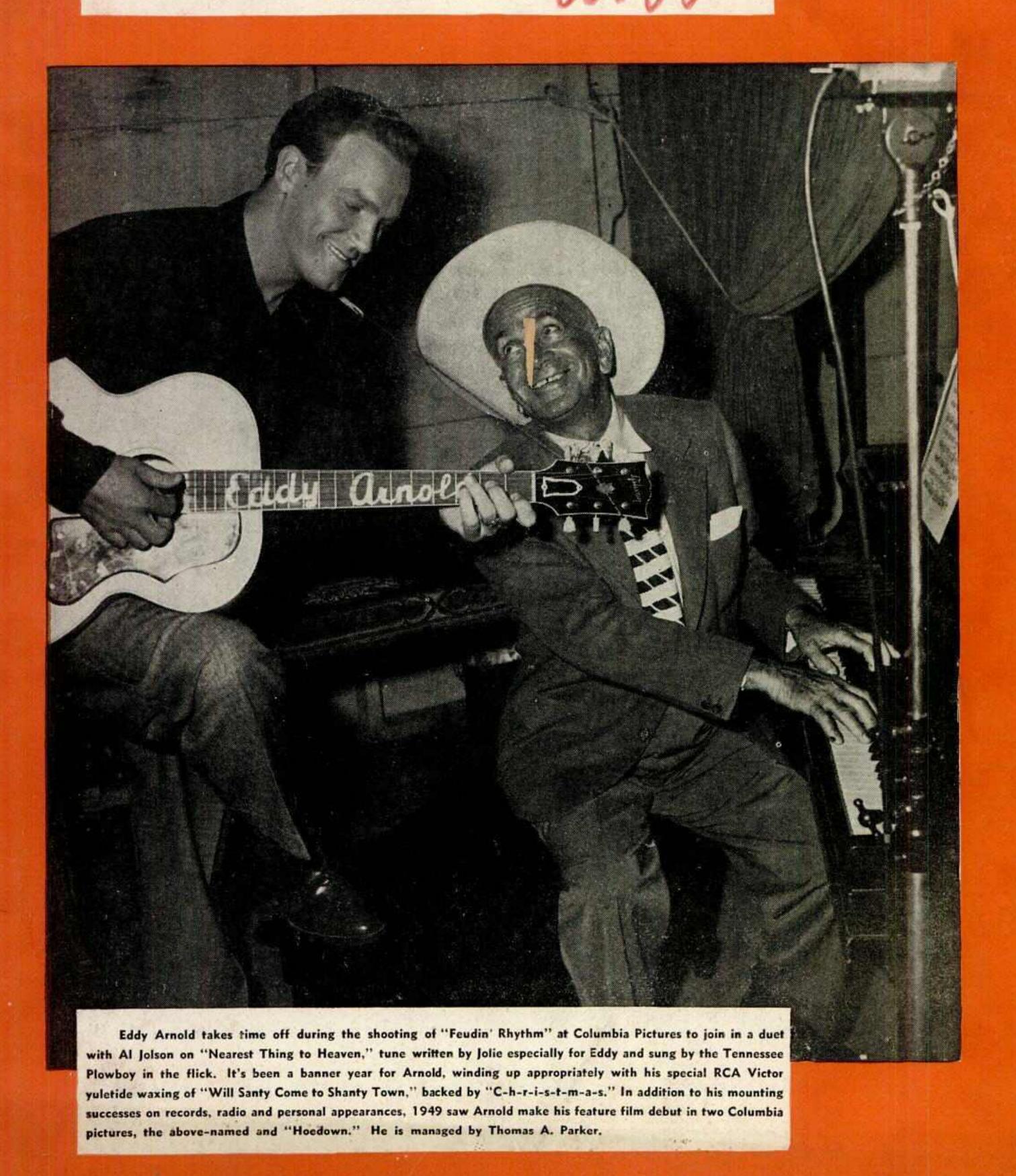
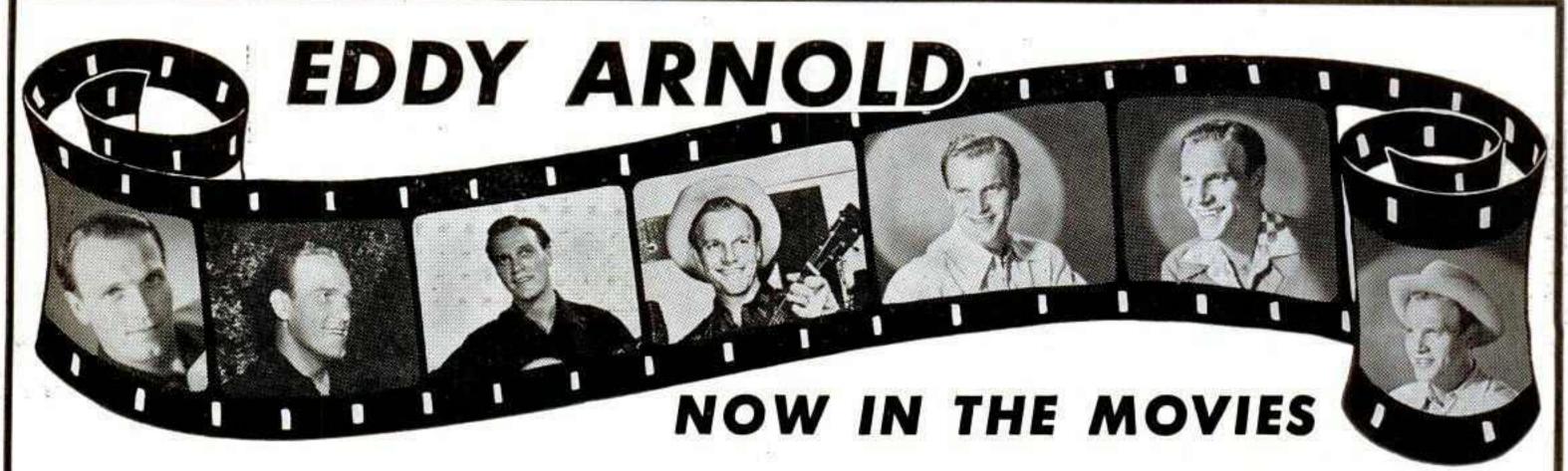
Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY . 25 CENTS

