the spring. He admitted that while a European tour wouldn't be too successful, financially, it would be an opportunity to show off the package. Countries Granz hopes to concentrate on are Sweden, Denmark, Switzerland and Belgium. Other countries, says Granz, wouldn't support this type of entertainment.

MCA Sets Tour For Jurgens Ork

HOLLYWOOD, Nov. 24. — A one-nighter tour for Dick Jurgens, following his Palladium stint January 22-February 17, is in the works at Music Corporation of America. MCA's one-nighter booker, Pierre Cossette, is currently in Elko, Nev., concluding a series of Northwest dates for the orkster.

Jurgens comes here from the Claremont Hotel, Berkeley, Calif., where he is now playing.

Pubbery Buys Carr Originals

NEW YORK, Nov. 24. — Lou Busch, who records for Capitol Records under the pseudonym of Joe (Fingers) Carr, this week signed a publishing deal with publisher George Paxton for eight original ragtime tunes which just were released on wax in a package titled "Bar Room Piano." The eight originals will be issued by Paxton in a folio which will bear the album's title and which will bear the imprint of Bel-Aire Music, one of Paxton's subsidiary firms. The ragtime wax, in addition to the album, will be exploited singly, primarily for juke box ops, and Paxton too will publish the selections singly.

GAC Offering Wolcott Pkge.

HOLLYWOOD, Nov. 24.—Joe Glaser's Associated Booking Corporation pacted world's heavy-weight boxing champ Jersey Joe Wolcott and four other Decca artists for a series of concerts. Price is a reported \$1,500 per night.

With Wolcott are Madam Marie Knight, Dolly Lewis, Vivian Cooper and the Nightingales. Package includes a 30-minute film of the recent Wolcott-Ezzard Charles title bout with the present champ narrating the pic. ABC is pitching the package at auditoriums and halls, staying away from cafes.

Aragon, Welk Smoke the Pipe

HOLLYWOOD, Nov. 24.—Aragon Ballroom and Lawrence Welk this week made peace, coming to terms on New Year's Eve arrangements. Terperary Manager W. Kenneth Lang said that a special deal has been made and Welk will play the date. Welk previously asked \$4,000 or a 50-50 split, but it is believed he is playing for a somewhat smaller figure.

Band will present no extra show, beginning with dance music at 8 p.m. and winding up at 2:30 a.m.

GAC Signs Cabot, May Orks, Singer Stevens in Pacts

HOLLYWOOD, Nov. 24.—Ork department at General Artists Corporation has been further strengthened with the pacting of the Billy May and Chuck Cabot bands. Also inked was film thesp Mark Stevens, who is currently working up a nitery bit.

May's initial tour for GAC is skedded to kick off next spring. Cabot, on the other hand, is being readied for a Texas junket and possibly Coast one-nighters. Signing of Stevens gives GAC booking rights for nitery, TV and radio work. First date is early in January.

This is GAC's biggest talent buy since the agency several months ago contracted Will Osborne's ork and a Hilo Hattie package.

Vallo Signed To MGM Pact

NEW YORK, Nov. 24.—MGM Records this week signed young singer Ricky Vallo. The lad, who previously has recorded for several lesser labels, will get a full-scale promotional build-up by the MGM diskery.

Vallo was inked to the label primarily on the strength of a large following he has accumulated in his home area, Pittsburgh. Vallo has already cut his first sides for the label, the session having been conducted on Monday (19).

Toronto Ork's Border Fuss

TORONTO, Nov. 24.—Security regulations will prevent the appearance of six members of the Toronto Symphony Orchestra during the orchestra's concert date in Detroit at the Masonic Temple, Tuesday (27). The six lacked proper documentation re their birth and Canadian citizenship.

Red tape, caused by the inflexible provisions of the Internal Security Act, has necessitated replacing with former members the six members who have not yet received entrance permits.

The orchestra learned it was not going to be able to obtain a group permit, with the result individual members filed applications for entrance permits.

Met Sez Label Got Its Voices on Wax

NEW YORK, Nov. 24. — The Metropolitan Opera Association, thru its attorneys Lauterstein & Lauterstein, filed a complaint Wednesday (21) in the New York County Clerk's office, charging Irving Krafka, of the Classics Editions LP firm, with obtaining a recording of its broadcast performance of Verdi's "Un Ballo in Maschera" of November 22, 1947, and issuing it this year for sale as a performance by the chorus and orchestra of the Opera-Roma. Classic Editions issued the disputed recording early this fall, and said that the conductor was Gino Marinuzzi, and that the soloists included Maria Caniglia, Galliano Masini, Carlo Tagliabue, Cloe Elmo and Adelaide Saraceni.

Krafka is required to reply to the Metropolitan's lawyers within 20 days.

The Met's attorneys said the pressings of the controversial "Un Ballo in Maschera" were made by the RCA Victor custom record division. It is understood that the Classic Editions' recordings of the opera "Lakme" by Delius, and "Lohengrin" by Wagner, will not be released by the LP firm.

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Stan Jones Into Sacred Music Field With "Resurrectus"

HOLLYWOOD, Nov. 24. — Stan Jones, who skyrocketed into national prominence as composer of "Ghost Riders in the Sky," has taken a stab at the sacred music field. Jones' initial religious cleffings, "Resurrectus" and another tune yet untitled, are being issued back to back by International Sacred Recordings with the International Choraleers (11) handling the vocals.

Roberts Music Company is publishing "Resurrectus" while Edwin H. Morris has the other tune. The untitled number will go under one of three tags—"The Four Horsemen," "The Fiery Horsemen" or "The Apocalypse." "Resurrectus" has been cut by Sons of the Pioneers for RCA Victor.

Jones' other credits include "Whirlwind," "There's No One Here But Me" and numerous pic scores. The ISR disking is slated for release in three weeks.

Ginger Lee Agency Shows Off Combos

HOLLYWOOD, Nov. 24.—Ginger Lee Agency will showcase a collection of combos next week for agents in this area. Auditions, originally set for this week, were postponed when Dimitri Senoff, owner of San Diego's Paris Inn, was unable to attend.

Slated to audition are Bill Gaither, the Threesome, Jack Cole and other musical combos yet unnamed. Senoff is seeking a fem band as the result of gal tootlers' success in the San Diego territory. Being a sailor town, fem bands draw well there.

Agency is also working on a showcase for club acts, date to be sometime after the musical soiree is concluded.

Rupe Sets Distrib Chain for Fidelity

HOLLYWOOD, Nov. 24.—Specialty Records' topper Art Rupe, who earlier this month took over operation of Fidelity Records (The Billboard, November 17), this week lined up eight distributors to handle the new line. Rupe expects to set at least 26 more outlets before shifting Fidelity's plans into full gear.

Inked by Rupe are United Records Distributing, Houston; Big State Distributing Company, Dallas; A-1 Record Distributors, New Orleans; Central Record Sales Company, Los Angeles; Midwest Distributing Company, Kansas City; Midwest Distributors, St. Louis; Cadet Distributing, Detroit, and Bertos Distributing, Charlotte, N. C. When the distributing set-up is complete, Rupe will reveal Fidelity's talent roster.

For the diskery's second releases, skedded to hit around the third week in December, Rupe may issue new sides instead of masters acquired recently.

Decca Prepares World Record Encyclopedia

NEW YORK, Nov. 24.—English Decca, parent firm of London Records, will publish "The World's Encyclopedia of Recorded Music," early in 1952. The book, to be published in association with Sidgwick & Jacobson, Ltd., was compiled by Francis F. Clough and G. J. Cuming. English discographers, runs about 800 pages, and will be available here thru London Records for approximately \$15.

This encyclopedia contains listings of recorded music from every country that has ever produced classical disks, whether the waxings are available presently or not. And the English Decca tome also includes classified lists, plus an explanation of series numbers of manufacturers. "The World's Encyclopedia of Recorded Music," lists serious music releases up to May, 1951.

MPPA Notes Rack Sale Gains

Continued from page 60

both words and music. These were sold to professional musicians at from \$12 to \$25 per copy. Civil actions resulted in permanent injunctions and damages sufficient to defray costs. Other mobs, notably in Chicago and Milwaukee, were restrained from operating similar rackets. These latter mobs were making contact with musicians via the different union locals in Eastern cities.

The Federal Bureau of Investigation, according to MPPA, has become interested in the criminal phases of these infringements and has started a nationwide investigation.

The MPPA president's report commented on another type of infringement: The making and selling of infringing copies of arrangements of copyright works. A letter sent by the MPPA to 6,000 dealers in January, asking them to explain to teachers, maestri, etc., the seriousness of infringements, brought back many answers pointing out one interesting fact—some infringements were put on the market because of a lack of suitable music for specific purposes. As a result, publishers are now getting up publications to meet the changing demands of the business, according to the reports.

Labor View

In its review of labor, the report covered the three-year pact with Local 802, American Federation of Musicians, covering arrangers and proofreaders. The current negotiations with the contact men's union were outlined. Three of the four publishers on the negotiating committee (Jack Bregman, Louis Bernstein, Abe Olman and Bernard Goodwin) agreed to recommend the proposed pension plan, according to the report. It was

pointed out, however, that the union must attempt to secure the support of a substantial part of the publishing industry. MPPA takes neither an affirmative nor negative position with regard to the pension plan.

Pubs were briefed on the sixth session of the general conference in the field of international copyright, scheduled by UNESCO. The session took place in Paris in June, when a preliminary draft of a universal copyright convention was prepared. The draft, which was to be submitted to each country for study, provides for broad rights to the author and his successor an interest as copyright proprietor. Provisions regarding formalities, it was pointed out in the report, are not as stringent as those which obtain under the present domestic law. The international document would not affect a work which has already fallen into public domain. It recognizes the right of translation and contains a definition of "publication" which, according to the MPPA report, should be satisfactory to publishers. The UNESCO progress was called encouraging.

The MPPA report also covered the activity of the music business in supporting the bills seeking to remove from the copyright act the exemption now covering juke boxes. Efforts of Sidney Wattenberg in this direction were lauded. The report also covered the MPPA's successful efforts to have sheet music exempted from the Office of Price Stabilization's freeze order. Another facet of the report covered the work of the National Music Council, of which Douglas is treasurer, in promoting music in schools, colleges and municipalities.

MGM Strengthens Sales Org

Continued from page 59

not been completed at press time but is expected to be rounded out early next week. Dick Cowett, who has been sales promotion and exploitation man for the New York Zenith MGM operation, will move into the Sanford firm to assume similar duties.

Previously, MGM had made a change in the New Jersey area; the diskery gave up Zenith in that area in favor of All-State Distributors. All-State, operating out of Newark, has created a separate organization to handle the MGM line there. This major distributor handles a large number of lesser label lines.

Other distributor appointments include T. C. Murphy in Omaha, and R. E. Holm Music Service Company, Great Falls, Mont. The latter was appointed to service a territory never before with MGM representation.

CHICAGO, Nov. 24. — Jimmy Martin, leading indie distributor here, this week signed with MGM records to serve as their distributor in a three-State area, replacing Zenith Radio Distributors, who had handled the line since MGM was formed. Martin is realigning his labels and reports that he intends to drop some indie lines to concentrate on MGM. He will handle large portions of Indiana, Illinois and Wisconsin for MGM. Martin is working with Frank Walker on a reciprocal master plan, such as the one he had with London, whereby MGM will take over masters which Martin re-

Patti Page Disks

Continued from page 60

agreement plus a fixed sum for the master.

Other American labels issued in South Africa are Capitol and Decca on their respective labels, and Victor and Columbia thru the Polliacks label. According to Stelling, the dollar shortage does not affect payment to American record or music firms since the Union's government permits the payment in dollars of monies earned in South Africa.

Native disks are still the biggest sellers in the Union. Native population is over 8,000,000 against 2,500,000 "Europeans"—as non-natives are identified. The only record speed known in South Africa at the moment is 78 r.p.m. The Union still does a healthy business in selling hand-wound acoustical phonographs to non-electrified areas.

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Hocus - Pocus

By BILL SACHS

TED MEGAARDEN, magicians' agent and a trixster on his own, had a harrowing experience recently when a 56-foot, ketch-rigged motor sailboat, on which he was a guest on a journey from New York to Florida, was rammed portside by a freighter 50 miles at sea. Megaarden and his host, Herbert E. Hayes, yacht broker, where on watch at 4 o'clock in the morning during a rough sea when the freighter struck. Three other passengers also were aboard the Hayes craft. All escaped injury. A Coast Guard cutter stood by as the badly battered sailboat made her way to a shipyard at Annapolis, Md. . . . Ali Ben Ali is playing club dates thru the East with

hypnotism and mental feats. . . . **Senor Mardo** spent a few days in San Antonio recently between engagements, and cut up jackpots with the local magi at L. Berkie's 'Fun 'n' Magic Shop. . . . **Sam J. Collins**, Hillsboro, O., magic enthusiast, who has been ailing for some time, arrived in Clearwater, Fla., last week for a winter's sojourn. He's at the Sheridan Hotel there. . . . **Al Wheatley (Tung Pin Soo)** was a recent visitor to **Gene Gordon's** magic emporium in Buffalo. **Fred C. Landrus** made a private date in Greenville, Tex., Thanksgiving Day, and is now in Dallas for a week of school dates. He follows that with his annual swing thru the Rio Grande Valley. Magicians are invited to an "Open House for Comedy Magicians," featuring a discussion by **Robert Orben**, gag writer and magician, to be held at the Malin Studios, 225 W. 46th Street, Wednesday night, December 5.

UA Interest Sold to B&K

CHICAGO, Nov. 24. — The United Artists Theater, large Loop house here, this week became a wholly-owned operation of the Balaban & Katz Corporation, thru the purchase of a half-interest in the theater owned by United Artists Theater Circuit, Inc. B & K purchase was made possible by the order recently entered in the U. S. District Court for the Southern district of New York amending the consent judgment against the Paramount defendants in March, 1949. The order also applied to United Paramount Theaters, Inc., of which B & K is a subsidiary. By the provision of the court order, Balaban & Katz Corporation must now make the United Artists house available for sale for a period of four months effective November 20.

Burlesque Bits

By UNO

LUCIA CLARKE opened at the Manhattan Club, Johnston, R. I., November 26 under her other moniker, **Lucienne Bernard**. . . . **Freddy Walker**, former comic and partner of **Eddie Kaplan** in Monarch Theatrical Agency, Miami Beach, Fla., was forced to return to New York because of illness. . . . **Kay Davis**, before joining the dancing line of **Paul Morokoff's** chorines at the Hudson, Union City, N. J., was **Deirdre Scott**, dramatic principal with the Bramway Players in Boston, and, before that, with the Rochester Players, Rochester, N. H. She teaches dramatics on the side. . . . **Peter A. De Cenzio's** El Rey Stock Theater, Oakland, Calif., has for its latest cast **Billy Collins** and **Hermie Rose**, latter from the President, San Francisco, comics; **Will Hayes** and **Miner Reed**, straights; **Betty Carroll**, **Tagore**, **Suzy**, **Shelly Spring**, **Torrid Terry Lane**, **Neva Starr** and **Cicile**

St. Clair, recently from the Canadian National Exhibition, strippers. **Jean Mode**, from Miami, left to open at the 606 Club, Chicago. (Continued on page 84)

Belmont, L. A.

that have made him one of the nation's top gagsters. A bit with Wheeler and some vocal horse-play with the latter and Maestro **Matty Malneck** scored with a first audience composed largely of tradesters. Wheeler's "What Is a Boy?" would have scored better later in the show rather than at the beginning. However, the comic pulled more than polite palming. For sex appeal, **Clarice**, a curvaceous brunette, and a hip-shaking Latin bombshell, **Bertica Serrano**, just about wowed 'em. **Miss Serrano** shakes like a pepper shaker while **Clarice** scored on ad libs with Holtz for nothing but yocks. Youthful **Toni Harper**, a little nervous, along with the fancy hoofing of the **Nicholas Brothers**, drew big hands. The **Skylarks** (three boys, two gals), **Jimmy Vey's** tap-xylophone bit and the fine pipes of tyro **Wayne Sherwood** were okay. A surprise foursome, **Archie Gottler**, **Harry Barris**, **Shelton Brooks** and **Gus Arnheim**, take a whack at nostalgia with a medley of tunes they clefled. **Brooks' "Darktown Strutters' Ball"** and **Barris' "I Surrender Dear"** topped 'em all. A line of eight lovelies and **Malneck's** hep backstopping round out a cleverly planned show. To single out one act would be unfair, as talent is all over the place. To Holtz goes the credit for a commendable packaging job. **Joe Bleeden.**

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RAJAH RABOID has taken over the cocktail lounge and show room, also the Shore Club Hotel, a Class A oceanfront spot at Miami Beach, Fla., to operate, produce and perform in. **L. E. (Roba) Collins** last Friday and Saturday (23-24) played the Sears-Roebuck store at Wabash, Ind., the first in a series of dates for that firm set by Collins' agent, **Happy Harper**. Collins recently invaded Indiana schools after a swing of Illinois knowledge boxes. "Plenty of opposition up thru here in schools from magic acts as well as others," Collins posts. "Have the same assistant as last year and business is fair." **Charles Rubens** posts from Los Angeles: "The passing here of my friend, **Gerald McCullough**, of electric bulb fame, is a blow to magic. He was a fine man, and the many excellent bulbs he put out will long serve as a memorial to him. 'Houdini—How Did He?' is the caption over an article I wrote for a local weekly having national circulation. Said paper is published by Prohibitionists and the fact that Harry was a teetotaler is brought out. Santa Monica, near here, is getting a new magic shop to be operated by **Professor Crouse**." **Everett Lawson**, magician-comic, (Continued on page 88)

Jersey Joe to Open Class Philly Spot

PHILADELPHIA, Nov. 24. — Jersey Joe Walcott, heavyweight champ, will use part of his ring earnings to operate a class nitery here (The Billboard November 17), which is expected to be the first in a projected string of spots. Instead of the cabaret styling, the proposed club bearing the champ's name will be a class eatery with intimate musical entertainment, along the lines of **Sugar Ray Robinson's** room in New York.

Caught Again

COPACABANA, New York: Altho the new line-up here of **Xavier Cugat** and TV comedian **Jack Carter** sounds like an off-beat combination, the results are surprisingly good. In fact, the current show ranks among the club's best on the basis of solid entertainment values from opening to close. In the closing spot, **Carter** turns in a performance that may catapult him right back into a star spot on TV. He's that much better than he was on video last year. The eager young comedian still tells three bad jokes for every good one, but, for this date, he's wisely returned to his real forte—mimicry. Consequently, every time he (Continued on page 88)

Renee Lee Dies in Fire

HOLLYWOOD, Nov. 24.—Renee Lee, stripper who worked local peel palaces and more recently was featured at the Village Barn, Anchorage, Alaska, perished last month when flames gutted an Anchorage restaurant. **Noel Frank Robinson**, ex-Anchorage policeman and bartender, also died in the fire. Restaurant owner **Jay Kennedy**, who escaped by leaping thru a window, estimated the damage at \$50,000. As **Miss Lee's** booking at the Alaskan club was made by herself, and since the nitery had not inked the American Guild of Variety Artists' insurance plan, she is not entitled to **AGVA's** \$7,500 payable in cases of accidental death. Her family, however, receives \$500 from the guild which all members are insured for by virtue of dues payments. **Miss Lee** is survived by her parents, a brother and a five-year-old child.

Happy Birthday

Feld came **Boris Morros**, followed by **Bob Weitman**. **The Weitman** is still the boss man of the Paramount, the actual house manager today is **Bob Shapiro**, who started here as an usher shortly after 1926. The Paramount has had an interesting and profitable 25 years. All showbiz hopes its next 25 years will be equally profitable and equally interesting.

DANISH GRIP STEALS SHOW

COPENHAGEN, Nov. 24.—Stagehand **Albert Watson** stole the show at the National-Scala cabaret this month with two funny gags. The show opened as usual with the orchestra, on elevator, coming up playing the overture—but sans leader. **Watson** came out from the wings in an over-sized dinner jacket and a high hat to front the ork in a hilarious bit of baton waving until ork leader **Aage Juhl Thomsen**, bundled up in overcoat and smoking a cigarette, came rushing on to the stage and in dead-pan manner handed his hat and coat to the stooge, took over the baton and stuck the cigarette into the stooge's kisser. **Watson** exited smoking the cigarette. The second gag was worked at Wednesday matinees only, when audience-participation guessing contests are held, with first prize a huge cream-topped cake in a carton. As **Watson** pranced out to the footlights to hand the cake to the winner he tripped over a mat and came up with cream all over his face—the cake a total wreck. The gag drew piercing screams.

COAST CAFES EYE HELLO NIGHT Announce Some Hefty Bites, But Most to Keep '50 Rates

HOLLYWOOD, Nov. 24.—Local cafes this week were preparing for a gala New Year's Eve and had set hefty prices for celebrating the new year in niteries. Leading spots are mulling plans which call for tariffs as high as \$63 a couple. Majority of places, however, are keeping prices at the 1950 level. On top of the nitery price pile is the **Cocoanut Grove** which will charge \$31.50 per person, including liquor, dinner, show and breakfast. **Biltmore Bowl** will get \$18.25 a person for cover, dinner and show, drinks, extra. On the Strip, **Ciro's** will charge \$20 for a show, favors and dinner. **Mocambo** last year charged \$15 a head for dinner and show, and is considering no hike. In the **San Fernando Valley**, **Charley Foy's** gets \$12.50 and \$10 for dinner and show, while the other leading Valley club, **Larry Potter's**, is planning \$10 for everything, excluding drinks.

Sammy Lewis, manager of **Billy Gray's Band Box**, is seeking permission for dancing. If plans go thru, the spot will charge \$10 for dinner and show. Should no permit be available, the nitery will switch to a \$3.50 admission with a \$3 minimum. **Bar of Music's** tab is \$5 cover or \$10 for cover-dinner. **Tiffany Club** and **Oasis**, town's top jazz hangouts, will have a cover and minimum at no sizable increase. Local burly spots have not formulated plans. However, **Strip City** will probably go for \$10, including food, drinks and continuous shows. Small clubs and cocktail lounges will utilize a minimum, as the clientele is the same thruout the year, with little tourist play. In the latter category are such bistros as the **Surf Club**, **Encore Room**, **The Haig**, **Clug 331**, **Royal Room**, **Trade Winds** and **Hangover**.

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Hollywood
Louis Armstrong bows at the Orchid Room, Honolulu, January 3. **Joe Glasser's** office lined up a series of island one-nighters for **Armstrong**, with **Rudy Tongg** promoting. . . . **Dancer Stuffy Bryant** opened Thursday (8) at

Foy's . . . **Kirby Stone Quintet** opened at the El Rancho Vegas, Las Vegas, Nev., Wednesday (7). **Group** plays the **Riverside Hotel**, Reno, November 29, and is negotiating for bookings at **Eddy's**, **Kansas City, Mo.**; **Chi-Chi**, **Palm Springs, Calif.**; and **Ciro's** here. (Continued on page 117)

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Extra Added

Broadway Openings

TO DOROTHY, A SON

(Opened Monday, November 19)
Golden Theater
A comedy by Roger MacDougal. Staged by Herman Shumlin.

The Stem has suffered some pretty dull British importations, but "To Dorothy, a Son" really bears down on patience.

Even if the plot were not incredibly silly, spinning precariously on the time element of a baby's birth in order to secure a \$1,000,000 inheritance one way or another, there is no character in it that rates the slightest pleasant consideration.

Nag, Nag, Nag
It may be a screamingly funny British conceit to have the lady of the title role merely a nagging, petulant voice from behind the headboard of a bed.

The Cast
Stella Andrew is the peevish, expectant-mother voice from the bed. It must be a good reading.

Dramatic & Musical Routes

- Autumn Garden (Erlanger) Chicago.
Ballet Theater (High School Aud.) Colorado Springs, Colo., 30; (City Aud.) Pueblo Dec. 1.
Crodida, with Olivia DeHaviland (Geary) San Francisco.

NEVER SAY NEVER

(Opened Tuesday, November 20)
Booth Theater
A comedy by Carl Leo. Staged by Robert B. Sinclair.

of the scripting of "Never" signposts considerable ability. He has a nice turn for a laugh line and will likely go on to better and funnier plot conceits.

Production-wise, Frederick Fox has designed an excellent combination living-bedroom set—better, in fact, than most of the action that goes on within it.

Out of Town Review

CHILD OF THE MORNING

(Opened Monday, November 19)
Shubert Theater, Boston

"Child of the Morning" is an inept play. It is not a dull one nor a particularly uninteresting one. But in its present form it is a finger-exercise in 10-20-30 melo that can be given little hope unless drastic overhauling takes place between now and the Stem bow-in.

Clare Boothe Luce has returned to the theater with a drama that has, as its one overwhelming virtue, sincerity. It is graced by a lovely performance by Margaret O'Brien making her first legit appearance.

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Full details on PAGE 89

Phila. Story: Swanson Kicks But She'll Stick

PHILADELPHIA, Nov. 24.—Gloria Swanson agreed this week with the theater critics and a considerable number of theater-goers who think that "Nina" is not a good play.

It seems her lines, according to her press agent, lack bounce, and somewhere along the line in its translation from the French a lot of risqué chatter and most of the play's zest has been lost.

BROADWAY SHOWLOG

Performances Thru November 24, 1951

Table with columns for DRAMAS and MUSICALS, listing titles and performance counts.

CLOSED

Table listing closed Broadway shows and their performance counts.

COMING UP

Table listing upcoming Broadway shows and their scheduled dates.

Sides and Asides

New Clare Luce-Play To Close for Repairs

Eddie Dowling and John McArthur have decided to close "Child of the Morning," the new Clare Boothe Luce play starring Margaret O'Brien after its December 1 performance in Boston.

All-Fem Production Due From London

Joseph Kipness has joined forces with London producer Jack Hyllton for the importation of a play entitled "Women of Twilight," which Hyllton is presenting at the Vaudeville Theater, London, at this time.

"Kate" Performers Rack Up Records

"Kiss Me, Kate," which has been doing sell-out business at the Shubert, Philadelphia, has almost proved a career for a number of performers. Longest with the company is Lionel Ince, who has played the role of Harrison Howell 865 times.

Zachary Scott Signed For Lead in "Requiem"

Zachary Scott has been signed for the male lead in William Faulkner's "Requiem," which is based on Faulkner's recent novel.

Talk "St. Joan" Theater-Tele

NEW YORK, Nov. 24.—The Theater Guild and Balaban Theater interests were in a huddle this week with an eye toward televising a performance of "Saint Joan" at the Cort Theater here.

Ken Miller Preps Variety Camp Show

HOLLYWOOD, Nov. 24.—Ken Miller, producer-director of "Hit the Road" which played several of this town's houses, is preparing a variety camp show. Revue bows December 6 at the Barstow (Calif.) Marine Base.

"Requiem for a Nun." The show is due to break in at Ann Arbor, Mich., Madison, Wis., and Chicago. Ruth Ford will play Temple Drake, the readily seduced socialite. This will be Faulkner's debut as a playwright.

Jottings From Here and There

Edward Choate, currently business manager of the Theater Guild's production of "Saint Joan," will have the same post with the Guild's "Venus Observed." The Gilbert Miller office wants it known that despite the phenomenal demand, there are still some pews available for the Oliver-Leigh "Cleo" duo.

Miami to Get "Bagels" Again

MIAMI BEACH, Fla., Nov. 24.—"Bagels and Yox," the Yiddish variety show, is set for a return engagement at Brandt's Roosevelt Theater here around Christmas. Show debuted in this house last season and ran several weeks at capacity.

Gwynne-Spelling Form New Group

HOLLYWOOD, Nov. 24.—Charles Gwynne and Aaron Spelling formed a new stock company and took their group into Preston Sturges' Players for an indefinite run with "The Live Wire" outfit.

Miss Hunter for Yale U. Direction

NEW HAVEN, Conn., Nov. 24.—Mary Hunter, New York director, will be imported to stage the Yale University drama department's second major production here this season. "The Far Smiling Land" is an original play by Andrew R. Jones, a third year playwrighting student at the university.

LOOT FOR THE LUSCIOUS

AOW Beauty Contest Winner Snags Buick

ELIZABETH, N. J., Nov. 24.—Pat Krzeminski, 17-year-old skater of Garfield, N. J., was judged winner of the America on Wheels chain's beauty contest in November 14 finals held in Twin City Arena here. Top prize was a Buick Riviera, a hard-top convertible model. Other girls who placed in the contest were awarded three Bulova

Miss America watches, wardrobes of skirts and tights from Betty-Bo, shoe skate outfits from the Chicago Roller Skate Company and skate cases from Johnny Jones Jr. The finals were preceded by an elimination contest held in each of the chain's rinks—Mount Vernon (N. Y.) Arena; Paterson (N. J.) Arena; Boulevard Arena, Bayonne, N. J.; Capitol Arena, Trenton, N. J.; Bladensburg (Md.) Arena; National Arena, Washington; Alexandria (Va.) Arena and the local skater.

In each of these preliminaries local officials and celebrities were on hand to select winners. Ten girls were chosen from each contest for participation in the finals. (Continued on page 89)

Fitchburg Op Resumes After Fire Disaster

FITCHBURG, Mass., Nov. 24.—Altho Edward H. LaVenture was temporarily out of business following an October 30 fire which destroyed the rink he operated at Whalom Park here with a loss estimated at a figure between \$30,000 and \$40,000, he made plans shortly thereafter to resume skating operations when Whalom Park Amusement Company, owner of the park ballroom, turned that establishment over to him for use as a rink.

Last summer park officials made plans to conduct winter dancing in the ballroom and had heating equipment installed in the building. However, dancing now will be suspended until spring.

LaVenture lost skates and other equipment valued at \$10,000 in the blaze which started in the check room and severely damaged that end of the structure before spreading thruout the rink. Fire departments from Fitchburg and two neighboring towns fought the blaze. The absence of wind helped confine the fire to the rink.

Brockton Rink Burns

BROCKTON, Mass., Nov. 24.—Six hundred patrons escaped a local skating rink in less than 90 seconds Thursday (22) night when the roof of the building was set afire by flames that destroyed a nearby home.

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Full details on PAGE 89

Stocktonians Work On Skating Tests

STOCKTON, Calif., Nov. 24.—Stockton Skating Club, member of the United States Amateur Roller Skating Association, held dance and figure tests Sunday (18). Tests were judged by Barbara Marshall, Dolores Cummings and Barbara Ziem.

Passing tests were: Don Ryland, fourth (silver); De Ana George, third; Bruce Hannah, Janice Mann, K. Rigg, Sharon Norton and D. Rigg, second; Ann Wright, Erlene Peirona, Patty Sheppard, K. Rigg, Mildred Jankowsky and Patricia Cohen, first; Irene Guinn, junior bar; Barbara Allman, bronze dance, and Shirley Sasselli, Janice Mann, Patricia Cohen, Rita Conklin, Patty Sheppard, Marilyn Sprague and Irene Guinn, junior bar dance.

"Okla.!" Tabs 26G at Canton

CANTON, O., Nov. 24.—Four performances of "Oklahoma!" grossed \$26,850 at the Memorial Auditorium here.

All exhibitors at the food show in the Canton building last week have signed for space at a 1952 show. One hundred booths were in the show, which attracted 55,000 persons in the week. Entertainment included square dancing and five acts of vaudeville.

Duke Ellington comes to the Auditorium for one day Monday (26).

AUDITORIUMS AND ARENAS

IAAM Plans Convention In Miami During August

By DAPHNE (DEE) POLI
MEMPHIS, Nov. 24.—Convention of the International Association of Auditorium Managers will be in Miami during August, according to an announcement by Charles McElravy, IAAM secretary. Exact dates are to be selected later and letters asking

members for time preferences have been mailed.

Ford Antes for Theater

DETROIT, Nov. 24.—The Ford Motor Company has contributed \$2,500,000 toward a new 2,900-seat civic theater for Detroit's Civic Center. Plans have been drawn and construction is expected to start in the spring.

Seek Rental Plan

KANSAS CITY, Mo., Nov. 24.—Clarence Hoff, manager of the aud here, is seeking suggestions on (Continued on page 89)

N.Y. AFM Rents Space In Gay Blades Skatery

NEW YORK, Nov. 24.—Louis J. Brecker, operator of Gay Blades Roller Rink here, has signed a lease with Local 802, American Federation of Musicians, under which the union will rent space in the building for the next six years. The rink will house AFM executive offices, and on three days a week the AFM's exchange floor operation will function on the skating floor. At night the floor will be used for roller skating.

Tonsberg-Henie Confab On Copenhagen Icery

COPENHAGEN, Nov. 24.—Knud Tonsberg, president of the Danish Ice Hockey Union, is leaving for the United States next month to confer with Sonja Henie in Hollywood on a project for financing construction of a big indoor ice skating rink in Copenhagen. While this city has plenty of good hockey players, it lacks a suitable rink for holding inter-city and international ice hockey matches.

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OFF-SEASON HYPO

Cincy Gardens Sparks Christmas Promotions

CINCINNATI, Nov. 24.—The week preceding Christmas, generally an off period for the amusement business, is being utilized by Alex Sinclair, general manager of the Cincinnati Gardens, as a means by which he hopes to fatten the arena's bankroll.

Editorial comment by the press and radio in recent years on riotous company Christmas parties, which often leave tragedy in their wake, is the hook on which Sinclair is hanging the promotion, and he has succeeded in selling a number of large local manufacturers, with hopes of adding a few more, on the idea of staging their employee parties at the Garden.

with a first-class attraction as the feature.

The attraction will be Harold Steinman's "Skating Vanties," the roller revue, which Sinclair succeeded in buying for six days only after exerting considerable pressure. (Continued on page 89)

Henie Icer Set At San Antonio

SAN ANTONIO, Nov. 24.—Sonja Henie and her new ice show will appear at the Texas County Coliseum here December 26-January 6. The Express-News Athletic Association announced the booking this week. Arrangements were made by Bill Bellamy, of the athletic association, and John Finley, Continental Ice Promotions. The association also will present "Holiday on Ice" at the Coliseum this spring. The Henie show will play Dallas December 6-23 and will move from San Antonio to Houston.

Pittsburgh Mosque Books 5 Operas, Concert Series

PITTSBURGH, Nov. 24.—Winter-spring schedule for Syria Mosque includes the Pittsburgh Symphony Society Friday evenings and Sunday afternoons, booking "El Travatore" January 17, 19; "Lucia Di Lammermoor," February 21, 23; "La Traviata," March 20, 22; Cavalleria Rusticana" and "Pagliacci," April 17, 19. May Beagle Concert Deluxe Series brings in Patrice Munsel, November 13; First Drama Quartet, November 24; Ballet Theater, January 3; Shankar Hindu Ballet, January 16; Heifetz, February 16; Casadesus, February 29; Robert Shaw Chorale, March 24.

Other bookings include the Duquesne University Tambouritzas, March 23; Barber Shop Quartet, March 29.

Ice-Capades Up in Philly

PHILADELPHIA, Nov. 24.—The 16-day run of the "Ice-Capades of 1951" at the Philadelphia Arena indicated that business is up for special attractions at arenas and auditoriums. The ice show drew a record \$225,000 for its annual local run. Sum was \$38,000 above the take for the show last year on a similar run in the 6,500-seat arena.

Duquesne Garden Schedules Sports, Ice Show, Derby

PITTSBURGH, Nov. 24.—Winter schedule for Duquesne Garden is under way with amateur hockey and basketball among major activities. "Ice Follies" is booked for March 10-17 and the Roller Derby runs April 25-May 17.

Hockey is scheduled on all but six Mondays, when basketball games are set. The Harlem Globetrotters will play December 7, and Duquesne University basketball games will be in the building four nights in December, three in January and four in February. Building is open for ice skating when no other events are scheduled.

San Antonio Aud Post to R. Skiles

SAN ANTONIO, Nov. 24.—Robert (Dude) Skiles has been named manager of Municipal Auditorium here. Skiles will resign as public relations director for Park Commissioner Alvin Schmidt to take the post. He replaces Harry Griffith, who resigned after being under fire by Mayor White for the methods in which books were kept.

Skiles said he plans to book varied attractions into the auditorium.

He is a trumpet player and at one time conducted his own dance band, operated the Shadowland night club and was employed by music Corporation of America. He also formerly played with name bands, including Fred Waring, Glen Gray and Vincent Lopez. During the war he was a Special Services officer with the Air Transport Command.

Gay Blades Joins RSROA

DETROIT, Nov. 24.—Robert D. Martin, secretary of the Roller Skating Rink Operators' Association, reported this week that Gay Blades Roller Rink, St. Petersburg, Fla., has become a member of the association. The operators are M. W. Bryan and Glendon Wetzel.

Two Ontario Rinks Fall Under Weight of Snow

TORONTO, Nov. 24.—Heavy snow caused collapse of two buildings in Ontario. Strathcona roller rink at Wasaga Beach collapsed under the weight of more than three feet of snow on the roof.

At Minden the Community Center rink fell under the weight of 14 inches of snow. It was built two years ago at a cost of \$40,000.

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Roadshow Rep

H. T. BRAY is presenting his religious pic in Central Oklahoma to reported good business. . . . **Tate Family Show** is on the road again after a summer vacation at Ottawa, Ont. . . . **Harvey M. Bright** writes from Madison, Ind., that he has been out for three months with his solo show and has been getting good returns. Bright has some dates booked in

the Southwest, which he has made in previous seasons. He plans to take on whatever comes along to fill the vacant time on his journey.

. . . **The Ellingtons** report from Wilder, Mont., that they are playing a two-cast show in that sector after a summer and fall in California. They have tried some school dates to indifferent success. However, their church and sponsor engagements have been clicking. They are doing their own advance work and usually spot themselves in a central city and then work from that point. . . . **Harold Rose**, who has been working in a commercial line the past six months in New Bedford, Mass., has started out with two religious pix. He reports good business since opening in Northern New England. Rose has had pix on the road in the past and also has managed theaters.

IRA FANNING has a two-cast unit playing church and lodge dates in the Toronto area. Later he'll work toward Florida, where he has tied-up for the past several winters. . . . **Mr. and Mrs. David Berger** have their puppet show clicking around Richmond, Va. . . . **Turner's Show**, small animals and vaude, has been playing Central Wyoming to good business outdoors. They are currently playing halls and have added a fair promotion idea that they work with sponsors. Unit worked its way from New England, making outdoor stands all summer. They also played several hillbilly parks and they are high on this type of summer presentation.

Child of Morning

Continued from page 85

martyrdom in terms of an Irish-Catholic family living in Brooklyn. Her family is composed of well-known types: Testy grandfather separated from the faith; bigoted aunt; mother who is considering marriage with a divorced agnostic; and finally, the daughter who experiences mystic revelation and hears the voice of God speaking to her personally.

Starting off as a domestic drama with religious overtones, the work rapidly develops into a pseudo-sex thriller of the most lurid sort. A reefer-puffing youth drawn by the daughter's innocence slithers after Cathy thru most of the action and finally attempts to rape her, but kills her instead. This follows on scenes alternating between moods of quiet charm and sheer soapbox oratory. And at the end, the stub-holder is left up in the air. The point of Maria Goretti's martyrdom was that she forgave the man who murdered her and not, as here, simply died without a word.

Other Flaws

This is only one of the many flaws in the framework of the script. The characterizations, with the exception of an understanding parish priest, are all on the most elementary plane, the exposition is amateurish and the stage mechanics of getting people on and off and the like, are clumsy. The climax, with its dosage of religion and sex, may prove offensive to Catholics and non-Catholics alike.

Young Miss O'Brien deserves raves for her moving portrayal of the saint. Never overplaying the pathos in the part, timing her delivery expertly and moving with a delicate awareness, she brings a stained-glass figure to life. And she has several scenes that have been written with the inspiration of a great theme flowing thru the Luce pen. Unfortunately, however, these have not been sustained, for "Child" topples from the heights one moment to the depths of rant the next.

Eddie Dowling, stepping in on a few hours' notice opening night, did an excellent job with the grandfather. The other bright spots in the cast are P. J. Kelly's Italian-American cleric, and Una O'Connor's tart, intolerant aunt. The rest range from craftsmanlike performances to uncertain bumbling.

What "Child" really proves in the final analysis is that peewitters of any persuasion can accept a religious theme only if it is good theater, too, and something more than an animated sermon.

Bob Taylor.

London Dispatch

By LEIGH VANCE

Continued from page 2
a new TV contract which the BBC has been discussing. Says he: "We're getting tired of waiting," hints Equity knows "what to do" if they don't get a swift answer. Rumor places this as some sort of strike action which may upset winter play schedules.

News & Notes on Screen Personalities . . .

Orson Welles, that firecracker conversationalist, going to bed rather than strain his doctor's orders of "no talking off stage." . . . Film star Margaret Lockwood, for a long time Britain's first lady of the screen, moving into another first lady's parlor. She is to star opposite Michael Wilding in "Trent's Last Case," produced by Herbert Wilcox, husband of her great rival Anna Neagle. . . . Frank Sinatra and Ava Gardner to appear in a charity show organized here by the Variety Club for December, alongside Noel Coward, Tommy Trinder and the Sadler's Wells Ballet. . . . A summons has been issued against Samuel Seeman, former managing director of Capital and Provincial News theaters. It alleges he converted \$84,000 of the companies funds.

Irene Worth a Hit

As London Desdemona . . .

Irene Worth, American actress who's been working here since the war, getting starry-eyed reviews for her Desdemona in the Old Vic's "Othello"—and rightly. . . . Band leader Sid Phillips moving out of the Astor for a four-month swing round the provinces. . . . Stage director Peter Brook marrying 20 year-old screen star Natasha Parry, now appearing in Andre Roussin's "Figure of Fun" at the Aldwych. . . . Valentine Dvall — radio's sinister-voiced "Man in Black," making a mystery of himself. Due to appear at the BBC for rehearsal, he didn't turn up—had already been reported missing. "But" says his wife, "the police tell me he is all right, and has gone to France. . . . Bruce Belfrage, wartime BBC announcer publishing his frank autobiography, prefaced with an assurance from BBC boss Sir William Haley that there will be no retributive action against him.

Sides and Asides

Continued from page 85

Age" with **Judith Anderson** and **Muriel Rahn** January 23. . . . Press agent **Mike O'Shea**, who was associated with **Bill Doll** for four years, has formed his own publicity office with **Dorothy Gulman** at 100 Central Park South. . . . **Bruno's Pen and Pencil** Steak House on East 45th Street will install a theater ticket service next week. . . . **Danny Kaye** will confer with Antoine, the hair stylist, on the possibility of his starring in a musical comedy based on the life of the famous hairdresser.

New Shull Showbiz

Directory Is Issued . . .

Leo Shull's annual showbiz directory is now off the press. New edition carries some 10,000 names and addresses and is a pocket sized red book of the entertainment field. Fifty cents buys it from **Leo Shull Publications**, 155 W. 46th Street, New York.

To Dorothy, a Son

Continued from page 85

because it is so annoying. **Ronald Howard**, who is strikingly like his late, celebrated father in looks, plays the young husband with assurance. **Hildy Parks** likewise brings brassy assurance to what may be a British conception of a Texas heiress. **Martin Rudy** is properly pompous in stock fashion as the fiance who never quite catches up with anything. **Neil Fitzgerald** backs them all up suitably with five different bits. "Suitably" is the word since he suffers less than the rest of them from **Shumlin's** forced direction which calls for frequent frantic over-laying.

"Dorothy's" date with the stork may be a laugh-riot in London, but she's made a date with a turkey on the Stem.

Bob Francis.

Drivin' 'Round the Drive-Ins

BEN WACHNANSY, supervisor of the George Theater Circuit, and his wife left Detroit Monday (19) on a five-week motor tour to Florida and New Orleans, following close of the Michigan and Allen Park Drive-Ins in the Motor City. . . . **Mr. and Mrs. Elton V. Samuels**, owners of the Pontiac Drive-In, Pontiac, Mich., accompanied their daughter-in-law, **Mrs. Nina Samuels**, to New York, from which point she will sail to join her husband in Panama. . . . **James (Gaylord) Kennedy**, who operates as Kennedy Motion Picture Service, is heading south from his headquarters at Highland Park, Mich., to film a series of Southern celebrations, including the Gasparilla Pirate Festival, Tampa. He again will operate roadshow screenings in trailer camps in the South this winter.

JAMES W. COTOIA, former manager of the E. M. Loew's Hartford Drive-In, Newington,

Conn., is working in the stationery department of G. Fox & Company, downtown Hartford, Conn., department store. . . . **East Windsor (Conn.) Drive-In**, operated by the Kupchunos Brothers, with **Henry Kupchunos** as manager, has closed for the season. . . . **Farmington Drive - In**, Farmington, Conn., has been closed for the winter, **Manager Hector** announced last week. . . . **Sgt. Billy Moore**, former manager of **Lockwood & Gordon's Danbury (Conn.) Drive-In Theater**, is with the U. S. Army Occupation Forces in Germany.

Rome Round-Up

By SYD STOGL

Continued from page 2
prominent directors, will be distributed by 20th Century Fox.

Vatican, RAI Expand; Clair, Bronowsky Split Award . . .

The Vatican has begun broadcasts in the Albanian language twice weekly. With this, the Papal network has 27 foreign language programs on its schedule. . . . The RAI, the Italian State radio monopoly, this week opened a new transmitting station at Caltanissetta, Sicily, powerful enough to cover the whole island. Next year the RAI is opening a new radio link in the Apulia region on the Southeast Coast to connect Italy with Greece, Turkey and the Middle East. . . . RAI has at present 60 regular overseas programs in almost as many languages. . . . The annual "Premio Italia" award of \$4,500 to the best show broadcast over 14 European networks has been divided this year between **Rene Clair** for his French radio adaptation of **Theophile Gautier's** century-old piece, "The Devil's Tear," and nationalized Englishman **Bronowsky** for his "The Face of Violence," with music by **Anthony Hopkins**.

The young Sicilian legit actress, **Carla Calò**, who scored in a number of Pirandello plays and in several pix, is leaving next month with a Red Cross hospital unit for Korea. . . . **Ugo Tognazzi** and blonde **Elena Giusti** have selected the title for their forthcoming musical show. It's called "Where Can You Go If You Don't Have a Horse?" . . . Dramatist **Nicola Mazzari** is completing a new comedy titled "Dead Folks Don't Pay Taxes." . . . **Eduardo De Filippo** will return to the **Eliseo Theater** later this season with a new play titled "My Family." . . . Meanwhile, his brother, **Peppino**, is starring at the **Quirino** in a piece called "Liberty For Me," which got 50-50 notices.

New Films in the Making.

Authors, Pubs Sue Reds . . .

Rossellini expects "Europa 51" to be one of his best films and will follow it with "Woman of Paradise," the story of the life of the Virgin Mary, with **Ingrid Bergman** in the lead role.

Sonja Henie's 1952 Ice Revue

Opened Thursday, November 15

Cow Palace, San Francisco

Continued from page 3

and **Norris**, and a display of dynamic skating by **Buddy La Londe**, the show is short on supporting stars. **Miss Henie** is the featured personality thruout the entire performance. In an elaborate "Hawaiian Paradise" number, she does a solo dance, less skating than **Hula**. She is not afraid to draw on the grinds, but does so gracefully and equipped with her disarming smile.

The choreography and staging by **Robert Sidney** is slick and effective thruout. The comic relief, while adequate, is less effective than San Francisco has seen in other ice displays. A monkey number, a comic soldier bit, and a drunk routine seemed strained and lacking in lift. There is the inevitable stuffed-animal number that is charming, however, of the comedy routines, the "Football Frolics" of **Tuffy** and **Gil McKellan** was the funniest, the sharpest and the best. A tramp sketch, by **Mickey Michaels** and **Bob Miller**, also was good. And that's even truer of the sometimes aimless trio, "Army Misfits."

Jack Pfeiffer and a large orchestra helped pace the show nicely, and the smoothness of the first night was astonishing. The Henie icer will be here a total of 18 performances before dismantling the huge rink and sending it across the country. The show is also set for a series of engagements in Europe.

Edward Murphy.