DECEMBER 24, 1949







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EXCLUSIVE MANAGEMENT

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The World's Foremost Amusement Weekly

NRC'S TV '49 TAKE TOPS: 6 MIL

Sesqui Midway Has a Problem In Squatters

675 Tenants Must Be Ousted

WASHINGTON, Dec. 17.-More than a dozen blueprints for operation of the midway area of the Sesquicentennial Exposition have been submitted to the National Capital Sesquicentennial Exposition Commissions by various private groups, but all are being held in suspension pending disposition of a top-flight land problem in connection with the Freedom Fair. The proposals, which have been submitted on a competitive basis, include a wide range of plans for operating the projected 26acre midway section of the fair and represent some of the biggest amusement enterprise operators in the nation, a sesqui spokesman said.

 Deliberation on the proposals, however, is being held in a deep freeze as the result of a problem of what to do about tenants now occu-(See Sesqui Midway on page 50)

"Voice" To Get Bigger Play in Foreign Policy

WASHINGTON, Dec. 17.-A role radio as a potent medium in international relations is being shaped by U. S. policy-makers, and expectations are that the next Congress will be Department's confabs on an amendasked to okay an expanded Voice of America program. A hint of official (See "Voice" To Get on page 45)



TO ALL OUR FRIENDS, EVERYWHERE

A Merry Christmas

The Billboard

Justice Dept. Urges Pubs, Pix Divorce; Anti-Trust Division Wants Leibell Decish Upheld

Industries Willing To Get in Line on Separation, But How?

By Ben Atlas

WASHINGTON, Dec. 17. — The | anti-trust division, and some industry it was learned. Amid the Justice nection with the film interests. ing with rising importance in the (Divorce for Pubs and Pix, page 16)

question of divorcement of the movie spokesmen have indicated that the industry from music publishing in- Department of Justice has been more terests and the question of the film than gently encouraging the film industry's relationship to the Ameri- industry and ASCAP to get their can Society of Composers, Authors shops in tune with the famed deciof increased importance for American and Publishers (ASCAP) are getting sion of Federal District Judge Vinincreasing attention in the anti-trust cent L. Leibell in which the jurist division of the Department of Justice, lashed into ASCAP's set-up in con-

At the present stage of discussions, ment to the 1941 ASCAP consent film representatives and ASCAP-ers decree, the film-music issue is loom- have been showing a willingness to

Best of Webs, But Short of Firm's Hopes

Better Than Others Guessed

NEW YORK, Dec. 17.—National Broadcasting Company (NBC) will gross an estimated \$6,000,000 in television billings this year, according to estimates by The Billboard. This total is not only considerably above grosses of the other networks, it's considerably more than most trade observers thought NBC would do. On the other hand, it's also less than NBC hoped to do.

The NBC total includes non-network local and spot business chalked up by its owned-and-operated television stations, WNBT, New York; WNBW, Washington; KNBH, Hollywood: WNBK, Cleveland and WMAQ, Chicago. These billings are estimated as running to around \$1,-500,000. Combined with the network TV gross of an estimated \$4,850,000, NBC's total TV gross shapes up as \$6,350,000. NBC still expects to close 1949 with a total tele loss of \$3,-500,000.

Columbia Broadcasting System (CBS) is figured to wind up with \$2,400,000 in TV grosses, and the American Broadcasting Company (ABC) with \$1,000,000 or \$1,100,000. DuMont's projected total is estimated at \$920,000 for the year.

NBC's tele policy of "getting there first" insofar as affiliates is concerned is and has been paying off for the web. As a result, NBC has been in a position to clear more network time on more interconnected TV stations than its competitors.

A box showing estimated AM and TV gross billings for all networks is in the Radio Department of this

Blow Up Storm

On Brandt Plan

NEW YORK, Dec. 17. - What started out as a mild stew between

Equity and the American Guild of

Variety Artists (AGVA) over the jurisdiction of the Brandt theaters,

has now developed into a full-blown

for 30 shows a week for an \$85 mini-

mum. Brandt has plans to reopen

(Equity, AGVA Blow Up, page 41)

In This Issue

AGVA signed with George Brandt

Equity, AGVA

Cuba's Yanqui Dough-La Trouble

Would Clip US

Americans To Fight 5% Bite

NEW YORK, Dec. 17.—The Cuban market for American showbiz, which started out fast this season, has already run up against a snag. Cuban agents, thru the Cuban talent unions. have demanded that all future deals, starting January 1, go thru them on a 5 per cent basis.

At present two American name bands (only key men) are working in Havana. Cab Calloway is at the Montmarte on a six-week deal, doubling into the Warner Theater, and Woody Herman is at the Tropicana. Tommy Dorsey is set for the Sans Souci January 12. The Montmarte also has a Katherine Duffy line. Other spots are dickering for Ameri-(Cuba's Yangui Dough-la, page 41)

As Talent Showcase

NEW YORK, Dec. 17.—Beginning January 6 the Columbia Broadcasting Bands and Acts System (CBS) will give The Show Must Go On a sustaining AM ride every Friday evening 9:30-10:30, replacing Young Lover and Pursuit. The program stars Robert Q. Lewis as emsee and gives entertainment buyers a chance to scan talent for possible engagement. The show may also be done as a simulcast, if it clicks and TV time opens up.

> Pursuit moves over to Tuesdays 10-10:30 for Hit the Jackpot, which has been canceled, and Young Love may go to Saturday evening at 7 for Yours Truly, Johnny Dollar.