Holiday Radio

Continued from page 2

on "Command Performance" early in 1945. Show, a comic strip operetta "Dick Tracy's Wedding Day" or "For Goodness Sakes, Isn't He Ever Going to Marry Tess Truehart" features **Bing Crosby**, **Dinah Shore**, **Harry Von Zell**, **Jerry Colonna**, **Bob Hope**, **Frank Morgan**, **Jimmy Durante**, **Judy Garland**, the **Andrews Sisters**, **Frank Sinatra** and **Cass Daley**. The "Tracy" epic is musically directed by **Meredith Willson**. Nev' tag for the production is "To the Rear, March!"

AFRS' music transcription library has provided GF's with Christmas selections by the **Voices of Walter Schumann**, **Langworth Chapel Choir**, **Harry Babbitt** and **Martha Tilton**. Short-wave is considering beaming local choral and dramatic programs to military personnel, as they did last year.

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The Final Curtain

ARNOLD—Ray, 64, in Milwaukee, of cerebral hemorrhage. He had been a radio time salesman for Station WTMJ since 1938. Prior to that he served on the advertising staff of The Milwaukee Journal. Arnold was scheduled to retire next February and had recently been honored at a party at the Milwaukee Press Club by his co-workers. He is survived by his widow, Edith.

BLUMENTHAL—Harold, president, director and majority stockholder of State Broadcasting Company, operators of KTSM, El Paso, Tex., in Fort Worth recently.

BOGGS—Murray, 37, news editor for three and one-half years at KFAC, Los Angeles, November 18. Burial in Tacoma, Wash.

BREDBERG—Frances Walz, president, director and majority stockholder of State Broadcasting Company, operators of KTSM, El Paso, Tex., in Fort Worth recently.

CAMPANA—Joseph M., 72, Niles, O., musician, November 20 when struck by an automobile. He taught music in Niles for more than 50 years and for 46 years conducted the Niles Concert Band and the Warren City Band. He had also written a number of marches. Survived by two sons, Arnold, Cincinnati, and Armand, Youngstown, O., and a daughter, Ann, Niles.

CARMENE—Ruan, member of Carmene's Circus Revue and formerly a member of Bink's circus acts, November 13 at her home in Lansing, Mich.

CAIDA—Joseph T., 63, father of Joe and Andy Caida, editor-in-chief and promotion manager respectively, in the New York office of The Billboard, November 18 in Flushing, N. Y.

DAVIS—Philip, 75, pioneer in the documentary film field and president of the National Motion Picture Bureau, Inc., from 1914 to 1940, in Boston, November 20.

FOLEY—Mrs. Eva Overstake, 34, wife of Red Foley, star of the Grand Ole Opry radio program and recording folk singer, November 17 in Nashville of a heart attack. Besides her husband, she is survived by three daughters, Shirley, Julie and Jennie.

HARDY—Isabelle M., 88, mother of Cedric L. Hardy, operator of the Avalon Theater, Detroit, November 19 in that city. A daughter also survives. Interment in Roseland Cemetery, Detroit.

HEARN—Fay, 49, concessionaire and wife of Frank Hearn, of a heart attack November 11. Her mother and two sons also survive. Burial at Valley Mills, Tex.

HOFFART—Ludwig W., 59, concessionaire, November 12 in Plainville, Neb. Survived by a sister and four brothers.

HOLOYAD—Andrew, 71, at Whitmore Lake, Mich., November 15 following a long illness. He was the father of Mrs. Roger M. Kennedy, wife of the International Alliance of Theatrical Stage Employees (IATSE) vice-president, and of Anne Holyad, of the Detroit IATSE office. His widow also survives. Interment in Grand Lawn Cemetery, Detroit.

JONES—Richard Harper, 61, father of Dallas legit producer, Margo Jones, November 10 in Livingston, Tex.

KRYGER—Bruno, 52, whose orchestra made more than 200 polka recordings, November 17 in Wilkes-Barre, Pa. Kryger also operated a music store in that city and was an organist and music teacher. He was a native of Poland and graduated from the Poznan Conservatory of Music. He came to this country in 1925 to join a Polish theater operating group in Philadelphia. Later he located in Shenandoah, Pa. Surviving are his widow, Alexandra, and five children. Services November 21 in Wilkes-Barre and burial there.

LAMB—Herbert C., 72, former Detroit vocalist, in that city November 17 following a heart attack. Survived by his widow, Ruth.

LESLIE—Mrs. Edna A., 77, widow of Louis Leslie, who managed three suburban Levy Circuit theaters in Cincinnati years ago, November 21 at her home in Cincinnati. At the Liberty Theater, one of the houses her husband managed, Mrs. Leslie played piano in silent film days. Survived by two sons, Thomas Appling and Robert Leslie, Cincinnati, and two daughters, Mrs. Alice Lowrey, Cincinnati, and Mrs. Dollie Voss, Los Angeles.

LITTLEFIELD—Catherine, 47, choreographer for "Hollywood Ice Revue" for 10 years, in Chicago November 19. After receiving instruction from her mother, a dance teacher, she studied abroad. Her stage career started in New York, where she appeared in the Ziegfeld Follies before beginning ballet work. She toured Europe with her own company, organized in 1935 and directed and served as lead dancer of her own company for the Chicago Opera Company until 1948. She got the idea of putting ballet routines on skates in 1941 and went to New York to help stage the Arthur Wirtz-Sonja Henie iceers. She arrived in Chicago September 12 this year and directed preparations until she collapsed November 5 during a rehearsal at the Arena in Milwaukee. Her husband, sister, brother and mother survive.

LUSCHER—Andy C., 55, media director for the Minneapolis office of the Batten, Barton, Durstine & Osborn advertising agency, November 15 in that city. Survived by his widow, June; a daughter, Jean; two brothers, Von and Leon, Minneapolis; and a sister, Mrs. Al Deusterhoft, Northfield, Minn. Services in Minneapolis November 17 and burial in Redwood Falls, Minn.

CRUMLEY-McCONNELL— Claude (Jake) Crumley and Jeanne McConnell November 11 at Springfield, Ill. Both are with Polack Bros. Circus, presenting Arwood's Acro Canine Antics.

EHREN-STOSKA— Felix Ehren, film producer, and Polyna Stoska, stage and opera singer, in Philadelphia November 20.

MOSS-EISENBERG— Eugene W. Moss, of the promotion and advertising department of Station WOR, New York, and Jacqueline Eisenberg, staffer with Lester Harrison ad agency, New York, November 20 in North Bergen, N. J.

FAYNE-ARCHER— Les Payne, pianist and orchestra leader, and Gladys Archer, secretary to Del Delbridge, of Delbridge-Correll Booking Agency, in Detroit recently.

SCOTT-BATES— Vane Scott Jr., of V. S. Scott & Sons National Decorations, Newcomerstown, O., and a singer with the Blue Notes combo, and Barbara Joy Bates, November 19 in Newcomerstown.

MARTIN—Townsend, 55, playwright and movie scenarist, November 22 in New York. Born in Gotham, he saw extensive service in Europe during World War I with the American Field Service and the French Army. After the war he went to Tahiti to gather writing material and for his health, and in 1924 with the late Dwight Deere Wiman, he founded the Film Guild, a theater and movie enterprise. In time he became supervisor for Famous Players and had a brief career as a film actor. As a scenarist he wrote for movies that starred Gloria Swanson, Richard Dix, Thomas Meighan and Bebe Daniels. His

only legit success was "A Most Immoral Lady," which starred Alice Brady and was produced by Wiman on Broadway in 1932. A cousin and two aunts survive.

MAYHEW—William, 62, writer of "It's a Sin to Tell a Lie," November 17 in Baltimore. His most famous song became a hit in 1936 via a Kate Smith introduction.

MILLER—Clarence M. (Hank), 62, tympanist and percussionist for Dallas Symphony Orchestra, November 3 in Dallas. He played in orchestras in the Meiba, Majestic and Palace theaters in the Texas city during the 1920's. In the 1930's he played with various orchestras and led his own band in a Dallas hotel and over Station KRLD. He was with the Dallas Symphony for a number of years, serving as the group's music librarian and was a member of the Dallas Federation of Musicians.

MOSS—Abraham A., former owner of the Chandler and Lakewood theaters, Detroit, recently in Miami. His widow and a daughter, Mollie, survive. Body returned to Detroit for interment.

PINNARA—Gina, 53, American concert soprano, in New York November 20. Following appearances in America she went to Norway in 1929 on a European tour. In 1930 she gave a series of concerts in Havana. She appeared frequently in New York recitals, and her last formal concert was given in Town Hall, New York. A sister survives.

RADCLIFFE—William C., 77, father of E. B. Radcliffe, drama editor of The Cincinnati Enquirer, November 2 in Worcester, Mass. Services November 26.

RITTER—James C., 74, Detroit film theater owner, November 20. He built the Boulevard Theater (now removed) in 1911, the Rialto in 1915 and the Rivola in 1922, operating them until his death. He was an organizer and officer of Co-Operative Theaters of Michigan, former president of the Motion Picture Theaters of Michigan, and President of the National Allied States Association of Motion Picture Exhibitors in 1932. Survived by a son, Delno A., who is associated with the theater operation, and daughter, Mrs. Eleanor Bradford, interment in Utica (Mich.) Cemetery.

RUNDLES—Ralph E., 54, operator of the Chagrin Falls, O., Roller Rink, November 17 in Cleveland. His widow survives.

STRELA—Ella, 58, who with her late husband, Jack, operated carnival shooting galleries, recently. Survived by two sons and a daughter.

WESTERMAN—Cleo, 42, in Detroit recently. She was the wife of Charles Westerman, well known to outdoor showmen throughout the country as partner in the Detroit supply house of Rosenthal & Westerman. Burial in Macpelah Cemetery, that city.

WELLS—Howard, 77, concert pianist and teacher, November 20 in Chicago.

WINCOTT—Rosalee Avolo, 78, a member of the Musical Avolos, recently in Los Angeles. She played the role of the Jewish mother during the run of "Abie's Irish Rose" on the stage and also appeared with Valentino in "Blood and Sand" among other movie parts.

Births

DUNDAS— A son, Chris Robert, November 7, in Houston. Father is announcer of the KPRC-TV "TV Kitchen" show.

EASTO— A son, Glenn Allen, November 17 in Riverside Hospital, Trenton, Mich., to Mr. and Mrs. Howard Easto, who operated a Girl Show the past season with the Blue Grass Shows.

GORMAN— A son to Mr. and Mrs. Dotzie Gorman November 17 in Terape University Hospital, Philadelphia. Mother is the daughter of Ben Harris, head of the American Film Exchange in that city.

JACKSON— A daughter to Mr. and Mrs. Chabby Jackson November 15 in Philadelphia. Father is bass player with Charley Ventura's orchestra at the Open House, Lindenwood, N. J.

Divorces

HEEB— Jo Ann Dean Heeb, former film ice skater, from Norman, E. Heeb November 20 in Los Angeles.

SMITH— Helen O'Connell, singer, from Clifford Smith Jr., in Los Angeles November 20.

Du M Files Revised To Allocations Plan

WASHINGTON, Nov. 24.—Allen B. Du Mont Laboratories, Inc., this week altered its proposed nationwide TV allocation plan to meet conditions proposed in the Oct. 26 agreement between Mexico and the United States for assignment of 12 TV channels within 250 miles of the Mexican-U.S. border. Du Mont's new proposals, filed with Federal Communications Commission, affects channel assignments in some 334 cities in Texas, Arizona, Nevada, California and New Mexico.

Burlesque Bits

Continued from page 84

November 27, Leo Leonard, who closed after a heart attack on stage, is recovering at his home in Los Angeles. Shalimar opened November 16, replacing Ginger DuVal who moved to the Star, Portland, Ore. Elise Monte exited to open in Washington.

EILEEN HALL, daughter of Al K. and Carrie Hall, former burly headliners on the old major circuits, became the wife of Karl Sundstrum, construction engineer, in the Little Church Around the Corner, New York, November 16. The bride just finished 18 weeks playing leads in legit stock at the Grove Theater, Nuangola, Pa. . . Pilot Films' new pic, "El Rey Peep Show," first all-color burly film to be made in the studio, features stock girls and such stars as Marie Voe, Tempest Storm, Lilly LaMont, Roberta and the Richards, Ralph Clifford and Josephine Day closed at the Rainbow Room, Phoenix City, Ala., and opened at the Picadilly Club, Pensacola, Fla. . . Babe Patricia Powers, of Chicago, writes she buried her fourth husband, Harry A. Seltzer, recently. Her third husband, Huddo Ben Ali, with the Ringling Bros.' Circus, was killed in September, 1950, in a hold-up. . . Irving Becker is company manager of the road edition of "Happy Time." . . Winnie Garrett just turned down an offer to make pictures for coin-operated movie machines. . . Cindy Hale, a new strip and talking principal in the Hagan-Shaw unit, is a graduate from the chorus of the Casino, Pittsburgh, when Natalie Carrier, now at the Trock, Philadelphia, was the producer.

MARCELLA BAKER planed last week from the Alvin, Minneapolis, to Pittsburgh where she placed her son, Alvin Jr., in a hospital. . . Elenora Fox, stripper, shifted from the Kane Circuit to the Harry Conley unit. . . Jack Wendroff, Broadway producer, sends word that he is writing a book about the last 15 years of burlesque. . . Cappy Barra Boys, harmonica experts, moved from the Hudson, Union City, N. J., where they were an added attraction with Frederick and Tanya, ballroom dancers, to the Hotel York, Montreal, thru Johnny Singer. . . George Murray, former comic, is now theater manager of the Casino, Pittsburgh, for George Jaffe. His wife, Eileen Hubbert, is number producer, and Sam Goldberg treasurer. . . Stanley Simmons, former house vocalist in burly, is now understudy for Pat Harrington's comedy role in "Call Me Madam" at the Imperial, New York, where Kitty Roth is wardrobe chief. . . A. L. Baker, straight man with the Wallace-Silk unit, has been appointed advertising manager of the mag, Cavalcade of Burlesque, the second edition of which soon will be in the hands of concessionaires. . . Vickie Wells moved from the Grand, St. Louis, to the Park, Youngstown, O. . . Irving Harmon closed on the Midwest Circuit in Toledo to begin rehearsals in New York for a December 17 booking into the Beachcomber, Miami. Claude Matthis replaced him.

Copacabana, N. Y.

Continued from page 84

lays an egg, he more than redeems himself via a really funny impersonation. His opener, a song-and-patter impression of other comics (Martin and Lewis, Durante, Henny Youngman, Myron Cohen, Danny Thomas, Joe Lewis, Milton Berle) was sock stuff. Altho Carter's own gag timing isn't particularly sharp, he has an uncanny sense when taking off the laugh patterns of other comics.

With the exception of Durante, Carter's impersonations are more cruel than not. However, all of them are drawn to spark instant audience recognition. It's here that Carter's strict economy of voice and gesture marks him as a really fine satirist. On the gimmick side, he gives the old movie star routine a new twist by doing Clark Gable, Jack Oakie and Reginald Owen as they might sound on a sound track dubbed in Italian. If Carter will prune his present 40-minute stint down to half an hour (by taking out the nothing material), he's a cinch to be a big click at the Copa.

In addition to playing the entire show, Cugat contributes considerable entertainment with his own company, including several vigorous Latin-American numbers in traditional hip-shaking style; a slickly professional Mambo dance team, Los Barrancos, and Eddie Garson, a ventriloquist. The latter, who features a dummy with a Spanish accent, combines a remarkable technical skill with ace showmanship. He scores highest with a four-way conversational hook-up between the dummy, himself, a telephone and a handkerchief-hand puppet.

Cugat is rather reserved at the mike in contrast to his usual colorful delivery. However, he gives his vocalist, Abbe Lane, full spotlight honors with four special numbers. Miss Lane looks better than ever and, from a showmanship angle, she's improved tremendously. The gal is certainly the best vocalist Cugat has had since Lina Romay. On opening night the waiters crossed management up and didn't rattle a dish. Consequently the whole show was much too loud, particularly Cugat's instrumentals.

June Bundy.

Hocus-Pocus

Continued from page 84

and wife, Jane, after closing with Bisbee's Comedians tent show, have opened with Jean Morgan, principal, at the Joy Theater, West Memphis, Ark., for a stock run. It marks the Lawsons' return to burlesque after an absence of nine years. . . When Ade and True Duval arrived in Montreal Sunday of last week (18) to open with the Josephine Baker show at His Majesty's Theater, they were surprised by local magic friends who gathered at the Duval apartment to greet True on her birthday. A gala party followed, which was attended by such Montreal magic enthusiasts as Mary V. Kay, Sydney Levine, Billy Aaron, Marie and Leo Comelas, Arthur Schalek and Jack and Lily Sullivan. The Duvals netted raves in the Montreal dailies for their stint in the Baker show.

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In Loving Memory of
MY DEAR WIFE and PAL ROSE MARY RUBACK



Who passed away Dec. 4, 1950
Jack Ruback

OUR BEST FRIEND ROSE MARY RUBACK
Who passed away Dec. 4, 1950.
We miss you more and more each day.
Martha Rodgers & Sophia Osborn

IN MEMORY OF My Dear Friend and Boss ROSE MARY RUBACK
Who passed away Dec. 4, 1950
A. R. Wright

We Wish To Thank
Our friends who sent so many letters, telegrams and expressions of sympathy to us during the loss of our beloved husband and father,
ORLA V. LASHBROOK
Altho we have been unable to answer each one, you have been remembered often. May God bless you all.
SYBIL & BUD LASHBROOK

In Memory of HAMES W. LAUGHLIN
Sadly Missed by Your Wife
Virginia Laughlin

In Loving Memory of My Dear Husband BILLY EVERETT known as 'The Great Magician'
who died December 3, 1950.
Darling, it will always be just you and me till we meet.
Vierge Everett

TO ALL OF OUR FRIENDS
Kindly accept our thanks and appreciation for the beautiful floral offerings that were sent during the recent sorrow and grief for our loved one.
The Spheris Families

Off-Season

Continued from page 86

sure on Steinman. The season is traditionally a vacation period for such shows, and Steinman accepted the offer with reluctance. Last year a program of circus acts was presented, but that was somewhat below caliber because it was hastily put together.

When the idea was originally presented to personnel directors of firms last summer, they went for it in a big way, a Garden spokesman said. Since then, a few have backed out, but a sufficient number have remained to make the project worthwhile. Meanwhile, the Gardens is continuing a sales campaign and has hopes of filling the remaining open time, possibly from the ranks of smaller companies.

The Gardens is selling the show on the basis of the number of company employees. In cases where personnel is not sufficient to fill the house, workers from several companies will be combined or tickets will be put on sale for the public.

Already lined up for shows on December 20, 21, 22 and 23 are Cincinnati Milling Machine Company, Aluminum Industries, (tentative), Powel Valve Company (tentative), Jackson Box Company, Carlton Machine Tool Company and Palm Bros. Decalomania Company. Shows will be staged afternoon and night.

IAAM Plans

Continued from page 86

how auditoriums charge for exhibit space. He wants a plan under which traffic at exhibitions would determine rentals. Most ads charge a flat rental for exhibit space regardless of the attendance.

Full House

DETROIT, Nov. 24.—On a single night, November 2, the Masonic Temple here had 3,300 Packard automobile men for a steak dinner, another group of 1,300 for a chicken dinner, an audience of 4,600 persons at a performance of Sadler's Wells Ballet and another audience of 1,600 for a symphony concert in another theater in the building. The Packard company also had a display of 14 automobiles on the seventh floor roof garden.

Loot

Continued from page 86

which officials reported drew a large crowd. Finals judges were Eileen Wilson, of "Your Hit Parade," TV and radio star Paul Winchell and Walter Thornton, of the Walter Thornton model agency. Eighty girls were in the finals, while an estimated 1,250 took part in all contests.

Winners of second, third and fourth place in the judging were Vivian Bridges, Harriet Patterson and Dolores Henlin, all of New York. Fifth, sixth and seventh places went to Gay Tepel, Bogota, N. J.; Betty Jane Theis, Washington, and Rose Vendemia, Bladensburg. In alphabetical order, winners up to 24th place were: Sharon Brady, Forestville, Md.; Diana Brown, Riverdale, Md.; Ruth De-Hotel, Newark, N. J.; Jane Demler, Yonkers, N. Y.; Margie Engstrom, Summit, N. J.; Maurine Fisher, Alexandria; Rita Geiger, New York; Claire Gubitasi, Orange, N. J.; Jacqueline Hanson, Jersey City, N. J.; Beverly Hennessee, Hyattsville, Md.; Peggy O'Rourke, Washington; Johanna Putz, Linden, N. J.; Norma Rainear, Roebing, N. J.; Lisa Salvenim, Hoboken, N. J., and Luanne Warren, River Edge, N. J.

RSROA Board Sets Meet

DETROIT, Nov. 24.—Applications from member operators of the Roller Skating Rink Operators' Association for 1952 regional and State elimination skating contests will be considered by the RSROA Board of Control at its semi-annual meeting to be held December 3-5 in the Sheraton Hotel here.

Martin to Edgewater

DETROIT, Nov. 24.—Eddy Martin, formerly manager of M and M Rink Supply, is now with Edgewater Park Roller Rink here.

COMING—

In The December 22nd Issue

The Billboard's

ARENA-AUDITORIUM SPECIAL

The very first issue of its kind ever published!

BASIC DATA

THE BILLBOARD ARENA-AUDITORIUM SPECIAL

WHO PUBLISHES IT?—Published by The Billboard Publishing Company, Inc., Cincinnati, Ohio, publishers of The Billboard and Vend. Company has a successful publishing background of 37 years, during which period The Billboard has been in uninterrupted publication, serving the entertainment industry and its allied fields.

WHOM DOES IT SERVE?—The Billboard ARENA SPECIAL has been planned to be of special value to arena and auditorium owners and managers. It will also present the arena story to a host of other interested groups, including talent buyers and bookers, performers, concessionaires, clubs and organizations, press agents, publicity and public relations men, newspaper editors and advertising agencies—in a way that will effectively point up the ever-growing opportunities for the profitable use of arenas for all manner of entertainment productions.

CIRCULATION—The Billboard ARENA SPECIAL will be a special section of the December 24, 1951, issue. ABC net paid circulation of The Billboard as of December 31, 1950: 67,747. Circulation among arena and auditorium owners and managers and among related and allied fields.

EDITORIAL CONTENT—In general, the editorial content of this issue will be built around the theme, "Arenas and Auditoriums—A Growing Opportunity for Profitable Entertainment Productions." It will be a practical guide on arena operations for all booking agents, showmen, suppliers and manufacturers of equipment, managers of package stagings—as well as auditorium and arena owners and operators themselves.

FEATURES—

ARENA MANAGERS I HAVE KNOWN—by BOB HOPE

The renowned clown and famous author of the syndicated column, "It Says Here," tells about some of his personal successes playing arena dates.

LET'S LOOK BEHIND THE BOX OFFICE—by ARTHUR MICHAUD

The man who had much to do with the Jack Benny and Phil Harris Arena tours tells how to build the program and plenty of other inside profit tricks.

ARENA TOUR SUCCESS STORY—by NAT "KING" COLE

The famous recording artist relates the story of the fabulously successful Cole-Duke Ellington arena junket!

ARENAS AND TV—by ARTHUR WIRTZ

The story of how arenas and television have linked up in form a new unit of the entertainment business, written by a man who, with his associates, controls Madison Square Garden, Chicago Stadium, the International Boxing Club and various ice shows.

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

The President of the International Association of Auditorium Managers gives his views on the prospects for both the near and the long terms.

SUMMERTIME OPERATIONS—by ED FURNI

The Manager of St. Paul's Municipal Auditorium tells how he presents ice shows, as well as pop concerts and light opera in a night club-like setting in the summer.

NEW ARENAS STILL GOING UP—by NATHAN PODOLOFF

The New Haven Arena Manager tells what buildings were completed this year—what new ones are going up and the long-term outlook for arena-auditorium construction.

CHRISTMAS PAY-OFF IN MILWAUKEE—by WILLIAM MAAS

A report by the managers of the Milwaukee Arena on his outstanding holiday promotions... on how Allis-Chalmers and other big concerns take over the arena for terrific employee holiday shows and parties!

NEW ORLEANS DANCES—by WILLIAM COKER

The manager of the New Orleans Municipal Auditorium tells how he successfully staged over 60 dances, some of them lavish affairs during the two-month Mardi Gras period.

THE BIRTH AND DEVELOPMENT OF ICE SHOWS—by ED J. QUIGLEY

The manager of the Tulsa Coliseum, an old hand in the field, covers the subject from A to Z.

HOW ARENAS PROMOTE MIAMI IN THE SUMMERTIME—by C. A. RITTER

How three auditoriums and arenas are helping hypso summer business in the Miami-Miami Beach area.

ARENA PROFITS IN ROCHESTER—by AXEL H. REED

The story of a successful small city auditorium operation in Rochester, Minn., by the manager of the Mayo Civic Auditorium.

PROMOTION—In addition to a special two-pronged direct-mail effort, an extensive house-ad campaign will be conducted. This will feature full-page ads as well as a number of spot display ads and will be seen by over 60,000 readers every week for 4 weeks leading up to the ARENA SPECIAL.

MECHANICAL SPECIFICATIONS: Column width, 2 inches; double column, 4 1/2 inches; three column, 6 1/8 inches; four column, 8 1/4 inches; page width (5 columns), 16 1/3 inches. Number of lines to column, 220; to page, 1,100. Plates intended for full-column depth must measure 15 13/16 inches; 1/2 column depth, 7 7/8 inches. CUTS: Unmounted original plates requested for best results. Electros and mats up to full page accepted, half-tones, 65 screen. Cuts furnished by the advertiser kept on file for one year after date of last insertion unless otherwise instructed. Cuts made from artwork or photographs at cost shown on Standard Scale for Photo Engravers. Artwork will be furnished, when desired, at cost. COLOR PLATES: Must be furnished unmounted with register marks and finished color proofs. Space computed on agate line basis. Most popular spaces and dimensions listed below.

Table with 3 columns: Space, Lines, and Dimensions. Includes Junior Spread (1,400 lines), Full Page (1,100 lines), 3-Column Ad (660 lines), 2-Column Ad (440 lines), Single Column Ad (220 lines), and Half-Column Ad (110 lines).

ADVERTISING RATES—Same as for any regular weekly issue of The Billboard. Advertising rates on request.

ISSUANCE AND CLOSING DATES:

Date of Issue, December 24. All forms close December 12. Position requests treated on a first-come first-served basis. Make Reservations EARLY!



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2160 Patterson Street Cincinnati 22, Ohio DUNbar 6450

Fox Theatre Bldg. Detroit 1, Michigan Woodward 2-1100

390 Arcade Bldg. St. Louis 1, Mo. CHestnut 0443

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Detroit 1, Michigan Fox Theatre Bldg. Woodward 2-1100

St. Louis 1, Mo. 390 Arcade Bldg. CHestnut 0443

2 Midway Switches Top Pre-Convention Developments at Chi

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

CHICAGO, Nov. 24.—Mississippi State Fair, Jackson, has signed Al Wagner's Cavalcade of Amusements for 1952, it was announced here today as outdoor showmen, fair executives, park officials and show suppliers checked in for the annual outdoor show business conventions which open tomorrow.

Other pre-convention developments included the announcement that Dolly Young had bought out the half interest of her former husband, Eddie Young, in the Royal Crown Shows. Bobby Mack, who will again general agent Royal Crown, was an early arrival here, with Dolly scheduled to arrive late today. Eddie Young will not attend the convention, it was learned. He has not indicated his plans for the future.

Louie Berger, for the past three seasons general agent of the Cavalcade of Amusements, has been signed to serve in that capacity by the Amusement Company of America, the former Hennies Show, it also was announced today. Berger had been associated with the Hennies Show prior to joining Cavalcade.

The 20th Century Shows, co-owned by Al Martin and E. D. McCrary, came into the convention with one new added fair, Owatonna, Minn. During the 1950 convention the 20th Century scored one of the biggest booking gains of any show represented, when the truck show wound up with a route that embraced several fairs which previously has been played by railroad shows.

The Jackson (Miss.) Fair this year was played by the Royal American Shows; the Owatonna fair by the William T. Collins Shows. Wagner announced that the Cavalcade had been con-

tracted by Jackson. Martin announced that the 20th Century had signed Owatonna.

Among other early convention arrivals noted thru Friday were: Doug Baldwin, Curtis Bockus, R. L. Lohmar, E. D. McCrary, Mr. and Mrs. Joe Fontana, Pete Seibrand, E. S. Estel, Lloyd Cunningham, Leo Overland, Earl Newberry, Gaylord White, Rube Liebman, John Corey, Bob Finke, Harry Fitton, Bill Kittle, Joe Murphy, Virginia Kline, Fred Tennant, Mr. and Mrs. Noble Fairly, Sam and Don Greco, John Re, Dave Fineman, Mr. and Mrs. Bob Harris, Al Beck and Mr. and Mrs. Bob Parker.

Ned Torti, Mr. and Mrs. Bob Harris, Charley Martin, Gerald Snellens, John Gallagan, Leo Overland, Frank Winkley, Cash Wiltse, Paul Olson, Neil Webbe, Sam (Pork Chops) Ginsburg, Mr. and Mrs. Harry Batt, Frank Shortridge, Mickey Blue, George Page, Mr. and Mrs. R. C. McCarter, Mrs. Bob Mack, Johnny

(Continued on page 93)

Salt Lake Sells Pumas

SALT LAKE CITY, Nov. 24.—Two pumas from the city's Hogle Zoo have been sold to the World Jungle Compound at Conerillo, Calif., for \$100 each. The zoo reported it has a surplus of pumas.

NSA ELECTS

Installs Execs In New York

NEW YORK, Nov. 24.—Formal election was staged and officers installed Monday night (19) in the club rooms of the National Showmen's Association (NSA) here, with Bernard (Bucky) Allen receiving his second straight term as president of the organization.

Since the ticket headed by Allen had no opposition, Ethel Weinberg, executive secretary of NSA, went thru the formality of casting the single vote needed to complete the election. The entire slate from last year was re-elected, with the exception of Dan Thaler, who was replaced by Gerald Snellens as secretary.

George A. Hamid, president emeritus of NSA, was installing officer. In addition to Allen and Snellens, those re-elected included Phil Isser, first vice-president; Joseph McKee, second vice-president; Vincent Anderson, third vice-president; Harry Rosen, treasurer, and John S. Weisman, assistant treasurer.

WILLIAM COKER

... and 15 other successful auditorium-arena performers, attractions, executives and operators bring you valuable and interesting information on their experiences in this important branch of the amusement industry...

In a Special Auditorium-Arena Section of The Billboard Dated December 22

Full details on PAGE 89

SLA Hosts 60 Over Holiday

CHICAGO, Nov. 24.—Close to 60 out-of-town showfolk were guests of the Showmen's League of America on Thanksgiving Day at the organization's annual turkey dinner, held this year at the Bamboo Inn.

League headquarters this week were established in the Hotel Sherman. Offices were set up in Room 531 for the duration of the outdoor conventions and possibly for a month after. The move to temporary quarters came following condemnation of the building which formerly housed the league clubrooms.

Election will be held in the Sherman, as will the annual meeting and installation of officers. Due to the circumstances, open house activities have been canceled this year.

30-Day Run Mullied For Columbus in '53

Annual Expected to Play Dominant Role In State's Sesqui-Centennial Cele

COLUMBUS, O., Nov. 24.—Extension of the 1953 edition of Ohio State Fair to a 30-day run as one of the leading features of Ohio's Sesqui-Centennial Celebration is seen as a possibility, according to an announcement made this week by Harvey S. Firestone Jr., chairman of the celebration commission.

Program for the proposed 30 days would include one week devoted to agriculture with the other three weeks being used to tell the story of the growth of industry in the State. One suggestion was made that a pageant, combining features of both agriculture and industry, be framed as one of the leading attractions during the fair.

Normal expansion of the fairgrounds here is already under way, but further enlargement is a possibility and the construction of additional buildings is also probable. Gov. Frank Lausche recently presented a four-pronged program calling upon the wholehearted participation of the State's industrial firms in the fair and also suggested that manufacturers give consideration to the erection of permanent buildings on the grounds to be used as showcases for their products.

Altho attraction plans are still being formulated, the presentation of a huge pageant in front of the fair grandstand is one of the foremost plans being considered. Some

attractions will be booked for the entire run and this would undoubtedly include a midway.

Robert C. Wheeler has been appointed administrative assistant to the Ohio Sesqui-Centennial Commission.

350 Attend Hot Springs Banquet, Ball

HOT SPRINGS, Ark., Nov. 24.—More than 350 persons attended the third annual banquet and ball of the Hot Springs Showmen's Association here Thursday (15). Circus and carnival lithographs decorated the Pines supper club, where the affair was held.

Willie Shore was emcee for the program. Acts which were flown here by the Charles E. Hogan booking office, Chicago, were Phyllis and Poppy, Les Neman, Nip Nelson and Madone and Louise.

At the speakers table were:

Noble C. Fairly, president; Harry Zimdars, first vice-president; Charles Weaver, third vice-president; Clint W. Shuford, secretary; Richard M. Ryan, counselor; Bill Durant, chaplain; Floyd E. Housley, mayor of Hot Springs; Walter Ebel, toastmaster; Frank Ellis, Hugo, Okla., Showmen's Club; Harry Kahn, National Showmen's Association, New York; Bill Wilcox, Heart of America Showmen's Club, Kansas City; Max Goodman, Showmen's League of America, Chicago; Al Baysinger, Miami Showmen's Association.

NASCAR Sets Plans for 1952

DAYTONA BEACH, Fla., Nov. 24.—National Association for Stock Car Auto Racing will sanction speedway division races for special built speedway cars in 1952 season, President Bill France announced here this week while outlining NASCAR plans for the coming year and for annual local winter activities.

A 100-mile sportsmen's modified event will be staged here February 9, and a 200-mile new model car race will be held February 10. Speed Week will be observed during the week preceding the two events when the new type speedway cars make their appearance.

New division will feature passenger car engines, reworked within limitations, installed in Indianapolis type one and two-man cars. A \$1,000 prize will be awarded to the driver who attains the best time on the beach course during Speed Week. France said that over \$100,000 in prize money is slated for this division next year.

Highlight of the winter meet here will be the annual Victory Dinner, at which more than \$35,000 in point money will be distributed to the leaders in the various divisions for 1951.

Tampa Club Gives Blood To Military

TAMPA, Nov. 24. — Greater Tampa Showmen's Association this week organized a Blood for Korea committee. Edward M. Hunter was named chairman of the committee which will work to stimulate blood donations by the club's membership for the Armed Forces.

The association keeps a 50-pint quota filled at the local blood bank for the use of its members and any amount that exceeds that minimum will be turned over to the Armed Services.

Committee members include Al Stewart, William Anderson, Blackie Jones, Robert Campbell, Andy Briskey, Joe Garland and Elton Edwards.

men's Association; Don Pierson, Greater Tampa Showmen's Association, and Dwight Bazinet, International Showmen's Association, St. Louis.

Philly Orgs Get Charters

PHILADELPHIA, Nov. 24. — A new amusement combine has set up two identical amusement corporations here to operate in all phases of outdoor show business. With A. Jere Creskoff, local attorney, handling the filing of petitions of incorporation, Wyss, Inc., and Playtown, Inc., were established.

Both corporations, operated by the same group, have been set up according to the petition for a certificate of incorporation to operate an "amusement park, fairs, carnivals, exhibitions, theatrical and musical productions, and a miniature golf course, and to employ performers, exhibition contestants or other persons for the purposes of the business of the corporation."

Speakers Boost Attractions At Tenn. Assn. Convention

MEMPHIS, Nov. 24.—The value of attractions at fairs was the theme of three speakers who addressed the 30th annual meeting of the Association of Tennessee Fairs here in the Hotel King Cotton, Monday and Tuesday (19-20).

Jack Guttman, president of the Tipton County Fair, Covington, said that without entertainment, fairs have no real drawing power for those not interested in agriculture. Other speakers to back up Guttman's statements were Edward Jones, commissioner of agriculture, and his assistant, G. W. Cavender.

J. W. Shouse, Centerville, was elected president for 1952; A. B. Coleman, Kingsport; Hesta Cummings, Woodbury, and D. B. Carter, Dyersburg, were named vice-presidents, and A. E. Griffin, Nashville, secretary-treasurer.

Other speakers on the program included L. J. Kerr, Shelby County agent, who spoke on "Relationships

of Extension Service to Fairs"; Martin Zook, manager of the Mid-South Fair, this city, who addressed the fair executives on "How the Mid-South Fair is Promoting Livestock in This Area"; and George O. Wilson, secretary, Dyer County Fair, "Exhibits by Judges." C. E. Johnson, outgoing president, served as emcee at all business sessions.

Walter Hunt Jr., Trenton, spoke on "Fifteen Years' Experience Exhibiting at Tennessee Fairs," and D. B. Carter, assistant Dyer County agent, on "Fairs—Stepping Stones in 4-H."

Social event of the meeting was the Monday night banquet, preceded by a cocktail party hosted by the Mid-South Fair. Principal speaker at the banquet was W. C. Teague, of the Commercial Appeal.

Turnout of attraction people was large. Those repping carnival and concession orgs included: E. E.

(Continued on page 93)

Board of governors included: Harry H. Agne, Morris Batalsky, David Brown, Morris Brown, Arthur E. Campfield, Issy Cellin, Max Cohen, J. W. (Patty) Conklin, Phil Cook, James Corcoran, Bligh A. Dodds, Max Goodman, Jerry Gottlieb, Jack Greenspoon, Max Gruber, H. G. Hoffman, Joseph H. Hughes, H. William Jones, Mack Kassar, Louis D. King, Johnny J. Kline, Sam S. Levy, Roger S. Littleford, William Lynch, John McCormick, James McHugh, Ross Manning, Frank C. Miller, Jack Morris Jr., William Moore, Sam Peterson, Samuel Prell, Frank Rappaport, Irving Rosenthal, Clemens Schmitz, Emanuel Silver, Harry Schwartz, Max Sharp, Irving Sherman, D. D. Simmons, James Sullivan, Dan Thaler, Leonard Traube, Isidor Trebish, Max Tubis, Morris Vivona, Stanley W. Wathon, Ben Weiss, Joseph Weissman and Charles Wertheimer.

Anderson and Weisman, who were unable to attend the ceremonies, sent their regards by telegram. Allen and Hamid gave short talks on the importance of putting life into a building fund drive toward a new home for the association. Hamid, who is permanent head of the board of trustees, plus Oscar Buck, Jack Rosenthal, John W. Wilson, David B. Endy, James E. Strates and Frank Bergen, all board members, also discussed the building fund drive, and it was agreed that the pace at which bonds for the purpose have been taken will pick up sharply before the end of the year.

Russellville, Ark., Elects Robbins Prez

RUSSELLVILLE, Ark., Nov. 14.—A. D. Robbins has been elected president of the Pope County Fair Association, Donald Barger was named vice-president; W. B. Langford, secretary, and Burl Harris, treasurer.

It was reported at the annual meeting that the association had a balance of \$1,571 at the end of this year's county fair. Expenditures for the past year were \$14,089.61.

BUCK BAGS BOUNTIFUL TOUR DESPITE WEATHER

NEW YORK, Nov. 24.—Except for considerable inclement weather encountered from the start, the past season might well have added up to the best he has ever experienced, Oscar Buck, owner of the shows bearing his name, reported here this week.

Substantiating the belief is the fact that the fair season was considerably ahead of last year, even the earnings at each event were affected by bad weather. Still dates were okay, too, with the exception of the weather, with personnel reporting early that money was to be had when operations weren't hampered.

The outlook for next season is good, Buck reported. Shows play a stereotyped route with good earnings virtually assured in almost any circumstances. Several key dates are already set for 1952, among them the Rhinebeck (N. Y.) Fair which awarded Buck a contract before the completion

of this year's event. Buck disclosed this week that he had become a stockholder and director in the South Jersey State Fair, Camden, a spring date started this year. Event showed great promise and Buck reported highly satisfactory midway earnings despite much rain.

Winter quarters have been humming ever since the season closed last month at the Danbury (Conn.) Fair, Buck reported. Two show fronts have already been completed and a third is under construction.

Buck was in town to attend the various events staged by the National Showmen's Association and to confer with Samuel Burgdorf, secretary-manager of the South Jersey State Fair. He returned to his Troy, N. Y., home before leaving for the Chicago meetings where he said he would probably buy additional equipment for the '52 season.

CLOSE-UPS: LEO J. CREMER

Rancher-Senator Rides High as Rodeo Producer

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

By CHARLES BYRNES

ALTHO Leo J. Cremer is proprietor of the largest privately owned ranch in Montana, a leading breeder of black Angus cattle and a State senator to boot, the veteran rodeo producer is happiest when he's astride his Palomino, Old Faithful, directing events in a rodeo arena. And the record shows that during his 26 years in outdoor show business, Cremer's success as a producer of contest rodeos equals his accomplishments in ranching and politics.

Huge tho his Montana holdings are, rodeos are almost a full-time occupation with Cremer, and his biggest kicks are derived from seeing champion riders thrown by his bronks or Brahma bulls.

To see him in the saddle, decked out in high-heeled boots, tight-fitting jeans, a colorful shirt and pearl-gray sombrero, it's difficult to visualize him as anything but a



LEO J. CREMER

native son of the West. Actually, Cremer was born in Wisconsin and was almost 20 before he migrated to the land of cattle and cowboys.

Born October 30, 1892, in Cash-ton, Wis., Cremer received his early schooling there and, follow-

(Continued on page 106)

Talent Topics

Pete Hox, who has been touring the nation with his Western show, returns to his home in Hollywood soon, following six weeks in Canada. Hox is featuring an Indian boy and girl, 11 and 16, outstanding whip artists. . . . Paul and Paulette, trampoline, now on tour with Spike Jones' "Musical Depreciation Revue," return to their home in Van Nuys, Calif., December 14 to spend the holidays. After that they will play television engagements around Hollywood, rejoining the Joneses, late in January.

Kenny Carleton, 7-year-old son of Tony Carleton, and a performer in the Carleton hand-balancing act, recently finished his first motion picture for RKO Studios in which he plays the Son of Tarzan. The flicker, to be released soon, will be followed by a second one with shooting skedded to begin in January. . . . Bert and Corinne Dearo, slack wire and trapeze respectively, were in Evansville, Ind., recently where they ordered some new rigging for Corinne's act. While there they visited friends in the Shrine Circus and then headed south for Ashland, Ky., for the indoor circus there.

Harold Barnes, wire walker, opened a four-week engagement at New York's Roxy Theater Tuesday (20) in the houses' annual pre-Christmas stage bill. Barnes changed a portion of his routine in order to blend into the military theme of this year's show. . . . Prof. George J. Keller recently closed at the Houston Shrine Circus and moved to Fort Worth for a similar event there. Keller has added a six-week old lion cub to his act that is garnering him good TV and newspaper publicity breaks.

George Hubler and Jimmy Copley, bar and trampoline act billed as Glenn Martin and Company, are busy playing indoor dates thruout the Middle West and East. Duo opened at Jefferson Theater, New York, Saturday (24) and is skedded for an early appearance on the Columbia Broadcasting System's "Big Top" tele-circus from New York. They also will play the Ashland, Ky., Shrine show November 28-December 1, Miami Shrine Circus December 8-9, and then head back for a string of Christmas shows in Cincinnati, Dayton and Columbus, O.

Carmita, sway pole, closed as the free act with the Mad Cody Fleming Shows in Jesup, Ga., and headed for Miami. . . . Wongs, acro, were recently at the Capitol Theater, Washington. . . . Talent line-up at the National Cash Register show, Dayton, O., November 16-17, included George Hubler, bars; Great Smetona, wire; Vernon and Bumpy, balancing; Son and Sonny, taps; Glenn Martin and Company, trampoline; Gisela and Nemith, perch, and Gray Sisters, musical. Booking was handled by Karl Taylor Agency.

Acts signed by the Ernie Young Agency for next year's outdoor season include the Troyans, three-person hand balancing; Trio Brooks, dancing-tumbling; Slivers Johnson, comedy car, and Dick and Dinah, comedy.

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Meetings of Fair Associations

Maine Association of Agricultural Fairs, Augusta, December 5-6. Roy E. Symons, Skowhegan, Me., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 10-11. E. W. (Deak) Williams, Manchester, Ia., secretary.

Idaho State Fair and Rodeo Association, Bonneville Hotel, Idaho Falls, Idaho, December 14-15. Telfer E. Wright, Box 772, Caldwell, Idaho.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis, January 1-3. William H. Clark, 360 Walnut, Franklin, Ind., secretary.

Wisconsin Association of Fairs, Hotel Schroeder, Milwaukee, January 3-5. Win Eldridge, Plymouth, secretary.

Wyoming Fair and Rodeo Association, Henning Hotel, Casper, January 7. R. S. Latta, Casper, secretary-treasurer.

Minnesota State Fair and Minnesota Federation of Fairs, Hotel St. Paul, St. Paul, January 7-9. George W. Gleixner, North St. Paul, Federation, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 8-9. Everett E. Erhart, Stafford, Kan., secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 9-10. Mrs. Don A. Detrick, Bellefontaine, O., executive secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 10-11. L. (Doc) Cassidy, Kentucky State Fair, Louisville, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 10-11. Rollo E. Singleton, State Capital Building, Jefferson City, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 20-22. Cliff C. Hunter, Taylorville, Ill., secretary.

Massachusetts Agricultural Fairs' Association, Hotel Kimball, Springfield, January 16-17. A. W. Lombard, 21 Jason Street, Arlington, Mass., secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 18. R. T. Ragan, Eastman, secretary.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 20-22. Harry B. Kelley, Hillsdale, Mich., secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 20-22. C. B. Ralston, Box 482, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 21-23. H. C. McClellan, Arlington, Neb., secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg, January 21-23.

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 23-25. Charles W. Swoyer, 522 Court St., Reading, Pa., secretary.

North Dakota Association of Fairs, Dakota Hotel, Grand Forks, January 24-25. G. A. Ottinger, Jamestown, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, January 27-29. Clifford D. Coover, Shelby, Mont., secretary.

Oklahoma Association of Fairs, Union Club, Stillwater, January 27-29. Vera McQuilkin, P. O. Box 374, Oklahoma City, secretary.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 28. William C. Lynn, 1 West State Street, Trenton, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, January 30-31. Clyde E. Byrd, 2601 Howard Street, Little Rock, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. C. R. Heaton, 301 North Broadway, Tyler, Tex., secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 4-5. James A. Carey, State Office Building, Albany 1, N. Y., secretary.

Ontario Association of Agricultural Societies, King Edward Hotel, Toronto, February 6-8. F. A. Lashley, Department of Agriculture, Parliament Buildings, Toronto.

REGINA ASSN. REAPS RECORD 160G PROFIT

Summer Ex Earns \$57,298; Other Operations 103G

REGINA, Sask., Nov. 24.—Record-shattering net surpluses of \$103,264 on the year's operations and \$57,298 on the summer fair are standout items in the financial statement of the Regina Exhibition Association for the year ended September 30.

Horse racing revenue was the highest on record; grounds and buildings rentals reached a new peak; attendance at the summer fair was an all-time record; gate receipts were the highest since 1928; grandstand receipts hit a new mark, midway revenue was up and concessions revenue was the biggest since 1919.

The statement was approved by directors Friday (16) and will be presented to shareholders at the annual meeting Wednesday (5).

Total Revenue

Total revenue for the year-round operations in 1951 was \$394,922 with expenditures of \$291,658. Highest yearly surplus previously was \$81,841 in 1949. The surplus in 1950 was \$75,086.

Surplus for the summer fair in 1950 was \$30,858. Summer fair revenue in 1951 was \$230,626, as against \$195,276 last year, and expenditures totaled \$173,329.

The record-topping surplus of the year's activities was piled up despite losses of \$8,408 on the winter fair, \$210 on the harness race meet and \$2,298 on operation of the Stadium. Bad weather in mid-June again contributed to the harness race deficit, as it has for the past three years, but the loss was the smallest yet.

Reference to the winter fair embraces the fall, spring and light horse shows which dropped \$3,048, \$2,873 and \$2,487 respectively for the \$8,408 total. The loss in 1950 was \$5,597.