Island Agents AM Show To Serve Free Stem Tix

"Pacific" Nets Fund 15G

NEW YORK, Dec. 17.-The precedent set early this month by producers Rodgers, Hammerstein, Hayward and Logan of South Pacific, and Saint Subber and Lemuel Ayers of Kiss Me. Kate, is turning out bonanza for the Damon Runyon Memorial Fund. As of Monday (5), Pacific entreprenuers (See Show Tix Cancer Fund, page 46)

A Bonanza for War on Cancer

Honor Roll of Hits. . 22

storm.

Music Machines . Parks and Pools . . 61
Pipes for Pitchmen 75
Radio-Television . . . 5 Repertoire48 Rinks and Skaters..68 Routes

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EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

Copyright Action Due in 1950 Huge Film, Tele Boyd

UNESCO May Call a Global Parley in May

Congress's Anti-Trust Angle

WASHINGTON, Dec. 17.—With the House Judiciary Committee slated to be tied up with its general monopoly investigation for several months in the coming congressional session, officials here are looking to the United Nations Educational, Scientific and Cultural Organization (UNESCO) for major developments in the copyright field in 1950. Attention is turning more and more to an upcoming decision of UNESCO on the calling of an international convention to draft global copyright treaty.

Prior to a decision at the last session of Congress by Chairman Emanuel Celler (D., N. Y.) of the House Judiciary Committee that monopoly was of more immediate concern, the committee was ready to launch a lengthy study of the Copyright Act of 1909 with an eye toward general revision. The monopoly study may be wound up by the end of April, and there is a chance that its completion will be hastened as the result of a recent indication by President Truman that he has no intention to crack down on monopoly any harder than usual. While the study will occupy the Celler commitbelieve is well behind the times.

The full committee would make the authorization for a copyright study (See Copyright Action on page 17)

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Weekly

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Vend, the monthly magazine of automatic merchandising.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

No. 1 On the Honor Roll of Hits

MULE TRAIN

No. 1 Sheet Music Seller DEAR HEARTS AND GENTLE PEOPLE

No. 1 Most Played on Disk Jockey Shows

MULE TRAIN, F. Laine, Mercury 5345

No. 1 Disk via Dealer Sales

MULE TRAIN, F. Laine, Mercury 5345 No. 1 Disk in the Nation's Juke Boxes

MULE TRAIN, F. Laine, Mercury 5345

No. 1 Most Played Juke Box Country and Western Record SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224

No. 1 Best Selling Retail Country and Western Record SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224

No. 1 Most Played Country and Western Records by Folk Disk Jockey

MULE TRAIN, Tennessee Ernie, Cap 57-40258
No. 1 Most Played Juke Box Blues and Rhythm Record

FOR YOU MY LOVE, L. Darnell, Regal 3240
No. 1 Best Selling Retail Blues and Rhythm Record

SATURDAY NIGHT FISH FRY, L. Jordan, Dec 24725

No. 1 Sheet Music Seller in England HOP SCOTCH POLKA

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 37.

Showbiz Tax Repeal Drive Gains Enormous Impetus As Truman Leans to It

Sawyer Paving Way for Congress To Lift Excises

WASHINGTON, Dec. 17. — A making a flat promise to call for the tee until late spring, the group will steadily growing drive for repeal of repeal in his budget message which night. thereafter have a chance to get wartime excise taxes in the amuse- will be sent to Congress early next started on a look-see into copyright ment field will be almost within legislation which many congressmen sight of victory when the next Congress convenes. This became apparent this week in a series of significant developments highlighted by a hint from President Truman that for the first time he is considering calling for repeal of the levies in connection with a program for an exhaustive review of the entire tax structure. Administration support for repeal of the excise levies would be sure to produce effective results in Congress, since most Republican members are already lined up against continuing the taxes.