Tops Record

Weather was excellent for the summer fair and, at that time, the outlook for a record wheat harvest was loosening the purse strings. (The optimism went by the boards later with the advent of a long wet spell and early snow.) Result was a paid turnout of 169,209 for the week, compared with 137,819 in 1950 and topping by 2,896 the previous mark for a six-day fair established in 1928.

Gate receipts, the highest since '28, totaled \$36,936, as against \$30,981 in 1950. Grandstand receipts were an all-time high of \$70,565, as against \$59,432 last year.

Midway revenue totaled \$23,431, an increase of \$4,394 from 1950, and concessions revenue was \$36,266, up \$7,878 and the highest since 1919.

Revenue New Peak

Revenue from the summer fair horse racing program was the highest on record, totaling \$50,777 after provincial government tax deductions, as against \$42,149 last year. Total race revenue for the week was \$77,439 and tax deductions were \$26,662. Race committee expenses were \$43,048, up \$937 from last year, leaving a record net profit of \$7,729 compared with last year's \$38.09.

Baseball tournament revenue was only \$2,280 as against \$6,582 in 1950, the first year of the event. Money drop was attributed to last minute use of amateur teams when the tourney was found to conflict with pro-loop dates.

Contributing to the sound financial status of the exhibition was a record net revenue of \$18,142 realized on rental of grounds and buildings. Rentals reached a new high of \$45,811, up \$7,354 from last year. Current maintenance costs were \$27,669.

Hockey Loss

The Stadium's operating loss of \$2,298 for the 1950-'51 season, compared with a profit of \$5,017 for 1949-'50, was laid largely to lack of patronage at senior hockey games.

Senior hockey revenue totaled \$19,474 and that for junior hockey, \$27,269, after payments to the hockey clubs. The revenue total for the year was \$58,837 and expenses were \$81,134.

Capital reserve fund totaled \$44,412 after expenditures of \$307,700. Of the latter figure, \$281,178 was spent on the new livestock

Ionia Event Tops '50 Mark With 16G Net

IONIA, Mich., Nov. 24.—The '51 edition of the Ionia Free Fair racked up a net profit of \$16,992.43 to top last year's event, it was announced here this week.

Profit was derived from gross receipts of \$153,449.94, an increase of \$13,738.54 over a year ago, and total expenses of \$136,457.51.

Receipts from various sources included concessions, \$23,165.60; shows and rides, \$20,812.70; grandstand admissions, less tax, \$68,779.27; horse race entries, \$5,416.17; auto and farm machinery exhibitors, \$6,215; Merchants' Building, \$1,000; total from other buildings, \$910; auto parking, \$10,795.59; premium book advertising, \$1,915, and miscellaneous, \$2,966.17. In addition, the fair received \$220.26 from the '50 premium account, \$4,555.85 from State portion of premiums paid and \$6,700 from the pari-mutuel harness racing fund.

Expenditures included \$13,301.78 for premium payments;

(Continued on page 94)

New Hampshire Aid Divvy Tops Premiums 10%

CONCORD, N. H., Nov. 24.—New Hampshire's 12 State fairs have received \$1.10 back for every \$1 they gave in awards, according to Commissioner Persely I. Fitts of the State Department of Agriculture. The fairs have been mailed a second batch of checks for their share of proceeds from Rockingham Race Track's fall meet.

Subsidies received by the fairs for the 30-day fall meet totaled \$52,713 in addition to \$39,203 given them from the summer session. Last year the fairs paid out \$84,280 in accredited premiums for which they were reimbursed \$92,615 in 1951, according to Commissioner Fitts.

The fairs receive under law one-quarter of 1 per cent of total pari-mutuel wagers at the Salem track, while 4 1/2 per cent goes for general use by the State. This year's increase of 17.7 per cent in fair sub-

(Continued on page 94)

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(Continued on page 94)

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Out in the Open

Carl S. Palmer, past president of the Saskatoon (Sask.) Exhibition and a director of many years, will retire from his position with the Canadian National Railway on December 14. Palmer has been express agent at Saskatoon for 30 years. . . . F. J. Grant has been re-elected president of the Glenbush, Sask., fair with F. Seidle vice-president and Ellen Soderberg, secretary-treasurer.

John M. Franklin, a member of the board of the Maryland State Fair, Timonium, has been elected to the board of directors of the Continental Can Company.

The Aerial Alcido's, Edna and Louie, are visiting friends in New York before going to their home in Florida for the winter. **Milt Herriott**, former Liberty horse and pony trainer who closed with Cole Bros. Circus last May, owns and operates the City Cab Company in St. Peter, Minn., his

home town. His son, John, also a horse trainer, is in the Army and stationed at Fort Sill, Okla.

Dave McMinn, in charge of exhibits at the State Fair of Texas, Dallas, was in Chicago Tuesday (20) en route to Dallas from an Eastern trip that included stopovers at New York, Pittsburgh, Philadelphia and Washington.

Walter D. Newcomb Jr., owner of the Santa Monica (Calif.) Pleasure Pier, and **Mrs. Newcomb** landed their first sailfish, weighing 116 pounds, in Acapulco, Mex., at the International Sailfish Tournament. Later the Newcombs landed four more.

New York talent booker **Frank Melville** returned Saturday (17) after what he called a highly successful Southern business trip. He lined up seven annuals for next year and said that on the one trip he completed three-quarters as many deals as he did all last year.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Brewer's United Shows: Nance & Gregg, Houston, Tex.
Coney Island: Fort Walton, Fla., 20-Dec. 8.
Marion Greater: Bowman, E. C., Miller, Ralph R.; Fort Barre, La.
Orange State: Jacksonville, Fla.
Stephens, C. A.; Cocon, Fla.
Tassell, Barney; Orlando, Fla.

Circus Routes

Send to
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Gould, Jay; Carrollton, Mo., 27; Gallatin 28; Marceline 29; Bethany 30; Mexico Dec. 1; Stanberry 3; Glasgow 4; Warrensburg 5; Eldon 6; DeSoto 7.
Polack Bros. Western (Stambaugh Auditorium) Youngstown, O., 26-28; (Auditorium) Charleston, W. Va., 3-9.

Misc. Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Hollywood Ice Revue (Coliseum) Indianapolis, Ind., 26-Dec. 9.
Ice Capades of 1952 (Coliseum) Springfield, Mass., 26-Dec. 2; (Reynolds Coliseum) Raleigh, N. C., 4-11.
Ice Pollies of 1952 (Arena) New Haven, Conn., 27-Dec. 3; (Sports Arena) Hershey, Pa., 4-15.
Kellems, Happy, Minstrels: Hopkinsville, Ky., 28-29.
Skating Vanities of 1952 (Coliseum) Houston, Tex., 28-Dec. 2; (Auditorium) Topeka, Kan., 5-6; (Auditorium) Kansas City, Mo., 7-9.

Eddy Kuhn Show Does Okay in Ga.

DAYTON, O., Nov. 24.—Eddy Kuhn's Wild Animal Circus has been doing satisfactory business in Georgia. A new State law there requires that horsemeat be ground with charcoal before shipment has complicated the job of feeding the cat animals in Kuhn's acts. George Barton is presenting Liberty horses and ponies in the main show and comedy riding in the concert. Zeke Lamont is expected to join soon.

Speakers Boost

Continued from page 90

(Ernie) Farrow, Wallace Bros. Shows; Bobby Kline, Cavalcade of Amusements; Hal Eifort, Gooding Amusement Company; W. R. Hammonree, Hammonree Shows; Shan Wilcox, Shan Bros. Shows; B. W. Hottle, Buff Hottle Shows; H. S. Thompson, Johnny Tinsley Shows; L. J. Heth and Joe Fontana, L. J. Heth Shows; Jimmy Bush, Johnny's United Shows; W. J. Williams, Gem City Shows; J. J. Denton and H. J. Wilson, Gold Medal Shows; H. B. Rosen and R. E. Stewart, Interstate Shows; W. P. Shay, J. Ackerman and Norman Nuff, Cook Shows; Mr. and Mrs. C. C. (Specks) Groscurth and Cash Wiltse, Blue Grass Shows; John Gallagan, concessions, and Morris Lipsky, concessions.

Other attraction representatives included Earl Newberry, Joie Chitwood auto thrill show; Webb Hestand, W. J. Rodeo; F. A. Conway, Atlas Fireworks Company, Dayton, O.; Robert D. Crowell, Variety Artists Company, Memphis; LeRoy Novelty, Globe Poster Corp., St. Louis; Ben S. Allen, Posters, Inc., Philadelphia; John J. Anderson, Enquirer Printing Company, Cincinnati; Mr. and Mrs. Charles T. Shelton, Hatch Show Print, Nashville; Louis Rosenberg, Triangle Printing Company, Pittsburgh; Elmo Cullins, Poster Service, Memphis; George B. Flint, Boyle Woolfolk Agency, Chicago, and Lou Dufor.

2 Midway Switches

Continued from page 90

Denton, Joe Greene, Mr. and Mrs. M. J. Doolan, Mrs. Al (Hattie) Wagner, Phil Little, Mrs. Denny Pugh, Mr. and Mrs. Bob Harris and Billie Hunter.

Mr. and Mrs. Ralph Lockett, Rudy Singer, Jack Baillie, Tom Sharkey, Dick Ware, Jake Ward, Eddie (Cookhouse) Young, Chester Mays, Bill Hunt, Mel Harris, Dave Picard, Mr. and Mrs. Jack Woody, John Sloan, Lefty Block, Ed Rohn, Dick O'Brien, B. Ward Beam, Don Franklin and George Reinhardt.

Strong's Los Angeles Show Frames Second, Indoor Unit

HOLLYWOOD, Nov. 24.—Winter business for the Johnny Strong one-ring circus, which plays schools and sponsored dates exclusively, is almost double that for the same time last year, Johnny Strong, owner, said. The increase, Strong believes, is due to activity in defense plant areas. The take in sections in which professional people have their residences has not been appreciably upped.

The show has broadened its scope by creating a second unit to play school auditoriums. Playwise, the field has been expanded with such firms as Sears Roebuck & Company, Standard Oil of California, Howard Hughes Aircraft Corporation and Knudson's Dairy using the circus unit. Acts on the second or indoor unit include Lou Manly, Punch and Judy and vent; Loring Campbell, magic, and Felix Valle, rope spinner.

The show plays principally schools during the week days, with party events on Saturday and Sunday. Thru the aid of Frank Whitbeck at Metro-Goldwyn-Mayer Studios in Culver City, Strong obtained the bid to play its employees' event. Since then, other club groups have used the show and one of its future dates is at the Carthay Circle Theater in Beverly Hills for Universal-International Pictures. The film company is debuting "Week-End With Father" with Gigi Perreau there. The Strong outfit will be outside the theater.

Following the Carthay Circle date on December 15, the circus will play periodically until January 17 when the nearly full schedule is resumed. All of March, April, May and June have been booked, mostly repeat dates. The show has played 156 schools in Los Angeles before 110,000 children.

Strong took the side-walled outfit on the road last summer for the first time, playing Brea on September 21 for the first time. Redlands, 80 miles northeast, was also one of the spots played under joint council of the Parent Teachers' Association.

The show owner pointed out that business has exceeded all expectations in Burbank, Panorama City and areas in which new homes had been constructed. In West Los Angeles and Brentwood, the section in which many professional people live, the takes have not increased on an equal basis with those where the G.I.'s and defense worker live.

The show is approved by the city with the main qualifying requirement being a 50 per cent split with the sponsoring group. The concessions are operated by Strong with his wife, Ruth, in charge of this department.

Featured on the circus unit are William Dedrick, who has been with Strong for nearly four years; Eddie Emerson, who does a juggling turn and who is replacing John Strong Sr., well-known showman now recuperating from

a recent illness, and Hugh Wellington and his trained pomeranians. The show also carries a monkey that was given the name of Chita in a contest the organization sponsored among its small fry patrons. Strong said that the show follows a policy of playing in the environs of Los Angeles. Working a route of this type allows all of the personnel to reside at home.



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German Orgs Slate Foreign Winter Treks

BERLIN, Nov. 24.—Circus Apollo recently ended a tour of southern Germany and headed for Italy to fill winter dates in Milan and probably Rome. Circus Roland has been offered a tour of the near East, and if permits and visas can be secured in time, the show will leave Germany next month.

Krone Circus, largest and best-known of German shows, recently ended its canvas season, which brought excellent business, and once more will play the winter in its own building in Munich.

Dallas Cotton Bowl Opened to Visitors

DALLAS, Nov. 24.—State Fair of Texas has decided to remove the "closed to public" signs from the main gate of the Cotton Bowl stadium and replace them with others reading "welcome visitors." The signs invite visitors to call at the Cotton Bowl office in the foods building for a conducted tour of the stadium, including press box, dressing rooms and other points of interest.

Stadium is one of city's principal tourist attractions.

Stadium manager Arthur Hale has made it a practice to welcome all visitors, many of them athletic officials and stadium managers, and show them thru the stadium plant, as has W. E. Sneed, fair's buildings and grounds superintendent.

But now, as a public relations gesture, fair has decided to make it official.

Naida Roberta, while in New York recently, visited clubrooms of the National Showmen's Association.

Pedro Morales Jr. made his first New York appearance in the act of **Pedro and Durand** in the Grand Ballroom of the Astor Hotel at the National Showmen's Association annual banquet and ball last week.

Kitchens Hurt In Fire; Mata Out of Coma

BALTIMORE, Nov. 24.—Josh and Lillian Kitchens were treated for burns here Monday (19) after a fire spread thru their trailer. They were not hospitalized. Accident occurred while Kitchens was refueling a stove. They had worked horse acts with Polack Bros. Eastern Unit here thru Sunday (18).

At Springfield, Ill., Juan Ibarra Mata, bar performer, who was injured while working with Polack Bros. Western Unit, regained consciousness Sunday (18), three days after the accident. Extent of his head injuries had not been fully determined. Early this week he was unable to speak. Other members of the Ibarra act continued with the circus.

Meanwhile, funeral services for Evy Trostl, member of the Great Arturo high wire act who died after a fall at Baltimore, were conducted Saturday (17) at Tampa. She was buried in her ring costume.

Sam Polack, Eastern unit, manager, was fined \$50 under an 1879 statute which required that a safety net be used with high acts. No net had been used by the Arturo Trostl family here.

Julian West III In Galveston

GALVESTON, Tex., Nov. 24.—Julian West, owner and manager of West Bros. Circus, indoor outfit, was recovering this week in St. Mary's Infirmary following a stroke. West came here with his show for a two-day stand.

No. Battleford Ex Re-Elects Craig

NORTH BATTLEFORD, Sask., Nov. 24.—A. Millar Craig, a rancher of the Ifley, Sask., district, was re-elected president of the North Battleford Agricultural Society at its annual meeting at which the financial report showed another successful season, with a profit on the year's operations of \$4,419.

C. W. Clarke was returned as first vice-president, Don Moore was named second vice-president and N. W. Symonds was retained as secretary-manager.

Gate, grandstand and midway receipts were a few hundred dollars ahead of last year, for an all-time high, despite the fact that refunds totaling \$272 were made when one night's grandstand show was rained out.

Among assets listed was the \$5,426 woven wire and steel post fence built around the grounds during the past two years. Other assets included the society's buildings at the airport, miscellaneous equipment and a substantial amount of grants, donations and accounts still to come in.

Profit on the fat stock show in the spring was \$955.

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NAAAPPB Meeting Under Way at Chi

Members of Cost-Cutting, Picnic Panels Named by Schmidt; Good Turnout Seen

CHICAGO, Nov. 24.—Thirty-third annual convention of the National Association of Amusement Parks, Pools and Beaches will be under way here next week...

On the eve of the convention, William B. Schmidt, chairman of the program committee, said no last-minute changes had been necessary...

Paul H. Huedepohl, secretary of the NAAAPPB, stated that prospects for a large crowd at the annual banquet Tuesday (27) continued strong thru Friday...

At the same time, he said that the last two major booths in the trade show were reserved Friday and that only two small booths remained to be sold...

Tuesday's program includes a talk about AGVA by George A. Hamid, a discussion of new tax provisions by a Social Security administration rep...

Panel Members Named

Members of a panel discussing methods for cutting costs will include Robert Freed, Salt Lake City, and George K. Whitney, San Francisco...

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WONDERFUL BUSINESS OPPORTUNITY IN LARGE EASTERN AMUSEMENT PARK Owner will sell outright all or half interest to operator who will take care of two amusement rides in water-front park...

Schmidt announced that a panel composed of members of the National Industrial Recreation Association will include Ralph M. Isachsen of the J. P. Seeburg Corporation, Chicago; M. M. McClure of the Inland Steel Company, Chicago; Robert A. Mabee of the electro-motive division of General Motors, Chicago...

Election of new officers for NAAAPPB was expected to be completed Tuesday, when the directors will hold their second meeting of the week. The new officers probably will be introduced at the Tuesday evening banquet...

Weather Hits Gruberg Spot For 22% Loss

LONG BEACH, Long Island, N. Y., Nov. 24.—The 1951 season was an unhappy one for Max Gruberg, operator of Grueberg's Kiddie Park here. This week he reported that business at the spot was 22 per cent under last year due to foul weather...

Gruberg said that rain hit one week-end after another and a total of 13 Saturdays and Sundays were lost. He opened last Palm Sunday and closed daily operations the last week-in September. A crew is renovating the spot and it is planned to keep the park open on week-ends, weather permitting, thru the winter...

Ride line-up for 1952, Gruberg said, will include Fire Engine, Whip, Elephant, Buggy, Ferris, Wheel, Merry-Go-Round, Rocket, Airplane, Tank, Locomotive, Streetcar and Roto-Whirl. Big rides include Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Caterpillar, Octopus, Scooter, Rolloplane and Big Dipper.

Cincy Zoo Prexy Sets Annual Tour

CINCINNATI, Nov. 24.—E. W. Townsley, president of the local zoo, leaves December 19 on a three-week tour of Venezuela, Trinidad, Jamaica and Santo Domingo in quest of any interesting additions for the zoo. He is especially interested in obtaining birds.

Invited by Juan Unnoze, Trujillo, Santo Domingo, business man, to visit the Trujillo zoo, Townsley will take in other zoos along the route as well as the botanical garden near Kingston, Jamaica. His granddaughter, Claire Whiting, and niece, Margaret Green, will accompany him.

A. W. KETCHUM ARRIVES FIRST

CHICAGO, Nov. 24.—Adrian W. Ketchum, of Forest Park Highlands, St. Louis, was probably the first arrival for the National Association of Amusement Parks, Pools and Beaches convention. For the Sunday-Wednesday (25-28) sessions, Ketchum pulled into Chicago on Thursday (22). Early arrivals are a habit for Ketchum. He's been copping the "first arrival" title for several years.

FIRST IN 33

Uzzell Skips Park Confab; Ill at Home

CHICAGO, Nov. 24.—For the first time in 33 years, R. S. Uzzell, Jamaica, N. Y., will miss a convention of the National Association of Amusement Parks, Pools and Beaches. Until now, he hadn't missed an annual session since the NAAAPPB was founded.

Notification was reached here Friday (23) that illness would keep the ride manufacturer at home. He is the chaplain, one of the historians and chairman of the resolutions committee of NAAAPPB. Fred L. Markey was scheduled to present the resolutions, which Uzzell forwarded to the convention by mail.

Uzzell also is secretary of the American Recreational Equipment Association. His part in the area program Sunday (25) was expected to be taken over by Conrad Trubenbach, president.

Elements Nip Rocks' Take

NEW YORK, Nov. 24.—Temperature here dropped over last week-end (17-18), and with it went business at Rockaways' Playland, which is seeking to grab off-season cash.

However, the funspot is determined to remain open, except on days when it rains or sleets. To meet snow, the park is ready with a plow and plans to add another. One happy note was the brisk business done in food and hot drinks over the week-end.

NAAAPPB to Mail Manual Next Week

CHICAGO, Nov. 24.—Distribution of the 1952 edition of the National Association of Amusement Parks, Pools and Beaches annual manual and guide will be under way immediately after the close of the convention next week. Secretary Paul Huedepohl said Friday (23).

He said the publication will carry 236 pages, comparable to other recent editions. The 1951 issue had 266 pages. Distribution will be by mail.

Regina Record

sales arena and Stadium heating. The construction, to be completed early in 1952, will now cost approximately \$506,470.

Dominion and provincial government grants for the summer and winter fairs totaled \$31,546 in 1951; the Frank B. Winkley stock car races brought a profit of \$590 and a profit of \$573 was made on a new venture of the exhibition association, sale of feed and straw to exhibitors.

The association has cash on hand totaling \$202,594. The superannuation fund now totals \$30,671.

Committee expenditures were kept close to last year's figures and the 1951 budget. Biggest increase was in the spending of the livestock committee, \$14,239 compared with \$11,425 in 1950. Budget for the committee was \$17,500.

Indiana Beach Plans Ballroom Renovation

SHAFER LAKE, Ind., Nov. 24.—Ballroom at Tom Spackman's Indiana Beach will be completely renovated during the winter. Plans have been prepared, he said, by S. J. Alling, Cincinnati architect, who designed the Beach House, hotel at the park, completed just before last season.

The ballroom work is scheduled to be completed in time for an April opening. Dances will be held on Saturday nights during the spring of 1952. For the past 20 years the ballroom has operated only on Sundays during spring weeks. The summer schedule, May 29 thru Labor Day, calls for nightly dancing.

Interior appearance of the ballroom will be changed radically thru the use of lighting effects and an egg crate effect on each side of the dance floor and above the bandstand. All light will be deflected downward to create an illusion of a false ceiling, thereby concealing structural steel work above the light level. Nine large light boxes will be suspended over the dance area to supplement the effect.

The band shell will be supplied with variable indirect lighting and

Vogel to Leave Playland, Rye

RYE, N. Y., Nov. 24.—Max Vogel, general superintendent of Playland here since 1943, will leave that post at the end of this year to become village engineer of Briarcliff, N. Y., it was announced this week.

A successor to Vogel has not been chosen, park director Allan E. MacNicol said. Vogel starts his new job January 1.

Ice skating at Playland's indoor rink started October 26 and has been drawing good crowds. Fred Mesot teaches figure and dance skating Monday, Tuesday, Thursday and Friday mornings. Daily public skating is held from 2:30 to 5 p.m. Sessions continue until March 23.

A. C. Resumes Auto Racing

ATLANTIC CITY, Nov. 24.—Resort auto racing returned this week with the introduction of Saturday night sessions at near-by Powell Speedway in Pleasantville. The program, the first in a series of four week-end events, will bring top drivers here, with the series climaxed by 100-lap event before the end of the year. Events are being promoted by Arthur Powell, who arranged for Bill Streeter to offer the series, assisted by Johnny Moretti.

Myrtle Beach Adds Kiddie Coaster

MYRTLE BEACH, N. C., Nov. 24.—Earl E. Husted, manager of Myrtle Beach park, announced this week that a Kiddie Roller Coaster is being installed at the park. Harry Beach will be the operator.

National Amusement Device product will use six cars and 1,200 feet of track.

New Hampshire

sides resulted from an increase in business at the track this year. Since premiums had been reduced to \$84,280 in 1950 from \$87,160 in 1949, this represents an actual gain of 22 per cent.

Total 1951 donations, according to Commissioner Fitts, were as follows: Plymouth Fair, \$15,317; Lancaster Fair, \$14,891; Rochester Fair, \$14,471; Deerfield Fair, \$10,357; Canaan Fair, \$10,236; Cheshire Fair of Keene, \$8,784; Contoocook Fair, \$8,181; Sandwich Fair, \$5,768; Northwood Community Fair, \$2,413; Madbury Grange Fair, \$1,572; Lake Grange Fair of Sunapee, \$840, and Pink Granite Grange Fair of North Haverhill, \$822.

new modern uprights on each side. The lower stage platform is to be of telescoping construction so that larger bands may be accommodated without use of the usual temporary stage.

Name of the funspot recently was changed from Ideal Beach.

Ocean City Maps Drive For Future

OCEAN CITY, N. J., Nov. 24.—Resort's Chamber of Commerce, concerned with the outlook for the seasons to come and with off-season business which is virtually nil here, is preparing to bring its entire membership together to map a major promotional effort. Chamber's committee on advertising and publicity is preparing for an intensified program of promoting the South Jersey resort in 1952. Closer co-ordination between the Chamber's committee and the city department of public relations along with the city's advertising agency was urged at a meeting held with Adrian Phillips, advertising consultant for nearby Atlantic City.

Phillips, who is directing Atlantic City's co-operative campaign, said newspapers are the best media for producing new business, with periodicals and direct mail next in line. The Chamber group, among other things, is planning to erect welcome signs at highway entrances and near the new Delaware Memorial Bridge, as well as to introduce possible new special events next summer.

Buhler Spots Do Well in '51

CHICAGO, Nov. 24.—Jess Buhler, operator of city-owned park attractions at Bloomington, Ill., and holder of an interest in a kiddieland at Park Ridge, Ill., suburb of Chicago, said this week that his 1951 season had been satisfactory.

Expansion of swimming facilities at Bloomington's Miller Park is being considered, he said, and there is a possibility that more rides will be added.

An increase in promotion of industrial picnics may be sought next year at the kiddieland, he stated. Business there this year was good on week-ends.

Ionia Tops '50

\$27,731.86 for grandstand attractions; harness racing expenses, \$18,255.31; ticket takers, ushers, watchmen, State crews and work on the track, \$6,593.75; tickets and tents, \$1,005.15. Advertising expenses were listed as newspapers, \$3,195.73; radio, \$1,842.75; fair circulars, \$3,815.21; outdoor billboards, \$2,124.72, and miscellaneous, \$1,344.03.

Other expenses were: Improvements and repairs, \$9,392.38, including \$4,400 for materials and \$3,000 reimbursement to the Ionia county road commission; mowing lawns, cleaning buildings, \$915.06; midway ticket takers (net), \$1,138.80; watchmen, parking lot expense, \$2,119.55; drain in parking lot, \$2,005.78; labor of parking on grounds, \$1,973.75; administrative and clerical, \$10,109.31; equipment and supplies purchased, \$945.59. Other expenses covered light and power, premium books and miscellaneous items.

Grandstand Biggest Gain

In an address to the fair board, Allan M. Williams, who was again elected president of the fair, said the biggest gain in income was thru grandstand attendance. He said that altho horse racing occupies three afternoons of the six days, they did not attract enough people to pay for themselves.

George H. Coe was renamed vice-president; Rose Sarlow, secretary; Leo McAlary, treasurer. Directors re-elected included Harry H. Gemuend, Williams, Coe, McAlary, Fred C. Barnes, Fred B. Post, Nels A. Strand, John R. Todd, Clarence S. Johnson and Howard C. Lawrence.

Orrin Davenport Tabs Kansas City Increase

KANSAS CITY, Nov. 24.—Orrin Davenport's Shrine date here scored well above last year on both gross and attendance, the producer said this week. Show opened Monday (12) and ran for a week. Attendance was near-capacity each evening except Tuesday (13), when the crowd numbered about 190 persons less than that for the corresponding day last year. Children's matinees were strong and included one turnaway.

Davenport states that the box office gross was up several thousand dollars. While advance sale figures were not yet available, he estimated the final totals would show an over-all increase of about 10 per cent.

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

was higher but that the increase in gross more than made up the difference.

Kansas City and Wichita stands wound up the first phase of Davenport's season. The show will be idle for the holiday season, and will resume operation at Toledo on January 13.

Campa Stored At Gonzales; Mulls Indoors

GONZALES, Tex., Nov. 24.—Ben Davenport's Campa Bros. Circus has returned to winter quarters here after closing earlier than anticipated because of cold weather in East Texas. Henry (Heavy) Rohlfing, boss canvasman, has been placed in charge of the quarters.

Upon returning to Gonzales, Davenport discovered that the quarters had been entered and that a fancy saddle was missing.

Whether the show still contemplated a winter tour of Mexico was not clear this week. One report was that Campa Bros. acts, except for the trained lions, would make indoor dates in Texas, with the first stand scheduled for late December.

Meanwhile, Arkansas hunters killed one of the Campa Bros. bears, which escaped when a cage overturned. The hunters were charged with a violation of the State game laws. Another polar bear remained at large. Authorities said that the law would not protect it since the statute applies only to black bears.

Schmitz Heads Community Show At Gainesville

GAINESVILLE, Tex., Nov. 24.—F. E. (Frankie) Schmitz was elected president of the Gainesville Community Circus for the 1952 season at the annual membership meeting Monday (19).

The circus will play its opening engagement next year in Gainesville, May 7-9, while the Circus Fans Association holds its national convention here.

Schmitz succeeds Roy A. Stamps, who had been president of the circus 14 years. He is the fifth president the show has had since it started in 1930.

A. Morton Smith, State chairman of CFA, has brought the membership of the Antoinette Concello Tent in Gainesville up to 14 members in preparation for the convention. Roy A. Stamps will be convention chairman. Eight Gainesville circus members have joined CFA in the past two weeks.

KARL WALLEMDA, ANDERSON HURT IN NEW ORLEANS

NEW ORLEANS, Nov. 24.—Injuries struck two acts with the Tom Packs line-up here for the Shrine date. Karl Wallenda suffered three broken ribs in an automobile accident while en route from Baton Rouge but worked in his high wire act on opening day, Friday (16). However, he was helped from the ring because the fractures had opened again during the act.

Dick Anderson, flyer in the Flying Harolds act, received a deep laceration on his forehead when he struck the elbow of another member of the act during the performance. The act was cut short. Several stitches were required to close the injury.

In addition, two lions from the Terrell Jacobs act died shortly after arriving in New Orleans, but the act went on as scheduled. The show closes its run on Sunday (25).

Maria Peters Simru escaped injury Thursday night (22) when Ralph Winarski, assistant rigging boss, broke her fall from aerial rigging. He saw her fall from a 30-foot pedestal and ran to catch her. Neither was injured seriously.

Capell Closes, Goes to Barn In Louisiana

LEEVILLE, La., Nov. 24.—Capell Bros. Circus closed its second season Monday (12) and went into winter quarters at the Vernon Parish Fairgrounds, H. N. (Doc) Capell reported this week. He said the show had a fair season despite 69 days of rain and loss of big top and Side Show canvas in an Illinois storm.

Capell said he and his sons plan to enlarge the show for 1952 and that they will use two 55-foot light towers built originally for the Capell carnival. The carnival did not tour this season, and Capell said they did not plan to return to carnival business next year.

The circus plans an early opening. He said it did not return to its (Continued on page 106)

King Press Chief Closes at Macon

MACON, Ga., Nov. 24.—Ora Parks, general press agent for King Bros. Circus, spent several days here before departing Tuesday (20) for his home near Marion, Ind. He returned to the show at Waycross, Ga.

Parks had a season of 37 weeks with the King show and reports he will attend the Chicago conventions. The advance department trucks of the King show have already been stored at winterquarters here in Central City park

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

Sarasota, Tampa, St. Petersburg Give Good Crowds; Wagons Mire

SARASOTA, Fla., Nov. 24.—Ringling Bros. and Barnum & Bailey Circus lost both performances at Orlando, Fla., Friday (16) and then faced cold weather at three remaining stands to wind up its season at winter quarters here Monday (19).

Despite the weather, business was good at all late stands.

At Orlando, where the show was to appear under auspices, twin sellouts had been assured by advance sale. The money, a reported \$35,000, was refunded after the cancellation order came thru. Rain, which began the day before, continued Friday and the lot was soft. However, all the tops were erected and about half of the seat wagons were in place at 2:30 p.m. The shows were called off because of the difficulty in moving the seat wagons and the apprehension about being able to get off the lot at night. The stand was the only one lost during the season.

At St. Petersburg Saturday (17), the matinee was delayed until 3:30 p.m., but drew a strong turnout, while the night house was light. Rain gave way to cold at about 1 p.m.

More difficulties were encountered at Tampa Sunday (18). Rain the day before had softened the lot and again the seat wagons mired. Show arrived at 8 a.m., but

the wagons could not be placed until loads of crushed shells, straw and hay were dumped in for a roadway. Several thousand persons waited in the cold weather for the late matinee, which drew a full house. Unusually cold weather held the night house to one-third of capacity.

Jumping to its home town of Sarasota for two hospital benefit performances as the year's finale, Ringling faced more cold weather Monday (19), but attracted a three-quarter matinee and near-capacity night house. For a lot, the show used the grassy parking area inside the quarters gate and just south of the main gate.

Following the Sarasota stand, work of moving into quarters and preparing for the forthcoming engagement in Havana was begun.

Both the Tampa and the earlier Daytona Beach stands were under Junior Chamber of Commerce aus-

(Continued on page 104)

Macon Shrine Draws Record Early Crowds

MACON, Ga., Nov. 24.—Macon's 17th annual Shrine Circus had the best opening attendance in its history when 9,122 persons witnessed it on Monday (19) and more than 10,000 came on Tuesday (20).

The show uses only stage acts and most of its revenue is derived from Shrine-operated concessions. Doors open at 6:30 p.m. and the closing is near midnight. There are two intermissions, adding to concession play time.

This year's program includes Trudy Wilson, contortion; Jacquelyn Tolliver, trapeze; Dime Wilson, producing clown; Janice Tolliver, cloud swing; George Lerch, slack wire; intermission; Sonny Morales, trampoline; Wilson's clowns; Jacquelyn and Janice Tolliver, Spanish web; Slivers Johnson and his Black Dot taxi; Jacquelyn Tolliver, Roman rings; intermission; Earl and Michele, rola-bola; Pauline Penny, tight wire; George Lerch, juggling; Hip Raymond, tiny car; Felix Morales, head slide.

Performances end Saturday (24). A matinee was scheduled for Thanksgiving Day (22). Admission is 25 cents for gate and 25 cents for reserves. Chairman W. J. Bailey reported an advance sale of \$5,400, about \$1,500 better than last year. On the general circus committee are Bailey, Brooks Geoghegan, Will C. Regan, Lloyd Ricks and Paul M. Conaway.

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4 PHONEMEN AT ONCE

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Dressing Room Gossip

Polack Western

Springfield's spacious armory provided a good setting for the show. George Westerman handled the promotion. Claude (Jake) Crumley and Jeanne McConnell were recently married. A wedding shower was thrown for the newly weds. Members of the Henry Kyes Tent CFA, visited in a body opening night. Jack Joyce presented his wife, Martha, with a novel birthday gift—a gold pin designed as his four camels with trappings done in diamonds. Tom Scaperlanda, San Antonio, directed the design and creation of the unusual pin.

Harold and Millie Ward visited Millie's family at Galesburg, Ill., and Harry Dann visited his parents in St. Louis, en route to Springfield, Ill. Herb Georg, Springfield photographer, took

many shots of the performance. Recent visitors included Charley and Jo Webb, Harold Ramage, Earl Shipley, Mr. and Mrs. Elmer Thomas, Clyde Noble, Earl Greiner, Bob Zimmerman, Fred Donovan, Mr. and Mrs. W. J. Dann, Mayme Ward, Mrs. Jessie Lee and daughter, Mrs. Lena Sollars and family, the Lee Goddards and family, the Wid Goddards and family, Erma Asher, Dallie (Julian) Andrews, the Alec Todds, George Valentine and Jack Bray.

King Bros.

This is our final week of the season. We have been out 33 weeks and one day. Mileage totals 11,495 miles in 20 States. We did not lose a single day, not even a performance, and all (Continued on page 104)

Mills to Offer Performance Purchase Plan

CHICAGO, Nov. 24.—Mills Bros. Circus next season will make a pitch for outright sales of performances. This was revealed this week in the show's 1952 booklet for potential auspices, which is just off the press.

In the outline of contract provisions listed in the brochure Mills Bros. indicates it will continue its usual auspices plan in which the show and local organizations share the profits.

Under the additional new plan, according to the booklet, Mills would sell its show for one or more days and the buyer would receive all, rather than a percentage of the income from banners, children's tickets, advance sale tickets, school tickets, reserved seat receipts and gate receipts.

Under the Marquee

Ringling-Barnum Advertising Car No. 2 closed November 9 at Sarasota, Fla., and personnel went to following destinations: Clyde Carlton, manager, South Gate, Calif.; Howard Daughters, Miami, then Des Moines; Ray Long, Des Moines; G. Paul Hale, Detroit. Charles J. Meyer, former contracting agent, and Elmer A. Kemp, Trenton, N. J., visited Mr. and Mrs. James M. Colt at their home in Penn Yan, N. Y. They visited the Cole indoor circus at Vestal, N. Y.

Jim Henry, oldtime canvasman on the Ringling-Barnum circus, is a t.b. patient at Edgewood State Hospital, Brentwood, N. Y. He hails from New Bedford, Mass. Jim Brown is clowning at Goldenberg's Department Store, Baltimore, for a two-week engagement. He has the balloon concession.

Acts which are en route from England to South Africa for Boswell Bros. Circus include the Australian Air Aces. Ernest Staig, head of the act, shipped 120 gallons of gasoline to insure a supply of fuel for motorcycles used in the act. Sidney Boswell, a director of (Continued on page 104)

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Send Photos, State Salary, Full Details
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One American Buffalo, \$400.00; one Water Buffalo, \$400.00; both four years old; one African Barbado Sheep, \$30.00; one Anadol, \$100.00; one complete Six Banner and Entrance Banner; Side Show Banner Line makes 100 ft. banner line, used six months, perfect condition, \$400.00. Want to buy one very large Chimpanzee for large animal only.
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L. Davis OFA Prez; Succeeds Chindgren

Executives Urge Co-Ordination Of Dates; Seek More Aid Dollars

PORTLAND, Ore., Nov. 24.—Presidency of Oregon Fairs Association this week was in new hands for the first time in its 24-year history following the election of Leon S. Davis of Hillsboro to succeed Herman H. Chindgren of Molalla.

Davis, an insurance man, was elevated from the vice-presidency at closing sessions of the 24th annual convention in the Multnomah Hotel here Friday (16). Retirement of Chindgren, a State legislator and diversified farmer of Clackamas County, resulted from a change in the association constitution that limited the president's tenure to two years. Amendment was passed at the 1950 convention, which would have made Chindgren's final term expire in 1952, but convention meeting date was set ahead to November instead of January, so that his constitutional tenure ended with the convention.

Report of the nominating committee, headed by Director Kenneth Fridley of Wasco County, contained a single nominee for each office and the report was accepted unanimously by the convention.

Other officers elected were Vernon DeLong of La Grande, vice-president; Mrs. Mina Standley, La Grande, director to fill the vacancy created by elevation of DeLong to the vice-presidency; Fridley and Chindgren, directors.

One resolution adopted reflected the dissatisfaction resulting from the State fair moving up its opening date to Saturday from the traditional Labor Day inaugurated at the 1951 fair. It proposed that the association consult with the governor "to the end that differences of fair dates, requirements of exhibitors, and matters mutual interest and related problems between the State fair and the various county fairs could be resolved amicably and with expedition, so there could remain no uncertainty concerning the requirements of the State fair board as to the admission of entries from our various counties."

These differences were explained from the convention floor

by Thomas O'Gorman, director and secretary of the Clackamas County Fair. He declared five county fairs had been handicapped by the earlier opening of the State fair. He said county fairs closing on the Saturday the State fair opened found their junior exhibitors at disadvantage in that, tho the State fair had advised junior exhibits would be accepted up to 9 a.m. Monday, they found on Friday night classes already were being judged and exhibit space already taken. He urged that the association "be more militant so that we are recognized as a force" in State fair exhibiting.

Altho the State fair at Salem again selected a Saturday opening for 1952, the association adopted another resolution suggesting county fairs use approximately the same dates next year as used in 1951.

Another resolution adopted urged that all fair dates—including that for the State fair—be co-ordinated at the annual convention of the association. This was not done by the State fair for 1952, which, prior to the convention, announced its opening date as Saturday, August 30.

Another resolution urged that county fairs obtain a larger percentage of State racing funds, an objective to be achieved thru the Legislature. Originally all racing funds went to the fairs, but the law was amended to give the State 40 per cent of this money.

Milton L. Loney, president of the Washington Fairs Association, as a luncheon speaker Friday (16) recalled that it was a visit to the 1934 convention of the Oregon association that inspired formation of the Washington group. He explained Washington's reclassification of its fairs in allocation of State funds. The aim, he said, was to encourage participation by Future Farmers of America and 4-H clubs. Law now requires fairs to be diversified to include agricultural as well as home economics exhibits.

State products were featured on the menu at the banquet that closed the convention. As outgoing president, Chindgren was presented with a watch to replace one destroyed in a traffic accident over a year ago that nearly cost him his life. Chindgren was honored also with adoption of resolution that commended him for "the great work he has done for the organization."

Acts for the banquet entertainment were thru the courtesy of the Anderson-Walker Agency, the Consuellos and Jim Hicks. Talent included the Cycling Vans; Land and Lindell, acrobatics; Zarate and Paquita, Mexican music, and the Brandon Four, vocalists. Wally Blake was emcee, and music was by Eddie Anderson and his orchestra.

GOVERNOR ERRS, ADDRESSES OFA

PORTLAND, Ore., Nov. 24.—Gov. Douglas McKay of Oregon, who addressed the 24th annual convention of Oregon Fairs' Association which closed here Friday (16), confessed himself to be a Wrong-Way Corrigan.

As the governor entered the assembly hall, the speaker of the moment interrupted to announce the presence of a distinguished guest. McKay sat back until the speaker had concluded, then received a standing ovation as he stepped to the rostrum.

With as good showmanship as show people are accustomed to seeing, McKay admitted he had stepped into the wrong meeting. He was scheduled to attend a meeting of county judges, also being held in the Multnomah Hotel.

Buck Named South Jersey Fair Director

New Site Slated For 2d Camden Spring Show

NEW YORK, Nov. 24.—Samuel Burgdorf, secretary-manager of the South Jersey State Fair, Camden, N. J., this week announced that Oscar C. Buck, owner-operator of the shows bearing his name, had been named a fair director. Buck recently bought considerable stock in the Spring event.

Louis Silverman was elected president, succeeding John H. Morfield III, who is on active duty with the Navy. Chester Knaub Sr., was named vice president, Louis H. Cooper, director and assistant treasurer; Seymour DuBrow, treasurer and John H. Finnegan Jr., attorney. Morfield also continues as a director.

Burgdorf said that a new promotional endeavor, "Coins of the World" was slated for next year. It would likely result in the setting up of many additional coin clubs thruout the state, he said, since it would be designed to stimulate the interest of youths.

Coin Show Set

Burgdorf, a coin expert, already has several thousand Indian head coins, some of which have a value up to 30 cents in the coin marts, which will be given to children in exchange for other pennies. Burgdorf said he is also endeavoring to obtain coins from many foreign countries for a large-scale auction with the proceeds earmarked for charities in the participating countries. A large exhibit will include coins more than 2,000 years old.

Because the event is scheduled for May, full promotion will be launched immediately after the holiday season. Jean Tazn of the firm of Cox & Tazn will again handle over-all publicity and advertising. First running of the event last year rated nationwide notices.

Burgdorf said that arrangements had been virtually completed for a new grounds. Site used last year was okay except for its poor drainage qualities.

Hofmann Sec.-Mgr. Of Hemet Annual

HEMET, Calif., Nov. 24.—Harry Hofmann has been named secretary-manager of the Farmers' Fair & Festival here to succeed William H. Leask, ex-Kern County fair manager, who headed the local event one season. Hofmann assumes his new duties December 1. Hofmann moves into the managerial post of the Riverside County affair after serving as publicity director the past two years and special events director prior to that. He has been associated with fairs in California the past six years.

Mrs. Frances Ferrell has been re-named secretary-treasurer of the agricultural association, and is serving her fourth year in this capacity.

Attractions Prime Lure At Annuals, OFA Finds

PORTLAND, Ore., Nov. 24.—Entertainment was deemed the prime reason people attend fairs, and carnivals and rodeos were considered the best forms of entertainment in a discussion during the 24th annual convention of the Oregon Fairs Association, which closed here Friday (16).

These views were brought out in an "Idea Clinic" conducted by Mrs. Vern Hannah and Kenneth Fridley.

Mrs. Hannah drafted nine questions for consideration, then asked the delegates to form small discussion groups to seek the answers. After a discussion period for the little knots of people in the hall, the findings were brought to the chair and a summary of their opinions offered.

Answering the question, "Why do you think people attend fairs?" the delegates placed entertainment first. Other lures were considered to be seeing the livestock exhibits, meeting old friends and seeing agricultural exhibits.

To the question, "What are your chief forms of entertainment?" the response was that carnivals and rodeos both were gate-getters. Also stressed were racing, night programs, local activities and group affairs.

"How early do you begin to advertise?" was another question. Answers ranged from 364 days before the show to 30 days in advance. Mediums found most effective included radio, newspapers, cards, personal contacts and community activities.

All agreed policing was important and a difficult problem. One

told of hiring three night watchmen, while another reported use of 40 auxiliary policemen.

Another question: "What committees are appointed to carry out the fair?" Answers ranged from use of fair board members to enlisting co-operation from service organizations.

"Box office," said one response to the question, "What buildings are most important?" However, youth exhibitors' dormitories and exhibition buildings got high billing.

A question on youth activities brought out success in programs that provide for special awards, days set aside for youth activities and for youth entertainment.

Mt. Holly Plans Improvements

NEW YORK, Nov. 24.—Long range plans for the Mount Holly (N. J.) Fair include a new concrete block grandstand and a main exhibit building. Samuel Burgdorf, secretary-manager reported here this week.

Plans also call for dredging the area now separating two lakes on the grounds to provide one body of water. The grandstand would front on the lake which would then be adaptable for novel and major water show presentations, Burgdorf said.

Event is set for Labor Day week.

Phoenix Pulls 191,000 To Top 1950 Attendance

PHOENIX, Nov. 24.—Final tabulations on the Arizona State Fair, which closed its 10-day run here November 12, showed that the event pulled 32,000 more paid admissions than in 1950. According to George Blake, who served his first season as manager of the annual, the fair got off to a good start opening day with an increase of 4,000 admissions and set a new daily record of 41,800 the first of the two Sundays.

Total paid admissions this year totaled 191,000, compared with 159,000 in 1950. Blake said passes accounted for approximately another 20 per cent.

Crafts 20 Big Shows played the event for the fifth year and went into the guarantee money for the first time. Crafts won the bid over Siebrand Bros., which bid about \$23,000 and Ferris Greater Shows with \$35,000. The winning show's pitch was a percentage against a guarantee of \$40,000.

Given credit as a drawing card was the free show in the plaza and produced by Newton (Carolina) Brunson of the Hollywood Theatrical Agency. Titled "Hollywood on Parade," it was headlined by Andy Parker and The Plainsmen, with The Rankinettes Line (5); Knight and Daye, Bill and Irene Kramer, Diana Robinson, and Johnson and Diehl. Three 80-minute shows were given daily.

Closing night, the show was moved in front of the grandstand. A \$1,500 fireworks display was presented by William Kelsey, local pyro-technician.

The 10-day program included five days of horse racing with pari-mutuels; Indianapolis big car 100-mile races, jalopy events, and five nights and two matinees of horse shows. The big car races were featured on the Sunday (4) when the all-time daily record was established.

Blake succeeded Paul Jones as manager. Prior to taking over the post here, Blake was in the publicity and advertising business.

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3940 James Ave., S., Minneapolis 8, Minn.

Jack J. Perry Misses Party Due to Mishap

NEW YORK, Nov. 24.—Party was staged Tuesday night (20) at the clubrooms of the National Showmen's Association (NSA) here in honor of past president Jack J. Perry, but the guest of honor was unable to attend due to injuries suffered in an auto accident Sunday (18).

Perry came up from the South for the affair and drove to Rochester, N. Y., where a sister lives. About five miles outside of that city his car went out of control. Perry refused to go to a hospital for treatment of his injuries, going instead to his sister's home. He attempted to make the party here Tuesday, but a physician vetoed the idea.

NSA president, Bernard (Bucky) Allen combined the party with an informal meeting of the group, and open house also was observed. Among those present were Martha Weiss, past president of the Ladies' Auxiliary of the Miami Showmen's Association; Dorothy Packman, a member of the board of directors of the NSA Ladies' Auxiliary, and Gerald Snellens, new secretary of the NSA.