While Truman has cagily avoided

Berg Heads Detroit Showbiz Masonic Lodge; Noon Meets

DETROIT, Dec. 17.—Harold C. Berg, veteran theatrical press agent, was installed Tuesday as Worshipful Master of Daylight (theatrical) Masonic Lodge No. 525, succeeding Charles K. Hammell, musician and instrument maker. Other new officers of the group, which holds midday meetings to accommodate the hours of its show world membership,

Senior Warden, Benjamin Greenwald, night club master of ceremon- too, for other ways to bring about ies, known professionally as Bernie tax relief. It is considered signifi-Green; junior warden, William T. Bair, Paddock Bar; secretary, Paul dropped his hint, the President him-Pitzer Sr., musician; treasurer, William Swistak, National Theater; sen- Key West, Fla., press confrence. ior deacon, Paul Pitzer Jr., Detroit Police Department; junior deacon, George Rapp and Jack Cohen, Calu-School; tyler, Alex McLeod; chaplain, Phillip Majeske, Mayfair The-

month, it is believed likely that the message will open up the subject, inasmuch as Secretary of Commerce Charles Sawyer, a towering figure in Truman's cabinet, earlier this week had also hinted that he would like to see the excises wiped out. As already disclosed in these columns. the drive for repeal has been championed by several fiscal leaders on Capitol Hill, including Chairman Edwin Johnson of the Senate Interstate and Foreign Commerce Committee. Johnson is also a member of the Senate Finance Committee.

Sawyer Paving Way

Sawyer is expected to pave the way for Truman's action on the excise issue when he submits an economic report to the White House on the economic picture. Sawyer early this week indicated that a survey which he has been making shows that the excises are hindering business and that there is a widespread demand for their repeal. Sawyer said he might ask Truman to urge substitute tax regulations permitting industry to step up its depreciation so that capital improvements can be written off more rapidly. Sawyer said he has ideas, cant that a few days after Sawyer self touched on the subject at a

The President's remark provoked an immediate reaction in govern-Angelo Zummo, with the Ben Young ment circles where fiscal matters are ork; senior steward, Billy R. Long, handled, particularly in the top-level Mercury Bar; junior steward, Milton areas of fiscal planning. Several R. Vine, pianist; associate stewards, dozen measures for repeal of the excises are in the hopper on Capitol met Bar; marshal, Merle Chism; as- Hill. Senator Johnson, who is a sistant stewards, Rudolph Waha, Cass sponsor of some of the legislation, Theater, Orville (Whitey) Harris, has argued that altho repeal of the circus clown, and George O. Allen, levies would cost the government of Roth and Berdun Theatrical over a billion dollars a year, the wholesome effect on business and economic conditions would more than offset the loss.

HOLLYWOOD, Dec. 17.-Multimillion-dollar deals are currently sizzling in the frying pan for Bill (Hopalong Cassidy) Boyd for tele and theater films. Deal for 26 30-minute video films is currently being weighed by the National Broadcasting Company (NBC). Five-year pact would bring Hoppy beyond the milliondollar mark. Similar discussions have been going on with the Columbia Broadcasting System (CBS) in the event NBC talks fall thru.

Five-year theatrical film deal is currently being negotiated with Paramount Pictures whereby Hoppy will co-star with Bing Crosby in a film per year and will receive equal billing with Der Bingle. First script being considered is a Western flavored saga tagged Hi, Partner.

Boyd has turned down live tele show offers, insisting on film video fare only. Web deals will leave sale of show up to sponsor. Therefore if show is not sold by kick-off time, films would be carried sustaining. Terms of NBC deal were discussed by Russ Johnston during latter's recent Coast hop, with final decision expected to come this week. Should NBC turn down the deal, negotiations will be reopened with CBS. according to Bob Stabler, general manager of Hoppy's enterprises.

Blue Law Hits Jan. 1 Connecticut Showbiz

HARTFORD, Conn., Dec. 17.-No New Year's Eve performances will be scheduled by theaters in Connecticut this year because of a State law requiring theaters to remain closed Sundays until 1 p.m. Many houses, as an alternative, plan to run a midnight show Sunday, New Year's

Meanwhile, the State Liquor Control Commission has announced that liquor sales are lawful January 1 until 3 a.m., regardless of on what day the January 1 may fall. This ruling, the commission said, applies only to those places of business operating under restaurant, hotel or club permits. Places operating under other types of permits must close at the regular time.