Music was supplied by an accordionist, and refreshments were served. A telegram of regret from Perry was read and also one sent to him by NSA members offering their regards. A gift that was to be presented at the party will be held for him.

GOTHAM MAYOR WOODED TO BALL BY J. ROSENTHAL

NEW YORK, Nov. 24.—Jack Rosenthal, chairman of the entertainment committee for this year's annual National Showmen's Association banquet, which was held here Wednesday (21), deserved credit for performing a difficult feat—inducing Mayor Vincent Impellitteri to appear at the fete.

Mayors of this city have received invitations as a matter of course, but the press of duty has kept them away. Impellitteri, his wife and her mother showed up at the Astor Hotel, site of the banquet, about midway thru the dais program. Toastmaster Harry Hershfield introduced him after reading a telegram in which the mayor expressed his regret at being unable to attend.

Impellitteri explained that a prior commitment was shortened, leaving him free to make the banquet and that he sent the wire when it seemed he would not be able to be present. He spoke briefly on his recent trip to Italy and Israel, mentioning the impact of the democratic way of life on the former country, especially. He extended thanks for his invitation and for the manner in which all show business people have responded when the city sought their aid.

NSA Dead Remembered At Services

NEW YORK, Nov. 24.—Annual memorial services of the National Showmen's Association (NSA) were conducted Sunday (18) in the groups clubrooms at the Palace Theater here.

Services opened with a pledge of allegiance, followed by the singing of the national anthem. Jeanelle Klein Schmidt led the singing, accompanied by William D. Caldwell, NSA member Phil Cook, who also is chaplain of the Miami Showmen's Association, delivered the invocation.

After addresses by Bernard (Bucky) Allen, NSA president, and George A. Hamid, president emeritus, Miss Schmidt sang "I Heard a Forest Praying." A special prayer composed for the services by Monsignor J. B. O'Reilly, pastor of St. Malachy.

(Continued on page 99)

Drew Awarded Midway Pact At Charleston

CHARLESTON, W. Va., Nov. 24.—James H. Drew Shows this week were awarded the contract to provide the midway at West Virginia Agricultural and Industrial Fair to be held here August 30-September 7. James H. Drew, shows' owner, signed for the org prior to leaving for Chicago and the outdoor meetings there.

Pact marks the second consecutive year Drew has been awarded the contract for the annual, which this year attracted an estimated 200,000. The 1952 run will include two Saturday and Sunday dates and Labor Day.

Prell Ends Banner 44-Week Season

Fair Earnings Increase 30% to Send Total Take Soaring Above Spring Outlook

VALDOSTA, Ga., Nov. 24.—Prell's Broadway Shows concluded a glittering 44-week season at Valdosta Fair here last Saturday night (17). Sam E. Prell, owner, reported that most of the winnings came from the fair season, which showed an increase of about 30 per cent, and late-season still dates. Early spring dates

provided small returns and a dim prospect for the future.

Shows' territory, entirely in the East, included dates in most States between Florida and Maine. Eight fairs played last winter in Florida were fairly good, Prell reported. Org blanked out at its opening still date, Fayetteville, N. C., after seven successive fast starts at that spot.

A 10-week hospital stay kept Owner Prell from directing show activities during that period, but upon his release the contributing factors that had resulted in fair to poor business during the interim were rectified.

Fairs Listed

Fairs played this year included Bedford and Butler, Pa.; Cumberland, Md.; Indiana and Ebersburg, Pa.; Goldsboro and Clinton, N. C.; Frederick, Md.; Chase City, Va.; Columbia, S. C.; Athens, Brunswick and Valdosta, Ga.

Coincidental with the closing here, Prell announced that the shows would play an equally long route next year, with a series of winter fairs in Florida scheduled to get underway January 21 at Sarasota.

Break between the two seasons

(Continued on page 99)

Manning Inks 6 Dixie Fairs

NEW YORK, Nov. 24.—Jack J. Perry, general agent of the Ross Manning Shows, has signed six Southern annuals for 1952. Owner Manning reported here this week.

Annuals are Lexington and Statesville, N. C., repeat dates; High Point, N. C., played last year; Heller's Acme Shows; Ashboro, N. C., last played by Mighty Page; Hamlet, N. C., played this year by Prell's Broadway Shows and Martinsville, Va., a repeat date.

1,000 Frolic at 14th Annual NSA Banquet and Ball

President Allen Urges Members To Support Drive for New Home

NEW YORK, Nov. 24.—Urging greater individual effort among members in the drive to acquire a new home for the National Showmen's Association (NSA), Bernard (Bucky) Allen, president of the group, reported Wednesday (21) at the association's annual banquet here that the building fund totaled about \$30,000.

Allen stressed that in subscribing to bonds for the purpose members were aiding themselves. He felt that if the effort were tripled the new home could be had before the end of the year.

His talk came during the 14th anniversary banquet and ball of

the NSA for the benefit of the club's hospital and cemetery fund. The Grand Ballroom, main floor of the Astor Hotel, was the site, with an overflow gathering estimated at 1,000 present.

Guests Listed

Perennial toastmaster of the event, Harry Hershfield, again kept the proceedings moving at a rapid clip after being introduced by Jack Rosenthal, chairman of the entertainment committee for the banquet. Interspersing his introductions with stories and quips, Hershfield called on Edward T. McCaffrey, commissioner of

licenses for this city; Olin D. Johnston, U. S. senator from South Carolina; Ray Converse, president of the New York Association of Agricultural Fairs and Dr. J. S. Dorton, president of the International Association of Fairs and Expositions, for brief speeches of a congratulatory nature.

In addition to Allen, a surprise speaker was Mayor Vincent Impellitteri. He arrived about midway in the banquet with his wife and her mother.

Others seated at the dais and called on for bows included Bligh A. Dodds, chairman of the government relations committee of the international fair association; Henry Dunn, national administrative secretary of American Guild of Variety Artists; Roger S. Littleford, publisher of The Billboard; Lawrence Neumann, representing the Hot Springs Showmen's Association; Bernie Mendelson, for the Showmen's League of America; William Cowan, representing the Miami Showmen's Association; Max Cohen, general counsel of the American Carnivals Association; Rev. Allen E. Claxton, D. D., pastor of the Broadway Temple here; Oscar C. Buck, David B. Endy, Frank Bergen and Jack Rosenthal, all past presidents of NSA; Howard Singmaster, representing the Pennsylvania State Association.

(Continued on page 98)

FAIRS AID WOM TO SOLID SEASON

Top Grosses Registered at All Annuals After Lethargic Start

NEW YORK, Nov. 24.—Frank Bergen, general manager of World of Mirth Shows, this week reported that the 1951 season was one of the best in several years for his organization.

Bergen said that early season dates failed to point the way to future winnings as business was down in some instances, although usually because of inclement weather.

Fairs climbed in almost every instance, he said, and invariably when good weather prevailed. Shows' route of annuals finished off this year at Savannah, Ga., an event that Bergen said undoubtedly has a great future. Next year plans call for a straight six-day operation, instead of bridging the run to include a Monday.

Al Wallace Moves to WQ At Savannah

SAVANNAH, Ga., Nov. 24.—Wallace & Murray Shows moved into winter quarters here after closing at Camilla, Ga., Fair, Saturday (10). This year's tour was the best on record, said Al Wallace, org's owner-manager, and included eight fairs.

Org was out for 32 weeks, traveling 3,069 miles in both Carolinas, Virginia, West Virginia, Ohio, Pennsylvania and Georgia. During that period only five days were lost to rain, Wallace said.

A new Kiddie Ferris Wheel was purchased recently along with two additional tractors and trailers and a new searchlight. Two more major rides are contemplated for next year and several new show fronts will be constructed here during the winter. Winter base is located at the Municipal Air Port.

Owner Wallace attended the Tennessee fair meeting, Memphis, this week and then headed for Chicago. Fizzie Brown left here for Dallas, thence to Chicago. Frank Zorda to Atlanta; Mr. and Mrs. Bernie Keilman, Detroit; Jack Rainey, Pittsburgh, Chicago and then to Tarpon Springs, Fla.

Army Inducts Jackie Weiss

NEW YORK, Nov. 24.—Jackie Weiss, an associate of his father, Ben Weiss in the operation of bingos, was inducted into the army yesterday. He will be stationed at Camp Jackson, S. C., for training.

Jackie has made dates with his dad for a number of years, sandwiching his business activity in between his courses at Miami (Fla.) University where he recently won an LLB degree.

Bergen and show concession manager, Bernard (Bucky) Allen, who is embarking on his second term as president of the National Showmen's Association, returned here this week from Ottawa where they were awarded the midway contract for the 1952 Central Canada Exhibition.

Fair Route Complete

Bergen said that shows' fair route for 1952 is complete and that a season equal to, or perhaps even better, than 1951 is anticipated. For one thing, a break in the weather for still dates would almost certainly assure shows of a better season's take, he said, since fairs should have another banner year.

Full-scale building activities are planned at the shows' quarters this winter for the first time in several years. Materials already on hand include seasoned oak, which will be used for the construction of new wagons and re-decking of flat cars.

Plans for the addition of major back end attractions are also in the works, Bergen said, but while tentative arrangements have already been made, it is still too early for announcements.

Discussions with show managers are set for the Chicago meetings, he said. Bergen will attend the Chicago confabs accompanied by Allen and Gerald Snellens, general representative.

Penn Premier Tops 1951 Gross by 15%

Principal Gains Are Registered at Fairs After Spotty Still Date Earnings

GOLDSBORO, N. C., Nov. 24.—A 15 per cent hike in seasonal business, despite a spotty early still date season, was reported here this week by Owner Lloyd Serfass of the Penn Premier Shows. Org is again wintering at the Seymour Johnson Airport here.

Business was meager until July 4, Serfass reported. Thereafter, and especially during the shows' fair route, grosses picked up and accounted for the sizable increase in revenue.

Show this year had its best fair route, with 16 annuals carded. In addition there were five celebrations played during the 30-week season.

Serfass reported that many annuals have already been contracted for 1952 and said that it was probable that the shows' entire route of annuals would be cemented before the end of December, making the earliest completion of a fair route in the org's history.

Already signed are the Somerset County Fair, Myersdale, Pa.;

Vallee Org's First Season Ends Up Okay

ST. GEORGE, P. Q., Nov. 24.—Beauce Carnival, ended its first tour after a season that wound up on the right side of the ledger, Florian Vallee, owner-operator, announced here in winter quarters.

Org, which carried three rides, 12 games and a Side Show, traveled in Quebec exclusively and played its last stand at Murray Bay in September. Rides carried included a Flying Scooter, Airplanes and Autos, but a Ferris Wheel was recently purchased and a Merry-Go-Round will be added this winter.

Personnel, in addition to Vallee, included Mrs. Vallee, secretary-treasurer; Clement Binet, superintendent; Laurent Robitaille, electrician; Denis Bolduc, Charles Breton and Paul Lalancet, ride operators.

Huntingdon County Fair, Huntington, Pa.; Juniata County Fair, Port Royal, Pa.; Dauphin County Fair, Gratz, Pa.; Mecklin County Fair, Charlottesville, Va.; Durham County Fair, Durham, N. C.; Lee County Fair, Sanford, N. C.; Golden Belt Fair, Henderson, N. C.; Moore County Fair, Carthage, N. C., and the Red Lion (Pa.) Fair.

Celebrations include those scheduled for Dover, N. J.; DuBois, Pa.; Allegheny, N. Y., and Johnsonburg, Pa. Serfass said that he hoped to sign even more fairs before the end of December.

Miles Dietrick is in charge of winter quarters here where a big work program is already underway. Also on hand are Curley Gramm, ride superintendent, and Robert Proctor, mechanic. Crew includes William Strouse, George Kelly and Al Bernard.

Both sides of the A hanger are in use this year. The additional space was needed this year both because of the increased size of the show and the extensive building program.

Midway Confab

Dame Rumor has it that Oscar Bloom, former carnival owner and now a Mississippi gentleman farmer, recently bought the Park Hotel, Amory, Miss. Bloom operated the Gold Medal Shows in Southern territory for many years.

Charles N. Payne, electrician on the E. J. Casey Shows this year, is directing the electrical installation at the new Provincial Tuberculosis Hospital in New Brunswick. Bert Gantner, advance agent for the Bill Lynch Shows, is wintering in Halifax, N. S. Eldon Wilson, concession agent with the same show is working at the Montreal water front. Sally Rand took time off from her fan chores at the Club Kavakos, Washington, recently to toss up the first ball in a basketball game between the Washington Capitols and the Saratoga Yankees.

J. W. (Bill) Porter, legal adjuster for the Lone Star Shows, has purchased a new restaurant in Beaconsfield Center, Ga., and has named it the Humpty-Dumpty. He will continue with the McSpadden org but will devote his off-season to the business.

Billy Wingert, who suffered his second stroke within a year recently, has returned to his home in Cincinnati following release from Bethesda Hospital in the Queen City. Robert A. Burns cards from Boling, Tex., that Mary Webb opened her Blue & White Amusement Company in Nashville, November 5, to good business. Staff includes L. M. Nelson, manager, and M. L. Ramsey, electrician. After closing with George Clyde Smith Shows, Esther Lester worked two weeks with Marion Greater Shows and then joined Orange Bowl Shows in Nashville, Ga.

Mrs. Frank N. Wood is in Baptist Hospital, Little Rock, for a physical check-up. Carmen Del Rio and Penny Law, who closed with Heller's Acme Shows recently, are working club dates out of Reading, Pa., thru the Bobby Dease agency. After closing with Marion Greater Shows, Peggy Ewell and Albert Buchanan joined Orange Bowl Shows in Nashville, Ga.

In addition to attending the NSA festivities, Martha and Ben Weiss had a busy time during their stay in New York. They saw the musical hit, "Guys and Dolls," had dinner with concession tycoon Frank Miller and viewed Lou Walter's new show at the "Latin Quarter." Before leaving for the Chicago meetings, Benny had to spring for new dinner clothes after Martha spent half an evening prodding him into last years suit. Queried on just where he had put on the additional weight, Benny said that it was "all over." However, it can be reported that none was added to his face. In that respect the youthful Benny looks the same as he did a year ago.

Roy B. Jones, general outdoor representative of the Pepsi-Cola Company, was in New York to cement that firm's interests with the outdoor brethren. Roy came in after a short rest at his Texas home. He also will take in the Chicago doings.

Penn Premier Shows' personnel fanned out after the close of the Carthage (N. C.) Fair. Al Renton, Side Show op, left for Ruskin, Fla. Captain Thompson returned to Camden, N. J., with his whale exhibit. Speedy Cox, drome operator, left for Baton Rouge, La. Chuck Renton, Snake Show operator, returned to Ruskin, Fla. William Strouse, Glass House manager, will remain in Goldsboro, N. C., winter quarters. William Barton, operator of the pony ride and Life Show, headed for Tampa. Captain Mizelle, Monkey Show manager, will winter in Wilson, N. C. Mr. and Mrs. Andy Zane, operators of Stars on Parade and Sultan's Harem, will winter in Gibsonton, Fla. Bullder Ted Comfort took off for Miami. Secretary William Keefe will winter in Reynoldsville, Pa. Grover Hill, billposter, is in New Bern, N. C. Leo Bistany, business manager, has returned to Miami. Mr. and Mrs. Pat McGee are in St. Petersburg, Fla. Harry Stevens, operator of the custard, French fries and popcorn, has returned to Union City, N. J. The Allison Family, jewelry ops, have re-

turned to Tampa, as did Joe Kicholiche. Mr. and Mrs. Tommy Allen headed for Gibsonton, Fla. Hoppy, electrician, is on a sleeper jump to Boise, Idaho. Stevens Family is in Tampa and the McIntyre cookhouse clan is in Winchester, Va. Walter Vallance has gone to Union City, N. J.

Gerald Snellens, World of Mirth general factotum, was lacking some of his usual vitality in New York last week because of illness. Despite his lack of physical vigor, Gerald showed up at the National Showmen's Association to pledge his all-out efforts in behalf of that group in 1952.

Bertha (Gyp) McDaniels, owner-operator of the Penny Arcade and Rocky Road to Dublin on World of Mirth Shows, was in Cincinnati for several days last week and visited Mrs. A. C. Hartmann, Mrs. Claude Ellis and Mr. and Mrs. Charles Wirth. She left Saturday (24) for the outdoor meetings in Chicago. Cecil Rice pens from the Veterans Administration Hospital, Dublin, Ga., that he is confined in Ward 8-A there recuperating from a heart attack. He'd like to read letters from friends. Starr DeBelle, tub thumper, and Claude Bentley, Side Show owner-operator on James E. Strates Shows, stopped over for a day in Cincinnati last week while en route to the outdoor meetings in Chicago from the org's quarters in De Land, Fla. Jimmy and Ann Ackley, who closed the season with Capital City Shows, are spending a month at their home in Flint, Mich., before heading for Miami where they will winter. Jimmy knocked off an eight-point buck the first day of the deer hunting season.

Eddie Johnson, Cetlin & Wilson Shows' special agent, is slated to enter Will's Eye Hospital, Philadelphia for an eye operation after the Chicago meeting. Eddie's trouble is a cataract on his left eye, but the surgeon handling the case reports optimistically on the probable outcome, Eddie says. Eddie secured the medic's okay to attend the New York and Chicago sessions to help out with the show's entertaining. Bill Hartzman, C&W treasurer, has a reservation at Duke University Hospital, Durham, N. C., to have medical toppers study a puzzling and troubling arm ailment.

Leonard Farley, secretary-treasurer, King Reid Shows, returned to New York in time for NSA festivities after spending some time with Jake Mills' Mills Bros.' Circus in the South. Leonard, a circus fan at heart, despite his carnival affiliation, reported a wonderful time.

C. Joe Bennett, general agent of Joyland Midway Attractions, is back at his Detroit home after his annual pilgrimage to the St. Anne de Beupre shrine in Quebec. Mrs. Bennett accompanied him as far as Toronto, where she visited relatives. Walter (Wingy) Schafer, carnival press agent, has gone East to join his wife at Rochester, N. Y. Mrs. Cameron Murray, wife of the general agent of the Ray Williams Shows, is out of the hospital following an operation and is planning a trip to Chicago.

Personnel of Prell's Broadway Shows spread out last week on what amounted to a short furlough between seasons since org is scheduled to open its winter fair season January 21 at Sarasota, Fla. P. J. (Pat) Finnerty headed for Hot Springs, while Dottie Finnerty took off for Miami. Joan and Abe Prell will winter in Fort Lauderdale, Fla. Johnny Hoffman is going to Savannah and Miami. Ben Prell and his father, Sam, are returning to their homes in New Jersey, after which they will attend meetings in New York and Chicago. Joe and Aggie Ross recently had their trailer fixed up and Aggie reportedly invested in a new vacuum cleaner. Newell and Evelyn Taylor will journey to Memphis and Miami. Mr. and Mrs. Jack Russell are wintering at Little Farms Trailer Camp, Miami. Lil and Bill Sylvester, kiddie ride ops, have booked their three kid units in Fort Lauderdale, for the winter. Their daughter, Pinky, granddaughter of Sam Prell, will enter private school there. Joe Cenane will pack up the bingo and visit his boss, Bill Jones, before heading for Miami. Dot

Shoemaker shuttered her cookhouse and will get organized for the Florida tour. Paul Prell and brother, Mac, left for Miami new home awaits them. A New Year's Eve party is scheduled. Lentini and frau are headed for their Florida home after a fine season. Johnny Barro and the drome riders are set to return to Kissesme quarters where they will read their equipment for the next tour. Jack Korrie is formulating plans for his Posing Show for next season. Eddie Halperin is on his way to Florida to await the arrival of a new offspring. Harry Wise, Monkey Show operator, will winter in Atlantic City. Frank Traxzini, minstrel show operator, will ready a unit for Florida theater dates. Charlie Gross headed South with his dark ride and Fly-o-Plane. James Heron and family, Wild Life Show operators, expect to get into action in Florida. George Palston left for Texas with his reptiles. Jimmy Zabriski, Deisel electrician, will winter at a Miami trailer camp. Charles Guttermuth, truck and ride super, left for Orlando, Fla., where his children, Doughie and Ronnie, are in school. Mr. and Mrs. Joe Parsons left for Tampa. Margaret Stevens has returned to quarters. Bob Holmes and family were on the show for the last two weeks and expects to rejoin when it reopens.

Whitey Lutz, concessionaire for many years with the John Francis Shows, is confined to the Veterans' Hospital at Fayetteville, Ark., following a major operation. He is progressing nicely and would like to hear from friends. William Pink, who had his Tilt-a-Whirl on the A. C. of A. Shows the past season, is at his home in Los Angeles where he will spend the winter. He plans on again being with the A. C. of A. Shows next season.

Mr. and Mrs. Ed Ferrerii, formerly of the King Reid Shows, announced the engagement of their daughter, Lani Jean, to Thomas R. Broome Jr., Derby, Vt. Plans are being made for the wedding to take place during the holidays at the Ferrerii home in Pittsburgh.

After closing with Gladstone Shows, Mr. and Mrs. Joe Jernigan went to Biloxi, Miss., for a brief vacation before heading for Florida where they will winter. Belle Evans, who closed recently with Maddox Bros.' Shows, is vacationing at Aranas Pass, Tex., but will spend the holidays in the Rio Grand Valley. Monte Navarro Jr., year-old son of Monte and Shirley Navarro, was admitted to Jackson Memorial Hospital, Miami, November 17, where he underwent an emergency operation for a hernia. Monte Sr., is night clerk at Dolphin Hotel, Miami.

Vera Hancock, of Royal American Shows, who is visiting Les and Babe Hutchinson in Montgomery, Ala., planned to Birmingham for the University of Alabama-Georgia Tech football game November 17 and spent the weekend in the latter city as the guest of Mary Singleton. Les and Ruby Dobbs, West Coast concessionaires, have purchased and are operating two self-serve laundries in Seattle. They report that business has been brisk.

Sgt. James K. Lee, who is well known in outdoor show business, was wounded in action October 7 in North Korea, according to word received by his parents, Mr. and Mrs. L. W. (Curley) Brown, St. Joseph, Mo., former trouper who have been off the road since 1950. He had been with the Seventh Cavalry Regiment since re-enlisting in January, 1951. During World War II he served with the Marines.

Mrs. Mitchell Lovell writes from Mobile, Ala., that her daughter, Mrs. Joseph E. Karr, recently gave birth to an eight-pound girl at a Morristown, Tenn., hospital. The Lovells will again hold their annual Christmas dinner and party at their Plateau, Ala., home.

Sonny Cook, former concessionaire with Al C. Hansen, Wallace Bros., Wonder City and other carnivals, and who has been off the road five years, writes from Mobile, Ala., that he is operating the Temple Gardens night club on Highway 90, west of that city.



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CORRECTION!

In our ad of Nov. 24th, copy should have read:

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1949 Tilt-a-Whirl, like new, \$7500.00; No. 5 Eli Ferris Wheel, Le Roi V-belt motor, 24-ft. Van with Wheel, \$3000.00; S Kw. Light Plant, \$300.00; 1 24-seat Chairplane, \$300.00, with Le Roi motor; 1 Rota Whip, Mangels make, \$750.00. All above can be seen en route. **RALPH R. MILLER SHOWS**, week Nov. 26th, Port Barre, La., or Phone 3-6987, Baton Rouge, La.

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SHOWS SUFFER

Strates Hits Railroads For Lack of Interest

NEW YORK, Nov. 24.—Unreasonable demands of the nation's railroads, without regard to special problems and the complete lack of opportunity for appeal, was criticized here this week by James E. Strates, operator of one of the largest railroad carnivals.

Strates, moving now on 45 cars and slated to go to 50 next season, is principally concerned with securing two section moves for the simple reason that the roads, using two and three engines, are incapable of moving the double-length cars from one town to the next in time to make scheduled openings.

Strates and Bockus agreed that rate increases had been justified because of pyramiding costs, but they said that the jumps were greater than they should be. Even so, the high rates would be easier to take if the service rendered by the railroads had kept pace with the tariffs.

Because they come under no supervisory body railroad shows are hit with tariff increases anytime the ICC grants a hike. On the other hand, when reductions are in order under ICC rulings, the shows are told that they are not entitled to decreases since they are not covered, Strates said.

Merely by filing a 24-hour tariff, the railroads can charge showmen any rate they have a mind to, they said.

Strates said that he would continue his effort to secure more co-operation from railroads because, he said, the future, and even the continuance of his business, hinged on the results.

Cody Fleming To W. Q. After Okay Season

HICKOX, Ga., Nov. 24.—Mad Cody Fleming Shows closed their season Saturday (10) in Jesup, Ga., and moved into winter quarters here after a season that saw increased grosses but only normal profits due to higher operating expenses, Owner Cody Fleming, announced.

Org has again been signed by all its fairs with the exception of two, for next year, Fleming said. Fleming is doing some hunting here before going to his winter home in Ruskin, Fla.

Other personnel are scattering. Cliff Guest signed his six concessions for next year and then headed for his Athens, Ga. home; W. W. McMinn booked his five again and went to Miami, and Tiger Mack left for Donaldson, Ark., but will be back in '52. Judge Dowdy will be out again next year for his 30th consecutive season with the Fleming org, and R. Knox will also return.

Bert Brewer re-covered the diner and then headed for Ocala, Fla. Carmita, sway pole, went to Miami and Billy Myers to Black-shear, Ga.

C&W Plans Special Lure for Teen-Agers

NEW YORK, Nov. 24.—The hep teen-ager crowd will get special consideration next year from the Cetlin & Wilson Shows. The nation's legions of boys and girls who make and break show business personalities overnight will be invited to special free sessions, co-owner Jack Wilson reported here this week.

who always seem to have some money, tho seldom loaded. Other units are expected to reap the harvest and by the time the high school heroes have used up all but their Coca-Cola caps, their elders are expected to take over the midway.

The new pitch will be sandwiched in between matinee and night promotions and labeled a twilight doings. If successful it will result in upwards of 5,000 vitamin-fed kids getting night operations off to an early and accelerated pace, Wilson believes.

Wilson said that an all-out effort would be made to put the stunt across. Billing up to 24-sheets will be used and the promotion will also be plugged heavily in all other publicity-advertising endeavors.

Teen-age hour will feature Peter Garey, ex-"South Pacific" vocalist, plus other suitable youth offerings staged in the Raynell show top. Show will be free, thus providing a nifty lure for the in-betweeners

Wilson said that it occurred to show execs that the middle-group had been largely ignored by shows. Kiddie matinees have been highly successful, he said, thru promotion. The teen-age promotion can be just as big, or even more so, since a special program that will win approval from all parents will be formulated.

Prell Ends Season

Continued from page 97

will hardly give the Prell family more than enough time to attend the showmen's meetings in New York and Chicago, in addition to making several meetings of Eastern State fairs associations.

Plans Scheduled

Prell and his son Joe are principally concerned with the booking, together with Charlie Powell, agent.

The show will again winter in Kissimmee, Fla., where extensive refurbishing activity is scheduled to begin immediately after the holiday season, Prell said.

The outlook for 1952 is excellent, Prell said. Joe Prell reports that a number of commitments have already been received from fairs. Powell is currently rounding out a 10-week winter fair season in Florida.

Prell organization annually vies for the longest route of any show in the nation. Prell justifies the lengthy routing and extensive traveling by saying that he will go anywhere there is the possibility of earning some money.

NSA Honors Dead

Continued from page 97

R. C. Church here, was read by Fred C. Murray, chaplain of the NSA.

Allen and Ethel Shapiro, president of the Ladies' Auxiliary of the NSA, read the roll of departed members in 1951, and taps was sounded by Joe Basile and trumpeters from his Madison Square Garden Band. Miss Schmidt sang "Hallelujah," and addresses were given by Rabbi Gerald Bass of the Jewish School, White Plains, N. Y., Dr. Jacob Cohen, NSA physician, and Rev. Allen E. Claxton, D. D., pastor of the Broadway Temple here.

Miss Schmidt sang "A Voice in the Wilderness," and a benediction was delivered by Lydia Nail, chaplain of the Ladies' Auxiliary. The clubroom services closed with group singing of "The Battle Hymn of the Republic" and a salute to the flag. Services also were conducted later in that day at Showmen's Rest, Ferncliffe Cemetery, Hartsdale, N. Y.

NSA Banquet Big Draw

Continued from page 97

tion of Fairs and Johnny, famous call boy for Philip Morris who gave the gathering a demonstration.

NSA Execs Bow

Other NSA members seated at the dais and introduced were George A. Hamid, president emeritus of NSA and chairman of the dais committee; Jack McCormick, chairman of the membership committee; Gerald Snellens, secretary; Phil Isser, first vice-president; Joe McKee, second vice-president; Harry Rosen, treasurer; John S. Weisman, assistant treasurer; Fred C. Murray, chaplain; Dr. Jacob Cohen, NSA physician, and Max Hofmann, NSA counsel. Also on the dais was James E. Strates.

Telegrams of congratulations were read by Hershfield from the Miami Showmen's Association, the Showmen's League of America, Mrs. James E. Strates, and J. W. (Patty) and Frank Conklin. Hamid brought up Dorothy Packman of the NSA Ladies' Auxiliary who presented Mrs. Bess Hamid with the 33rd life membership card in the woman's group on behalf of her daughter Zyne Hamid Caloca, who was ill. Ethel A. Shapiro, president of the auxiliary also was ill and unable to make the presentation as originally scheduled.

The show got under way immediately after the end of the dais program. NSA member and agent Al Rickard arranged the show, and comedian Mickey Deems emceed and performed. In order of appearance came Chambers and Blair, roller skating team; singer Rosemary Clooney; Pedro and Durand, comic acoos; singer Yvette; Harris and Shaw, comic dancers; the Mack Triplets, vocal group; singer Mary Small; Sarah Allen in a Mae West impersonation and comedians Alan King and Myron Cohen. All worked hard and were well-received. Movie name Gloria De Haven also was brought on stage for a bow.

Square Garden Band, with Bubbles Ricardo handling vocals, played for dinner. Elliott Lawrence and his orchestra backed the show and played for dancing.

Joe Basile and His Madison

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WANT FOR NEW AMUSEMENT PARK advertisement for GRAND OPENING DECEMBER 1st. Includes contact info for L. P. BRADY.

JAMES E. STRATES SHOWS advertisement for WANT FOR 1952. Includes photo of James E. Strates and contact info for DE LAND, FLA.

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BROOKS Products

"LITTLE ATOM" ACTUAL SIZE



Shoots Blank Cartridges—Terrific Bang!

BINGO

Operators see our new small heavy-weight Cards...

NEW EXHIBIT—ADAPTABLE FOR STORE or home shows, trading posts, museums, etc.

COSTUMES, UNIFORMS WARDROBES

FOR SALE—FORTY NEARLY NEW GRAY Whippoor Uniforms...

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPCORN MACHINES available from \$35...

FOR SALE—SECOND-HAND SHOW PROPERTY

ALL 16MM. SOUND — 7,500 REELS; FEATURES, Shorts, Serials...

MAGICAL APPARATUS

A BRAND NEW #23 CATALOG — MIND-reading, Mentalism, Spooks...

MISCELLANEOUS

AUTOMATIC TOASTERS, \$9.97—BEAUTIFUL chrome finish, 2 slice, fully automatic...

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—NOVACHORDS, TWO, DEMONSTRATORS, playing on 12 bargain price...

PERSONALS

ANYONE KNOWING THE WHEREABOUTS of Walter M. Hughes...

PHOTO SUPPLIES DEVELOPING-PRINTING

CARNIVAL PHOTOGRAPHERS—WE HAVE full stocks Eastman DP Papers, Chemicals...

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need, reasonable prices...

DIRECT POSITIVE PHOTOGRAPHERS—Federal tax eliminated on direct positive paper...

FOR FINEST IN DIRECT POSITIVE CAMERAS buy Piedmont Cameras...

LOW COST PHOTOMOUNTS—THREE COLORS to choose from...

PHOTO BOOTH OUTFITS CHEAP — ALL sizes; drop in and see them...

THE EASTMAN IMPROVED TYPE DIRECT Positive Paper available in all sizes...

WANTED TO BUY—MOUNTED BUCKING bronco horses, saddle and bridle...

PRINTING

ATTRACTIVE PRINTING REASONABLE—1,000 Business Cards...

FINE PRINTING AT THIRTY PRICES — Letterheads, Envelopes, Statements, Cards...

FREE HOLDER, 1,000 MEMO SLIPS, 3x5", with name, address printed...

QUALITY PRINTING AT LOWEST COST—Booklets, catalogs, publications...

WINDOW CARDS, PROGRAMS, HERALDS, Photo-Offset Printing...

WINDOW CARDS — 14x22 AND 11x14. THE Bell Press, Winton, Pa.

ZINC CUTS, 2x3, 4x5, 5x7, 8x10, 11x14, 12x18, 14x22, 18x24...

100 LETTER HEADS AND 100 6 1/2 ENVELOPES, Hammermill, Bond, five lines copy...

100 8 1/2x11 HAMMERMILL LETTERHEADS and 100 6 1/2 Envelopes...

NEW Titania Gem

The world's most beautiful gem for men and women in 18K gold mountings...

LARGE 30" PANDAS ASST'D BEARS MAJORETTES \$31.00 DOZ. #1115

DIRECT From The MANUFACTURER! "ROYAL" THE KING OF THEM ALL

POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET

SILVER PLATED 32-Pc. SERVICE FOR EIGHT

with it since 1907 NO DEPOSIT ENGRAVERS... REQUIRED

Attention Demonstrators and Engravers! We carry a complete line of boxed and bulk items...

FAMOUS FROM COAST TO COAST FABULOUS TEMPLE EXCLUSIVES

The BENRUS WATCH CO.
Has Designed for Our
Exclusive Use

BENRUS

WATCHES and SETS
SPECIALLY PACKAGED
FOR THE PREMIUM TRADE

*BENRUS
"LADY
WINSTON"
SET

STILL A
POWER HOUSE
FOR
SALES



FAMOUS 3-STRAND
LA MOUR
PEARLS*
and POWDER BOX

Beautiful, lustrous, pastel-fined metal powder box alone worth \$1.50. Terrific value in combination with the high quality, 3-strand, graduated pearl necklace—white, pink or blue pearls—brilliant rhinestone clasp. La Mour Pearls—(simulated) noted for rich color. Guaranteed indestructible. Beautifully boxed.

ONLY \$1.15 EA. \$15.00 retail. Specify Color
SET When Ordering. A Temple
Exclusive.

Minimum Order 1 Dozen. Federal Tax Additional if Not For Resale. 25% Deposit.
Balance C.O.D. F.O.B. Philadelphia. No C.O.D.'s On Orders Under \$5.00.
Write For The New Temple Fall-Winter 1951-'52 CATALOG and our Special
"PREMIUM DEALERS' CONFIDENTIAL PRICE LIST"
DROP IN TO SEE US WHEN IN PHILADELPHIA
OPEN ALL DAY SUNDAY NOW TO XMAS.

TEMPLE COMPANY

708 Sansom Street
Philadelphia 6, Pa.
Market 7-6519

2—BIG SPECIALS—2

NYLON HOSE

51 Gauge, 15 Denier, First Quality, Dupont Label
\$9.00
Dox.

Packaged 3 Pair to a Box. Each Pair Individually Cellophane Wrapped.
Please Don't Compare With Cheap Grade Seconds. Our Hose
Absolutely the Finest, Lowest in Price in the Land.

SILVER PLATE (Steel)

VERY ATTRACTIVE PATTERN.
HEAVY WARE
30 PIECE SETS

\$4.80
SET
Your Choice
Samples \$5.25



Some Sets Include
4 Knives 6 Teaspoons
6 Forks 6 Salad Forks
6 Soup Spoons

Some Sets Include
6 Knives 12 Teaspoons
6 Forks 12 Soup Spoons

Each Set Packed in Cardboard Container.
Terms: 25% Deposit, Balance C.O.D. Open Accounts to Rated Houses.
Send for Our Catalog Which Shows Complete Line of Soft Goods, Hard Goods,
Electrical Appliances, Clocks, Watches, Jewelry, Etc. (1000 Items).

G. & S. WHOLESALE CO.

5977 DELMAR BLVD.

ST. LOUIS 5, MISSOURI

ELGIN • BULOVA • BENRUS • GRUEN



Brand new 1952
model cases for gents.
Rebuilt movements,
guaranteed like new.
Complete with leather
band, 7 Jewel.
15-Jewel 17-Jewel 21-Jewel
\$12.65 \$14.65 \$18.95

• Gold Plated Stretch Band, 95¢ add.
• Men's Mesh & Expansion Combination
Band, \$1.49 add.
• Leatherette Gift Box, 75¢ add.

FREE This week only—Our
newest value-packed
catalog

25% With Order—Balance C.O.D.
Open Account to Rated Houses.

Wholesale Only.
F.O.B. Chicago.

MIDWEST WATCH CO.

53 Wabash Ave.
Chicago 3, Ill.



Handsome Western Horse Clock in bronze
or gold finish. Horse is 10" tall, base
17"x5"x1 1/2". Guaranteed dependable
electric clock. (Sample \$4.49)

SALESMEN WANTED

SELL ADVERTISING BALLOONS — 35%
commission; sample and details free.
Kramer Industries, 25 S. Anita, Los An-
geles 49, Calif.; 110 Broadbent, San An-
tonio, Tex.

UP TO \$75 WEEKLY—\$1 VALUE SAVING
certificate given with beautiful \$1 size
Ball Point Pen; has brilliant gold tone
metal cap; sample 25¢; customers buy pen
to get valuable certificate; also amazing
pencil, writes four colors, red, blue, green,
orange; sample 25¢; or eight samples, four
pens, four pencils, all postpaid; terrific
advertising item; literature free. Louis
Balogh, 1703D Roosevelt, Valparaiso, Ind.

SCENERY & BANNERS

NIEMAN CARNIVAL CIRCUS BANNERS—
The best, not the cheapest; no disappoint-
ments. Nieman Studios, 1236 S. Halsted St.
Chicago. CA 6-2544.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, DESIGNS,
Colors, Needles, Outfits; genuine German
Pelican ink; free catalog. Owen Jensen,
120 W. 83d St., Los Angeles 2.

NEW 1952 TATTOO SUPPLY CATALOG
and 15 lesson tattoo course information,
25¢. Milt Zeis, 728 Lesley Ave., Rockford,
Ill.

WANTED TO BUY

CALLIOPHE—AIR OR STEAM, MOUNTED
or unmounted, or similar instrument for
parades; tell all first letter. Carval Stotts,
Odon, Ind.

WANT LITERATURE AND INFORMATION
on equipment for ice rink. Ivan Hum-
phrey, 117 E. 29th St., Des Moines 17, Iowa.

WANTED—STEAM MINIATURE TRAIN;
state condition, price, picture if possible;
track not too important; cash. Trow Sebree,
200 Woodland Highway, Algiers, New Or-
leans 14, La.

WANTED TO BUY—DOUBLE HEADER
Electro Freeze Frozen Custard Machine
Smitty, 1669 Pitkin Ave., Brooklyn 12, N.Y.

HELP WANTED—ADVERTISEMENTS

RATE—15c a Word Minimum \$3

Remittance in full must accompany all ads for publication in this column
No charge accounts

Forms Close Thursday for the Following Week's Issue

ACCORDION, ALSO GUITAR, ENTERTAIN-
ers preferred, to make top notch trio; 1
play bass and trumpet; have been comedy
M.C. for 8 years, have plenty material and
connections. Contact Red Pepper, 2905
Virginia, St. Louis, Mo.

ADVANCE AGENT TO BOOK "TEN
Nights in a Bar Room" talking picture, to
churches, schools, etc. E. W. Pollock, King-
fisher, Okla.

CAN YOU BOOK HIGH-CLASS AMATEUR
shows for America's foremost and best-
known producers? If so, you can make \$100-
\$250 weekly and have pleasant work and
fair treatment with Old Redpath-Horner
Chautauqua Company, in business success-
fully 46 years. Write us air mail, 3419 Broad-
way, Kansas City, Mo.

WANTED—PIANO MAN AND DRUMMER;
must play good tenor band style, good
Latin and good jazz; use all arrangements,
work 3 1/2 hours, seven nights a week; sal-
ary, \$80. Wire or call Charlie Wood, 800
E. 14th, Odessa, Tex. Phone 7-0553. All
jobs 1 play are location. Been here a year

MUSICIANS WANTED — ACCORDION,
trumpet, bass, drums, saxophone doubling
clarinet for commercial band; thoroughly
experienced, single, sober, able to fake, will-
ing to work; playing luncheon, dinner ses-
sions and night club in hotel; steady work;
salary \$50 week plus room and board, dis-
count on cleaning, laundry. Write all first
letter. Orchestra Leader, Reese-Wil-Mond
Hotel, Harlingen, Tex.

GIRL DRUMMER—IMMEDIATE OPENING;
steady work; cut shows; male drummers;
write also. Lynn, Casa Grande Motel,
Pheix City, Ala.

WANTED — MUSICIANS FOR REPLACE-
ments on well-organized territory band.
Contact Del Clayton, 4428 Decatur, Omaha,
Neb. de15

WANTED—COMMERCIAL SOCIETY PIANO
man immediately; also young 2d trumpet
man who can sing popular ballads; salary
\$80, Jack Staulcup, Commodore Perry Ho-
tel, Toledo, Ohio.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column
No charge accounts

Forms Close Thursday for the Following Week's Issue

MISCELLANEOUS

AT LIBERTY—COMEDIAN; CAN DO CHAR-
acters, M.C. show; do several single acts;
good singing voice, nice wardrobe, no
booster; need job; will work reason-
able. Who can use me? Box C-493, care
Billboard, Cincinnati 2, O. del

BOOK BOB TOMLINSON ONE MAN
Vaudeville Show; juggler, ventriloquist
magician, rope twirler, accordionist; for
all occasions. 162 North State Chicago. de22
Tel Dearborn 7-2734

MAN—47; NEAT CAR; WHAT HAVE YOU?
Demonstrator, Hillbilly M.C. or will invest
labor in good proposition. Sellers, 1316
Penn. Ave., Jeannette, Pa.

PIANIST — TRAINED; PROFESSIONAL;
union; single; desired first rate hotel
lounge opening; alone. Raymond Dempsey,
44 Maple Ave., Franklinville, N. Y. de15

STRING BAND — WESTERN OR HILL-
billy; radio preferred; double on guitar;
10 years' experience "Clint" Vatel, 4710
W. Edison Rd., South Bend, Ind.

TRUMPET MAN—A-1; READ, FAKE, TONE,
range, endurance; cut shows; draft ex-
empt; Southern location desired; consider
all. Box C-494, care Billboard, Cincinnati,
O.

TRUMPET — AVAILABLE DECEMBER 10
semi-name experience, section or combi-
reliable, age 28; location only Box C-492
care Billboard, Cincinnati, O. del

MUSICIANS

A-1 ORGANIST—25 YEARS' EXPERIENCE
theaters, radio, lounges, hotels, rinks;
warm climate preferred. Address Organ-
ist, 136 47th St., Union City, N. J. de8

DRUMMER—AVAILABLE AT ONCE, FOR
all combos and orchestras, etc.; semi-
name experience. Lanny Scott, 45 Kenwood
Ave., Binghamton, N. Y. Phone 4-5955

GIRL VOCALIST—24, EXCELLENT WARD-
robe and appearance; will go anywhere;
now singing with name band; can join on
short notice; pictures on request. G. Phil-
lips, P. O. Box 427, Carbondale, Ill.

LEAD ALTO, DOUBLING CLARINET AND
bass clarinet, desires change; now play-
ing with name band; can join on short no-
tice; also trumpet man available. G. Phil-
lips, P. O. Box 427, Carbondale, Ill.

OUTSTANDING PIANIST—15 YEARS' EX-
perience hotels, lounges, radio; plenty of
variety and novelties; non-union. Box
C-495, c/o Billboard, Cincinnati, Ohio

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE
jumping for parks, fairs, celebrations
Claude L. Shaffer 1041 S. Dennison Indian-
apolis 21 Ind. del

"WRITE" CHARLES LA CROIX, HIGH-
class Trappee Act Available for indoor
and outdoor events (Platform required for
outdoor.) For particu ars address Charles La
Croix, 1304 South Anthony, Fort Wayne 4,
Indiana

VAUDEVIL ARTISTS

FEMALE IMPERSONATOR OPEN FOR
night club booking; singer, exotic dancer;
flashy wardrobe; will send photos; salary
\$125 net; transportation one way Wesley
Davis, 411 S. Wabash, Chicago, Ill. de15

Special Offer! EXPANSION BRACELET JEWELRY SET

\$33.00 Doz. Samples
\$3.50 Ea.

If not for resale, add Federal Excise
Tax. New Fall Catalog Now Ready.

*Write for yours today!
25% Deposit, Balance C.O.D.
Telephone: ORegon 3-6330

CUTTLER & COMPANY, INC.

928 Broadway, New York 10, N. Y.

For Fast Selling POPULAR ITEMS

SEE OUR

NEW CATALOG No. 100!!

JUST OFF THE PRESS!! Full of Carnival Novelties, Premium Mer-
chandise, Costume Jewelry, etc. WRITE FOR CATALOG No. 100!

300 W. ADAMS STREET
N. SHURE CO. CHICAGO 6, ILLINOIS

Merchandise You Have Been Looking for
Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys,
Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips,
Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business
and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

NEW! 1951 Catalog

SEND FOR **Free COPY TODAY**

Our general catalog illustrates the most complete line of Novelty and Premium Merchandise, including Blankets, Electric Appliances, Aluminumware, Clocks, Lamps, Toys, and hundreds of other items.

GELLMAN BROS. 110 NORTH FOURTH ST. MINNEAPOLIS, MINN.

*you haven't LIVED
till you've seen...*

**MODELS
Paradise**

A NEW
EXPERIENCE
IN RARE BEAUTY

MOVIES
8 mm., 50 ft. 5¢
16 mm., 100 ft. 5¢
COLOR SLIDES
5 (2x2) to set 5¢
PHOTOS
1 (4x5) to set 5¢
OR SEND 25¢
for sample photo
and illustrated
folder

JAY ROSS
13563 Ventura Blvd., Dept. BB
Sherman Oaks, Calif.

**"FAN BLADES OPEN
THE DOOR**

to real profits for you! Makes
friends and customers for
you, insures repeat business
and leads to more sales of
other items... and LARGER
PROFITS FOR YOU!"

FAN BLADE CO. 32 Green St.,
Newark 2, N. J.

MECHANICAL TOYS CLOSE OUT WHILE STOCKS LAST!

No.	Description	Dozen
3049	Lge. Laying Duck	\$3.00
3055	Tumbling Jocho	3.00
3067	Lge. Walking Bear	3.00
3068	Lge. Fur Begging Dog	2.40
3079	Lge. Walking Bear	3.00
3082	Lge. Fur Jumping Dog	3.00
3095	Lge. Fur Jumping Rabbit	3.00
3097	Lge. Cute Dog w/Bone	3.00
3098	Sm. Walking Bear	2.40
3099	Lge. Walking Elephant	3.00

Terms: 25% deposit, balance C.O.D.
or full payment with order. On parcel
post shipments include sufficient
postage—we will refund any over-
payment. Write for our No. 61
Catalog. State type business in
first letter.

Wisconsin Deluxe Co.
1902 N. Third St., Milwaukee, Wis.
Phone: LOcust 2-5431

bingo

SUPPLIES
and EQUIPMENT

7 & 10 Color Specials
4-5-6 & 7 ups
Midgets 3,000 series—7 colors
Paper & Plastic Markers
Wire & Rubberized Cages
Pencils—Crayons—Clips
5x7 Heavyweight Cards
Electric Blowers & Flashboards
Lapboards made to order

JOHN A. ROBERTS CO.
817 Broadway, Newark, N. J.

THE FASTEST SELLING GIFT ITEM



Oxhead 6-piece Stainless Steak Knife Set

ATTRACTIVE - WELL MADE

Comes in Ivory or Grey Plastic handles—Chrome Bolsters. Beautiful Plastic Box with Transparent Top. \$6.00 per set

Also available in Black Handle - Gold Plated Bolsters. \$6.50 per set

MADE BY OXHEAD PRODUCTS CO. NO CONNECTION WITH CHARLES D. BRIDDELL, INC.