Cafe Inventories Up in October

WASHINGTON, Dec. 17. - Retail inventories of eateries and drinkeries in the nation in the latest check-up at the end of October totaled \$413,-000,000, an increase of \$18,000,000 above September, but a drop of \$60,-000,000 from the figure for October, 1948, the Department of Commerce reported this week.

The \$413,000,000 figure represents inventories on an "unadjusted basis," that is, without any allowance made for seasonal variations. Adjusted inventories for eateries and drinkeries totaled \$409,000,000 last October 2, a drop of \$2,000,000 below the previous month and an increase of \$11,-000,000 over the figure for October, 1948.

U. S. Will Train 150,000 Operatives for '50 Census

WASHINGTON, Dec. 17.—Preparing for the biggest decennial census in the nation's history, the Commerce Department took steps this week to start training over 150,000 persons for the job which will cover numerous phases of the entertainment industry. Twenty chief instructors, who are undergoing two weeks of special preparation, will conduct a series of classes in Washington, St. Louis and San Francisco in January and February to train 360 instructors, who in turn will conduct classes next spring to train 8,300 census crew leaders. The latter will prepare 140,000 enumerators for the census-taking job in April.

Copyrighted material

MBS IN 3½ MIL BIZ SPLURGE

Trammell Trek To Coast Cues Hwd. TV Drive

HOLLYWOOD, Dec. 17.—National Broadcasting Company (NBC) Board Chairman Niles Trammell will trek to the Coast on January 10 for a month's stay during which the web topper will personally mastermind the net's long-awaited Coast tele drive and further radio expansion. The Billboard learned this week that Trammell's trip will be the cue for the network's entry into the video field with a raft of top Hollywood shows. Trammell returned to Gotham this week, having discussed tele plans involving Martin and Lewis, Fibber and Molly, Ralph Edwards, Art Linkletter, Dennis Day, Judy Canova, Phil Harris and Bob Hope. Upon his return next month, talent and network will get down to cases in discussing formats, starting dates, etc.

While on the Coast, Trammell did much to cement relationships with talent toppers, but in no case did he pressure artists into immediate tele plunges. Artists such as Bob Hope and Jim Jordan (Fibber and Molly) indicated they were ready for tele—if and when bankrollers wanted to get rolling. In Hope's case, Lever Brothers topper Charles Luckman has the last word and he has yet to indicate any imminent tele bow for Hope. Hope's radio agent, Jimmy Saphier, likewise said the comic was still video shy at this time.

Fact that Trammell will spend a month here is indicative of the network's seriousness in getting Hollywood on the tele map. Coupled with Trammell's visit will be the arrival of Norman Blackburn next week to take over the job of Hollywood exec in charge of network tele programing. It was also learned that New York resistance to Hollywood kinescoped originations, which seriously (See H'w'd TV Drive on page 45)

KFI, NBC Sign Two-Year Pact

HOLLYWOOD, Dec. 17.—Relations between KFI and National Broadcasting Company (NBC) returned to an even keel following inking of a new two-year affiliation pact this week. Deal was formalized following a long-distance conference between NBC topper Niles Trammell and KFI owner Earle C. Anthony, who is currently vacationing in Palm Springs, Calif. Terms and conditions of the new contract are identical in every respect to the existing deal.

With assurance of continued network affiliation, KFI made plans this week to resume promotion and exploitation of NBC shows. Station dropped some of its ballyhooing on behalf of NBC when network began unsuccessful negotiations to buy KMPC here.

KFI spokesman said the station would go back into black and white advertising, spending about \$2.000 weekly on newspaper ads in metropolitan dailies. Considerable time will also be devoted to on-the-air promo-

tion and exploitation.

Station refuted reports that KFI would drop or lessen the number of NBC sustainers to be carried as optional programing. It was pointed out that KFI continued to carry web sustainers even in the face of possible loss of affiliation, listing nine NBC cuffo shows being aired by KFI in Class A time. Station pledged this and other forms of co-operation from here on out.

Brief and Important

Last-Minute Digest of AM-TV News

Senate Probe Due on Military Ad Policy

The military's advertising policy is due for another going over at the hands of the Senate Appropriations Committee early next season, with special attention expected to be paid the 18-month contract signed with Grant Advertising, Inc., by the Army and the Air Force. Grant takes over from the Gardner Advertising Company on January 1 and will inherit about \$1,000,000 to be spent on the Army-Air Force account for the period ending June 30, 1950. What Grant will get in military billings after that date depends upon what Congress allows for an ad budget in the 1951 fiscal year.

Christmas Lull By-Passes McCann-Erickson

The holiday lull has passed by the McCann-Erickson Agency, which is using the Christmas period in an effort to catch up on some of its TV commitments. Having just completed a series of nine one-minute film commercials for Chrysler, the agency is launching into three other series, a group of five one-minute films for Goodrich and Hood rubber and canvas shoes, two spots for Hinds hand lotion and one for Fresh deoderant soap. It has another 10 clients lined up for production on TV spots after the first of the year.

ABC Studies TV Series Around "Dick Tracy" Strip

The American Broadcasting Company (ABC) in New York last week received from its Hollywood office the first print of a projected TV series built around the cartoon character "Dick Tracy." The show, planned as a weekly half-hour feature, is said to amplify on the comic strip's low comedy character and gory action. The web is thinking in terms of slotting the show into its potent Thursday night video line-up, preferably from 7 to 7:30 p.m., preceding the "Lone Ranger."

The web's pitch to sponsors and agencies will begin with a showing at the "Preview Theater," with the cost for the film pegged at \$5,500 weekly. The show is packaged by V. K. Palmer.

Whiteman TV To Get Live Programing Expansion

On January 1 the Paul Whiteman Sunday night TV show for the Goodyear Tire Company will greatly amplify its live programing. Now only 14 stations of the 40 outlets on the network take the program live while 26 are kinescoped. The shift will mean that 22 affiliates will program Whiteman live and 18 will kinescope it. Young & Rubicam is the agency.

Wrigley's To Put "Cisco Kid" on Canadian Web

Frederick W. Ziv's radio package "The Cisco Kid," is due for a run in Canada. On the basis of a 13-week test of the half-hour transcribed series on CKEY, Toronto; CFRA, Ottawa, and CFPL, London, Wrigley's has decided to sponsor the program on a national basis in Canada, early next month. Meanwhile, Ziv and Philip N. Krasne, producer of "The Cisco Kid" movies, have "Cisco Kid" flicker actors Duncan Renaldo and Leo Carillo to a seven-year contract for 52 TV "Kid" films a year. The television series will be shot on location with the movie company, and the same director and cast may be used for both the TV and flicker versions with different stories. Interstate Bakeries will sponsor the TV series in California and parts of the Midwest.

Yiddish Vauder Coming on WNBT

NEW YORK, Dec. 17.—A new video variety show, featuring noted stars of the Yiddish stage, is skedded to bow soon on WNBT, New York. The show, titled The Jewish-American Hour, will feature such personalities as Menasha Skulnik, Aaron Lebedeff and Leo Fuchs. Guests will include Jewish leaders in all fields, including Eddie Cantor, Paul Muni, Sam Levenson, Lou Holtz and Myron Cohen.

The show will be sold on a participating basis, with format calling for musical comedy productions. About one-fourth of the program will be done in Yiddish, to retain the original flavor of songs or stories which do not lend themselves to translation.

Roberts & Carr are packaging.