Order Now

25% deposit with order, balance C.O.D.

DOVAL SALES CO. 158 W. 23rd St., New York 11, N. Y.

Mdse. Topics

Chicago

Cook Bros. is offering for \$12.50 a target gun outfit for the premium, prize and gift trade. Each set includes a 1,000-shot bolt action Daisy "Red Ryder" BB gun with tenite grip and stock, adjustable telescope sights, bell target, field glasses, candid camera, hunting knife in leather sheath, two packages of BBs, target cards and National Rifle Association booklet and four-color shooting manual. Each set, which the firm calls the father-and-son target outfit, is packaged in wood-grained cellophane wrapped display box. The Cook company also offers seven jewelry sets for women, each retailing for \$39.95. The sets, ranging from four to six pieces, are said to be of superior design and quality, embodying imported stones of various colors and simulated pearls. The various sets include earrings, bracelets, necklaces and decorative pins.

Pittsburgh

Cash Sales Company has a line of large lamps for the picture windows. . . . Incrocci Novelties Company reports a line on plaster of paris apes and gorillas. . . . Minsky Bros. & Company has "Alice In Wonderland" dishes, patterned after the Walt Disney creations. . . . M. J. Golden & Company, Inc. reports its merchandise line includes piggy banks valued at 10 cents to \$10. Milton D. Myers Company offers hurdy-gurdy musical toys with cords for fastening around the neck at \$1.49; a jack-in-the-box, a chuck wagon, and a Merry-Go-Round, each at \$2.19, and guitars at \$1.49.

Preferred Distributing Company is wholesaling to carnivals, bazaars and installment houses. . . . For parties United Wholesale Company has balloons in marbled colors in round and ship types. . . . A. H. Rapport Company has 12 numbers in boxed jewelry sets, consisting of bracelet, earrings and necklace, from \$1.50 to \$3.50.

E-X-P-A-N-D

YOUR PROFITS WITH RHINESTONE EXPANSION BRACELET



HOTTER Than Ever

\$10.80 PER DOZ.

\$12.00 PER DOZ. BOXED

The greatest profit maker anyone can offer. It's the newest sensation on the market . . . a real hot, sure-fire money-making item. Every woman wants one of the genuine rhinestone expansion bracelets at Sterling's inflation-defeating price. Available in 4 styles . . . \$10.80 per doz. bulk . . . \$12.00 per doz. boxed in gorgeous, rich velvet packages that conveniently opens for display. BE WISE—ECONOMIZE—BUY NOW!! While prices are low, it's money in your pocket. State your business. 25% deposit . . . balance C.O.D. 4 samples . . . \$5.00. Free catalog on request.

STERLING JEWELERS

44 E. LONG STREET

COLUMBUS 15, OHIO

COSTUME JEWELRY SETS. Expansion Bracelet, Necklace, Brooch & Earring Sets. Many Styles. \$4.50 Sample Prepaid. Write for Circular & Quantity Prices for Resale Only.

BENRUS WATCHES and SETS

SPECIAL PRICES TO SALESBORD AND PREMIUM TRADE!

Write: Be sure to state your business in detail!



RAKE 609-M SPRING GARDEN ST., PHILA. 23, PA. LOMBARD 3-2676

BENRUS • GRUEN BULOVA • ELGIN WALTHAM

GUARANTEED LIKE NEW!



\$9.75 in lots of 3

Sample \$1.50 extra. Fine expansion band 95c.

No extra charge for Rhinestone or fancy dial. Many modern up-to-date cases. Send for catalog.

ZERAH BROS. • 602 MISSION STREET SAN FRANCISCO 5, CALIFORNIA. *URON 2-0640 • 25% DEPOSIT WITH ORDER - BALANCE C. O. D. • FOR RESALE ONLY.

MIKE BRODY extends a Cordial Invitation to all Conventioners to come and visit his showrooms during the Outdoor Convention.

No. 195 CRYSTAL HURRICANE LAMP \$1.30 ea. \$15.00 per doz.

WRITE TODAY For Your FREE Copy of Our New 24-Page Catalog of Xmas and New Year Merchandise. Our NEW GENERAL MERCHANDISE Catalog is now available. Please specify if you want a copy of this one. Please include sufficient money to cover postage on sample orders. 25% deposit required with order, balance C.O.D.

M. K. BRODY 1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOnroe 6-9520 In Business in Chicago for 35 Years

DIRECT FROM MANUFACTURER



Beautiful 24K gold plated bracelets. 4 assorted styles, each stunning piece set with a variety of genuine rhinestones and colored, sparkling jewels. SPECIAL MANUFACTURERS' OFFER: \$6.00 per dozen (boxed), \$46.00 per gross lots.

SPECIAL HOLIDAY VALUES! 4-Pc. (Necklace, Bracelet, Earrings) Sets, \$16.00 per dozen. 5-Pc. (Necklace, Bracelet, Earrings, Matching Pin) Sets, \$30.00 per dozen. All with finest quality rhinestones in lasting 24K gold plate. PRICE TAGS INCLUDED - Gift Boxed. SEND FOR ILLUSTRATED CATALOG!

PACKARD JEWELRY CO. 228 Fifth Ave New York, N. Y.

CLOSE-OUT NOVELTIES

Hard Luck or Cow Folder, \$2.00 per 100. Mystery Landing Posters, \$2.00 per 100. Mystery Photo Comics with envelopes, 26 refusers, very high grade, 4 kinds, assorted 4 dozen, \$1.50; gross, \$4.00. Samples all above, six different, 50c. Literature of other goodies with order. Little Men Actually Grow Green Hair Cream, 3 kinds, assorted, \$1.75 Doz. Sample all 3, 50c. One sample, 25c. LEWIS NOVELTIES 7221-S E. Peoria Chicago 21, Ill.

BEAUTIFUL CROSS

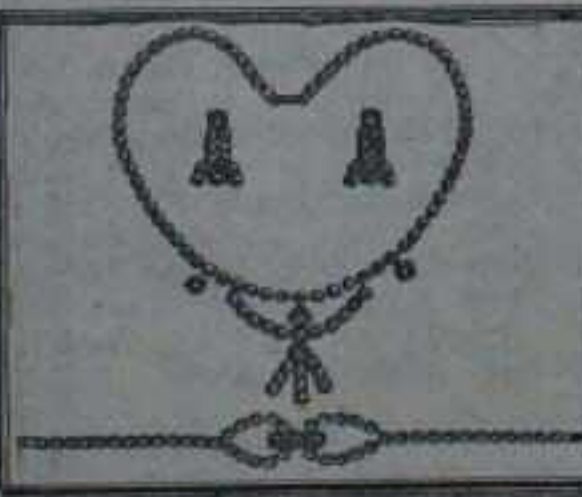
When you place the center to your eye you see the LORD'S PRAYER clearly and distinctly. Set with 12 brilliant rhinestones, rhodium finish, with 18 in. chain.

RETAILS UP TO \$5.95 EACH A REAL MONEY MAKER

\$6.00 Doz. | \$66.00 Gross

Please state your business. Deposit with all C.O.D. orders. Sample prepaid \$1.00.

PROVIDENCE RING CO. 49 Westminster St., Providence, R. I.



3-PC. RHINESTONE SPECIAL!

BEAUTIFULLY BOXED SETS. Giamorus necklace with matching bracelet and earrings. 4 smart styles. 131F1-\$39 DOZ. Same as above in 2-pc. sets. Earrings and necklace \$30 DOZ. Other boxed sets starting at \$1.00. Send for samples and new catalog. Write, wire or call WALNUT 2-3250. Superior Jewelry Co. 740 Sansom St. Philadelphia 6, Pa.

CHRISTMAS HOSIERY

For a few dollars you can do your Christmas shopping direct from the mill, wrapped in holy paper, anything in nobby: ladies' nylon, \$1.50 a dozen up; men's long and short hosiery, \$1.00 up; anklets, 4 to 10, \$1.00 up; trial orders solicited; satisfaction guaranteed or money refunded.

TENNESSEE VALLEY MFG. CO. 1400 Dayton Blvd. Chattanooga, Tenn.

FREE CUT-RATE CATALOG

NOVELTIES, GIFTS, PREMIUMS, TOYS, SUNDRIES, NOTIONS, JEWELRY, WATCHES, ETC. Deals for Auctioneers, Salesmen, Dealers, Concessionaires, 25 years of Values. MILLS SALES CO. 901 Broadway New York 3, N. Y.

Mechanical TOYS

CHECK THESE LOW PRICES!

Send \$10.00 for complete set of 25 samples postpaid.

Table listing mechanical toys and prices: Jumping Dog \$36.00, Begging Dog \$36.00, Large Walking Bear \$48.00, Small Walking Bear \$24.00, Crawling Soldier \$39.00, Hopping Squirrel \$54.00, Performing Circus Seal \$64.00, Tumbling Fido \$54.00, Walking Polar Bear \$67.50, With Cub \$72.00, Santa Claus and Sled \$42.00, Dog Chasing Hat \$21.40, Mechanical Cowboy \$54.00, Banjo Playing Monkey \$39.00, Cowboy on Horse \$28.00, Pecking Chick \$18.00, Running Mouse \$18.00, Egg Laying Duck \$39.00, Singing Canary \$39.00, Jumping Frog \$24.00, Beetle Bug \$24.00, Robot Man \$22.00, Walking Elephant \$48.00, Rollover Cats \$54.00, Baseball Catcher \$33.00.

NEW CATALOG NOW READY State your business. Prices do not include shipping charges. Include postage with order. 25% deposit required on C.O.D. orders.

KIPP BROTHERS Wholesale Distributors Since 1850 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

P D Q-World's Greatest PHOTO BOOTH CAMERAS



Dependable - efficient. Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed. Also portable cameras. Write for details. PDQ CAMERA CO. 1165 N. Cleveland Ave., Chicago 10, Ill.

HOLIDAY SPECIAL

5 pc. matched jewelry sets. Beautifully fashioned in many new styles, set with genuine imported rhinestones and finest quality jewels in all popular colors. Plush covered, satin lined gift boxes.

SPECIAL INTRODUCTORY PRICE: \$2.75 per set (\$30.00 dozen). 4 pc. sets—\$18.00 per set. (25% deposit with each order)



SEND FOR FREE ILLUSTRATED CATALOG! Packard Jewelry Co. 220 FIFTH AVENUE, NEW YORK, N. Y.



Timely PROFITABLE 1952 CALENDAR SQUARES

Finest quality pure silk. Exquisitely hand-screened print, 33x36, in 6 multi-color montages. SPECIAL: Large silk STATE SCARVES—IMMEDIATE DELIVERY—\$7.50 per doz. (25% deposit—balance C.O.D.) RUBY SALES 920 E. 17th Street Brooklyn 30, N. Y.

HERE YE—HEAR YE, JOBBERS AND WAGON MEN

Manufacturer has a large accumulation of ladies' all-nylon full-fashioned sheer quality hosiery. Close-out of the mill. This lot will be closed out at \$1.75 per dozen. This merchandise has been put up in beautiful fancy packing and comes three (3) pairs to the box. JEANETTE HOSIERY MILLS Chattanooga, Tennessee

JEWELRY BARGAINS!

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Pipes for Pitchmen

By BILL BAKER

DICK WREN . . . who has just completed work on the annual directory for the Redford, Mich., Chamber of Commerce, has been demonstrating clear-view auto glass cleaner at the Sears-Roebuck West Side, Detroit, store.

CHARLIE HUDSON . . . has returned to his old spot in a drugstore window in Savannah, Ga. He reports that he didn't find the Georgia sales days any too lucrative, but adds that there are several small med and pic shows still going strong in that sector.

TODD MILLER . . . is clicking with Christmas banners and window cards to retail stores thru the Carolinas and Georgia and current plans call for him to invade Florida. "Reverend Sparks, one of America's best sock pitchmen, joined me last week and will work banners with me until De-

ember 23," Miller writes. "After that date we will double back on socks and nylons at auction sales thru the Carolinas. Business is good and there is plenty of money out this season."

W. F. McDONOUGH . . . letters from Gardiner, Me., that he met Jack Cleary, of Nashua, N. H., in Beecher's Falls, Vt., and that Cleary is back with his old partner, Chet Greeley, of Liberty, Me. Cleary and Greeley are working Canadian border towns with farm papers and wall maps.

"THE OLD . . . Master Painter has been daubing up the hills and highways with snow, but we like the beauty of the scenery," cards Henry H. Varner from Akron. "How nice it is to rest and relax and await the blue birds' return. My older boy, Jim, is recuperating in Los Angeles."

Under the Marquee

Continued from page 95

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

Capt. William Schulz, of Quebec City, exhibited his animals there daily this season and is considering a 12-truck circus for next year. In 1950 he and **Florian Vallee** had a circus. Vallee operated a carnival in Quebec this season.

Oscar and Idah Haas caught the **Orrin Davenport** show in Kansas City, Mo., and enjoyed visiting with old friends. . . **Vern (Theodosia) Coriell** was hospitalized for a week in New Orleans because of an asthma attack. **Terrell Jacobs**, **Will Hill** and **Frank Cain**, of Tom Packs' show were visitors.

Keller Pressley has left the King show to enter a Sarasota, Fla., hospital. His dog strayed from the show at Anniston, Ala., but was found after a long search.

Bobo Barnett has been made an honorary member of the Alhambra Shrine Temple at Chattanooga. **Hi Lo Merk** recently clowned a date in Chattanooga as **Bozo the Clown** for Capitol Records. . . **Col. Tim McCoy** is featured regularly on television in Los Angeles.

Gene Christian, of Bradenton, Fla., reports that he'll be back with the **Beers-Barnes** Circus as general agent next season. He was on the Ringling lot at Sarasota, Fla., recently and visited with **John Carson**, with whom he worked as an usher on the show in 1918 and 1919.

Fred H. Phillips, of Frederickton, N. B., authored a feature story about **Teddy Voge**, former Tom show agent and actor, and ticket man and musician on the **Floto**, **Hagenbeck** and **Robinson Famous** circuses. Yarn appeared in The **Frederickton Gleaner**.

Harry J. Rogers, who had the advance brigade with **Capell Bros'** Circus the past season, was forced to close with the org shortly before it wound up its season because of illness which has him in a Fort Worth hospital. He will

winter in McAlester, Okla. . . **Messrs. King, Maby, Clawson and Cristiani** renewed acquaintances with **Col. H. G. Coffey**, veteran circus and carnival troupier, in Vidalia, Ga., where Coffey is assistant manager of **Robert Toombs Hotel**.

S. W. (Bill) Bailey, clown, worked the Christmas parade in Memphis November 16.

Jack Fogg, veteran circus musician, was partly paralyzed and nearly blinded by a recent stroke. He's at his Dresden, O., home. . . **Tige Hale**, bandmaster, will leave New Orleans Sunday (25) for Panama City, Fla. . . **George Hubler** and **Jimmy Copley** visited **Mills Bros'** winter quarters.

Willard J. Oakley, Laurel, Md., was at the police Shrine show in Baltimore when **Evy Trostly** was fatally injured. He'll go to Miami about December 1.

Earl Shipley, AGVA rep, visited **Juan Ibarra Mata** in a Springfield, Ill., hospital. He may be in Sarasota this winter. Members of the **Gainesville Community Circus** who visited the **Fort Worth Shrine** show last week included **F. E. Schmitz**, **A. Morton Smith**, **Mr. and Mrs. Poris Sims**, **Mr. and Mrs. Leon O'Neal**, **Mr. and Mrs. Charles O'Neal**, **Mr. and Mrs. H. B. Newberry**, **Mr. and Mrs. Walter Koons**, **Jerry Smith**, **Bobby Vaughn**, **Mary Louise Bezner**, **Ralph Gerneth**, **Mr. and Mrs. Vern Brewer**, **Alex Murrell** and **Mrs. Gladys Friddell**.

Bill Fields, who handles press for Ringling-Barnum dates in the New York area, left for Cuba last week via Sarasota, Fla. The **Big Show** opens in Havana December 14, for a three-week date, with an option for a longer stand. Fields will spend all of December in Cuba.

Carl Heinrich Hagenbeck, director of **Hagenbeck Tierpark (Zoo)**, Hamburg, Germany, has been a guest of **Director Reventlow**, head of the **Copenhagen Zoological Garden**.

When the **Circus Belli** recently closed its season in Berlin, American **Frank Jackson** headed for Denmark, where he plans to work up a horse act that can play variety halls as well as circuses.

King Bros. Advertising Car No. 1 closed at Sandersville, Ga., November 10 with the crew leaving for the following destinations: **Howard Richmond**, boss billposter, Pontiac, Mich.; **Joe Gunnels**, Dothan, Ala.; **Ed Dillon**, Chicago; **Buck Ramsey**, Reading, Pa.; **Louis Engelheim**, Macon, Ga.; **William Van Derivel**, Sulphur Springs, Fla.; **John Mervine**, Milton, Pa.; **Henry Popwell**, Waycross, Ga.; **Jim Fisher**, Cleveland; **Al Green**, Boone, Ia.; **Earl DeGlopper**, Louisville, and **Elmer Kauffman**, car manager, Chicago.

Dwight Pepple, Polack general agent, left Chicago this week for Youngstown, O., where the Western unit plays a week ending Wednesday (28). **George Paige**, Polack Western concession manager, visited in Chicago en route from Springfield, Ill., to Youngs-

King Bros.

Continued from page 95

shows started on time. Little rain was encountered. Several cold snaps caught us the last few weeks of the season. It was the longest and one of the most successful seasons in the 31 years King shows have been on the road.

Following the final performance at Sandersville, Ga., Saturday (24), the show will move into spacious Central City Park at Macon, Ga. Most of the equipment will be housed indoors in brick buildings. Everyone has a bus or train schedule or a highway map. Destinations follow:

Floyd, Vicki and Sharon King, winter quarters, Macon; **Lucio and June Cristiani** are sailing December 4 for Europe; **Arnold and Esma Maley**, Macon; **Ralph and Rose Clawson**, Macon; **Ernesto and Emma Cristiani**, Pete and Norma Cristiani, **Daviso Cristiani**, **Mugador and Jane Cristiani**, **Dave and Corky Budd**, **Fred and Hortana Canestrelli**, Sarasota, Fla.; **Ora O. Parks**, Marion, Ind.; **Earl De Glopper**, Louisville; **Elmer Kauffman**, Chicago; **Louis Ingleheim**, Macon; **Ernest White**, Chattanooga; **Joe and Fanny Haworth**, Wilkesboro, N. C.; **H. A. Myers** and wife, Ossining, N. Y.; **Don M. Barry**, Nashville; **Paul White**, Cleveland; **Herbert M. Knight**, Miami; **Charles Underwood**, Macon; **Steve Fanning**, Macon; **Frank Curry**, Greenville, S. C.; **Joe and Betty Sullivan**, West Tampa, and **James M. Beach**, Seneca Falls, N. Y.

Other destinations: **Harry Kackley**, Zanesville, O.; **James De Forrest**, Tazewell, Tenn.; **Emer Yates**, Booneville, Miss.; **Tommy and Sanra Thompson**, Vicksburg, Miss.; **Thomas Hart**, Little Rock; **Charles Roark**, Malvern, Ark.; **Pete and Lillian Sadowiski**, York, S. C.; **Maxamillo Truzzi**, Sarasota; **Frank Sotiro**, Macon; **W. D. Roberson**, Macon; **Napoleon Reed**, winter quarters.

Tony Diano, East Africa; **James and Betty Kaaro**, Slave Lake, Alta.; **A. Lee and Eva Hinckley**, Umatilla, Fla.; **Buddy Geise**, Lexington, Ky.; **George Lewis**, New York; **Walter Peele**, Bennettsville, S. C.; **Al Yoder**, Kulfmont, Pa.; **Emil Paolucci**, St. Petersburg, Fla.; **Clarence Swanger**, Williford, Ark.; **Jess Walton**, Yazoo City, Miss.; **Orlando De Fabio**, Youngstown, O.; **Eddie Doman**, Titusville, N. J.; **Elvararoo Olivera**, George, Manuel and **Maria Del Moral** and **Manuel and Eloise Barragan**, Mexico City; **Nolly Arta**, Paul and **Judy Tate**, Park Ridge, Ill.; **Jack and Ruby Landrus**, San Antonio; **Hugo Zaechini**, Sarasota; **Brownie Gudath**, Sarasota; **Wyatt Davis**, New Orleans; **Johnny Bogonghi**, Sarasota; **Thomas and Bonnie Junedes** and **Corky Plunkett**, New York; **Joe Lewis Richardson**, Los Angeles; **Thomas Ward**, Gastonia, N. C.; **W. H. Corey**, Sarasota; **Carl Wyche**, Macon; **Walter Rice** and **Cecil Cooper**, Macon; **Leroy Forte**, Jackson, Miss.

John Boting, Cleveland, Tenn.; **B. W. Huddleston**, York, S. C.; **R. O. Moryon**, New Orleans; **Warren Ratz**, U. S. Army; **C. J. Matchette**, Tampa; **Louis Archer**,

town. . . **Mell Henry (Capt. Enrique DeMell)**, has rejoined the **Albert Spiller** seal and penguin act and reports he won't be with the **Gran Circo Loyal** in Puerto Rico this winter. The **Spiller** act left New Orleans after the Shrine date and went to New York for an appearance on the **Arthur Godfrey** television show.

Visitors at Ringling-Barnum's closing stand in Sarasota included **Mrs. Lloyd Morgan** and children, **Vivian and Billy Webster**, **Mitzie Fein**, **Curtis Genders**, **Johnny Joyce**, the **Heinz Mashino** family, **James R. Griffith** family, **Louis Cristiani** and children; **Mrs. Jimmy Ringling** and daughter, **Yvonne Tremblay**; **Toby Jario**, **Mario Ivanoff**, **Elsie and Ben Benham** and **David, Mrs. Ari Lund**, **Fred and Ella Bradna**, **Charlotte and Bill Maxwell** and the **Herbert Sicks** family. **Paul Eagles**, Ringling promotional manager, is in New Orleans. He recently bought a new car. **R. M. Harvey** left New Orleans Saturday (24) for his annual cruise. This year his three-week trip will take him thru the **Panama Canal** and down the **Pacific Coast** of South America.

Chick White, brother of Ringling clown **Albert White**, died in Baltimore recently.

W. J. (Big Bill) Conway contracting agent for the **Ringling Barnum** circus for many years, is ill at his home in **Bridgeport, Conn.**

R-B Blows Orlando

Continued from page 95

pices. At Daytona Beach, Thursday (15), heavy rain interfered at night. A broken switch delayed the jump from Miami, but matinee was on time. Matinee drew a three-quarter house and night show was near-capacity.

Fred Bradna equestrian director emeritus, was feted at the matinee in Sarasota and he blew the whistle to start the performance. He reported that his memoirs are being prepared for publication.

Everett Gavin, clarinet player in the band, won the cookhouse flag and was presented with it at the final stand.

Miami; **Joe and Martha Smiga**, Cleveland; **Harry (Shotgun) Eagles**, Sarasota; **Shorty Reese**, Harlem, N. Y.; **Jazz Richardson**, Atlanta; **Alfred M. Brazley**, New Orleans, and **Angus J. Harley** and wife, Fort Myers, Fla.

Recent visitors: **Ralph Decker** of the **J. J. Kirkwood Shows**; **O. C. Cox** and **Howard Ingram**, of the **Don Robinson Circus**.

Genuine Swiss 2 Button Chronographs Guaranteed New **\$3.75 each** lots of 4 or more Control buttons to start and stop sweep second hand. Polished chrome case, leather strap, 2 tone dial. Sample \$5.75.

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Rancher-Senator Rides High as Rodeo Producer

• Continued from page 91

ing graduation from the high school, entered the University of Notre Dame to major in law. After two years of pre-law, however, his law aspirations were discarded when he married Bertha Stokes, a Big Timber, Mont., girl, who had come east to attend Cashton high school.

The young couple joined the Western movement and with 28 head of cattle, a wedding present from Cremer's father, settled on a 320-acre homestead near Big Timber. From this beginning, the original homestead has since grown to 82,000 acres, where over 4,000 head of cattle graze, 4,000 tons of hay is produced each year and 3,000 acres of wheat is harvested each summer.

Shortly after the Cremers became established, many of their neighbors were wiped out thru over-extension of credit and a disastrous dry spell and large numbers of ranches were sold for delinquent taxes. Better fixed financially than most, Cremer stepped in to buy this land and by 1935 had expanded his original 320 acres to its present almost unbelievable 82,000 acres. An additional 18,000 acres is also leased.

Credited with being the largest rodeo ranch in the world, the Cremer holdings are 25 miles long and 18 miles wide. Located in a valley surrounded by three mountain ranges, it is cut up by 54 miles of trout streams and the hills and woods abound in deer, antelope, bear and almost every type of game bird.

Shortly after he settled in the West Cremer was bitten by the rodeo bug. After several years of ranch life had hardened him, he filed an entry in the 1920 Bozeman, Mont., rodeo in the bull dogging, steer-riding and calf roping events, and after five years as a performer, branched out into the producing end of the business.

His first Big Timber event was successfully produced in 1925 and the following year he was contracted to produce the rodeo at the Midland Empire Fair, Billings, a relationship that has endured over a period of 25 years. That same year, he also put on an event at Livingston, Mont., and from that beginning has expanded every year until '51 when he staged 14 rodeos that played to over a million peo-

ple and paid out over \$150,000 in prize money to performers.

In addition to Billings, Cremer-produced rodeos were this year important attractions at three other fairs, including the Iowa State Fair, Des Moines; Colorado State Fair, Pueblo, and the Central Wyoming Fair, Casper. He also annually stages the Ak-Sar-Ben Rodeo in Omaha.

Unique among the events produced by Cremer is the annual one-day rodeo in his hometown, Big Timber. Altho the population of the county is only 1,600, the '51 event packed 12,000 fans into the 10,000-seat grandstand and it was necessary to turn away an estimated 5,000 customers. Profits from four of these one-day events, some \$30,000 was turned over to the local American Legion with the '51 profits going to the Community Fund.

Among the many firsts credited to Cremer, the most important from the show business standpoint was his combining circus acts with bronk riding and calf roping and this move on his part was based on sound reasoning. Rodeo attendance during the '30s was slipping in the East and something was needed to recruit new fans. By injecting variety acts into the program, Cremer attracted patrons who were not regular fans, but after seeing the thrills and spills of their first Western show, many became regulars, which profited rodeos in general.

Cremer's entrance on the Montana political scene came about thru no effort of his own. During the 1948 State elections, he was in St. Paul with an indoor rodeo when informed that he had been elected to the State Senate as a write-in candidate on the independent ticket. He was a senator without spending a cent on a campaign and without making a single speech in his own behalf.

When Senator Cremer went to Helena in January, 1949, to attend

the two-month session of the Senate he came in for another surprise. Of the 55 senators, 27 were Democrats, 27 Republicans, with Cremer, the lone independent, holding the balance of power. As a result of his key position, he was appointed to numerous committees and his home county has benefited greatly.

In one of his first sessions in the Senate, the veteran producer hit the nation's front pages and demonstrated that in addition to his other accomplishments he was also an astute politician. In order to block the passage of several bills bitterly opposed by him and his constituents, Cremer proposed the removal of Montana's capitol from Helena to Big Timber. Thru this move, he not only defeated the opposition bills but his unusual proposal was picked up by the newspaper wire services and landed him on the front pages of papers thruout the country.

Cremer has several people who spend the summer making the rounds of U. S. and Canadian rodeos, with their eyes cocked for promising bucking horses and Brahma bulls. One of his major sources of supply is the famous Calgary, Alta., Stampede, where each year one or more cars of stock is purchased by the Big Timber impresario. His investment in stock, which includes hundreds of head of bucking horses, bulls and calves, fluctuates but many times runs well over a quarter-million dollars and is an important factor in his success.

With this large supply of animals to continually draw from during the season, Cremer is able to keep fresh stock moving into the arena and well-rested bucking horses, bulls or calves make for a better show. A typical demonstration of this occurred in Chicago in October, 1951 when he furnished the stock for the 2d annual International Championship Rodeo. His total herd there included 150 head of bucking horses, 35 head of calves, 65 Brahma bulls, 55 steers and 90 saddle horses of all types, and of the 114 entrants there, only one man had ridden all the saddle horses.

Despite a 60 to 70 per cent increase in rodeo production costs over the past 10 years thru increases in transportation, feed,

animals, talent and prize money, Cremer thinks the future of Western contests as a fair attraction has never been brighter. As a result of his successes the past two years at the Iowa State Fair and other fairs, his '52 plans call for the addition of more fair dates.

He believes that much virgin territory is waiting to be tapped by rodeos and that the current cowboy craze among small fry will serve to develop thousands of rodeo fans. Cremer also points out that a rodeo is unique among fair grandstand attractions in that it can be run off under severe weather conditions. This he ably demonstrated at the '50 Iowa State Fair when, despite a track turned to a sea of mud by heavy rains, he presented all scheduled performances. And when he discusses rodeos, he is quick to point out that there has never been a rumor of a "fix" in a properly sanctioned event, which is not true of many present day athletic contests.

While the bucking bronks are Cremer's vacation-avocation, he is also an avid hunter and angler. In recent years, however, he hasn't had much time for either due to the crammed schedule caused by the expansion of his rodeo activities.

Tied up with outdoor shows, his Montana interests are managed by his son, Leo Jr., who oversees the huge enterprises with the aid of a four-place Cessna airplane. There's a third Cremer in line, George, 17-year-old grandson of the elder Cremer, a student at St. Thomas Military Academy, St. Paul.

Capell Closes

• Continued from page 95

former quarters in McAlester, Okla., because the buildings there have been taken over for storage of cotton.

Tom and Tiny Twist, Bill and Peggy Dunn and Tige Hale with his hand closed with the show shortly before the end of the season. The Sparton Family joined at about the same time, Capell reported, and callope was used for music.

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graph rebuilt and renewed ready for location. Wurliizer 750, \$79.50; Rock-Ola 1422, blonde finished, \$109; Seeburg 145, \$139; Wurliizer 1015, \$195; Packard, \$99; Wurliizer 850, remote steel cabinet, Alceon motors, \$4.95; 3-8 and 10 amp. plug fuses, \$4 hundred; 1/3 with order, balance c.o.d. Gayco Distributors, Inc., 4866 Woodward Ave., Detroit 1, Mich. de15

BEST OFFER TAKES 12 AJAX HOT-NUT
Vendors, in excellent condition; stands, cup dispensers, plastic bowls; Anco Nut Vendors, 5c; fair condition, ECM, Box 175, Johnson City, Tenn.

CAST IRON STANDS—WEIGHT 25 LBS.
\$4 each; in lots of 6 or more, \$3.75 each; top flanges, only 30¢ each; top plates for two vendors, \$1.30 each; top plates for three vendors, \$1.25 each; all prices f.o.b. factory, 5¢ deposit, balance c.o.d. King & Co., 2702 Lake St., Chicago 12, Ill. de22

CLEAN MACHINES—STAR SERIES, \$124.90;
South Pacific, \$74.50; two Evans late Ten Strikes, \$49.50 ea.; CC Hockey, \$49.50; Wurliizer 1015 Hideaway with stepper, transmitter, five 5c wireless boxes, \$250; DP Picture Booth with double unit camera, \$235. S. & W. Music Co., Anniston, Ala.

FOR SALE—FOUR (4) FRESHWAY SAND-
wich Vending Machines; cost \$250 each; leaving town; excellent buy. Contact Mr. Shelton, 75 W. Wacker Drive, Chicago, Ill. Suite 1901. Phone Central 6-2160.

FOR SALE—WURLITZER 800, \$95; SEE-
burg 146 H, \$190; Seeburg 147 M, \$215; Seeburg 146 H, \$175; Rock-Ola 1422, \$140; Rock-Ola 1424, Hideaway, \$150; Rock-Ola Counter Model, \$55; Seeburg 8000, \$65; Alceon Fiesta, \$85; send 1/3 deposit, balance c.o.d. T & I Distributing Co., 1321 Central Parkway, Cincinnati 14, Ohio. Main 8731.

FOR SALE—EXHIBIT POST CARD VEN-
dors, Moving Picture Machines, Phonographs, Seeburg, Small Counter Games, Foot Viliers, National, 4242 Sanson, Philadelphia, Pa.

FOR SALE—TWO RESTAURANT NON-SE-
lective Phonographs, like new, \$75 each; Wilex Gay Records with stand, like new, \$100. King-Flo Equipment Co., 825 Mills St., Kalamazoo, Mich.

FOR SALE—5 SCIENTIFIC POKERING
Tables, 3 Philadelphia Skee Balls, one Pitch'em Batt'em, one Bowl-O-Matic, 30 Packard Boxes, 1 Heautynscope; best offer each item takes, f.o.b. Playland, 186 Summers, Charleston, W. Va.

FOR SALE—65 NEARLY NEW 5c CANDY
Bar Vending Machines and 5 nearly new 1c Gum and Candy Machines. Were on location four months; will sacrifice for quick sale. For information call or write Otis G. Harding, Box 826, Liberal, Kan. Phone 3887 or 3426 de9

FOR SALE—TEN ANDREWS 5-COLUMN
Penny Vendors with 8 stands, \$650; 15 Lawrence Nickel Candy Bar Machines, \$325. Like new, perfect condition. Write Crowley, 1733 Devine Jackson, Miss. de11

REAL LOW PRICES—U-SELECT-NIT CANDY
Bar Machines, \$17.50 ea.; Counter Model, 5-column, quarter operation; Cigarette Machines, \$17.50 each; also real low prices on all other makes. Write what you have to sell. Harris Vending, 2717 N. Park Ave., Philadelphia, Pa. de1

SMALL ROUTE IN FLORIDA—ABOUT 75
pieces, consisting of phonographs and amusement tables for sale. Box C-487, care The Billboard, Cincinnati 22, O. de1

ROUTE FOR SALE—MUSIC, WITH SOME
amusement games; Chicago area; established twenty years; consistent revenue. Address Box C-483, The Billboard, Cincinnati 22, Ohio. de8

STAMP MACHINE FOLDERS AT LOWEST
prices; send for samples and prices. Braun Manufacturing 171 E 95d St. New York 28, N. Y. de1

STAMP FOLDERS WITH ADVERTISING—
Save money! Limited time only! Write for special prices. Platt Mfg. Co., 3478 S. W. 8th St., Miami 44, Fla. de29

STAMP FOLDERS—DIRECT FROM MANU-
facturer; unlimited quantities; immediate delivery; write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1440. de29

STAMP FOLDERS DIRECT FROM MANU-
facturer; low, low prices; immediate delivery; write for prices and sample. J. Schoenbach, 1445 Bedford Ave., Brooklyn, N. Y. de29

WANTED—AIRPONS WITH WURLITZER
mechanism; state price, condition, mechanism model. Lyons Music Co., Skowhegan, Me.

WANTED—YANKS, PINCH HITTERS AND
49 Majors; advise condition and lowest price. Sicking Distributing Co., 2832 W. Pico, Los Angeles 6, Calif.

WILL TRADE TURF KINGS (LIKE NEW)
for Music, Cigarette or any other Coin Machine Equipment. Runyon, 123 West Runyon St., Newark 8, N. J. de29

1 WATLING GUESSEUR SCALE, SMALL,
clean, in perfect condition, priced, \$50.
6 Grappers, \$24 lot; 4 Exhibits, 2 Advance Card Vendors, filled with cards lot, \$30; 1 Shipman Art Show, \$5; 5 Master 1c and 2c, 1 Hot Nut, 1 Columbus 5c, lot \$20; 8 Northwestern DeLuxe 1c and 2c, \$20 lot.
W. Topping, 1250 Elm St. Stratford, Conn.

40 LIKE NEW ATLAS 5c BANTAM TRAY
Vendors, for \$10 each; set East Ebon, 1901 Mourne Ave., Rochester, N. Y.

RAKE SPECIALS!

SPECIAL #1
Thick 300 to 600 Hole, 25c
5 & Nos. on a ticket
ASST \$2.75 Ea.; \$30.00 Doz.

SPECIAL #2
Girlie Jackpot Boards
1000 to 1200 Nos., 5c
\$2.50 Ea.; \$27.00 Doz.

SPECIAL #3
Girlie Def. P.O. Boards
1000 to 1100 Nos., 5c
\$1.50 Ea.; \$15.00 Doz.

SPECIAL #4
Cigarette Boards, 1c, 2c, 3c
1000 Holes
LESS THAN 25 75c Ea.
LESS THAN 50 70c Ea.
50 OR MORE 65c Ea.

1/3 Dep., Bal. C.O.D.
RAKE COIN MACHINE EXCHANGE
609-S Spring Garden Street
Philadelphia 33, Pa.
Phone: LOmbard 3-2674

JAR DEALS
and
MATCH PAK DEALS
PUNCHBOARDS
PREMIUMS

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GALENTINE NOVELTY CO.
SOUTH BEND 24, IND.

WE ARE MANUFACTURERS
of All Kinds—PULL TICKET GAMES
TIP BOOKS
I Buy Direct From Manufacturer at Very, Very Reasonable Prices.
Columbia Sales Co., Inc.
702 MAIN ST., WHEELING, W. VA.
Phone: Wheeling 340

SALESBOARDS

1000 25c Charley	Prof. \$52.00 \$.85
1000 5c Double Fin	Prof. 34.00 .50
1440 10c Barrel Board	Prof. 24.00 .50
1200 5c LuLu Board	Prof. 18.00 1.25
1000 25c J.P. Charley	Prof. \$52.00 \$1.15
1000 10c J.P. Money	Prof. \$4.00 1.25
1000 5c J.P. Jumbo	Prof. 27.00 1.65
1000 5c Girlie Board	Prof. 27.00 1.85

TICKETS, PAD DEALS, ETC.

DELUXE SALES CO., BLUE EARTH, MINN.

Williams Sets First Shipment Of Sea Horses

CHICAGO, Nov. 24.—Williams Manufacturing Company has started distributor sample shipments of a new five ball game, Sea Horses, featuring animated speed boat action on the backglass and a wide open playfield for cross ball skill shots.

Theme of the game is a boat race. The six boats can be advanced in 19 different ways. Some advances are accomplished by hitting six numbered kicker bumpers which correspond with the six numbered racing boats. Other advances are possible by six numbered stretch rubber bumpers on either side of the playfield and by passing a ball thru odd and even roll-over switches and stretch rubber bumpers at the top of the playing area. A roll-over switch, just above the out-hole and flanked by flippers, advances all boats.

Key to Race

Winner of the race is decided by getting a pre-designated boat across the finish line. Second and third place winners are determined in similar fashion. Two replays are won by getting the correct boat across the finish line first and five replays are awarded for getting the first two designated boats across the finish line in the desired order. Players getting all three to finish in the pre-designated order win 10 replays. The Sea Horses is a five-ball game, because of the nature of the boat race, it is possible to end play on two, three or four balls. The designated finish order tends to speed up play.

Appoint First Illinois, Iowa Keeney Distrib

CHICAGO, Nov. 24. — J. H. Keeney & Company thru Sales Manager Paul Huebsch announced the appointment of First Distributors, Chicago, as distributor in Illinois and Iowa.

First is headed by Joe Kline and Wally Finke. Keeney is in production on 6 Way Bowler, a dime operated shuffle game for simultaneous play by up to six players. Firm has also started shipments on six and four player conversion units for regular shuffleboards as well as earlier model shuffle games.

Calendar for Coinmen

- November 25-28—National Association of Amusement Parks, Pools and Beaches, annual trade show, Hotel Sherman, Chicago.
- November 26—Phonograph Owners' Association, monthly meeting, Broadway Hotel, East St. Louis, Ill.
- November 27—Automatic Machine Association of Philadelphia, Broadwood Hotel, Philadelphia.
- December 3—Illinois Amusement Association, monthly meeting, 208 North Madison Street, Rockford, Ill.
- December 3—Amusement Machine Operators' Association, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- December 4-6—Popcorn Industries, annual convention and exhibit, Congress Hotel, Chicago.
- December 6—Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.
- December 6—Summit County Music Operators' Association, monthly meeting, Akron Hotel, Akron.
- December 10—Wisconsin Phonograph Operators' Association, monthly meeting. Site to be announced.
- December 11—California Music Guild, monthly meeting, 311 Club, Oakland.
- December 11—Automatic Phonograph Owners' Association, monthly meeting, Gibson Hotel, Cincinnati.
- December 12—Music Merchants' Guild, semi-monthly meeting, Narragansett Hotel, Providence.
- December 12—Music Operators of Northern Illinois, monthly meeting. Site to be announced.
- December 13—Michigan Automatic Phonograph Owners' Association, monthly meeting, Maccabees Building, Detroit.
- December 17—Amusement Machine Operators' Association, semi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
- December 17—Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, N. Y.

TURKEY BRINGS MUSIC OPS JOY

CHICAGO, Nov. 24.—Despite driving rain and near-freezing temperatures, Thursday (23) was a day of thanksgiving for local juke box operators who saw the start of a six-day period of good grosses ahead.

Traditionally a top money-earner, the holiday season this year looms bigger than ever, especially with practically all television competition eliminated from taverns and restaurants.

John Turcol Dies

WILMINGTON, Del., Nov. 24.—John J. Turcol, manager of B. Turcol & Sons, a firm which rents and services vending, pinball and music machines, died of a heart attack Tuesday (20) night at St. Francis Hospital while preparations were being made to remove some stitches from a five-day-old cut in his foot.

Turcol, who was 39, complained of pains in his chest while waiting in the hall of the out-patient department. Doctors said he was taken to a room, but failed to respond to a stimulant and died a short time later.

The office of New Castle County Coroner C. Everett Kelley listed death as due to coronary thrombosis.

Turcol was injured Thursday (15) when a pinball machine fell on his right foot. At St. Francis Hospital, where he went for treatment, a number of stitches were placed in his big toe.

Turcol is survived by a son, John; his parents, Mr. and Mrs. Battista Turcol; four brothers, Joseph and Charles, of suburban Wilmington Manor; Louis, of Bellemoor, and Battista Jr., and a sister, Linda.

Solemn requiem mass was said at 9:30 a.m. today in St. Anthony's R. C. Church. Interment will be in Cathedral Cemetery.

Mfrs. Study Limited Game Output After NPA Meeting

WASHINGTON, Nov. 24.—The meeting of coin machine manufacturers with National Production Authority officials Monday (19) was widely heralded as an opportunity for the industry to work out anticipated production problems for the first part of 1952, it actually was little more than a courtesy session. The factory representatives were once again told by NPA production possibilities would be on a sharply limited basis.

In pointing out the materials, which normally would be available for private industry but must be set aside for the defense effort, NPA stated it will try to work out methods of keeping the coin machine factories going thru defense contracts. However, there was no concrete evidence offered this would be worked out before the new quotas are put into effect in January.

Cut Supply

The 1952 first quarter quotas, announced by NPA two weeks ago (The Billboard, November 17), curtailed games manufacturers in the use of steel, copper and aluminum thru the application of a base

period the first six months of 1950. Under the quota system, manufacturers will be allowed to use 43.50 per cent of steel, 39.75 per cent of copper and 36.25 per cent of aluminum of what each firm used in the base period. About the only encouraging development of the meeting was the inference that firms which had a poor production average in the base period might be allowed to use industry average as a quota yardstick.

Most of the manufacturers felt that the new lower quotas would permit production of possibly 1,000 games per plant in the entire three month period, a trickle compared with normal demand. This would not only put distributors on a rigid allotment basis but result in higher production costs since much of the savings of mass output would be lost.

One of the points to be worked out by the plants was whether to run off their entire output in a short time and concentrate on other products until the second quarter quota was available or to string out production on a limited basis thru each of the 13-week period. In either case it seemed

likely operators would be scrambling for the limited output in January, much as they did when defense production began to dominate the industry in 1941-42.

United Readies Jumbo Game; Ships 5-Ball

CHICAGO, Nov. 24. — United Manufacturing Company announced distributor shipments have been scheduled for a jumbo pin game and production is under way on a new in-line, three card five-ball model.

The jumbo pin game is called Universal's Across the Board and introduces several new play features which were designed with a view to give players of multiple coin games added incentive and added opportunity to win replays. At the outset of a game, player is given from one to seven numbered selections. If at this stage he decides to put a ball in play and guides it into a win pocket several replays are registered on the backglass. However, he has the option of playing at that time or dropping in more coins which ever gives more selections, and therefore a better opportunity for replays, or better odds. By dropping in more coins it is possible also to get both more selections and better odds. Once the odds on the backglass advance, before a shot is made, they never drop back but added coins may make the odds bigger.

Replays

The winning section of the game is near the bottom of the playfield and if a ball is dropped in the correct hole it results in a greater number of replays than if a ball drops in the upper sections of the playfield. Balls dropping in the second, third and fourth scoring areas also result in replays but at lower odds than the win area. At certain stages of a game some second and third place awards return the same number of replays as a ball dropped in the win area. Another play incentive on Across the Board is a "Feature" section just above the out-hole. This is in the nature of consolation replay award and results only when a ball drops in the designated section. The feature box is illuminated on the backglass.

Jumbo pin game fans will find it logical to drop in additional coins at the beginning of a game to set up favorable replay situations. One extra incentive will be the daily double unit. Under this feature, the player making a shot while the daily double box is illuminated gets an additional shot at the same odds set up if he misses on his initial shot, thereby obtaining double opportunity for replays. Finally, the player making a shot in the win area when the Across the Board sign is illuminated on the backglass not only gets replays for his winning shot but also for second, third and fourth positions as well.

Leader

United's other new game is Leader. It is a 25-hole unit based on setting up three, four or five lighted numbers on one or more cards of the backglass. Available on nickel or dime play, Leader has extra ball as well as extra card feature.

Monarch Sets Line Output

CHICAGO, Nov. 24. — Monarch Coin Machine Company here has set up a modified assembly line for its giant pin conversion for shuffle games, Charlie Pieri and Clayton Nemeroff, owners, announced this week.

Suitable for virtually all early model shuffle games, the low cost conversion is easy to install and gives the older games a new appearance, comparable to the shuffle bowling games originally produced with large pins.

Expect Big Coin Op Crowd at NAAPPB

CHICAGO, Nov. 24.—Spurred on by many events which have affected the industry as a whole the past year, an unusual number of coin machine operators are expected to be on hand when the trade show in connection with the 33d annual convention of the National Association of Amusement

Parks, Pools and Beaches opens at the Hotel Sherman here. Of the 77 exhibitors, 20 will be showing equipment and supplies of particular interest to game, vending and music machine operators.

Always a springboard for new arcade type coin machines, the trade show took on added stature last year when many operators and distributors pointed out that they had gradually been investing in kiddie amusement parks to supplement incomes from straight coin machine locations.

Another major reason for the growth of interest in the trade show has been the fact that it was the only national event in the past two years at which game manufacturers could show their wares to operators from all parts of the country. Prior to that time the Coin Machine Institute held annual trade exhibits and plans to resume this schedule in 1952.

State Tax Calendar

Alabama	Illinois
December 10—Tobacco stamp and use tax reports and payment due.	December 15—Cigarette reports due.
December 20—Sales tax report and payment due. Tobacco reports from wholesalers and jobbers due.	Sales tax reports and payment due.
Arkansas	Indiana
December 10—Cigarette reports due.	December 15—Cigarette reports of distributor drop shipments due.
December 15—Gross receipts tax reports and payment due.	Kansas
Colorado	December 5—Cigarette reports from wholesalers due.
December 15—Sales tax reports and payment due.	December 20—Sales tax reports and payments due.
Connecticut	Kentucky
December 10—Cigarette reports from distributors due.	December 20—Cigarette reports from wholesalers due.
December 15—Cigarette vending machine reports from operators due.	(Continued on page 109)
Delaware	
December 15—Cigarette and cigar reports due.	
District of Columbia	
December 20—Sales tax reports and payment due.	
Florida	
December 20—Sales tax reports and payment due.	
Georgia	
December 10—Cigar and cigarette reports from wholesalers due.	
December 31—Sales tax reports and payments due.	
Idaho	
December 15—Cigarette reports of wholesaler drop shipments due.	

ARTHUR MICHAUD

... and 15 other successful auditorium-arena performers, attractions, executives and operators bring you valuable and interesting information on their experiences in this important branch of the amusement industry ...

In a Special Auditorium-Arena Section of The Billboard Dated December 22

Full details on PAGE 89

Rock Island Adds Venders To Crack Commuter Train

Sell Coffee, Doughnuts; Rocket Gets Sandwich Unit Next Week

By DICK SCHREIBER

CHICAGO, Nov. 24.—Suburban passengers on the Bankers' Special—7:37 a.m. Rock Island train between Joliet and Chicago—may now obtain coffee and doughnuts from vending machines installed in one of the crack train's seven coaches this week.

Rock Island thus became the second railroad to try on-train vending—the Pennsylvania has a battery of machines on several of its trains already—and the first to try vending on a commuter train. The Pennsylvania put its first vender-equipped car on the New York-Washington run.

Unlike the Pennsylvania, the Rock Island also decided to go into the operating business. The Bert Mills coffee vender and the Stoner

Univendor already installed belong to the Rock Island, and a number of the railroad's personnel attended service classes at the two manufacturing plants.

More Coming

Merle J. Reynolds, manager of the road's dining car service, is in charge of the company's vending machine program. Reynolds said equipment will be added next week to the Des Moines Rocket. On the Rocket, the road is installing a Univendor to handle sandwiches and a manually operated Hamilton-Beach milk shake mixer.

If the Des Moines Rocket car proves as successful as Reynolds expects, the road will add similar vending equipment to the entire Rocket fleet of fast thru trains. Only trains with dining cars will

get the vending machine equipment, Reynolds said, since dining car stewards and the diner crew will be responsible for stocking the venders and for making any minor repairs.

The Univendor which goes into service on the Rock Island next week is non-refrigerated. But the dining car crew will load the machine just before meal time and remove any unsold sandwiches when the dining car closes down.

No Profit Expected

Reynolds said the Rock Island does not expect to make a profit on its vending machine operation. "The vending machines," he commented, "are simply to give our passengers convenient service."

For the first few days, at least, the Rock Island had one of its dining car inspectors ride the Bankers' Special to keep an eye on the venders. The train makes a return trip to Joliet at 5:10 p.m. Both ways, the run is made non-stop in 53 minutes.

Doughnuts are being sold at 10 cents. They are made by the American Baking Company, Joliet, packaged in glassene bags and loaded in the machines just prior to departure. Eventually, spokesmen for the road declared, the Rock Island's own kitchen will prepare the doughnuts. The Univendor this week was stocked with 80 doughnuts.

Current Obstacle

Biggest hurdle to overcome in one-train vending, Reynolds said, is the problem of current supply since no standard railway car is designed to carry the electrical load put on it by refrigerated and heating equipment. To warm the coffee in the Bert Mills machine, Rock Island and Mills engineers cut into the train's steam line, fed the steam thru the machine's coils for heating. This necessitates keeping the car steamed up thru-out the night.

Reynolds said that the train's air supply—used principally to brake the cars—may be tapped to perform some of the functions which electric motors now handle in the machines.

Asked whether the Rock Island might eventually design cars with built-in vending equipment, Reynolds said he could not comment since such a program would depend on the success of the present installations.

Cite Match Output, Book Type in Lead

WASHINGTON, Nov. 24.—Match industry spokesmen announced that manufacturers had produced 508,426,549,500 matches in the 12 months ended June 30. Production figure was calculated from total excise taxes of \$10,168,530.99, paid at the rate of 2 cents per 1,000 matches.

Of the 508 billion matches, more than half were book matches. On this basis, the industry calculates that between 12 and 13-billion match books were used for advertising purposes during the 12-month period.

DOUBLE PLAY

Scale-Vender Combo Cues New Type Op

TOLEDO, Nov. 24.—Aircraft Services Consolidated, headed by Howard T. Ailor, thru a widespread network of associate-operators has developed a new type of dual-purpose scale-vender route. The operation makes use of "extra earning" promotion in its approach to locations, citing the 100 per cent gross received by the location from the bulk, stamp or sanitary vender set in the column of its Hamilton scales. All proceeds from latter are then channeled to the operator.

Ailor, formerly owner of the Hamilton Scale Company, has about 20 operator-associates now active in Aircraft Services, with others in the process of being added.

Details of location-operator agreements vary with type of unit installed in the scale column. According to Ailor, placement contracts were recently signed with the five-and-dime Neisner Bros. and Grant chains in Rochester, N. Y.

Announce New American Nat'l Coffee Vender

LANSDALE, Pa., Nov. 24.—American National Dispensing Company announced a new 600 cup Model B coffee vender listing for \$795, f.o.b. A second new model, Cafe Petit, with 200 cup capacity and smaller cabinet size, will be in production within 30 days, officials stated.

Model B uses dry powdered soluble ingredients, as do firm's \$895, 600-cup Andico Models AC and AS. Both models employ the same interior operating design of the two higher price machines, featuring improved quick vending cycle, uniform ingredient throw and convenient check of ingredient flow.

BEVERAGE IN TRANSIT

20 Hot Soup Venders Warm Chi El Riders

CHICAGO, Nov. 24.—With installation of seven converted Refresh-o-Mats on its el station locations, Mechanical Merchants, Inc., Wednesday completed the 20-machine hot soup program thru the city's elevated system announced last month (The Billboard, October 6).

Herman Stamer, Mechanical's vice-president, said the units vend hot mock chicken soup at a dime, with bouillon to be added later as an alternate product. Decals for hot tea have been acquired, with this beverage scheduled for

New Marketing Body Receives Candy Firm \$\$

NEW YORK, Nov. 24.—The Confectionery Industry Foundation, a new organization sponsored by the National Candy Wholesalers Association and National Confectioners Association, was assured of initial formation when nine manufacturers pledged \$25,000 to set up the program.

J. V. Balocca, chairman of the CIF campaign committee, announced the nine firms included chocolate and gum as well as candy makers. The foundation was set up at a recent meeting of the directors of both trade associations, at which time a steering committee was formed to appoint a campaign committee to raise funds for the new body. It will institute and carry out a market research program for the confectionery industry.

Balocca, stressing the need for such a program, stated: "Everybody knows there is something wrong with an industry's marketing methods that have allowed its wholesalers' profits to shrink to the disappearing point. A lot of us think we know what is wrong, but we only think so—we do not have the proven facts."

"Everybody knows there is something wrong with the retail marketing methods when candy sales are not up despite the much broader range of retail margins on confectionery than on any other food items, even including the directly competitive items of ice cream, soft drinks and bakery goods."

Williamson Sues On Bar Name Use

OKLAHOMA CITY, Nov. 24.—Williamson Candy Company filed suit in Federal District Court here for infringement of its Oh Henry trade mark by a local candy firm.

Williamson asks that the company be enjoined from using the trade name on a candy bar, and requests damages for the period during which the firm had used the name.

Bulk Assn. Sets 5-Point Program

CHICAGO, Nov. 24.—National Association of Bulk Vendors, following its two-day convention in Cleveland last week (The Billboard, November 24), detailed its 1952 public relations and industry aid program. NABV, which opened membership ranks to all types of bulk equipment with its broadened policy and change of name (formerly National Association of Gum Vendors), announced adoption of the following five-point program:

1. Establishment of a thoro public relations campaign.
2. Assistance to local groups on

city, State and federal taxation problems.

3. Dissemination of trade information and trends to membership by way of a monthly news letter.

4. Creation of numerous legislative committees to "watch" and act where laws are contemplated which affect the bulk vending industry.

5. Development of a code of ethics to establish minimum health standards for all within the bulk vending industry.

In addition, the association has decided to make the full context of the favorable decision rendered in the case of the U. S. versus Cavalier Vending Corporation, known to every federal, State and city official having some connection with the Pure Food and Drug Laws.

Mission Dry Sued by Nehi On Bev Name

WILMINGTON, Del., Nov. 24.—Nehi Corporation, Columbus, Ga., owner of the trade mark Royal Crown, filed suit Wednesday (21) in U. S. District Court against Mission Dry Corporation, Los Angeles, seeking cancellation of the defendant's trade mark Royal Punch. Nehi is represented by Wilmington attorneys Caleb S. Layton and Henry M. Canby, of the firm of Richards, Layton & Fingers, and by Raymond A. Walsh of Washington, D. C.

Nehi contends the trade mark, Royal Crown, has been used continuously by it and its predecessors since 1906, and was registered in the United States Patent Office on November 2, 1937, by Nehi, Inc., one of the predecessor companies, and transferred to plaintiff on December 31, 1938.

Plaintiff avers it had no actual knowledge of the registration of defendant's trademark, Royal Punch, or of the use of the trade mark by defendant prior to January 13, 1949. A copy of the trade mark registration attached as an exhibit is dated October 15, 1940.

The complaint states that pursuant to proceedings in the U.S. Patent Office, the commissioner of patents "has refused, and continues to refuse" to grant plaintiff's petition for cancellation of defendant's registration.

Two-Coin Choice Is Accommodation

PORTLAND, Ore., Nov. 24.—A two-price system introduced in the pay toilets at the Multnomah Hotel here, offers both nickel and dime operation.

The 10-cent lock has been made available as an alternate accommodation for the person who does not have a nickel for the standard nickel lock. Presence of the dime lock eliminates need to obtain nickels from the porter or other sources, according to hotel's assistant manager Del Milne.

Schutter Candy Sale in Works

ST. LOUIS, Nov. 24.—Schutter candy division of Universal Match Corporation is under option for purchase by a new Chicago firm, Distributors Candy Corporation. Universal is negotiating sale of its candy division, but according to President Aaron Fischer, "There's only a 50-50 chance the sale will be completed."

Distributors Candy Corporation has two purchase plans: Under one it would pay \$1,300,000 for the Schutter facilities by December 31, with the alternate plan setting a purchase price of \$1,800,000, of which \$250,000 would be paid December 31 this year, and the balance in 20 semi-annual installments of \$75,000 each.

OPS: MOST CIG OPERATORS

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

WASHINGTON, Nov. 24.—Office of Price Stabilization, probing complaints against some cigarette vending operators for possible price ceiling violations, found this week that only an "extremely small" number of operators were in actual violation.

OPS officials said some operators recently upped prices beyond the 1-cent increase permitted since the penny-a-pack tax hike

took effect November 1. Complainants were not aware that such increases were mostly in accordance with price rulings sanctioning increases to reflect rising costs.

OPS said that last May it issued a ruling permitting cigarette vending operators to compute prices on a formula that reflected any recent cost increases. Because it is costly to change prices on machines, some operators did not immediately take advantage of

the ruling. When the new tax hike became effective, however, many operators did change their prices to reflect both the tax and costs, OPS said.

Meanwhile OPS announced that during October it opened 13,363 new investigations of all types of complaints alleging price ceiling violations. Some 4,000 of these cases were closed as a result of no violation being found. Total number of cases pending November 1 was 21,343, OPS said.

Modify Op Service At Northwestern

MORRIS, Ill., Nov. 24.—In announcing that former reconditioning, cleaning and refinishing services are no longer being handled in its plant, Northwestern Corporation stated such facilities have been increased by its distributors.

A limited amount of strictly mechanical repair work will continue to be done at the plant, however.

State Tax Calendar

Continued from page 107

Louisiana
December 1—Soft drink reports due.
December 15—Soft drink reports due. Tobacco reports due.
December 30—Sales tax reports and payments due.

Maine
December 15—Sales tax reports and payment due.

Maryland
December 15—Sales tax reports and payment due.

Massachusetts
December 20—Cigarette tax reports and payment due.

Michigan
December 15—Sales tax reports and payment due.
December 20—Cigarette tax reports and payment due.

Minnesota
December 20—Cigarette sales tax reports and payment due. Cigarette use and storage tax reports and payment due.

Mississippi
December 15—Sales tax reports and payment due. Tobacco reports from manufacturers, distributors, and wholesalers due. Use tax reports and payment due.

Missouri
December 31—Soft drink inspection fee reports and payment due.

Montana
December 10—Cigarette tax stamp payment due.

Nebraska
December 10—Cigarette reports from distributors due.

Nevada
December 15—Cigarette reports from wholesalers due.

New Jersey
December 20—Cigarette tax reports and payments due.

New Mexico
December 20—Cigarette reports from retailers due.

North Carolina
December 15—Sales tax reports and payment due.

North Dakota
December 10—Cigarette reports from distributors due.

Ohio
December 10—Cigarette reports from wholesalers due.
December 15—Cigarette use tax reports and payment due.

Oklahoma
December 10—Cigarette reports from wholesalers, retailers and vending machine owners due.
December 15—Sales tax reports and payments due. Tobacco reports from wholesalers, jobbers and warehousemen due.

Rhode Island
December 10—Cigarette reports from distributors and dealers due.
December 20—Sales tax reports and payment due.

South Carolina
December 10—Soft drink reports due.
December 20—Sales tax reports and payment due.

Tennessee
December 20—Sales tax reports and payment due.

Texas
December 5—Cigarette reports from solicitors due.

Washington
December 15—Cigarette drop shipment reports from wholesalers and retailers due.

West Virginia
December 15—Cigarette use tax reports and payment due. Sales tax reports and payment due.

Wisconsin
December 10—Cigarette reports from wholesalers and manufacturers due.

Wyoming
December 15—Sales tax reports and payment due.
December 20—Cigarette reports due.

THE WORK BENCH

Picking Right Spot For Music Machines

By HOWARD P. SCHLEY

Selecting the right kind of music equipment for the greatest profit in a particular location is a frequent problem for the operator. The installation and placement of extra speakers, wall boxes and even the placement of the machine itself are factors which must be considered if the music operator is to remain solvent.

Too frequently, with a big investment in new equipment and in installation costs, the operator does not realize the return he should because of unwise or improper installation.

A location should be carefully examined before deciding what type of installation should be made. In many cases, only the phonograph is needed, but in many other instances wallboxes, located correctly, pay for themselves in a very short time. And extra speakers often improve the sound distribution so that the music is at the right level at all points. This is especially important in larger or odd-shaped locations.

Check Volume Level
In considering extra speakers, it is first necessary to know the volume level that will be required or permitted. Restaurants usually require a low level of sound. If the room is fairly large, it may be necessary to install extra speakers so that the music is audible everywhere but not noisy. To get maximum coverage from a speaker, try to mount it well above head level, preferably against a wall, ceiling or partition which will act as a baffle.

It is usually a good idea to try the speaker or speakers in several spots to determine which spot will give the best effect and coverage. Generally, the extra speaker or speakers should face at a different angle from the phonograph speaker and these extra speakers are generally more effective if placed as far as possible from the machine. Speaker feed wire should be concealed as much as possible and should be placed where they are safe from damage.

Where To Put it
Often the placement of the phonograph itself calls for a decision. Sometimes locations want the machine placed where it is not readily accessible to the public. It should be carefully explained how much difference in the profit a good spot can make. The prime consideration, of course, is to place the machine where the greatest number of people can see it and want to play it. So important is the location of the phonograph that at times it is advisable to forget the sound output of the machine speaker and depend on auxiliary speakers for the greater part of the output.

In large locations, where people remain seated, wall boxes at booths and tables do well. In some locations, of course, wall boxes simply get coins which would be played in the phonograph anyhow. One thing to remember, however: Wall boxes often add to over-play.

Continental Can Board Of Directors Expanded

NEW YORK, Nov. 24.—Continental Can Company board of directors elected John M. Franklin, Paul C. Cabot and Stepher Bechtel to fill three new board memberships, recently approved by stockholders. Board now consists of 15 members.

Franklin is president and director of United States Lines Company, also director of Manufacturers Trust Company, Worthington Pump and Machinery Corporation, American Steamship Owners' Protective and Indemnity Association, Home Insurance Company, U. S. Coast Guard Academy and Maryland State Fair, Inc.

Cabot is president of the State Investment Corporation, Boston, a director of J. P. Morgan & Company, B. F. Goodrich Company, National Dairy Products Corporation and Tampa Electric Company.

Bechtel is head of Bechtel Corporation and its affiliates, vice-president of Joshua Hendy Corporation and chairman of the board and director of Trans Mountain Oil Pipe Line Company.

In locations where dancing is permitted there seems to be a certain "kick" for the patrons to deposit their money directly in the phonograph. In such locations the machine should always be located as close by the dance floor as possible.

Custom Installation
Often the opportunity comes along to plan the installation of music equipment in a building under construction. Then speakers may be concealed in the walls or ceiling, wall box cable can be laid in the wall and there is opportunity to have electrical outlets placed where needed. In laying speaker or wall box wires in new construction, it is well to use regular construction electrical cable to forestall future troubles.

These are the main points to remember:

1. The music must first of all be accessible.
2. It must be good to listen to. Many patrons object strongly to loud music. Then, too, playing a phonograph is often an impulse. Be sure your machines are so located that they encourage as much impulse play as possible.

HERE'S THE SECRET TO BIG PROFITS IN BULK VENDING



SIMPLIFIED SERVICE MEANS . . . MORE MONEY . . . LESS WORK

The biggest profit maker operators have ever enjoyed in the bulk vending field. Simplified service cuts costs in half. You just exchange globes on location . . . the empty globe is cleaned and filled at your workshop. Vends all products including ball gum and charms. Attractive eye-catching appearance. Built for years of hard service.

THE NORTHWESTERN CORPORATION
829 M. ARMSTRONG ST., MORRIS, ILL.

30 DAY MONEY BACK TRIAL
THE YEAR'S GREATEST VENDORS
Northwestern



Outstanding MODEL 49
12-50-100 PRICES
Less than 35 \$17.35
Less than 100 \$17.15
100 or more \$14.95

Sensational TAB GUM
PRICES
Less than 35 \$23.95
Less than 100 \$25.45
100 or more \$24.95

10-COLUMN 16 SELECTIVE

Complete Line of PARTS, SUPPLIES, STANDS, GLOBES, BRACKETS, CHARMS, Etc.

TIME PAYMENT PLAN AVAILABLE. TRADE-INS ACCEPTED.

1/3 Deposit, Balance C.O.D. F.O.B. Factory.

MERCHANDISE
ADAMS, All Flavors, 100 Count . . . 42
WRIGLEY'S, All Flavors, 100 Count . . . 44
FRUIT CHARMS, Assorted, 100 Count . . . 48
SUCHARD, 200 Count . . . 1.20
HERSHEY'S, 200 Count . . . 1.20
MINIMUM ORDER 25 Boxes of Any Assortment

NORTHWESTERN SALES AND SERVICE COMPANY
MOE MANDELL
438 WEST 42nd STREET, NEW YORK 18, N. Y. • CHickering 4-0142
4105 16th AVENUE, BROOKLYN, N. Y. • GEDney 8-3600

Chase Candy Moves to Buy Nutrine Co.

ST. LOUIS, Nov. 24.—Chase Candy Company, thru F. S. Yantis & Company, Inc., which owns 40 per cent of its stock, this week offered to purchase the Nutrine Candy Company, Chicago. Nutrine's two largest stockholders have accepted the offer; firm's other shareholders have 20 days in which to accept. Two-thirds of the Chicago firm's shareholders are required to approve the sale. Under the proposal, sale of Nutrine's 400,000 shares of stock outstanding at \$5 each will be followed by dissolution of that company. Upon completion of the sale, Ralph A. Wenger, Chase chairman, will continue in that capacity, while W. A. Yantis, Chase president, will become vice-chairman of the board, and Neal V. Diller, Nutrine president, will be named Chase vice-president.

Paul Dudley Childs Elected Nedicks' Board of Directors

NEW YORK, Nov. 24. — Paul Dudley Childs this week was elected a director of Nedicks', Inc., the quick-lunch chain.

Walter Mack Jr., president of National Phoenix Industries, Inc. and former Pepsi-Cola topper, announced earlier that his firm had completed payment for the purchase of Nedicks' and that the former management had resigned. Mack now assumes the presidency of Nedicks'.

Other Nedicks' officers are: Abraham Rosenthal, vice-president and assistant to the president; George Wise, vice-president in charge of real estate; Burt Strouse, vice-president in charge of franchise stores; Albert Fink Milton, secretary, and Adam Mele, assistant secretary and comptroller.

...has everything!

ATLAS Bantam TRAY VENDOR



Here is the 5c nut vendor that Has Everything! Beautiful eye-catching aluminum die cast body with a simplified portion mechanism. Removable tray, tamper-proof Chicago lock, plus an unbroken profit breaking record!

ATLAS

DISTRIBUTORS AND SALESMEN: Write NOW MANUFACTURED BY

MANUFACTURING AND SALES CORP
EST. 1925 12220 TRISKETT RD., CLEVELAND 11, OHIO

Atlas Brand Almonds — Packed in 5¢ vacuum cans

CHARMS—Proven Sales Boosters
Write for Complete Price List!

Karl Guggenheim inc.

33 UNION SQUARE • NEW YORK 3, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

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52 BIG ISSUES, \$10
Including 8 Special Issues

"The Billboard is a great aid to importers of Coin Machine and Carnival supplies and to all those who wish to know more about new coin machines and other amusement supplies from time to time."

Jesse Yee
P. O. Box 431
Hong Kong, China

THE BILLBOARD
2160 Patterson St., Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, for which I enclose \$10. I understand this will include at least 8 Special Issues.

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Address
City Zone State
Occupation



VICTOR'S JUMBO UNIVERSAL

(With Side Display Windows)

900

BALL CAPACITY JUMBO-SIZE BALL GUM 100 Count Per Pound

TODAY'S FASTEST SELLING BULK VENDING ITEM

\$14.70 Each Lots of 100

\$31.40 per case of 2

Contact your VICTOR Distributor

VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Illinois

Aluminum Replacing Brass in Bulb Bases

CLEVELAND, Nov. 24.—General Electric Company's lamp department announced aluminum instead of brass is now being used in large portion of its bases for light bulbs.

Aluminum is being employed to conserve brass for the nation's military needs, according to G-E spokesmen and the former metal's use in light bulb bases has been approved by National Production Authority.

G-E indicated that with the return to normalcy in brass supply, aluminum will continue to be used in bulb bases as it resists tarnishing and makes for general better appearance.

W. Va. Soft Drink Tax

CHARLESTON, W. Va., Nov. 24.—According to official figures given out by Tax Commissioner C. H. Koontz, State soft drink tax collections totaled \$249,791.92 for October.

Gross collections were \$249,997, but \$205.89 was refunded on permits and stamps returned, Commissioner Koontz said.

Contributions to the total was \$2,040 received from soft drink stamps, \$25,303 from syrup stamps, and \$202,225 from sale of credit crowns. Another \$20,053 was collected from repaid bottle crowns.

As previously reported in The Billboard, the penny-a-bottle tax, which became effective July 1, was enacted to finance establishment of a four-year medical and dental school as part of West Virginia University.

THE BILLBOARD Index of Advertised Used Machine Prices

Vending Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table with 4 columns: Machine Model, Issue of Nov. 24, Issue of Nov. 17, Issue of Nov. 10, Issue of Nov. 3. Lists various models like Adams 1c, Advance Candy, Ajax Hot Nut, etc.

WHAT ARE YOU VENDING?

Advertisement for J. Schoenbach, Factory Distributor of Advance Vending Machines, 1645 Bedford Ave., B'klyn, 25, N.Y.

CORRECTION: In our ad last week price of Northwestern Tab Gum Vendor in lots of less than 100 was listed incorrectly. Correct price is \$25.45 ea.

UNEEDA VENDING SERVICE, INC. CIGARETTE MACHINES, CANDY MACHINES, ROWE TAB GUM. Special! \$75.00 UNEEDA MODEL E 9 Col. 275 Pack Cap.

UNEEDA VENDING SERVICE, INC. "The Nation's Leading Distributor of Vending Machines" NEW RECONDITIONED LIKE NEW 166 Clymer Street, Brooklyn 11, N.Y.

ACORN ALL-PURPOSE VENDOR. Don't Delay... Order NOW! From LITTLE ACORNS mighty INCOMES grow. The only completely die-cast aluminum, precision built.

WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISE, GAMES, ETC. TOPPER DELUXE. CHARMES. STANDS. PARKWAY MACHINE CORP.

FOLK TALENT AND TUNES

Continued from page 73 who has been managing Hank Snow (Victor) for the past 18 months, is reported to have split with Snow. Riley is handling Rusty Gabbard (MGM) Roy King (Mercury) and is currently in New York with Don Estes, WSM pop singer who is seeking a recording pact. A. M. Bamford has set Lefty Frizzell currently in Canada thru December 6. Murray Nash, of Acuff-Rose, reports that Neal Burris (King), last in Ohio territory, and Clyde Moody (King) have moved to WSM, Nashville. This gives King its biggest representation at the folk music capital, with Cowboy Copas and Moon Mullican already there. Bill Bailey and Fred Niles, who are masterminding the "Old American Barn Dance" TV film series for Kling Studios, have set Pee Wee Golden West Cowboys, Johnny and Jack and Merle Travis for their next shooting series, set for December 7-12. Alex Campbell, WASA, Havre De Grace, Md. ... Carl Shook, who handles the "Cornbread Matinee," daily over WKYW, Louisville, reports that he journeyed to WSM, Nashville, where he got tape interviews with the all-star cast with the co-operation of Jim Denny, Frank Kelton and Dee Kilpatrick. Mack Sanders, KFBI, Wichita, Kan., reports that Randy Starr has left the station's talent roster to join the Army. Sonny Albright has replaced him. Frank Page, KWKH, Shreveport, La., writes that the "Louisiana Hayride" has added the Giese Family from San Antonio. Page is the papa of a gal, Patti, born November 8. Johnny Harper, KRLD, Dallas, reports 2,000 admissions November 10 at the Big D Jamboree, with Ray Price, Al Clauser and Lloyd Weaver. They are using audience participation gimmicks. Leroy Jenkins, blind Columbia warbler, has been signed for an appearance soon. Dal Stallard, KCMO, Kansas City, Mo., got terrific response on his h.b. stint with Don Cherry's Decca version of "Grievin' My Heart Out for You."

JUMBO SPECIAL Cap. 2375 of 210 Count Ball Gum Price less than you think Pay for in 20 weekly payments Write for details ROY TORR LANSDOWNE, PENNA. Servicing and Financing Operators Since 1910

GET NEWER CHARMS Lower prices from America's largest Charm manufacturer. Over 40 new and different series of Charms. Our prices are lower! Send 35c for complete samples. PENNY KING CO. 415 Neptune Street Pittsburgh 20, Pa.

Distributors and Operators Now Available GRIFFIN DISPENSER Hand Lotion & Hair Oil \$12.50 each Attention Jobbers & Distributors Some Territories Available. SUBREY STEMLER DIST. CO. 142 Glendale Blvd. Los Angeles 26, Calif.

Charms Paul A. Price Co. 220 Broadway, New York 38, N.Y.

RECONDITIONED AND REFINISHED VENDORS

Table listing various vending machine models and their prices, including V.W. Model V 1c Globe, Silver King 1c Bulk, etc.

CIGARETTE MACHINES

Table listing cigarette machine models like National 9 Col., Adams 4 Col., etc.

NEW VENDING MACHINES

Table listing new vending machine models like N.W. Model 49, N.W. Deluxe, etc.

SUPPLIES & ACCESSORIES

Table listing supplies like Floor Stands, Crossbars, Coin Counting Scales, etc.

RAKE COIN MACHINE EXCHANGE 499A Spring Garden Street Philadelphia 22, Pa.

Professional Operators are made with genuine "SILVER-KING" Vendors. Includes image of a vending machine and text about international reputation.

Vend - The Magazine of Automatic Merchandising. Received a lot of help and pointers in your VEND. Includes image of the magazine.

VEND 2160 Patterson St. Cincinnati 22, O. Please enter my subscription to VEND Magazine for One Year for which I enclose \$3.

Coinmen You Know

Hartford, Conn.

There's a seasonal upturn in coin trade in Connecticut. Joe Fica, Torrington operator, was a recent visitor, dropping by at General Amusement Game Company.

Graham H. Anthony, president of Veeder-Root, Inc., manufacturers of counting and computing devices for coin machines, has been named to the Corporate Gifts Committee for the Hillier College Fund Drive.

Indianapolis Frank Lugar & Son acquired the interest of Frank Milharcié in the Wayne Amusement Company.

Sicking Company, Inc., is displaying the United Leader. Mrs. Lottie Burman says orders are on file waiting for early deliveries.

Ralph Nicholson, representative of the Bally Manufacturing Company with headquarters at the Calderon Distributing Company, to Chicago to be with his family over the holiday.

New York

Eleanor Wolf, daughter of Hirsch Wolf, New York sales rep for Independent Halvah & Candies, Inc., Brooklyn, will be married in a few weeks.

BRAND NEW LUCKY BOY VENDORS \$9.75 EACH MODEL. Nut and Charm Vendors hold 3 lbs. Nuts, Ball Gum Vendors, 800 Ball Gum Fully Guaranteed.

2,000 ASSORTED CHARMS. 15 Different Items - everything we make - in plastic and plated mixture WORTH MORE - SPECIAL DEAL 2,000 for \$10

of National Container Corporation, has announced the appointment of George Farrah as his assistant, handling the converting plants in the Wisconsin and Minnesota area.

Detroit

David Weinberg and Jack Freeman are establishing the D & F Cigarette Vending Company, one of the few firms in the field to have a downtown office on Farmer Street.

Pistachios 3 SPECIAL GRADES FOR VENDORS ask for ZALOOM'S

4 STAR JUMBO VENDORS MIX 3 STAR "BUDS" Perfect. The Finest and Fastest Selling Pistachios. Red and White. DELICIOUSLY ROASTED AND SALTED.

JOS. A. ZALOOM & CO. America's Original Masters in Roasting and Salting of Pistachio Nuts. 8 JAY STREET NEW YORK 13, N. Y.

Victor's Topper Deluxe Only \$13.20 each (100 or more) Sample \$14.95. Glass or Plastic Globes, UNEQUALED FOR VENDING: BALL GUM, CANDY, PEANUTS, CHARMS, SALTED PEANUTS, ETC.

TOPPER DELUXE With Plastic Side Display Windows. Case of 4 \$54.00 Single 14.75. COMPLETE VICTOR LINE IN STOCK!

father, Michael Weinberger, as a partner. The latter is well known to prewar operators in the Detroit area as founder of the S & W Coin Machine Exchange, now out of business.

Mannie Smerling and a group from Confection Cabinet Corporation traveling to Chicago for the week-end to attend the marriage of Smerling's daughter, Sheila, at the Standard Club.

Supplies In Brief

Pecan Pie

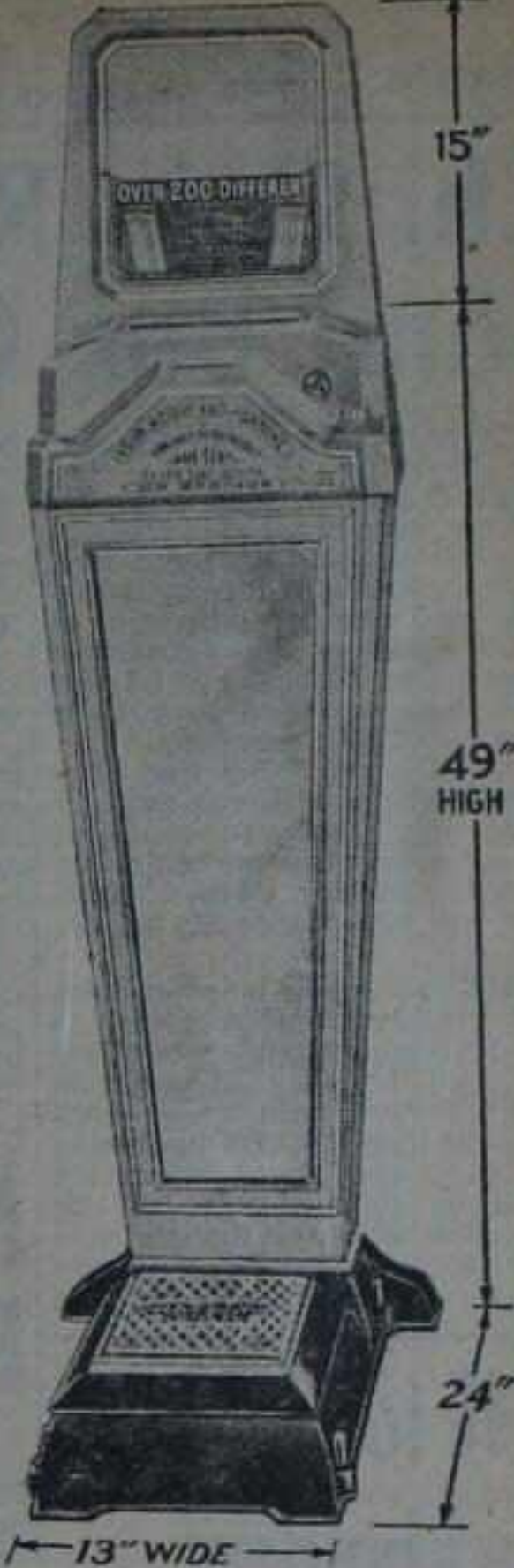
WASHINGTON, Nov. 24.—In order to assist pecan growers in marketing their second largest crop on record, Department of Agriculture will consider offers of shelled pecans from growers and shellers, and distribute purchases to the school lunch program.

Ops on Bags

WASHINGTON, Nov. 24.—Tailor-made price regulations for the paper bag industry to reflect increased costs of certain kinds of paper is now being drafted, Office of Price Stabilization announced.

Chase Candy Appoints Sales Representatives

ST. LOUIS, Nov. 24.—Chase Candy Company announced the appointment of three new sales representatives this week.



WEIGHT 165 LBS. \$25 DOWN Balance \$10 Monthly 400 DE LUXE PENNY FORTUNE SCALE NO SPRINGS WRITE FOR PRICES LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Northwestern TAB GUM VENDERS Single \$25.95 25 to 100 \$25.45 100 or more \$24.95

Try VICTOR Once and you will BUY VICTOR ALWAYS ORDER TODAY! VEEDCO SALES CO. 2124 Market St. Philadelphia 3, Pa.

THE DELUXE ELECTRIC KEENEY CIGARETTE VENDOR 9 DOUBLE COLUMNS STREAMLINED BEAUTY SELLS MORE CIGARETTES GREATER EARNING POWER SMOOTH OPERATION "WITH OR WITHOUT COIN CHANGER"

Illustration of a Keeneey cigarette vending machine with a woman standing next to it. CENTRAL OHIO COIN MACHINE EXCHANGE 525 S. HIGH STREET ADAMS 7254 COLUMBUS, OHIO

Chi Coin Resumes Band Box Output

CHICAGO, Nov. 24.—Chicago Coin Machine Company, thru owners Sam Gensburg and Sam Wolberg announced the resumption of production on Band Box, the play stimulator for music machines and planned deliveries in two or three weeks. Introduced in December, 1950, the Band Box output was curtailed because of shortages of key materials.

Firm officials stated that after months of experimenting, the engineering staff had come up with suitable substitute materials. The new materials do not visibly affect the appearance or the operation.

The Band Box is a seven-piece band of miniature players built on a typical band stand measuring 4 by 2 feet. Unit is equipped with its own draw curtain, which automatically opens at the beginning of a tune and closes when the record is finished. It can be hooked up with any regular juke box or hideaway and has its own 10-inch speaker. Each time a

coin is dropped in a music box connected with the Band Box, the curtain parts and the bandsmen, playing different instruments, simulate the movements of regular bandsmen. They appear to keep time with any tempo.

Operators using the Band Box in connection with the music machine stops found it increased play as much as 25 per cent over long periods in transient as well as neighborhood locations. Installation of the Band Box can be made in a short time. Servicing has been simplified by having all vital parts removable as a unit.

Chicago coin officials emphasized the new Band Box release will be on a limited basis, the bulk of which will be consumed by orders already on file.

MOA SETS \$\$ EXHIBIT SKED

CHICAGO, Nov. 24.—Applications for exhibit space at the Music Operators of America convention at the Palmer House here, March 3-5 (see separate story this issue), were being mailed out this week, George A. Miller, president, announced.

Schedule of rooms and costs follow:

Room 15 by 15, \$10.50 per day, \$100 MOA registration, Room 18 by 18, \$12 to \$13.50 per day, \$150 MOA registration, and room 22 by 22, \$14.50 to \$15.50 per day, MOA registration \$200.

Exhibitors should enclose payment for registration when reserving space. MOA execs stated. Payment for hotel space and other expenses is to be made directly to the hotel.

INITIATIVE NEEDED

CSCA Prez Paints Bright Biz Future

HARTFORD, Conn., Nov. 24.—In spite of the announced National Production Authority curtailment on juke box output and other proposed restrictions on trade in the coin machine industry, there is a "bright future ahead for anyone in this business willing to work for his living," according to Abe Fish, owner of the General Amusement Game Company of Hartford and president of the Connecticut State Coin Association.

"I don't go along with the pessimists in this industry who say that with the cutting down new equipment, there's going to be a

terrific morale letdown on the working segment of the business. Certainly, morale won't be helped, but we've got to work for a living, and work rightly, constructively, and, at all times, for the good of the coin industry."

Debunks Idea

"We hear sometimes," he added, "of the coin business being identified with depression times. People tell you that as prices on everything get cheaper, there is more coin machine play. These same people will tell you that the 10-cent play on juke boxes is for the dreamer — that it's impractical, that it will bring more ill will than better trade for the industry."

"But I'll go out of my office and show you specific location after specific location where business has been consistently good on juke boxes as well as other coin machines, be the time mid-1930 or mid-1951. Business is what you make it. The industry must heed that notation, for, in the final analysis, it's the pleasant-speaking businessman who chats interestedly with his location owner on better ways of doing business, who takes pride in keeping his working crew looking clean on the job, his machines in tip-top shape, always clean, always sparkling, who will be ahead of his fellow competitor."

Costs are well up in the industry, but a man can make a living by practicing good business relations. "Be a businessman in the true sense of that term and you'll find that trade will be steady. Join your regional coin association, such as CSCA, take an interest in the trade, and, above all, talk about the better things in the industry and you'll find that would-be ulcer eventually disappearing!"

Stewart Opens New L. A. Office

LOS ANGELES, Nov. 24.—Dan Stewart will open his local branch of the Dan Stewart Company here with an open house to be held at his Pico Boulevard location December 1-3. The local firm is a branch of the Dan Stewart Company of Salt Lake City.

Opening of the local office extends the sales representation of the Rock-Ola phonograph line, handled by the firm, to Southern California and Nevada. Stewart distributes the machines thru his Salt Lake City headquarters in Utah and Idaho. In addition to these machines, Stewart said the firm here will handle a complete line of amusement machines.

Stewart plans to divide his time between here and the Utah city. Associated with the local branch will be Stan Martinson, mechanic and salesman, and Joann Lewis, secretary, both of whom were on the Salt Lake City staff.

Formal opening will be attended by Robert Beaver, Stewart's Utah sales manager, and Ed Lake of Rock-Ola. Art Weinnen, Rock-Ola assistant vice-president, has indicated that he will be present.

NORMAN GRANZ

... and 15 other successful auditorium-arena performers, attractions, executives and operators bring you valuable and interesting information on their experiences in this important branch of the amusement industry ...

In a Special Auditorium-Arena Section of The Billboard Dated December 22

Full details on PAGE 89

AMI to Hold Stockholders Meet Dec. 18

Offers Proposal For Merger With Delaware Subsidiary

GRAND RAPIDS, Mich., Nov. 24.—Moving to eliminate its outstanding preferred stock, AMI has issued notice of a special meeting of shareholders to vote upon a proposal providing for the merger of the Michigan corporation into its wholly-owned subsidiary, AMI Incorporated, a Delaware corporation, John W. Haddock, president announced. The meeting is scheduled for December 19 in Grand Rapids.

Proposed merger agreement provides for the conversion of 12,285 shares of preferred stock now outstanding into common stock of the new company, at a rate of four shares of common for each share of preferred. Accumulated and unpaid dividends on the 6 per cent cumulative convertible stock amount to \$12.30 per share, or a total of \$151,105.50. Common stock would be exchanged on a share-for-share basis.

The merging of the Michigan company into the Delaware company would eliminate the present deficit in the earned surplus account and halt the further accumulation of dividend arrearages on the preferred stock, Haddock said.

Simplify Structure

At present, he continued, these two factors prevent the declaration of dividends to common shareholders. He added that the merger also will simplify the capital structure of the company, thereby improving its general credit position. Further, he said, future capital financing would be facilitated, should such financing ever be deemed expedient or desirable.

Altho AMI does not believe that circumstances at present permit the announcement of a definite dividend policy, Haddock explained, it is expected that if the sales and earnings of the company continue at their present rate, the new corporation may be in a position to commence payments of dividends some time during 1952. This action, he pointed out, depends upon the adoption of the merger agreement and whether increased taxes, material shortages and curtailed production, as a result of governmental directives, do not adversely affect earnings to a greater degree than now anticipated.

Haddock said that the Delaware corporation was organized on April 6, 1946, and has been inactive ever since. With the exception of a relatively small amount of cash, he continued, it has no assets or liabilities and all the outstanding shares of its capi-

MOA Plans Heavy Agenda For March, 1952, Convention

CHICAGO, Nov. 24.—The Music Operators of America 1952 convention and exhibit, scheduled to be held at the Palmer House here March 3-5, will stress business sessions, it was learned this week, with matters such as promotion, legislation, equipment availability, etc., high on the agenda.

Details of the business sessions are now being worked out by George A. Miller, Oakland, Calif., president of the org., and a strong array of speakers is being lined up to appear on the various days to cover each of the subjects deemed vital to the future of the industry.

It was also indicated this week that a strong line-up of music exhibits would be seen at the convention. Majority of the phonograph manufacturers and manufacturers of supplies for the music field are planning to participate, some of them even passing up the February coin machine industries show in order to have their exhibit for the music ops exclusively.

When the 1951 convention drew to a close, MOA officials announced they were holding the 1952 convention plans in abeyance, pending outcome of the international crisis. However, with the industry faced with critical problems such

as copyright legislation, rising costs of doing business and the potential cutdown in new equipment and shortages in top used machines, MOA execs, after discussing the matter with music op-

No License, 599 Taverns Close in Chi

CHICAGO, Nov. 24.—Failure of 599 tavern owners to renew licenses for the six-month period, beginning November 1, has resulted in loss of many juke box locations Chicago Police Commissioner. O'Connor reported this week that 560 were closed over Wednesday and Thursday (21-22), while 39 taverns were shuttered voluntarily when their owners went out of business.

City Collector Prendergast announced tavern licenses for the coming six months totaled 9,237, or 599 less than were licensed during the last period of May 1 to October 31.

Football Video Fails To Jar Juke Box Play

CHICAGO, Nov. 24.—Lack of a strong Saturday afternoon football telecast schedule here was reflected in higher juke box grosses, a survey revealed this week. While the test conducted by the National Collegiate Athletic Association in connection with foot-

ball telecasts was designed to study gate receipts, actually the regulated videocasts proved a boon to juke operators, who normally lost much of their Saturday business.

Major reason cited for the lack of interest in public location telecasts of the games this year was the selection of games available. Even the some major teams were involved, including Notre Dame, Southern Methodist, University of Southern California and Wisconsin, the only local team to appear was Northwestern, which fielded a comparatively weak squad—and drew only on the North Side of the city on the week its game was telecast.

Several operators reported some of their locations had tried luring customers by showing filmed versions of a Saturday game on Sunday on their tele sets, but the poor response stopped the practice in a few weeks.

NAAPPB Skeds Seeburg Exec

CHICAGO, Nov. 24.—Four employee recreation counselors, including one from J. P. Seeburg Corporation, will take part in a panel discussion at the National Association of Amusement Parks, Pools and Beaches 33d convention at the Hotel Sherman

Topic will be "How to Approach Industry for More Picnic Business." The four representatives are: Ralph M. Isachsen, Seeburg; M. M. McClure, Inland Steel Company; Robert A. Mabee, electro-motive division, General Motors, and William H. Sehlke, United Air Lines. Each of the firms represented usually holds its annual picnic at Riverview Park here.

tal stock are owned by the Michigan corporation. Upon consummation of the merger agreement, he said, the presently outstanding shares of the capital stock of the Delaware corporation would be canceled.

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in the Music and other departments up front in this issue of The Billboard are:

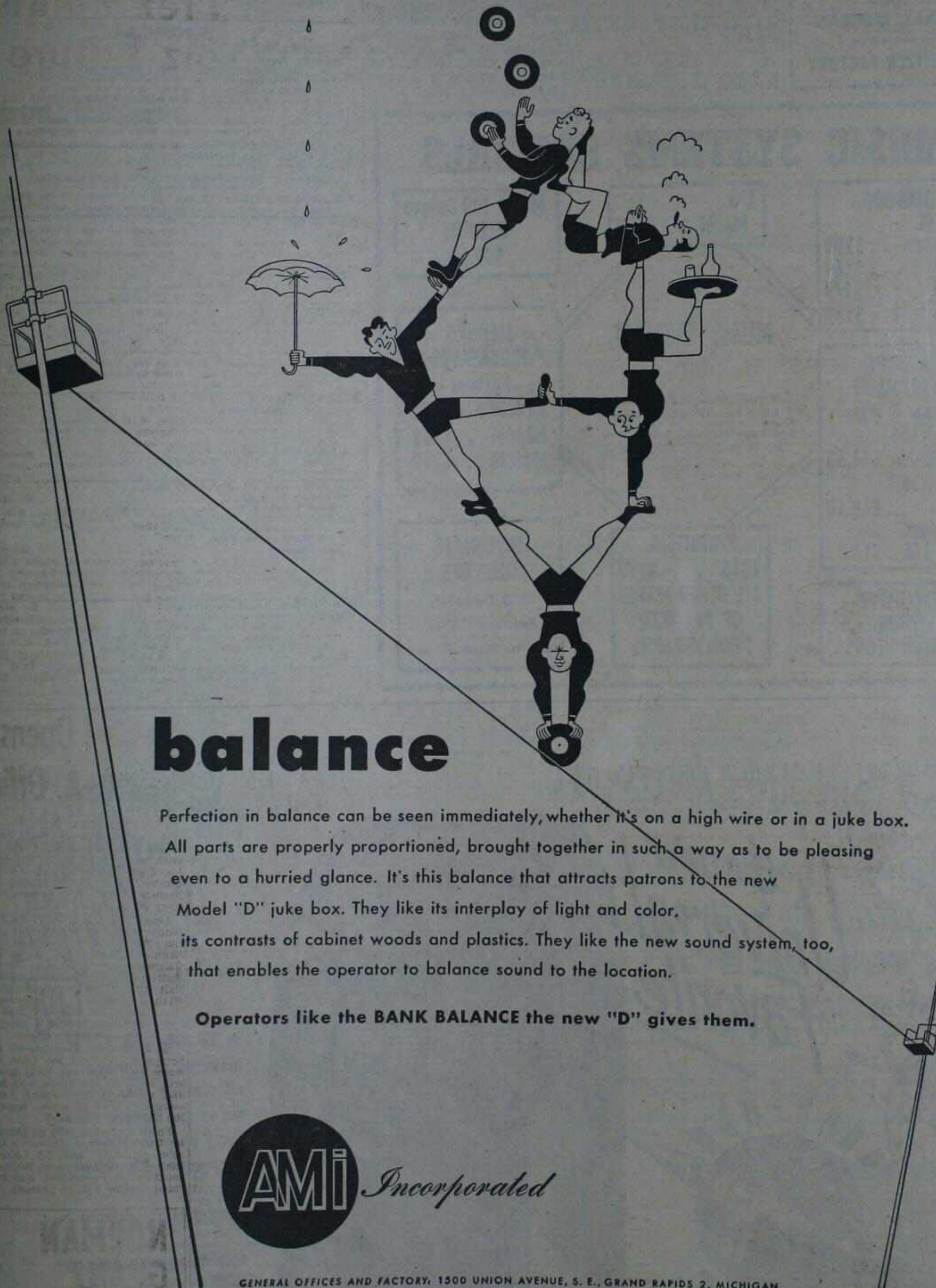
MGM STRENGTHENING SALES, DISTRIBUTION. The diskery is making re-alignments to hypo divisions (Music Department).

CHI "RECORD WEEK" CALLS FOR ANOTHER. Tho a bit disappointing, the week proved okay for wax peddlers (Music Department).

COLUMBIA CUTS NEW RELEASES BY 50%. Looks to maximum results on limited basis (Music Department).

LONDON SHUTS U. S. A.&R. OPERATION. The diskery shut up shop here on pop a.&r. (Music Department).

And other informative news stories as well as the Honor Roll of Hits and pop charts.



balance

Perfection in balance can be seen immediately, whether it's on a high wire or in a juke box. All parts are properly proportioned, brought together in such a way as to be pleasing even to a hurried glance. It's this balance that attracts patrons to the new Model "D" juke box. They like its interplay of light and color, its contrasts of cabinet woods and plastics. They like the new sound system, too, that enables the operator to balance sound to the location.

Operators like the BANK BALANCE the new "D" gives them.



GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

MR. OPERATOR:
A limited number of parts for
**PACKARD
PHONOGRAPHS
AND
WALL BOXES**
available from
WURLITZER FACTORY

**Diskery Hosts
Juke Box Ops**

MILWAUKEE, Nov. 24.—Capitol Records hosted local juke box operators at a cocktail party Monday (19) for Les Paul and Mary Ford, who are making a personal appearance at the Riverside Theater here.
Lynn Jenks, head of the Capitol office here, handled the affair, with operators from the greater Milwaukee area invited.

**CPMA Selects
Dec. Hit Tune**

CLEVELAND, Nov. 24.—Sanford Levine, chairman of the advertising committee of the Cleveland Phonograph Merchants' Association, this week announced the committee had selected "Christmas Choir," cut by Patti Page, as its hit tune of the month for December.

Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
JOE MOONEY We'll Be Together Again CAROUSEL 2007—Mooney, whose quartet a few years back was one of the musical sensations of the generation, still sings with an inescapable warmth and beauty of phrasing. He plays the Hammond to back himself. A sensitive diskings which deserves wide hearing.		74--80--73--70
Nowhere This is one of the delightful Mooney originals left from the quartet days. It's a bit hip for the contemporary market, but it's a real happy deal no matter how you slice it.		67--70--67--65
PRIMA SCALA (The Stargazers) I Miss My Darlin' LONDON 1134—Pleasant slicing of a simple country-flavored ballad done directly and tastefully by the vocal group against a neat bounce arking.		74--77--71--74
When the One You Love Loves You Another cozy, unpretentious ditty draws a similarly uncluttered reading.		71--72--70--71
CLIFF AYERS When DECCA 27879—New Decca crooner does well by one of these "big" ballads to an ark-chorus backing. Good, tho not particularly pro-oking, diskings.		74--74--74--74
Chances Are Ayers shows a pleasant, unaffected ballad style on an attractive, tho routine, air. Backing provides a good dance beat.		71--72--70--70
JOE MOONEY Love Is the Thing CAROUSEL 2005—Wonderful, rare standard is revived in Mooney's Laine-Cole influenced ballad style. His phrasing and heart are second to none. Recommended to the diskay clan unreservedly.		73--80--72--68
The Girl of My Dream Tries to Look Like You Mooney sings a storm on a rhythm ditty which is related to "Million Dollar Baby." Light but pleasant wax.		66--68--65--65
ALAN HOLMES ORK I've Got Lonely Arms KING 35146—Simple, forthright reading of a new country-styled ballad with a bounce which could stir some moderate Midwestern attentions.		72--74--71--71
I Ran All the Way Home Pleasant but late coverage on a Benjamin-Weiss ballad which has been showing signs.		68--68--68--68
MISS ANTONINA-AL DONAHUE ORK And Two Is Eight (Bill Peck-Al Donahue Ork) RIGHTONE 312—The Donahue ork jumps on a riff which would have been a natural in the days when band disks were really selling. Peck leads a gang-sing chant.		70--73--68--70
Gypsy Magic Miss Antonina, whoever she may be, sound impresses as a well-schooled fem chanter while the Donahue ork supplies a highly attractive background. The ditty, tho pleasant, sounds like many another gypsy item.		69--72--67--68
JUNE HUTTON (Axel Stordahl Ork) Walkin' DECCA 27870—Miss Hutton essays a novelty idea set in the traditional bluss pattern. Snappy arking and persuasive warble lift this several notches higher in value than it might normally have attained.		70--74--67--70
Thanks Thrash does a professional job with a thin sort of ballad. Hubby Axel dresses the whole thing up with a high-grade backing.		67--70--65--67

(Continued on page 115)

MUSIC SYSTEMS SPECIALS

SEEBURG
148ML,
Blonde . . \$299
147M . . . \$169
147S . . . \$149
146S or M . \$139

AMI,
Model A . . \$295

Model 100 Deluxe
TELEQUIZ
\$99.50

MUSIC SYSTEMS, Inc.

SEEBURG
WALLBOXES
Postwar 3-Wire
3W7-L56,
5-10-25c \$44.50
3W2-L56,
5c . . . \$18.50
Wireless,
W1-L56 . \$12.50

SEEBURG
HIDEAWAYS
Postwar
H146M . . \$189
H246M . . \$219
H148M . . \$249

Detroit, Mich. 10217 Linwood Cleveland, Ohio 2600 Euclid
Grand Rapids, Mich. 245 N. Division Toledo, Ohio 1302 Jackson

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SEEBURG
DISTRIBUTORS

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1015 . . . \$169
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DELIVERY
1/3 Deposit,
Balance C.O.D.
Write, Wire, Phone

the new
**Universal
Favorite**

ROCK-OLA
52-50
SUPER
ROCKET

*Super Rocket
Model 1434*

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make more money—
all phonographs are
set at the factory
for 1 play for 10¢—
3 plays for 25¢—Easily
changed for other
combinations desired.

ROCK-OLA MANUFACTURING CORP.
RMC
808 N. ERIE AVE.
CHICAGO 21

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THE BILLBOARD Index of Advertised Used Machine Prices

Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Nov. 24	Issue of Nov. 17	Issue of Nov. 10	Issue of Nov. 3
AIREON				
Coronet	159.00	\$119.00	\$159.00	\$159.00
Deluxe	49.00	49.00	49.00	49.00
Firsta			125.00	125.00
AMI				
Model A	299.00	345.00	299.00	325.00
			295.00	299.00
			299.00	350.00
Model B			420.00	399.00
Model C			500.00	
MILLS				
Constellation	175.00	124.50	175.00	124.50
Empress	39.00	34.50	39.00	34.50
Throne			34.50	34.50
PACKARD				
Manhattan	125.00	149.00	75.00	124.50
			125.00	149.00
			150.00(2)	150.00(2)
400 Hiway			150.00	95.00
RISTAUCRAT				
ES				60.00
ROCK-OLA				
Command	39.00	39.00	39.00	39.00
Deluxe 39	65.00	65.00	65.00	65.00
Master 40		49.50	49.50	49.50
Playmaster	69.00	64.50	69.00	64.50
Super 40	65.00	49.50	65.00	49.50
39	65.00	39.50	65.00	39.50
1418		49.50	49.50	49.50
1422	99.00	139.00	109.00	119.50
			125.00(2)	150.00
			139.00	139.00
			150.00(2)	150.00(2)
142b	159.00	185.00	155.00	159.00
			185.00	185.00
142f		319.00	319.00	269.00
1432		525.00	525.00	
1950 90 Selection	650.00	650.00	650.00	650.00
SEEBURG				
Classic	49.00	49.50	59.00	59.00
Colonel	59.00	49.50	59.00	49.50
Emmy	69.00	49.50	69.00	49.50
Gen	49.00	49.00	49.00	49.00
Hi Tone	59.00	49.50	59.50	49.50
40 Hiway			150.00	
H-146 M Hiway	175.00	179.00	164.50	179.00
	189.00	200.00	189.00	179.00
			189.50	249.00
H-147 M Hiway	229.00	249.00	229.00	249.00
H-148 M Hiway		350.00		
H-246 M Hiway	119.00	219.00	164.50	199.00
			219.00	219.00
			59.00	
Nightone ES		49.00	59.00	59.00
Maize		45.00	49.00	49.00
Royal			100.00	
46 Hiway		195.00	195.00	125.00
146	139.00	179.00	139.00	179.00
146 M			139.00	179.00
146 S	139.00	195.00	139.00	139.00
147		225.00	225.00	225.00
147 M	164.00	225.00	150.00	169.00
	229.00	300.00	229.00	229.00
147 S	149.00	199.50	149.00	189.00
	275.00		199.50	
148 M	299.50	319.00	319.00	299.50
	395.00		319.00	349.00
148 M1	299.00	349.00	299.00	349.00
		349.00		319.00
1941 RC Special	79.00		79.00	79.00
8800	25.00			
9000	25.00			
WURLITZER				
500	49.00	69.50	35.00	39.50
			49.00	49.50
			69.50	69.50
500	69.50	39.50	69.50	39.50
500K	49.00		49.00	49.00
600R	49.00		49.00	49.00
700	79.50	45.00	69.50	69.50
		79.50(2)	79.50(3)	79.50(2)
750	85.00	109.00	85.00	109.00
		109.50	109.50	109.50
			125.00	125.00
750 E		79.00	79.00	79.00
790	79.00		89.50	89.50
790E		79.00	59.50	79.00
800	79.00	69.50	79.00	79.00
			59.50	59.50
			69.50	69.50
850	45.00	59.00	45.00	59.00
			35.00	59.50
950			59.50	59.50
950E			64.50	
1015	175.00	179.50	175.00	179.50
	195.00	199.00	185.00	199.00
	199.50	200.00	199.50(2)	225.00(3)
	225.00	250.00	225.00(2)	250.00
			250.00	
1027	199.50	259.00	199.50	214.50
			259.00	229.00
1080	175.00	199.00	169.50	199.00
1100	325.00	365.00	339.50	365.00
	369.00	395.00	369.00	374.50
			374.50	374.50
			395.00	374.50
1250	499.50		524.50	525.00
Victory	300	29.00	29.00	29.00

Nebraska Ops Set December State Meeting

OMAHA, Nov. 24.—The Nebraska Automatic Phonograph Operators' Association, Inc., will hold its quarterly meeting at the Pawnee Hotel in North Platte Saturday and Sunday (1-2) with Hap Marble hosting, it was announced this week by Howard Ellis, secretary.

First get-together since the Midwest Coin Machine Convention here in October, the Nebraska org plans to devote much of the December meeting to working out methods whereby the State organization can work for the benefit of its operator-members, Ellis said.

NAPOA officers include Jerry Witt, president; Marble, vice-president; Ellis, secretary-treasurer; Richard E. Taylor, Ruff Hopp, C. R. McKee, George Milburn, and C. H. Casey, directors.

WPOA Sets Dec. Milwaukee Meet

MILWAUKEE, Nov. 24.—The Wisconsin Phonograph Operators' Association, after holding its regular monthly meetings in various parts of the State during the summer and early fall, will move back to Milwaukee for the balance of the winter, it was learned this week.

Doug Opitz, secretary, has arranged the December meeting to be held at the Medford Hotel here December 10. Session will start with a luncheon, then move into a business discussion. Clinton Pierce, president, will report on the State legislation picture, and the group is scheduled to discuss Office of Price Stabilization action on dime play and copyright laws.

RHYTHM AND BLUES NOTES

Continued from page 74

band), and Kansas City keyboard stylist Jay McShann.

The Paul Williams' band, working the Ralph Weinberg Southern one-nighter route, had a near-disaster on Wednesday (21) when the band's bus burned en route to a date in North Carolina. . . . Shaw Artists Corporation this week signed a new pianist-singer, Lillette, who opened at the Apollo Theater on Friday (23). The agency set her for the Colonial Inn, Toronto, for two weeks with options beginning December 4. . . . The 421 Club, a longtime r&b nitery with a name policy in Philadelphia, last week changed hands and policy. New policy calls for use of local trios and will eliminate names.

Derby Records bought eight Don Byas masters from International Records. Byas is the tenor man, currently residing in Paris, who was quite a hot r&b disk entity about four years ago.

Derby also has signed The Carnations, a male quartet from Chicago, to a term recording contract. Group was spotted by label's owner Larry Newton on a recent Arthur Godfrey "Talent Scouts" TV show. . . . Johnny Hodges' "Castle Rock" group will make its Broadway debut at the Birdland nitery during the week opening January 8. . . . Sarah Vaughan will headline at the Regal Theater, Chicago, the week of December 28.

Ben Bart, who in addition to his Universal Attractions agency business was at one time in the record business with the Hub label, last week sold 28 masters he owned featuring alto saxist Tab Smith in two units to King and Mercury Records. Smith currently has become a hot disk entity via his "Because of You" waxing on the United label. . . . Bart, incidentally, signed thrush Carmen Taylor to a booking paper with his Universal firm on the strength of a recording date she made for Mercury Records. . . . Tenor sax maestro Joe Thomas will leave the King label to go with Mercury.

Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
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Continued from page 114

ARTIST LABEL AND NO.	TUNES COMMENT	POPULAR
CHUCK WILLIS		
Let's Jump Tonight	OKEH 6841—Willis' chanting on a blues riff turns out to be secondary to the strong beat set up by the ork.	69--70--68--69
It's Too Late, Baby	Again, the ork takes top honors. Willis is a little too tame for the type of instrumental put down.	69--70--68--69
BILL PECK-TED FIO RITO ORK		
It Was Swell While It Lasted	RIGHTONE 304—Disk opens with a spoken intro of the chanter by Fio Rito. Peck has some of the Turme quality in his voice and makes an okay impression on a Latin-American type ditty of little import. The orking is good.	66--68--65--66
Heaven Knows	Same intro, same type of reading by Peck and the waltz ditty has an okay melody line coupled with a so-so lyric.	66--68--65--66
TED HEATH ORK		
So Easy	LONDOX 1058—The Heath band has been gradually accepting a modified form of bebop. The leader wisely has not allowed the modernized melodic and harmonic structures to interfere with the basic dance rhythms. This sample is a hopshish riff by Yankee Tadd Dameron, is well played and just short of infectious.	66--68--65--65
With a Song in My Heart	Surprisingly listless dance instrumental from this usually sharp English band.	65--65--65--65
BOB HART (Walter Scott Ork)		
April	CRESCENDO C-111—Hart's tenor piping is ordinary on a semi-esoteric ballad of little import.	64--66--62--64
Don't Turn Your Back	Tenor Hart fails to sound as tho' he meant it while singing a semi-sacred item with a completely mis-mated orchestral background.	57--60--55--55
CHUCK CABOT ORK		
Rag Rag Raggedy Moon	CLASS CC-5-101—Baritone Eddie Robertson leads the band in a gang-sing chant of a ragtime ditty which could get a few spins. Honky-tonk piano and kazoo chorus are included.	63--67--60--63
It Was Madness to Begin With	Fem chiro listed as George Ann Garner sounds like any of a hundred other band canaries on an acceptable ballad.	62--65--60--61
DALE BELMONT (Tom Merriman Ork)		
And So To Sleep Again	TEXACISC 1008—Miss Belmont's chanting is more than acceptable and tho' orking is first-class, too. But this is pretty late coverage which doesn't figure to mean much except among Miss Belmont's friends and family.	62--65--60--61
Your Troubles Vanish When You're Spanish	Gal singer's pipes are not as well suited to a lightweight rumba ditty.	60--62--58--59

SACRED

ANITA KERR SINGERS		
Pray	DECCA 27872—A slick semi-religious item is sung with a strong beat by the Kerr group. One of best disks of this type.	80--80--80--80
Have Faith	The mixed voice Kerr singers display a full-bodied, warm blend on a religious pop item which could get some action.	77--80--76--76
KENNY ROBERTS-TOMMY SOSEBEE		
Let Jesus Come Into Your Heart	DORAL 64112—Sacred item styled in the manner of "Let's Live a Little" is handed a relaxed, meaningful reading from the Roberts-Sosebee duet.	78--78--78--NS
It's Great to Be a Christian	The country and Western chanter team on a rhythmic item penned by Roberts. Good family was.	75--75--75--NS

COMPARE! NOTHING BEATS EVANS' 20 / 40 CONSTELLATION TONE QUALITY!

Clear, rich, true-to-life Balanced Constellation Tone reproduction consistently presents the best that's put into recorded music . . . gives Constellation Operators the most in profitable player response!

TRUST YOUR OWN EARS! Listen to Constellation in any location. Hear the difference between ordinary phonographs and undistorted Constellation Tone Beauty!

TIME GROWS SHORT! Make your own test NOW, then see your Evans Distributor or write Factory direct.

H. C. EVANS & CO.
1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS
SEE EVANS' COIN MACHINE AD ON PAGE 126



Rhythm & Blues Record Reviews

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

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY	REPUTATION	RECORDING	RELEASING
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Continued from page 74

JAMES WAYNE I'm Goin' to Tell Your Mother 51715 IN 622—Persuasive chant of a slow blues with a slightly different lyrical twist could ring up coin in the Southern market.	79--80--78--79
Please, Baby, Please Wayne romps thru a jump blues in his robust Southern style. Not especially different, but should catch same action since Wayne currently is a hot attraction.	76--76--76--76
HOWLIN' WOLF Crying at Daybreak RPM 340—Trick beat and Wolf's novel Southern blues style should stack up a worthy item for the Deep South market.	77--78--75--78
Passing by Blues Fine slow blues is warbled with an earthy quality by the Wolf and suits a top-notch blues harmonica.	74--75--73--74
RUFUS BEACHAM My Baby and Me 51711 IN 624—A good blues ballad is sung expressively by Beacham and could attract attention.	77--79--76--76
Hey, Hey! Pretty Baby Beacham shouts against ensemble vocal on a rocking blues item cut from familiar cloth. A spirited waxing.	72--73--70--73
ARTHUR CRUDUP Where Did You Stay Last Night? VICTOR 20-4367—Hard-hitting rhythm section sparks a driving up blues delivered in an earthy and convincing style by the veteran blues hollerer.	77--77--75--78
Love Me Mama Crudup gives out with a typical Southern blues chant in his clean, persuasive style.	75--75--75--75
BILLY VALENTINE TRIO Baby, Please Don't Go DECCA 48261—Valentine leads his group thru a bluesy huck dance item. Spotting a rocking beat and the singer at his recent best on wax.	75--76--74--75
It's a Sin to Tell a Lie The chanter's breathy, stylized chant on the title is strong enough to get the ditty started on another revival. Good wax from Valentine.	73--74--72--74
HORACE BAILEY I Can't Go on Without You CORAL 60590—Fine warbler sound close to Billy Eckstine in a fine rendition of a good torcher.	73--74--73--72
Wish You Were Waiting for Me Bluesy ballad has considerable substance; Bailey gives it a good go, with touches of B. and Hibbler too.	73--74--73--72
JOHNNY MOORE'S THREE BLAZERS (Nelson Alexander) You Don't Have to Treat Me Like a Stranger ALADDIN 3106—Oscar Moore blows some great guitar, but neither this ballad material nor Alexander's warbling are out of the ordinary here.	73--73--73--73
Cloudy Skies Much the same story on this medium tempo blues.	73--73--73--73

PROVEN SUCCESS!



RISTAUCRAT S-45

In Small Locations Both in Rural and City Routes the S-45 Is Paying Off!

Success doesn't come in a day. Yet when reluctant operators have placed RISTAUCRAT S-45's on test locations, they were amazed at the steady, profitable returns of this mighty little Music Box. You can start making out-of-the-way places pay off for you by just testing one or more RISTAUCRATS. You'll be amazed at their SUCCESS.

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RISTAUCRAT, Inc.

1216 E. Wisconsin Avenue Appleton, Wisconsin
EXPORT DIVISION: 33 N. Wabash Ave., Chicago 2, Ill.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Rhythm & Blues Record Releases

Continued from page 74

ARTIST LABEL AND NO.	TUNES COMMENT	POPULARITY
SONNY BOY WILLIAMSON Pontiac Blues TRUMPET 145—Sonny Boy sings a powerful Southern style to a medium jump blues, with mouth organ and rhythm combo kicking strong in back. Material is a routine bit about love in a car; performance swings very hard.	73--73--71--75	
Sonny Boy's Christmas Blues Harmonica and guitar shine in back of Sonny Boy's chanting on this Christmas blues to a walking blues beat.	72--72--70--74	
THE FALCONS (Goldie Boots) How Blind Can You Be REGENT 1041—Thrill pipes lead an likely ballad, with male group doing the harmony in back. She does fair, group backs smartly.	72--72--72--72	
I Can't Tell You Now Much like fig	72--72--72--72	
LITTLE BROTHER BROWN Too Much Jelly Roll OKEH 6835—Lively French warbles a very suggestive blues in a style something like Joe Turner's.	72--NS--70--74	
Little Brother's Boogie Instrumental boogie is sloppy, gets quite dull soon after opening.	50--50--50--50	
LIGHTNIN' HOPKINS-THUNDER SMITH Can't Do Like You Used To ALADDIN 365—Smith chants and plays piano—both in the old honky style—at Hopkins weighs in with a ringing guitar accompaniment. Good Southern rhythm side.	71--71--70--73	
West Coast Blues Same forces deploy for a slow drag blues. Theme is hard times in Coastville and how good the South looks from there.	71--71--70--73	
LOUIS HEYWOOD With All My Heart and Soul CORAL 65073—A new warbler turns a fair to middlin' reading of a ballad which has been threatening to bust out for a couple of months. Could score a spin here and there.	71--73--70--70	
Love Me or Leave Me Undistinguished warble of a great oldie.	65--65--65--65	
X RAYS Charmaine CORAL 65068—Okay r.&b. coverage on the current click revival with lead chanter and tenor sax sparking the disk.	70--70--69--70	
I've Got a Pocketful of Dreams More of the same kind of interpretation on another standard ditty.	68--68--67--68	
GLADYS BRUCE (Jim Mundy Ork) Right Kind of Feeling, The CORAL 65561—Thrush does a pop styled torcher in a pleasing, low-pitched voice with a warm, husky quality.	70--70--70--70	
I've Got the Blues for My Baby Gal gets feeling into a sophisticated torch blues.	70--70--70--70	
THE CAPTANS Asking CORAL 65071—Poor performance of a ballad which could probably attract some attention in r.&b. circles.	69--70--68--68	
Who Can I Turn To? Unimpressive rendition of a splendid Alec Wilder ballad; a poor lead singer puts on the danger.	64--64--63--65	
BILLIE HOLIDAY Blues Are Brewin', The DECCA 48254—Billie does well with a classy bluesy invention. Vehicle is a toughie, commercially, but should make collectors of Lady Day quite happy.	68--70--70--65	
Do Your Duty One of the leftover masters made by Lady Day before she left Decca shows her off in a rather feeble light as she tries to make something of flimsy material. Mainly for the collectors.	67--68--68--65	
ACE HARRIS Honey CORAL 65072—Fluffy novelty bounce reading of the oldie doesn't stack up for more than moderate returns.	68--68--68--68	
Don't Cry, Little Girl Real cornball bouncer if done rather loosely and without bite by Harris.	65--65--65--65	
RED SAUNDERS ORK (Joe Williams) Week Day Blues OKEH 6834—Williams counts off the days in the week in a 25-26 blues performance.	68--68--68--68	
Sugar Bounce Novelty riff ditty doesn't come thru.	62--62--62--62	
BLOW TOP LYNN ORK (Melvin Smith) Homerick Blues VICTOR 18-1047-4528—Routine slow blues entry, with stop time choruses. Smith warbles with a nice lurch, combo plays well, but material and conception are routine.	68--68--68--68	
Come Back My Darling Medium torcher is ordinary. Smith is somewhat obscured by band.	65--65--65--65	
HORACE HENDERSON ORK Cold, Cold Heart DECCA 48256—Instrumental treatment of the pop-country office features a big alto solo which stands the theme once and then takes off over the top, with steel guitar featured underneath.	67--67--65--70	
I Can't Help It Another great Hank Williams tune gets the same hip treatment.	67--67--65--70	
THE RAY-O-VACS Charmaine DECCA 48255—Rather listless reading of the revival tune in the Ray-O-Vac's typical lounge style with a new singer, Herbert Miller, hardly the match of the original, Lester Harris.	67--67--66--68	
Hands Across the Table Same story on this attempt to revive a top-notch oldie. Dull vocal, listless band.	65--65--65--65	
THE ROBINS Around About Midnight SCORE 4073—Group falls better on this laidback mood blues.	66--66--66--66	
You Sure Look Good to Me Nice vocal group does a slow blues in rockabilly style.	63--63--63--63	
WILLIE LOVE & HIS THREE ACES My Own Boogie TRUMPET 147—Southern blues chanter sings a medium rhythm blues. Recording has too many overtones bouncing around and combo work sounds confusing.	60--60--60--60	
Everybody's Fishing Up tempo novelty has comic chanting refrain with Love. Material is above average, and they perform with spirit, but again recording is poor, with too much reverberation.	60--60--60--60	
CLAY BRADY Royal Peacock Boogie DECCA 48347—Boogie instrumental features mediocre piano in front of so-so combo.	55--55--55--55	
New Kind of Feelin' Thrill shows little on a routine blues.	50--50--50--50	

INTERNATIONAL

GOLDY & PETER DE VRIES Cowboy Jimmy DECCA 48160—The German pair chant a Western-type ditty in their native tongue. This one could be serious around Berlin, but here it's a good piece of material for pop discs looking for novelty items.	66--72--62--64
She'll Be Coming 'Round the Mountain The Beatles who pick up on this one could get started a Spike Jones type of novelty, but the lyric is sung in German. Loaded with sound effects and a happy-go-lucky spirit, this could even draw some coin.	70--75--64--70

Loving for You —Jimmy Miller (Sweet) Fortune 806	
Lost in the Night —Charles Brown (Merry) Swing Time 230	
Love Me Mama —Arthur Crudup (Where) Victor 20-4367	
Lovin' Machine —Wynonie Harris-Todd Rhodes Ork (Luscious) King 4485	
Luscious Woman —Wynonie Harris-Todd Rhodes Ork (Lavin') King 4485	
Merry Christmas Baby —Charles Brown (Last) Swing Time 238	
Midnight With Sampson —Red Callender Sextet (Pastel) Victor 20-4368	
My 'Baby and Me —Rufus Beacham (Hey) Sittin' In With 624	
New York Boogie —Lightnin' Hopkins (Glee) Sittin' In With 621	
Passing By Blues —Howlin' Wolf (Crying) RPM 340	
Pastel —Red Callender Sextet (Midnight) Victor 20-4368	
Please, Baby, Please —James Wayne (I'm) Sittin' In With 622	
Rockin' Man —Jimmy McCracklin (I Am) Swing Time 270	
Seven Long Days —Lowie Johnson (Darlin') King 4503	
She's Funny That Way —Lynn Hope Ork (Evesal) Aladdin 3109	
Skidrow Blues —Jimmy Witherspoon (How I) Swing Time 244	
Sweet Bread Baby —Jimmy Miller (Loving) Fortune 806	
Tell That Woman —Big Three Trio (It's) Ork 6842	
That Ain't the Way to Do It —B. B. King (Three) RPM 339	
That Ain't the Way to Love —Mabel Scott (Boogie) Swing Time 239	
Three O'Clock Blues —B. B. King (That Ain't) RPM 339	
Where Did You Stay Last Night —Arthur Crudup (Love) Victor 20-4367	
White Christmas —Gedric Wallace Ork (Lonely) Derby 786	

Folk Record Releases

Continued from page 72

How Would You Like to Call Me Sweetheart? —Teddy Wilburn (Court of) Gotham 413	
Huckleberry Boogie —The Pinetoppers (Pinetopper's) Coral 64029	
I Can't Escape From You —Rusty Gabbard (High) MGM 11110	
I'd Still Want You —Hank Williams (Baby) MGM 11100	
If I Had-a-Knowed, You Could-a-Good —Red Foley-Roberta Lee (High) Decca 27763	
I'm Getting Rid of You —Frank Miller (I Don't) Gilt-Edge 5051	
I'm Going to Copyright Your Kisses —Hank Locklin (Stumme) Joe 4 Star 1582	
I'm Gonna Get Along Without You —Ray Hogen (Snake) Cap 1854	
I'm Lonesome For You —Gene O'Quin (It's) Nat Cap 1021	
I'm the Boss Around My Hoosier —Dick Paulson-Dick Dixon (Skinny Minnie) Citation 1151	
I'm Steppin' Out of the Picture —Ernest Tubbs (Driftwood) Dec 46377	
I'm Saying You —Tommy Duncan (Sweet Mama) Intro 6027	
In the Mood —Ole Rasmussen (Everybody Thinks) Cap 1014	
In Old New Mexico —Johnny Bond (Broke) Col 20076	
It's Hard to Be Loved —Stubby and the Buccaneers (I Want) Dec 46371	
It's No Use Talkin' Baby —Gene O'Quin (I'm Lonesome) Cap 1821	
It's Just a Habit With You —Jimmie Osborne (Vocal) King 958	
I've Got Blues for Texas —Jerry Ivey (There's) aMGM 11309	
I've Just Got to See You Once More —Little Jimmy Dickens (Five Little) Col 20066	
Just a Friend —Ray Scott-Smiley Mountain Boys (The Bandmate) Col 20877	
Let's Let Long Gony Boogie —Loren Chappell (Ganga Tani) Cap 1862	
Kentucky Mountain —Delmore Bro. (Heartbreak) King 1005	
Listen to the Macking Bird —Arthur Smith (Blue) MGM 11096	
Love of the Inn —Stewart Family (Wanted) Gilt-Edge 5045	
Love's Walk —Walter Scott-Buckner Ramblers (I'm) Brandeis 10	
Love My Darling —Billy Walker (Don't Tell) Col 20874	
Love, Make Mama From Memphis —Hank Snow (Highest) Victor 20-4546	
My Little Red Wagon —Dove D'Orp (Oh) Toot Toot 6482	
My Old Pal —Lefty Frizzell (Brokenheart's Blues) Col 20041	
My Sister's Sadder Than Yours —Slim Willet (I'll) Star Talent 780	
My Trip to Memphis —Ray Foley-Roberta Lee (It) Dec 27763	
On Top of Old Baby —Curtis Pryor-Jim Nunney (I'm) Young & Star 1580	
Our Golden Girl —Dewey Ritzer (Our Man) Coral 64109	
Peace in the Valley —Bill & Doris Post (Evening) aMGM 11104	
Peace Postcard —Jimmie Skinner (It's) Sirell) Cap 20889	
Put Little Dartin' —Little Jimmy Dickens (I've) Just, Col 20886	
Sail-Atlantic Rose —Eddie Smith & Chiefs (Bow) King 1002	
Shower Minnie From Texas City —Dick Paulson-Dick Dixon (I'm) The Citation 1151	
Stone Pine —Hawthorn Hawkins (Two Roads) King 996	
Stone Pine —Tina Hill-Ork (Don't) Put It 5740	
Streak Dance Boogie —Ray Hogen (I'm) General Cap 1854	
So Long, My Little Darling —Warner Smith-Robier (Goodnight) Central J-1-51	
Spring of Emplars —Carl Butler (I'm) Phil Cap 1013	
Stumper Joe —Hank Locklin (I'm) Grand 4 Star 1582	
Sugar Coated Love —Bill Monroe (Highway of) Dec 46369	

Stiles Florida Office

TAMPA, Fla., Nov. 24. — The R. L. Stiles Company, of Stoneham, Mass., manufacturers of the Krispee Korn Bar, opened a Southern branch here on Florida Avenue. Joseph C. Thompson, of the home office factory, will be in charge as sales manager. The branch, which will serve as both a wholesale and retail outlet, will service the entire State of Florida and will be the home office of seven salesmen, Thompson said.

Sam Lewis and Avron Gensburg, Chicago Coin Machine Company, arrived back from the NAMA show in Cleveland with favorable impressions of the convention's attendance as well as the many venter displays.

First Distributors partners, Joe Kline and Wally Finke, report the new shipping area, located at the rear of their remodeled and greatly enlarged headquarters, has speeded up the receiving and shipping functions considerably. Firm also is continuing to expand its staff, with Wally Finke, head of the premium division, now having several outside salesmen augmenting his staff.



**BUY CHRISTMAS SEALS
FIGHT TUBERCULOSIS**

GAME ADVISORY BOARD
HEARS 4 MAJOR POINTS

WASHINGTON, Nov. 24.—Six of the best known figures in the industry made up the coin amusement machine industry advisory board which met with the National Production Authority here this week. They were Meyer Gensburg, Genco; Dave Gottlieb, D. Gottlieb & Company; Roy McGinnis, J. H. Kenney & Company; Herb Oettinger, United Manufacturing Company, and Sam Stern, Williams Manufacturing Company. Among the important points stressed by NPA officials were:

1. A quick Korean armistice would not change production quotas for 1952.
2. First quarter allotment schedules were below the economic break-even point.
3. Phosphor bronze as used in blade switches would prove the biggest output bottleneck in game output.
4. Repeated earlier statement that it was the government policy to give factories, hit by materials cutbacks, enough defense work to carry full employment level until such time as major defense contracts reach them.

Extra Added

Continued from page 84

Comic Chris Pin Martin is at the Talk of the Town in Tucson, Ariz. Pied Pipers are on American Guild of Variety Artists unfair list. Ditto the El Capitan Club, Hawthorne, Nev. Since AGVA and Theater Authority went back together, the group has okayed five benefits. Affairs are The Los Angeles Examiner's annual Christmas party, St. Joseph's Hospital benefit, City of Hope Rally, Loretta Heights, Denver, and a local Bnai Brith function. Shelton Brooks Jr., handling the intermissions at the Oasis with his keyboarding and vocals.

Eddie DeSure, former Oasis op, sold his Palli-Palli Club to Howard and Earl Stromberg. DeSure, who still owns the building, is out of the nitery picture. Billy Gray, Patti Moore and Ben Lessy and the Cheerleaders are back at the Band Box for five

weeks. Group is slated to work Miami's Clover Club after its local stint. Music Corporation of America signed Bill Jacoby and the McCormicks. Currently at Wayside Inn, Springfield, Mass., team will work the Gotham area. Emsee Jimmy Cross snared a thesp role in Warner's "This Woman Is Dangerous." Ringling acro Rudy Mason signed for Metro's "Scaramouche." "She's Working Her Way Thru College," at WB, will feature the Blackburn Twins. Pair is slated for the Coconut Grove next month.

Bridgeport

Local No. 63, American Federation of Musicians of Bridgeport, elected the following officers to serve for the ensuing year: Samuel Davey, president; John H. McClure, vice-president; John Porter, treasurer; Fred Benner, financial secretary; Harold Hartley, recording secretary; John Scinto, sergeant at arms. Bob Haymes is headlining the show at Lenny's. Kuda Bux is at Cafe Howard. Cellini's Pine Room has Rickey Bruno and his band on Friday and Saturday nights. Irving Fisher's Show Boat has the Herman Parish orchestra, with Dorothy Davis.

Hollywood

Coconut Grove's future line-ups include Yma Sumac and the Blackburn Twins, December 6; John Carroll, December 28; Patti Page, January 10, and Gordon MacRae, January 31. Slick Slavin last week bowed at the Bingo Club, Las Vegas for two weeks. Bachelors Trio opened Wednesday (21) at Drake Hotel's Garden Room. Hooper Nunci Harlan is working in Mexico City. Liberace follows his current Mapes Hotel, Reno, stint with a date at the Palm Springs Chi-Chi, December 21-January 3 and two weeks at the Santa Rita, Tucson, Ariz., January 23. Grove kicks off "A Night in Rome" Wednesday (28) as a tie-in with Metro's "Quo Vadis."

Here and There

Two additional cocktail lounges have opened in San Antonio. Johnny Jowdy and Al Pisano have opened the Tiffany Cocktail Lounge with Vernon Geyer at the Hammond organ. Billy's Cocktail Lounge has been opened in Billy Mitchell village, a new community center near Kelly Air Force Base.

The Sammy Pagna Quintet, featuring Andy Carlo as vocalist, is at the Outskirts night club, San Antonio, Texas.

Doug Richards will close his Tropics Dinner club, San Antonio, Tex., and at the same time his other night club, the Oasis, formerly a private club, is to be opened to the general public.

FOR SALE

- 5 Bright Lites @ \$335.00
- 4 A B C (United's) @ 250.00
- 1 Universal Five Star @ 300.00
- 5 Champions @ 65.00
- 4 Citations @ 40.00
- 5 Turf Kings @ 210.00
- 1 Universal Super-Twin Bowler @ 60.00

All machines just off of locations and are in first-class condition.

Naslasi Distributing Co.
1010 Poydras Street, New Orleans 13, La.
Phone: MAGNolia 6286

WORLD WIDE
For Equipment You Can DEPEND Upon

**EXHIBIT'S NEW
JET GUN**
Machine Gun action. High Score features! Airplane targets! Time adjustment, 30 to 60 shots. Exciting play appeal!

**WILLIAMS
SPARK PLUGS**
Fun and action! 3 Selections for 1 coin! Hilarious racing action. Change selection in mid-race!

RECONDITIONED SHUFFLE GAMES

United FIVE PLAYER	\$315	United EXPRESS	\$ 45
Keeney BIG LEAGUE BOWLER	290	Bally SPEED BOWLER	75
Keeney LEAGUE BOWLER	245	Keeney DOUBLE BOWLER	135
United DOUBLE SHUFFLE EXPRESS	115	Williams DOUBLE HEADER	65
REBOUND			

**WILLIAMS NEW
ARCADE**
5 Ball F.P. Novelty Game. Thumper Bumpers — High Scoring — Kicker Holes — Flippers and Extra Scoring Feature.

**ROCK-OLA
'52-'50
PHONOGRAPH**
Easily changeable to any combination play — New beautiful cabinet design — Modernistic coloring top and bottom — 75 or 45 RPM.

**SPECIAL
Reconditioned
New Type
5 BALLS**
Bally BRITE LITE United A.B.C. United 3-4-5. Write, wire, phone for price.

**AMUSEMENT
EQUIPMENT**
Seeburg SHOOT THE BEAR \$325
Exhibit SILVER BULLETS 145
Chi Coin PISTOL 125
QUIZZER 95
Exhibit DALE GUN 45

**EXHIBIT'S
MECHANICAL
SADDLE HORSES**
5 or 10c OPERATION
Sensational PROFIT MAKER in Amusement Parks, Drive-in Theaters, Country Clubs, Recreation Centers, etc. BIG BRONCO—54" overall height. PONY EXPRESS, 48" high. Trots, gallops, cast aluminum horse, genuine leather seats. Proven through 15 years on location.

**WILLIAMS
MUSIC MITE**
45 RPM 10 selection phono. 5c or 10c play. Has 40 play accumulator. Brand new, original cartons. The buy of a lifetime.

Completely Reconditioned
PIN GAMES
Free Play With Flippers
Any quantity \$50 and up

Terms: 1/3 Deposit, Balance C.O.D. or Sight Draft.



World Wide Distributors
Chicago 4
2330 N. Western Ave.
Phone: Everglade 4-2300

NEW GAMES
\$99.50
Newly manufactured pinball games. Closeouts. Immediate delivery. Make some real PROFIT with only IT!
\$99.50 cost. Highest quality. Guaranteed bug-proof. Both games have Free Play Awards (detach if not wanted). Strictly BRAND NEW. All mail orders given immediate handling.
OUR REFERENCES: Dun & Brad., also Merchants National Bank, Chicago, Ill.
RUSH YOUR ORDER: Send full amount, or \$25.00 deposit, bal. C.O.D.

5c "STADIUM"
4 FT. LONG Ten balls 5c. Very fast. Has showmanship of famous College Sport Stadiums. Ten new thrilling STADIUM TRAPS, synchronized with electric scoreboard up to ten million high score. As player traps each ball, trap BANGS SHUT, takes ball out of sight, registers score. Good money maker. Many spots hang college pennants to harmonize. Popular size 48x24 in. Wt. 160 lbs. Brand new. Immediate delivery. \$99.50

10c "PLAY BALL"
5 FT. LONG. Revolving action baseball diamond automatically lets players (steel balls) run the bases on singles, doubles, triples, homers, walks. Constant action in the playfield. Has sound effect—crack of bat when hit is made. Electric scoreboard registers every run, out, ball, strike, etc. Patron shoots until 3 outs. Size 60x24 in. Wt. 185 lbs. Brand new. Immediate delivery. Each \$99.50

WEBB CORP. 4958 W. CHICAGO AVE., CHICAGO 51, ILL.
Phone: COLUMBUS 1-0740

SHUFFLE GAMES

BALLY—	UNITED—	KEENEY—
Speed Bowler	Twin Rebound	League Bowler, 8'
\$49.50	\$219.50	\$335.00
Bowler, F.P.	Twin Express	League Bowler, 9½'
49.50	149.50	245.00
Baseball	Shuf. Alley Express	Bowling Champ
99.50	45.00	249.50
	Shuffle Alley F.P.	4-Way Bowler
	29.50	249.50
	Four Player	
	275.00	
	Shuffle Alley	
	29.50	

ROCK-OLA—
Shuffle Lane

\$30.00

Shuffle Jungle

\$9.50

Shuffle World Series, '50

\$9.50

WILLS D'BLE HEADER

\$109.50

Genco Glider

36.00

Genco Shuf. Target

199.50

Univ. Twin Bowler

49.50

Universal Super Twin Bowler

109.50

SHUFFLEBOARD SUPPLIES

Shuffle Game Wax, Case (12)

\$ 3.30

Fast Wax, Case (12)

4.30

Pucks (Set of 9)

12.00

Score Sheets, 10 Pads

7.50

Fluorescent Lights, pair

\$17.50

Used Wall-Type Scoreboard

79.50

Adjusters

18.50

Metal Wall Type Unit

\$9.50

CIGARETTE MACHINES

NATIONAL 930 | \$95.00

950

DuGranier Challenger

\$85.00

Rock-Ola Shuffleboards

\$109.50

PURVEYOR Shuffleboard Co.
4322 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO 18, ILL.

FEATURE OF THE WEEK

Wurlitzer 1015	\$179.50
Wurlitzer 850	45.00
Bally Baseball	79.50
Bally Broadway	185.00
Muto, Photomatic	550.00
Bally Hot Rods	89.50

COVEN DISTRIBUTING CO.
3181 Elston, Chicago 18, Ill.
(Independence 3-2210)

CRISMAN and KING
Offer These Trade-In Values Of The Year

\$17.35 Ea.	\$5.00	\$4.00	\$3.00	\$25.95 Ea.
-------------	--------	--------	--------	-------------

Acorn, Victor, Topper, Universal, Silver King, Simmons, DuGranier Medal "N", Mills Gum Vendors, Atlas All Models.

Northwestern Merchandiser, Northwestern Medals Nos. 33, 39 and 40, Atlas All Models.

Asco Hot Nut, Advance No. 11 and Model "D's", Sun or Star, Cash Trays, Lucky Boy, Salvend Models Nos. 1, 2 or 3, Hawk-eye, Ford Ball Gum.

The above trade-in values will apply on the purchase (one-for-one) of the OUTSTANDING NORTHWESTERN TEN COL. GUM VENDORS or the NORTHWESTERN MODEL NO. 49 BALL GUM AND BULK VENDORS 1c or 5c.

Write for our price list for quotations on our bulk merchandise, tab gum, tubular wrappers, parts and supplies.

Terms—1/3 Deposit, Balance C.O.D.

KING & CO., 2702 Lake Street, Chicago 12, Ill.

NEW ENGLAND'S LARGEST STOCK

ONE BALL CLOSEOUTS

TURF KINGS	Write or Call	GOLD CUP	\$50
WINNERS	\$175	JOCKEY SPECIAL	40
CHAMPIONS	125	SPECIAL ENTRY	40
PHOTO FINISH	\$115		

WRITE—CALL—WIRE
WANTED, CONEY ISLANDS

REDD DISTRIBUTING CO. Inc.
298 LINCOLN ST.
ALLSTON, Boston 34, Mass.

Distributors for Wurlitzer, Keeney, Bally, United, Chicago Coin AL 4-8486

finest RECONDITIONED EQUIPMENT IN THE NATION

- Do not confuse our Reconditioned Equipment with so-called "Close-Outs" or "As Is" Equipment. Every machine we sell is in Beautiful Shape, Ready for Location
Arizona \$ 99.50
Basketball 94.50
BeBop 84.50
Bermuda 34.50
Blue Skies 34.50
Bowlette 34.50
Buccaneer 44.50
Buttons & Bows 64.50
Canasta 84.50
Can Can 39.50
Contact 39.50
De-Icer 104.50
Dreamy 104.50
Fighting Irish 104.50
Football 79.50
Harvest Time 99.50
Hits & Runs 109.50
Jumbo 44.50
Leap Year 39.50
Manhattan W E 34.50
Old Faithful 104.50
Play Ball 49.50
Rancho 39.50
Robin Hood 34.50
Sally 39.50
Sharpshooter 74.50
Serenade 39.50
Shanghai 34.50
Spinball 34.50
Speedway 34.50
Stormy 34.50
Sunny 34.50
Sweetheart 94.50
Tahiti 64.50
Thing 94.50
Three Feathers 79.50
Tucson 59.50
Virginia 34.50
Yanks 34.50

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table with columns for machine name, Issue of Nov 24, Issue of Nov 17, Issue of Nov 10, Issue of Nov 3. Lists various machines like ABC (United), Advance Rolls (Genco), Alice in Wonderland (Gottlieb), etc.

Coinmen You Know

Chicago

Ben Coven, Coven Distributing Company, has set up a complete display of TV sets in his showrooms for the convenience of operators and to facilitate their Christmas shopping for this type of product.

Paul Huebsch, J. H. Keeney sales manager, reports steady in-

creased demand for firm's newest shuffle game conversion. It handles six-players and is a rebound type conversion for 12-foot boards or 22-foot boards cut in half.

Roy McGinnis, president of J. H. Keeney & Company, is in the East on business. Vice-President John Conroe reports demand for firm's cigarette vender is way ahead of supply but is doing

Table with columns for machine name, Issue of Nov 24, Issue of Nov 17, Issue of Nov 10, Issue of Nov 3. Lists various machines like Lite-A-Line (Keeney), Lucky Innings (Williams), Madison Sq Garden (Gottlieb), etc.

REVITALIZE YOUR ALLEYS! 8 1/2" GIANT PIN CONVERSION KIT for Chi-Coin Bowling Alley and Universal Twin-Bowler \$27.00

Scott-Crosse Co. 1423 Spring Garden Street Philadelphia, Pennsylvania Rittenhouse 6-7712

AS LOW AS \$10.00 For the Finest Reconditioned SHUFFLE ALLEYS Write for ROCK BOTTOM PRICE LIST on All Makes, Models and Sizes

DAVID ROSEN Exclusive A.M.I. Dist. Ea. Pa. 855 N. BROAD STREET PHILADELPHIA, 23, Pa. PHONE: STEVENSON 2-2903

BALLY SHUFFLE CHAMPS \$80.00 EA. Q-BALL TABLES \$95.00 EA. Crating \$10.00 Extra Write for List of Our Stock! DAVE LOWY & CO. Exclusive Distributor for Keeney Products in the Metropolitan Area and No. N. J. 594 Tenth Ave., New York, N. Y. Phone: CHICKERING 4-5100

Give TO CONQUER Cancer AMERICAN CANCER SOCIETY

everything possible to step up the delivery schedules. Paul Heubsch, sales manager, had a steady run of visitors the past week and is setting up a campaign for a new game to bow in a couple of weeks. Jim Guichard, appointed sales manager for Keeney's expanding TV division recently, hopes to have an effective sales campaign set up for the line in a short time.

Activity was the word at United Manufacturing last week. Firm distributed turkeys to all personnel Monday (19) but the ceremony was a brief one for deliveries were under way on the Leader game and distributor samples were going out on the jumbo pin game. Across the Board, Sales Manager Billy DeSelm was busy receiving a steady run of out of town calls for game shipments.

At Williams Manufacturing Company, Sales Manager Bill Ryan was getting ready to send out first deliveries on the new game, Sea Horses. Meanwhile, he was pleased with the response to the five-ball game called Arcade. Vice-President Sam Stern was in Washington to attend the meeting of NPA officials with coin machine manufacturers which began Monday (19).

Over at World Wide Distributors, Al Stern, Len Micon and Monty West were busy with customers in for orders on firm's game and music lines. Micon reported the demand for used

equipment continued on the upgrade.

Empire Coin Machine Exchange was the center of activity last week for visiting operators in for a look at firm's varied line of new and used games. Gil Kitt stated the importance of used games was growing weekly in view of the dim prospects for quantity output of new products early in 1952. Howie Freer supervised additional shipments of equipment bound for France and other European countries.

Al Cole, president, and Dick Cole, vice-president, Cole Products Corporation, welcomed their new sales manager, Henry (Heinie) Roberts, to the Windy City last week as the veteran of over 15 years in executive coin machine posts took up his new duties. Roberts will have headquarters in Cole's Loop offices.

Harold Burt, president of Silver-King Corporation, is enthusiastic over the firm's new musical bulk venders. About 1,000 of the Swiss music box equipped machines will be turned out to start. Burt is also clearing up last details to get his new hot coffee machine moving. It will be sold under another firm name, however.

Herold Schaefer, head of Victor Vending Corporation, has been elected a director in the new National Association of Bulk Venders. . . . Paul Huebsch, in charge

Vital Statistics Births

A daughter, Crystal Wallace, born to Mr. and Mrs. Henry Stone in Miami recently. Father is owner of the Stone Record Distributing Company, Miami. Child, weighing 6 pounds 14 ounces, is the couple's third daughter. A daughter to Mr. and Mrs. Warren Clemmons last week. Father is a coin machine operator in Los Angeles. Child is the couple's third.

Marriages

Sam Gray, East Chicago operator, and Gloria Crohn, December 9 in Chicago. Couple will leave for Florida and Cuba immediately following the ceremony.

Deaths

John J. Turcol, 39, suddenly in Wilmington, Del., Tuesday (20) of a heart attack. Turcol, who was manager of B. Turcol & Sons, Wilmington coin machine operation, is survived by a son, John; his parents, four brothers and a sister (full details in General section).

of J. H. Keeney & Company's food vender division, reports mounting interest in the refrigerated food machine in Eastern States.

Bel E. Hall, Belvend Manufacturing Company major domo, states that the new cookie insignia on the Vendall candy vender was gotten up in answer to many requests for increased emphasis on this type product merchandising. With hot and cold drink machines receiving hyped attention in industrial plants, the cookie units are a "natural" as companion units. Special product display set-up of the Vendall machine permits unusual brand promotion stress, Bel says.

James H. Martin, James Martin & Company, is planning sharper concentration on his vending activities. In addition to his record distribution firm, Jimmy is once again handling cigarette venders, DuGrener's, and his own candy machine. Martin signed last week as MGM-platter distrib in this area.

Herman Stamer, vice-president of Mechanical Merchants, Inc., has suffered a relapse from a serious auto accident of last year. However, he was back at his desk last week, and to quote him, "The worst is over." . . . Tom King and Paul Crisman, King & Company, are still smiling over the impromptu entertainment they provided at the recent NAMA convention. A Mexican girl trio chanted south of the border ballads.

St. John, N. B.

At the Big Top, a combination coin machine arcade and eatery in Amherst, N. S., the atmosphere is that of a carnival. It was founded by the late Frank Elliott, of Amherst, carnival and coin machine operator, and also a distributor of coin machines. He had been active in the allied lines about 35 years. The Arcade houses various types of coin machines and a lunch counter. On the walls are photos, cartoons and sketches of carnival and circus life. The carnival and coin machine operations have been continued by Mrs. Elliott and her children. Her oldest son, Frank Elliott Jr., died this year. He had been the widow's chief assistant.

The Halifax Coin Machine Exchange has installed individual music machines in one of the largest restaurants of Halifax. One of the machines has been placed in each of the booths. Gus Winter has widened his coverage of Newfoundland to include the isolated sections. Contacts are suspended between December 1 and April 1, because of impassable roads. Handled by the firm are jukes and amusement games.

Pittsburgh

Julius Alpern, Scottdale, Pa., operator in the soft coal area, is back from a pleasure trip to New Orleans. . . . Nipsie Adams, old-time New Kensington op, was in town. . . . Bill Thome, mechanic for Marmo Amusement Company at New Kensington, Pa., in town, as was Al Scovern of Tarentum.

Buddy Robbins, of C & G Manufacturing Company, Providence, selling costume jewelry reports good buying before Christmas. . . . Howard Crombie, sales manager,

Tri-State Automatic Candy Corporation, reported his main office at Buffalo was hampered by a 14-inch snowfall.

The inability to get enough telephone lines is hampering some vending service. Locations attempting to call in and report breakdowns find the firm's one line busy. One party location forced a refund because they were unable to obtain a serviceman until after the party was over.

A. H. Pitchford, who gets a kick out of starting up new types of vending, is an electronics engineer specializing in medical technology, following the general bent of his father who was an industrial engineer.

Harry Rosenihal, general manager, Banner Specialty Company, reports he has been deluged with orders for the 80-selection AMI which plays 45 r.p.m. exclusively.

Michael A. Cocuzzi, at American Distributors, used to play the clarinet in the Schenley High School band. . . . Howard Crombie, sales manager, Tri-State Automatic Candy Corporation, reports that many drive-ins hated to see the season end because biz has been so good. . . . John Vierheller, chief mechanic for the Frank Leon organization, has a 10 h.p., 10-foot, 165-pound Whirlwind motorboat of molded plywood docked in the Allegheny River.

George Sopira, partner, Service-Rental Coin Machine Company, is set for pre-holiday biz when people aren't doing so much needed shopping and tend to splurge on the machines a bit. . . . S. La-Scola reports that the best tunes seem to stay with you, you hum them unconsciously.

Raymond W. Watts, district (Continued on page 120)

Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time an location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

Table with 4 columns: Machine Name, Issue of Nov. 24, Issue of Nov. 17, Issue of Nov. 10, Issue of Nov. 3. Lists various arcade games like Air Bomber, Atomic Bomber, Bag-A-Bunny, Baseball, etc.

Advertisement for 'FIRST in BOWLING GAMES' featuring shuffle games, 6-player league bowler, and various arcade machines. Includes a cartoon character and contact information for Wally Finke & Joe Kline.

Advertisement for 'END OF YEAR CLEARANCE USED MUSIC' by TRIMOUNT. Lists various Wurlitzer and Model B AMI's with prices. Includes contact information for 40 Waltham Street, Boston 18, Mass.

Coinmen You Know

Continued from page 119

sales manager, Mills Automatic Merchandising Corporation, says that locations out on Route 30 East don't know how they are going to be affected by the coming opening of the Pennsylvania Turnpike to Ohio.

Al Scovern, of Tarentum, in town. . . . Walter Hopka, in from California, Pa., has a good solid operation, and reports the coal mines are going better. . . . Joe Ortengo, of the East End district, says out-of-town locations appear to be going better than those in town.

Al Klodel on coin row last week. Jules Alpern, Scottsdale, Pa., in town. . . . Bill Thomey, mechanic for John Marmo of New Kensington, Pa., back after a recent throat operation.

Los Angeles

Rosaleen Brown has been added to the secretarial staff at Badger Sales. Hank and Louise Schmidt, both of the Badger Sales staff, back from a trip to Las Vegas, where they went to show the town to visitors from Illinois. . . . Al Anderson and Mrs. Anderson, of Shafter, in town to attend the trotting races. Anderson proudly displayed a ring which was his wedding anniversary present from his wife.

Bill Everette, of the Everette Amusement Company in Kingman, Ariz., making a social and business trip to Los Angeles. . . . Mrs. Floyd (Tilly) Tillison, of Long Beach, took over the coin row shopping chore of her husband when he was unable to take time off from his route. . . . Jim Cameron, a Los Angeles County operator, shopping for new equipment.

Lloyd Barrett was breaking in a new car until an accident in Long Beach did it more realistically and more expensively. . . . Henry Van Stelton, Whittier operator, has the problem of finding parts for an old Arcade piece which he owns. He has given up finding one needed item and is now seeking to have one made. Alex Koleopolus, of Bakersfield, is dividing his time between operating and cotton planting.

Mrs. Arlene Early, auditor at the Paul Layon Company, is expected back from Minnesota about December 1. She was called East by the death of her grandmother. Mrs. Early was accompanied by her daughter, Barbara. . . . Clyde Denlinger, of Newport and Balboa, a visitor to map preparations for his winter operation in that area.

William Leuenhagen is planning a Christmas party for the music operators with the event to be held at the Rodger Young Auditorium December 11 at 8 p.m. Mary Solle, manager of the record bar, reports that many artists have already signified their intentions of attending and meeting the operators. . . . Mrs. Larry Hansford, of Lompoc, is reported recovering from a recent illness and is soon to be discharged from the hospital.

Sian Rouso, of the Stoner Manufacturing Company, back from a business trip to San Francisco. . . . Aubrey Stemler, of the Aubrey Stemler Distributing Company, now handling the Griffin hair oil and hand lotion dispenser, soon to return from the NAMA convention where the machine was shown. . . . Warren Clemmons, Los Angeles operator, was passing out cigars over the week-end

marking the arrival of a daughter in the Clemmons household. The Clemmonses have two sons.

Harold Sharkey, Los Angeles operator, on coin row for new equipment. . . . William Ferguson, of Gardena, in town on a shopping tour. . . . Andy Anderson has assumed the operation of the Service Amusement Company in Fresno with Arlie Armstrong selling his partnership interest to him. Armstrong has no definite and immediate plans, preferring to get in some hunting before tackling another venture.

Milwaukee

The next session of the Wisconsin Phonograph Operators has been set for the Medford Hotel in Milwaukee December 10, according to Secretary Doug Opitz. Meanwhile Doug reports that the local group of Milwaukee ops are once more holding regularly scheduled bi-weekly confabs at Joe Deutsch's eatery. Last week saw the following ops on hand: Mike Rischmann, Ken Kulow, Joe Pelligrino, Joe Beck, Clyde Nelson, Nick Da Quisto and Doug Opitz.

Legal counsel Michael Klein is no longer being set on a regular retainer with the Milwaukee Phonograph Operators' Association. While Klein will still handle the org's work, he will do it on a contingency basis from now on.

Arcade biz, according to Opitz and Arnold Jost, started to pick up again in recent weeks following a short slack period during September and the early part of October.

Herb Geiger was honored at the recent Cleveland convention of (Continued on page 121)

THE BILLBOARD Index of Advertised Used Machine Prices

• Shuffle Games

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

For this week's prices consult the used machine advertisements in this issue.

	Issue of Nov. 24	Issue of Nov. 17	Issue of Nov. 10	Issue of Nov. 3
ABC Bowler (Keeney).....	\$65.00	69.50	\$65.00	69.50
Baseball (Genco).....			99.50	295.00
Big League Bowler (Keeney).....	290.00	295.00		
Big League Bowler, 4 Player (Keeney).....	285.00	310.00	310.00	310.00
Bowl-o-Matic (Universal).....	425.00	425.00	425.00	425.00
Bowlette (Gottlieb).....	24.50	29.50	24.50	29.50
Bowling Alley (Chicago Coin)	49.50	55.00	49.50	55.00
Bowling Classic (Chicago Coin)	135.00	140.00	135.00	135.00
Bowling League (Genco)....	24.50	35.00	24.50	35.00
Deluxe Bowler (Williams)...	45.00	49.50	45.00	49.50
Double Bowler (Keeney)....	135.00(3)	135.00	135.00(2)	125.00
Double Header (Williams)....	95.00	109.50	110.00	125.00
Double Shuffle Alley (United)	110.00(2)	129.50	125.00(2)	129.50
Double Shuffle Alley Express Rebound (United)...	125.00	129.50	129.50	129.50
Five Player Bowler (Williams).....	79.50	79.50	79.50	79.50
Five Player Shuffle Alley (United).....	265.00			
Five Player Shuffle Alley (United).....	305.00	315.00	305.00	345.00
Five Player Shuffle Alley Rebound (United).....	325.00	345.00	295.00	315.00
Four Player Shuffle Alley (United).....	324.50			
Four Player Shuffle Alley Rebound (United).....	274.50	295.00	285.00	
Four Player Shuffle Alley (United).....	275.00		295.00	240.00
Glider (Genco).....	30.00(3)	39.50	30.00(2)	39.50
Hi Score Bowler (Universal)	175.00	175.00	175.00	175.00
Hook Bowler (Bally).....	260.00	265.00	265.00(2)	265.00
League Bowler (Keeney)....	235.00(2)	265.00	275.00(2)	275.00(3)
League Bowler, 4 Player (Keeney).....	245.00	255.00	265.00(2)	280.00
League Bowler, 4 Player (Keeney).....	249.50	275.00	235.00	275.00
League Bowler (4-Player Rebound) (Keeney).....	244.50	265.00	275.00(2)	275.00(2)
Lucky Strike (Keeney).....	75.00	75.00	75.00	75.00
Pin Boy (Keeney).....	24.50	24.50	24.50	24.50
Shuffle Alley (United).....	24.50	29.00	19.50	24.50
Shuffle Alley Express	29.50w/p	39.50	25.00w/p	29.00
Shuffle Alley Express (United)	59.50w/p	29.00	39.00w/p	39.50w/p
Shuffle Alley Express (United)			39.50(2)	39.50(2)
Shuffle Alley Express (United)			39.50	59.50w/p
Shuffle Alley Express (United)	169.50	199.50	195.00	199.50
Shuffle Alley Express (United)	29.50w/p	39.50	35.00	49.50
Shuffle Alley Express (United)	49.50	65.00	69.00	74.50
Shuffle Alley Express (United)	69.00	74.50	75.00	129.50
Shuffle Alley Express (United)	79.50		89.50	59.50
Shuffle Alley Express (United)	24.50	44.50	24.50	44.50
Shuffle Alley Express (United)	45.00	45.00	44.50	45.00
Shuffle Alley Express (United)	49.50w/p(2)	49.50w/p	49.50w/p	49.50w/p
Shuffle Alley Express (United)	185.00	185.00	235.00	235.00
Shuffle Alley Express (United)	89.00	65.00	89.00	65.00
Shuffle Alley Express (United)			89.50	89.00
Shuffle Alley Express (United)				250.00
Shuffle Alley Express (United)	59.50		39.50	39.50
Shuffle Alley Express (United)	30.00		24.50	24.50
Shuffle Alley Express (United)	24.50		25.00	25.00
Shuffle Alley Express (United)	125.00	129.50	125.00	129.50
Shuffle Alley Express (United)	125.00	129.50	125.00	129.50
Shuffle Alley Express (United)	189.50	199.50	225.00	255.00
Shuffle Alley Express (United)	225.00(2)		225.00	255.00
Shuffle Alley Express (United)	135.00	149.00	135.00	149.00
Shuffle Alley Express (United)	149.50	149.50	149.50	149.50
Shuffle Alley Express (United)	189.00	75.00	189.50	95.00
Shuffle Alley Express (United)	49.50(2)	54.50	35.00	49.50(2)
Shuffle Alley Express (United)	59.00	65.00	54.50	59.00
Shuffle Alley Express (United)	69.50	75.00(2)	79.50	59.50
Shuffle Alley Express (United)	79.50		99.50	99.50
Shuffle Alley Express (United)			49.50	39.50
Shuffle Alley Express (United)	49.50		125.00	105.00
Shuffle Alley Express (United)	109.50	115.00	115.00	135.00(3)
Shuffle Alley Express (United)	135.00(2)		135.00(2)	135.00(3)
Shuffle Alley Express (United)	145.00	145.00	139.50	145.00
Shuffle Alley Express (United)	24.50	25.00	24.50	24.50
Shuffle Alley Express (United)	24.50	25.00	145.00	149.50
Shuffle Alley Express (United)	140.00	145.00	140.00	145.00
Shuffle Alley Express (United)	160.00	160.00	160.00	149.50
Shuffle Alley Express (United)	49.50(2)	65.00	49.50	65.00(2)
Shuffle Alley Express (United)			89.50	65.00(2)
Shuffle Alley Express (United)			129.50w/p	89.50
Shuffle Alley Express (United)				129.50w/p
Shuffle Alley Express (United)	210.00	215.00	210.00	215.00
Shuffle Alley Express (United)	219.50	234.50	234.50	234.50
Shuffle Alley Express (United)	24.50	25.00	24.50	25.00
Shuffle Alley Express (United)	275.00	275.00	275.00	275.00
Shuffle Alley Express (United)	59.50		69.50	69.50

REVOLUTIONARY!

KEENEY'S 6 Way BOWLER

6 COINS-10c PLAY-60c PER GAME!



Destined for a Long Run of Rich Operating Profits!



- ★ Up to 6 PLAYERS EACH GAME!
- ★ LITE-UP PINS by the Originator, J. H. KEENEY & CO.
- ★ Modern Streamlined Wings Protect LITE-UP Pins
- ★ Super Deluxe Cabinet finished in maroon, light speckled green and rich ivory colors.
- ★ SIDE-GUARDS same appearance as a conventional bowling alley.

Brand New! Keeney's SILENT PLAYFIELD!

New! FASTER PUCK RETURN!

- 20-30 SCORING
- SCORES ALL SPLIT SHOTS - STRIKES - SPARES

FULLY AUTOMATIC!

Install KEENEY'S 6-WAY BOWLER today!

Order FROM YOUR KEENEY DISTRIBUTOR

J. H. Keeney & CO. INC.
2400 W. FIFTH STREET, CHICAGO 22, ILLINOIS

Get in line now with
6 WAY BOWLER
for tomorrow's profits!

TO OUR MANY EXPORT CUSTOMERS IN ALL PARTS OF THE WORLD:

WE CARRY A LARGE STOCK OF

5-BALLS • 1-BALLS • ARCADE EQUIPMENT

• SHUFFLE TYPE GAMES and PHONOGRAPHS

SEND FOR OUR PRICE LIST. YOU CAN DEPEND ON NATIONAL FOR QUALITY IN RECONDITIONED EQUIPMENT!

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUCKINGHAM 1-6466) CHICAGO 14

Coinmen You Know

Continued from page 120

NAMA by being elected to the board of directors. General consensus of the sizable group of State ops that attended the sessions, according to Geiger, was that it was a successful gathering. Optimism runs high among vendors, he believes, and there is a strong belief that 1952 will be a good year for the industry.

Milwaukee coin people who checked in at the NAMA Cleveland show were Herb Wagner and Glenn Gaedke, of G. & W. Novelty; Ruth Bender, of Kwik-Kafe; Herb Westphal and Merle Zuehlke, of Founteun, and Nick Novasic, of West Allis Vendors, who took part in one of the panel discussions.

Milwaukee United Vendors, composed of bulk and merchandise coin machine people, is scheduled to hold a regular business meeting early in January.

Metro Amusement's Ted Curro announces his pedigreed Boxer has whelped nine puppies. They have been officially registered and Ted is now awaiting customers. While Ted was dutifully pacing the kennel floors waiting for the stork, brother Melo Curro went deer hunting at his estate in Mercer, Wis. He returned empty handed, but claims he got lots of good fresh air and rest.

One coinman, who got his deer last week-end, was Erv Hoeth, sales rep for Mitchell Novelty. Erv Beck, of the Mitchell Novelty front office, reports that for the first time in many years the firm is not sponsoring a bowling squad.

Mr. and Mrs. Frank Bartnik, Banaco Music, had their Thanksgiving dinner with the Al Witalis of Cleveland. The latter run the Western Music operating firm in that city. As usual, the Bartniks made their trip via the air lanes, using their own Cessna.

Harry Jacobs Jr., United, Inc., sales exec, made the rounds of the suburban ops plugging Wurlitzer music machines. Harry Jr.'s first stop was at the South Milwaukee G. & W. Novelty firm.

Over at G. & W. Novelty, Herb Wagner, recognized as an outstanding bowler, is getting keen competition from his brother, Bud. Bud came thru last week with a terrific 635 score in his league.

Kistler Radar Sandwich routes and equipment changed hands a few weeks ago when Charley Blum and Larry Genzel sold out to Erv Bucher. Blum has gone back to his former printing biz and Larry Genzel has taken a factory job.

Operators in search of the latest waxings at Radio Doctors around Thanksgiving time found Stu Glassman back of the counter once more. Soldier Stu is in on his first furlough since donning a uniform.

Les Haese, of Regal Music, reports a heavier emphasis on his route of 45 r.p.m. disks. Strictly a Seeburg route, Haese finds more and more locations asking for the switchover, claiming they get better sounding tones via the doughnut disks.

Operators stopping in for hit wax at the Major Distributors are remarking at the complete refurbishing of the office equipment. A large quantity of new equipment, furniture and new counters have been added. Business is very good, according to

Johnny O'Brien. No longer handling the Mercury distrib outlet in Iowa, O'Brien reports that he will now be able to give much more personal attention to all his customers.

Cream City visitor last week in search of new records, was Frank Olin, of Adell, Wis. Biz up his way is holding up well, according to Olin. Recent purchases added several new Seeburgs to his route holdings.

Arnold Foch, of Beloit Automatic Hostess Music, made one of his rare trips to the Beer City to visit several distributors.

A special shindig for local music operators in honor of Les Paul and Mary Ford at the Capitol Records' office headquarters was thrown by Lynn Jenks, the diskery's head man here. The Capitol artists, long top money makers for operators throuth this territory, stopped in to greet the ops in between their personal appearances on the stage at the Riverside Theater.

Miami

The Amusement Machine Operators' Association (AMOA) has launched a project to donate and service reconditioned juke boxes for charitable organizations. Each music operator in the AMOA has promised to revamp an old box, remove its coin mechanism and provide regular servicing free of charge. Kicking off the program was Willie Blatt, Supreme Distributors topper, who turned over a Seeburg to Flagler-Granada Jewish Community Center.

Wayne Roberts, son of Bennie Roberts, Ace-Saxon shop foreman, received birthday felicitations from the company. Vending Corporation of America machines are again dispensing drinks in cups bearing an appeal for contributions to Dade County's Community Chest. Manager Don Boerema used the stunt successfully last year.

Miami Beach city council deferred action on the plea of juke box operators that the annual license fee of \$77.65 per box be slashed. The tariff, believed the highest in the country, was called exorbitant by Beach operators who pointed to Miami's action about a year ago reducing the charge per box to \$12.50.

Harry Steinberg, Sterling Music, says the most popular record on his route is "Sin," with "Sixty Minute Man" and "Cold, Cold Heart" second and third choices respectively. Personnel at Taran Distributing will be eating fish for some time to come. That's because Lenny Baitler and Sonny Lomborg caught a bumper crop of mackerel, dolphin, tuna and kingfish the other day.

Lester Bahari, Eastern sales manager of Modern Records, helped set up the new record department of Pan American Distributing, the subsidiary of Taran Distributing. Bahari formerly lived in Los Angeles but now resides in Brooklyn, N. Y. Pan American's road salesman, Harold Gettins, reports business good in his Central and South Florida territory. Gettins used to represent Capitol records.

Ken Willis, Bush Distributing Company, spent some time working out of the firm's Jacksonville office and called on accounts in West Florida and South Georgia. Bush has just received the new Williams Five-Ball, Arcade. Howard West, district manager of Permo, dropped in to see Ozzie Truppman at Bush. West works out of Atlanta.

Paul Jacobs, co-owner of Cigarette Service, held a housewarming and cocktail party attended by a number of coinmen. Henry Stone, owner of Stone Record Distributing Company, became the papa of a third daughter—Crystal Wallace, weighing six pounds 14 ounces.

Matchbook covers promoting the Red Feather Community Chest campaign are in wide distribution in Greater Miami. Outside covers contain pictures of red feathers and the words: "Everybody benefits—Everybody gives." The inside bears the message: "As a community service, these matches are provided by the op-

erator of this vending machine at his own expense and at no cost to our Red Feather Campaign. Give Generously!"

Al Egermount, coin machine operator of Marshall, Minn., piloted his Cessna plane to Miami and Havana on a vacation trip. Egermount dropped in to see Ted Bush, Bush Distributing, with whom Egermount did business when Bush had the Wurlitzer franchise in Minnesota. Mrs. Egermount also came south.

Barney Sugarman, Runyon Sales, of New York City, is expected in town for a vacation. Willie Levey, Brooklyn, N. Y., op-

(Continued on page 122)

"CASEY"
MECHANICAL PENNY PUSHER

- FASTEST PUSHER MADE
- 3 CASES PER HOUR
- BUILT TO LAST A LIFETIME
- SIMPLE CONSTRUCTION
- FOOT PEDAL OPERATION
- CLEAN CUT INSERTION
- PROMPT DELIVERY

PRICE \$59.50
1/3 DEPOSIT WITH ORDER

DISTRIBUTORS "A Child Can Operate It"
CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. HIGH STREET • AD 7254 • COLUMBUS, OHIO



YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

EMPIRE SUPERMART
WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

BRAND NEW CLOSEOUTS!

Bally Turt King	\$445.00
ChiCoin Thing	140.00
Watch My Line	195.00
Univ. Shuffle	
Tourn.	\$249.50
Chi. Horse Shoes	239.50
United Skee Alley	219.50

5-BALLS

United Leader	Golf, Globe Trotter
United Zingo	Univ. 5 Star
United Touchdown	Bally Bright Spot
Wms. Arcade	Golf, Rose Bowl
Wms. Spark Plugs	

NEW

Golden Gloves	\$94.50
Double Shuffle	94.50
Sharpshooter	89.50
Quarterback	89.50
Aquacade	89.50
Playtime	84.50

BINGO TYPE

Bright Lights	\$275.00
A-B-C	250.00
S-Star	295.00
Life-a-Line	295.00

SHOO SHOO \$159.50

Knockout	154.50
Rockette	154.50
Triplets	149.50
Hot Rod	144.50
Old Faithful	144.50
Georgia	144.50
Stop and Go	129.50
Pin Bowler	129.50
Fighting Irish	129.50
Sweetheart	124.50
Hits & Runs	124.50
Beals	129.50
Harvest Time	129.50
Bomber	124.50
Dreamy	124.50
Playland	124.50
King Arthur	124.50

CANASTA \$119.50

Thing	119.50
Judy	119.50
De-Icer	119.50
Rocket	119.50
Tri Score	119.50
Bank-A-Ball	119.50
Be-Boop	114.50

FRESHIE \$114.50

Mercury	114.50
Campus	114.50
College Daze	109.50
Fahiti	109.50
Shantytown	109.50
South Pacific	109.50
Tumbleweed	104.50
Boston	104.50
Lucky Innings	99.50
Maryland	99.50
Ripnorter	99.50
Utah	94.50

TUCSON \$69.50

Black Gold	69.50
Harvest Moon	69.50
Buccaneer	69.50
King Cole	59.50
Swanee	59.50
Rancho	54.50
Sally	54.50
Magic	54.50
Blue Skies	54.50
Banjo	49.50
Stormy	49.50
Catalina	49.50
Triple Action	49.50
Cinderella	49.50
Carolina	49.50
Spin Ball	49.50
Moon Glow	49.50

HUMPTY D. \$49.50

Trinidad	49.50
Shanghai	49.50
Sunny	49.50
Robin Hood	49.50
Star Dust	49.50
Trade Winds	49.50
Wisconsin	49.50
Contact	44.50

SHUFFLEBOARD CONVERSIONS

Keeney 4-Way Bowler w/Auto.	
Puck Return	\$269.50
Keeney Bowling Champ, 2-Player	199.50

MUSIC

Evans Constellation	
Wurlitzer 1100	\$295.00
Wurlitzer 1015	250.00
Wurl. 1017	
Hideaway	250.00
Wms. Music	
Mite, New	Write

WANTED!

- Coney Islands
- Turf Kings
- Late 5 Balls
- 2 and 4 Player Shuffle Games
- Bing-a-Roll

SMOKESHOP 612

Acorn Vendor, 1c or 5c	14.50
Marion Scale, New	69.50
Atlas Sc Banham	14.50
Frantz Scale	115.00
Silver King	12.95
S.K. Hot Nut	29.95
N.W. 49, 1c or 5c	17.35
73-Bar	
U-Select-It	49.50
De Luxe, 1-5c	24.50
N. W. Tab Gum	25.95
33 Ball Gum	7.50
15 Col. Uneda-pak, 25c	79.50

GENCO GLIDER 39.50

Total or Advance	
Roll	29.50
KICKER & CATCHER	
New	31.50

CHALLENGER 24.50

Acme Shocker	
New	24.50
Gott. 3-Way Gripper	22.50
Grot. Skat Test	49.50
Exh. Six Shooter Write	
Exh. Jet Gun	Write

CIGARETTE VENDERS

Factory Reb., 25c. 2 King Size cigs.	
Uncedapak, Mod. 500, 7 Col.	\$130.00
Rowe Royal, 8 Col.	125.00
National 930, 9 Col.	120.00

FORMICA REPLACEMENT TOPS

For Chicoin Games	\$29.50
For United	
2, 4, 5 & 6 Players	34.50

SHUFFLE GAMES

United 5-Player	\$345.00
United Twin Shufflecade	275.00
Un. Double SA Express Rebound, 8"	189.50
United Shuffle Sluggo	99.50
United Skee Alley	149.50
Un. 2-Player SA Express	149.50
United Single SA Rebound	99.50
United Shuffle Alley Express, 6"	129.50
Un. Double Shuffle Alley	79.50
UNITED SHUFFLE ALLEY EXPRESS	74.50
United Super Shuf. Alley	49.50
United Shuffle Alley	39.50
W/Disc Pin Conv.	19.50
UNIV. BOWL-O-MATIC, 18 FT.	425.00
Univ Super Twin Bowler	145.00
Chicoin Bowling Alley	79.50
Chicoin Bowling Classic	150.00
Chicoin Trophy Bowt	140.00
UNITED TWIN REBOUND	234.50
Bally Hook Bowler	275.00
Bally Shuffle Bowler, 9 1/2"	44.50
Bally Speed Bowler, 9 1/2"	79.50
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Coinmen You Know

Continued from page 121

erator, got sand in his shoes like many another visitor and purchased a two-bedroom home at Miami Beach. . . . **Hymie Darling**, Supreme American Music, visited the old home town of Pittsburgh.

Patricia Hamil, promotion manager and purchasing agent at Wholesale Appliances, Decca distributor in this area, has severed her connection with the company. Pat sold disks to many juke box ops and arranged publicity tie-ins with Decca artists in town for personal appearances.

Eloise Mangone, All-Coin Amusements, reported good operator response to the current Gottlieb game, **Globe Trotter**. It's fast and packs plenty of action, ops tell her. . . . **Willie Blatt's** efficient "right hand," **Doris Shapiro**, will probably find her clerical load increasing now that the boss has been elected the new

president of the Amusement Machine Operators' Association.

Back from the NAMA convention in Cleveland are **Harry Goldberg**, **H & G Vending**, and **Mort Simon** and **Bill Cotton**, of **J & M Vending**. All were impressed by the interesting exhibits and improved machines unveiled this year. Home-towners wined and dined Goldberg in regal style and conducted him on a tour of Cleveland's leading night spots. "Three hectic days crammed full of action," is the way Goldberg expresses it.

Clarence Camp, manufacturer and inventor of **Crusader**, the novelty horse for kiddies, was in town lining up supermarket locations.

Lyn Durant, president of **United Manufacturing Company**, not only attended the wedding of **Sam Taran's** daughter, **Geri Lois**, but found time to go fishing. Durant, Taran, Taran's son, **Barry;**

Herman Paster, **Mayflower Distributing Company**, St. Paul, and **Joe Simon**, Chicago operator, who also attended the wedding, caught plenty of fish in the Gulf stream. Durant's heart was set on hooking a sailfish which he wanted to mount and display in his office—but he was doomed to disappointment.

Prexy Sara Taran, **Taran Distributing**, announced he has purchased the remainder of **Chicago Coin's** output of **Hit Parade**—more than 500 machines.

Dan House, **House Music**, of Naples, Fla., was in town on a buying trip and preparing to hunt deer in the Everglades.

Jack Felber, controller and office manager at **Bush Distributing Company**, is improving rapidly in his Spanish lessons. He can read it like a native of Spain but hasn't quite fathomed the speaking end. . . . **Prexy Ted Bush** reports heavy

inquiries concerning pins and jukes not only from the company's many Central and South American customers but, surprisingly, from several European countries, including France and Belgium. Export orders for used Wurlitzers are coming in fast, says Bush, and his refinishing shop is being kept busy getting the machines ready for shipment.

Mort Simon, **J & M Vending**, expects a number of out-of-town visitors. On the calling list are **Myer Abelson**, **Oak Manufacturing Company**, who works out of Pittsburgh; **Bill Falk**, **Plastic Processes Company**, New York City; **Les Hardman**, **Penny King Company**, Pittsburgh, and **Sam Kresberg**, **Automatic Products Company**, New York City, who maintains a home here.

Nothing like getting an experienced hand to repair a coin machine he knows best. The other day **Lyn Durant**, president of **United Manufacturing Company**, dropped in to see the boys at **Taran Distributing**. Somehow he learned that one of the popular **United County Fair** games on the floor was giving trouble. Whereupon Durant rolled up his sleeves, called for a screw driver and corrected the difficulty in a matter of minutes. One of the shop men,

obviously impressed, asked: "Who is that operator?"

The air-conditioned, soundproof music department at **Taran Distributing** is drawing more and more customers, says Manager **Sonny Lomborg**. Records getting plenty of attention, says Lomborg, are "I'm in the Mood," "Because of You" and one which he says is destined to be a sleeper—"Sin," the instrumental version by **Tab Smith**.

Eddie Shaw, who travels the State for **Stone Record Distributing Company**, says he has received more than 500 orders from juke box operators and stores for a platter which hasn't even been released. All on the strength of a sample copy of **Chuck Murphy's** "Lay Something on the Bar Besides Your Elbows," under the Coral label. Shaw says the company is installing a new recording studio in its building on **Flagler Street**.

Recently received by **Taran Distributing** is the two-player **Star Bowler** made by **Edelco**. . . . **Wintry** blasts over most of the country are causing coinmen to think of Florida vacations, according to many local operators who are receiving mail from friends elsewhere.

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6 CARD-5 BALL REPLAY GAME with POPULAR "SPOTTEM" FEATURE

BRIGHT SPOT combines the 6-card, 6-coin play-appeal of BRIGHT LIGHTS with the popular "spottem" feature... 3-in-line, 4-in-line, 5-in-line scoring, plus the powerful attraction of "spotted" numbers. At mystery intervals the center number of one of the 6 cards lights when first ball is shot, "spotting" that number only on card in which number is lit. The tantalizing appearance of "spotted" number on a card not played emphasizes the advantage of playing several cards and stimulates multiple-coin play.

NEW WIDE-OPEN BACK-BOX
The serviceman's dream!
Opens front and back.
Every unit is within easy reach.

NATIONAL SLUG REJECTOR
Identical to coin-mechanism on famous Bally jumbo pinball games.

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ALL THE PROFIT-PROVED PLAY-APPEAL OF TURF-KING PLUS NEW FUTURE-PLAY ATTRACTION

SHUFFLE-LINE SHUFFLE-BOWLING ACTION PLUS "IN-LINE" SCORING

Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
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6 POINT DAVIS Guarantee

YOU CAN RELY ON A DAVIS BUY! PHONOGRAPHS with the "FAMOUS DAVIS" Guarantee!

- MECHANISM OVERHAULED
- WORN PARTS REPLACED
- AMPLIFIER RECONDITIONED
- SPEAKER INSPECTED
5. TONEHEAD RENEWED
- CABINET REFINISHED PROFESSIONALLY

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1100	\$369	148ML	\$349
1080	199	148M	319
1015	199	147M	229
AMI Model "D." New Write		146M	179
AIREON 500 Coronet With Toner \$159		H148M Hideaway	229
ROCK-OLA 1426 \$159		H246M Hideaway	199
1428 299		H146M Hideaway	179
1950 50 Selection 650			

SEEBURG	WURLITZER	ROCK-OLA
1941 R.C. Special \$79	750 \$99	1422 Playmaster \$99
Envy 69	780 79	Commander 39
Colonel 59	800 79	Empress \$39
Major 49	850 59	AIREON Deluxe '46 \$49
Hightone 59	500 49	400 Coronet 79
Classic 49	600K 49	PACKARD Manhattan 76 \$149
Regal 49	600R 49	
Gem 49	Victor 39	

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Seeburg DS20-1Z, 5c, 3 Wire	\$ 5.95
Seeburg WS-2Z, 5c, Wireless	5.95
Seeburg W1-L56, 5c, Wireless, Refinished	17.50
Seeburg 3W2-L56, 1c, Wire, Refinished	18.95
Seeburg W4-L56, 5c, 10c, 25c, Wireless, Refinished	39.00
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Wurlitzer 4820, 5c, 10c, 25c	59.00

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ATTENTION AMAZING—BARGAINS SHUFFLE ALLEYS

Bally Shuffle Line (F.S.)	Write
Bally Hook Bowler	\$195.00
Bally Speed Bowler	49.50
Bally Baseball (New)	195.00
Keeney King Pin	49.50
Keeney Pin Boy	29.50
United Double Shuffle (New)	125.00
Gottlieb "Bowlettes"	29.50

ONE BALLS

Bally Champions	\$ 67.50
Bally Turf Kings	240.00
Bally Turf Kings (New)	430.00

FIVE BALLS (NEW)

Genco Tri-Score	\$175.00
Genco Stop & Go	185.00
Genco Hit & Run	185.00
Chicago Coin Play Ball	95.00

MUSIC

1015 Wurlitzers	\$179.00
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"Often a few dollars less—Seldom a penny more."

LOS ANGELES: Bill Hoppel, MILWAUKEE: Carl Hoppel

NEW EQUIPMENT ON OUR FLOOR

Williams Jology	Bally Futurity	Williams Sparkplug
Bally Bright Spot	ChiCoin 6 Player Alley	Keeney 4-Way Bowler
Williams Arcade		Keeney 6-Way League

SPECIALS
Reconditioned Phonographs
Late Seeburgs... Write
Rock-Ola 50
Rockets... \$595
Wurlitzer 1250... 495
Wurlitzer 1100... 375
A.M.I. Model B... 495
Wurlitzer 1015... 195
Williams Music
Mike... Write

WANTED TO BUY
Seeburg 100 Selectomatic
Seeburg 100 Wall Boxes
Bally Bright Lights
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Late 5 Balls
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Univ. 5 Stars \$350
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Univ. Winners 300
Bally Turf King... 400
Watch My Line 175
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LARGE STOCK OF USED RECONDITIONED EQUIPMENT. ONE BALLS, FIVE BALLS, SHUFFLE GAMES, ARCADE. VENDERS. WE ARE THE LARGEST EXPORTERS ON THE WEST COAST. ALL TYPES OF COIN MACHINES. SEND FOR CATALOG.

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NO LICENSE REQUIRED!

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Good for Clubs, Fraternal Organizations, Cigar Counters or wherever people congregate!
Write for descriptive literature.

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1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS
SEE EVANS' CONSTELLATION AD ON PAGE 113

GENCO

2621 NORTH ASHLAND AVE. • CHICAGO 14, ILL.

First Distributors Add Hy Bass

CHICAGO, Nov 24.—First Distributors this week announced the addition of Hy Bass to its sales staff. Wally Finke and Joe Kline,

partners, said Bass will act as road representative for the firm, covering the Illinois territory on his first trip. Firm this week completed the addition of about 600 square feet to its receiving and shipping department. Refurbishing of the interior of the building is now finished.

GIVE TO THE RUNYON CANCER FUND

UNITED'S

COUNTY FAIR

FIVE BALL REPLAY GAME

ANIMATED ACTION

STRONG COMPETITIVE APPEAL

FAST PLAY

3 KICKER BUMPERS

11 ADVANCE KICK-OUT POCKETS

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(ALWAYS A CLOSE FINISH)

EASY TO UNDERSTAND

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WRITE FOR YOUR FREE UNITED PARTS CATALOG

APPROX. SIZE 2 FT. BY 4 FT.

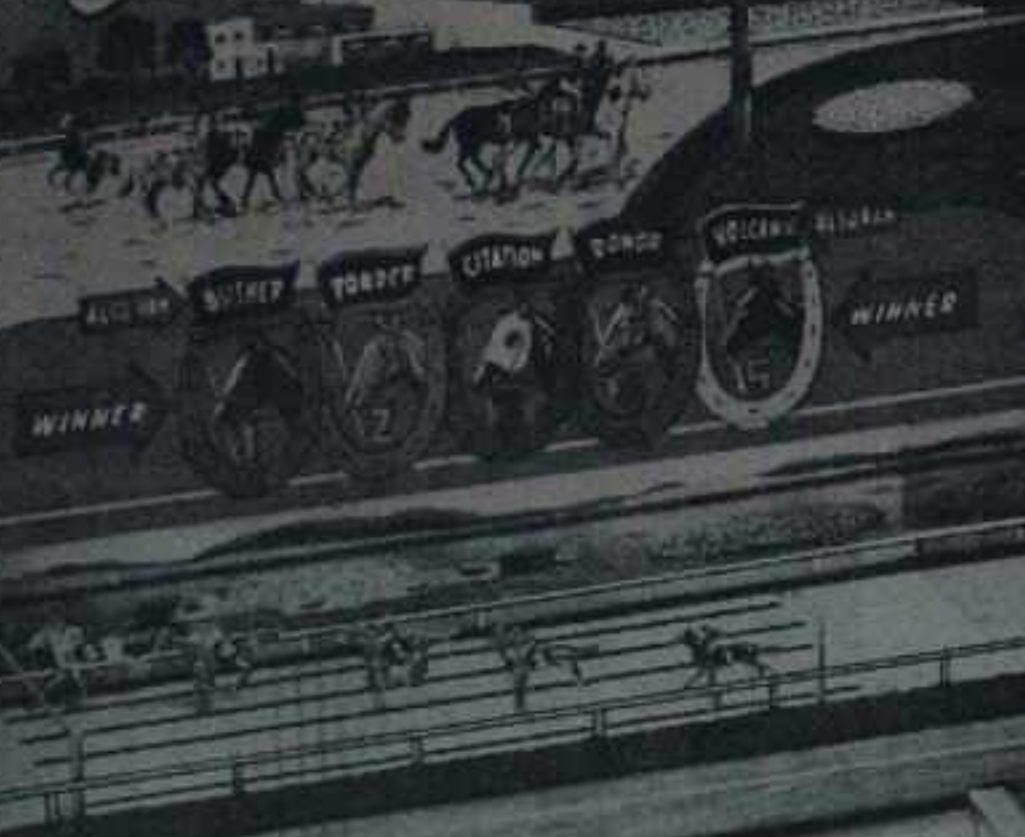
UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



UNITED'S COUNTY FAIR

1 MILLION 2 MILLION 3 MILLION 4 MILLION 100 200 300 400 500 600 700 800 900



WINNER 15

ALICE 10 BUTCH 7 TORCH 9 STATION 8 VOLCANO 15

WINNER

10

ADVANCE KICK-OUT HORSE

10

10

10

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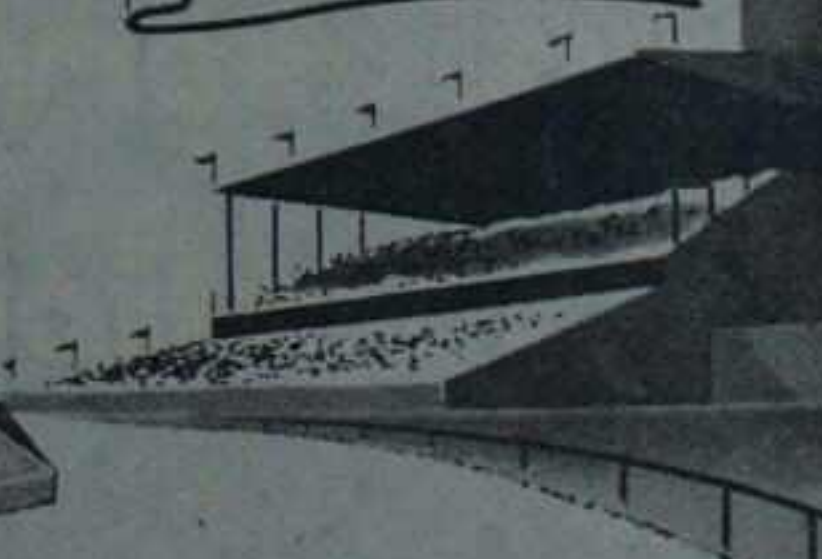
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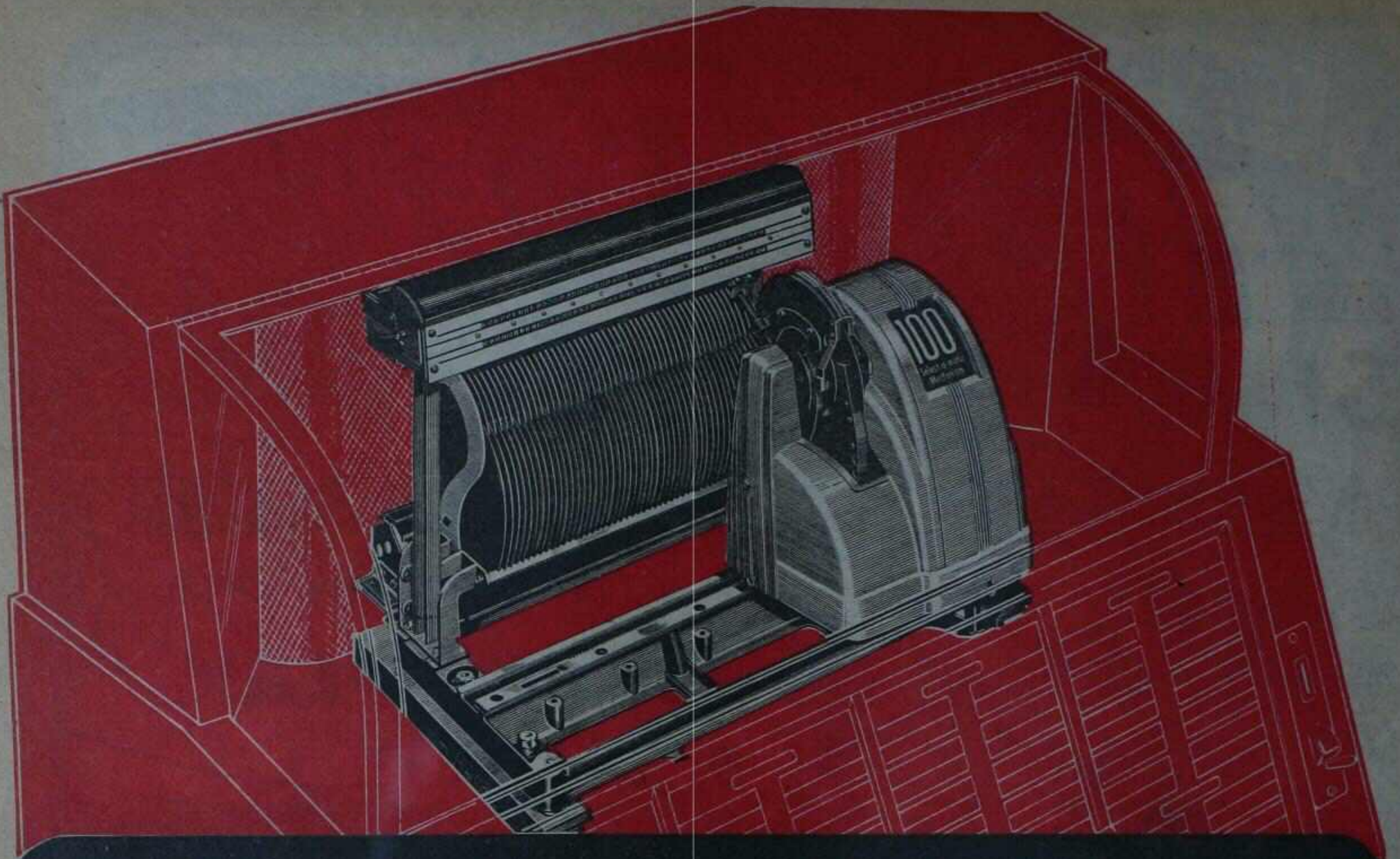
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