High Costs Cancel "Inside U.S.A." Tele

NEW YORK, Dec. 17.—The video cost factor kayoed another TV show this week when the National Chevrolet Dealers' Association decided to cancel Inside U. S. A. upon completion of its current cycle sometime in March. The program is on the Columbia Broadcasting System (CBS)—TV network alternate Thursdays 8:30-9.

with the revue at the current costs, estimated at 20G per program, but the contract provides for a substantial hike, if bought for a second cycle. The show was produced by Arthur Schwartz of legit, in his first TV venture. It drew some favorable reviews but was not rated commensurate with its art. Campbell-Ewald is the agency.

EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual,

Get your NEWS and ADVERTISING in Early.

Miles Signed; Sears, Anahist Close to Ink

Labs Go for "Ladies Fair"

NEW YORK, Dec. 17.—The Mutual Broadcasting System (MBS), with one \$1,200,000 sale this week to Miles Laboratories, had still another \$2,-500,000 worth of business hanging fire as the week ended. Altho Mutual execs were mum, it was reliably reported that two of the accounts were Sears, Roebuck, top U. S. retail chain, and Anahist, recently introduced anti-histamine tablet. The Miles sale was also for that company's anti-histamine product.

The Sears deal, if it goes thru, will be one of the major sales accomplishments of recent radio years. The huge chain has been gun-shy on radio for some time, altho permitting its managers to use local stations if they wanted. Sears, it is reported, is slated for a once-a-week quarter-hour spot on Mutual.

Two Half-Hours for Anahist

Anahist, on the other hand, is slated to sign for two half-hour shows. Altho neither program is set, one will probably be The Falcon, mystery series. The tablet's agency is Foote, Cone & Belding.

Miles has picked up the tab on the last 15 minutes of Ladies Fair, aired from 2 to 2:30 across the board. Fair is the first show to go on the Mutual schedule under the aegis of Bill Fineschriber, recently named vice-president in charge of MBS programs by Frank White, the web's president. Miles, whose anti-cold product has not yet been named, is using 410 MBS stations and, in addition, is holding on to its last half of Mutual's Queen for a Day, which airs back-to-back with Fair. The latter show, in a home-made toy drive for the Salvation Army, gave an unusual demonstration of strength when it drew 275,000 toys in three weeks.

Miles Spreading

In addition to buying its new Mutual time, Miles is spreading, thru the Wade Agency in Chicago, blanketing the radio market with time buys on two other webs. The account has already bought One Man's Family on the National Broadcasting Company (NBC) and this week bought Edwin C. Hill in a five-minute 7 p.m. news strip on the American Broadcasting Company (ABC). All shows will plug its antihistamine, with Queen on Mutual, and Quiz Kids, both AM and TV, on NBC, plugging Alka-Seltzer.

In addition to the Miles, Sears and Anahist business, Mutual has one (See MBS Biz Splurge on page 45)

Third Sarnoff

HOLLYWOOD, Dec. 17.—Another member of the Sarnoff family will now be in video. Tom Sarnoff, son of the RCA board chairman David Sarnoff, has joined KECA-TV's production staff as an assistant to program director Phil Booth. His duties will be as liaison between program and sales departments. His brother, Bob, works in the National Broadcasting tele division in New York.

Not Selling ABC, Sez Noble; Foresees Pix-Tele Marriage

NEW YORK, Dec. 17.—Altho denying recurring rumors that American Both the Skouras-20th Century Fox Broadcasting Company (ABC) is on film outfit and the Henry Luce inthe verge of sale, ABC Board Chairman Edward J. Noble told The Billboard yesterday (16) that he belives Hollywood picture forces also said that "the entertainment business and the facilities business ultimately must tion. Luce and associates of his toget together." Noble, who also is majority stockholder in ABC, said that ultimately some combination is likely to be developed whereby entertainment interests, whether from motion pictures or from talent outfits such as Music Corporation of America, will participate actively with the broadcasters in the operation of networks and stations, particularly in television.

Indicative of this, Noble said, was the success achieved during the past year by William Paley, of the Columbia Broadcasting System (CBS), in luring talent away from the National Broadcasting Company by virtually entering the talent as well as facilities business thru CBS package deals and capital gains pacts for ownership of talent rights. Noble, who has been in Georgia for the past 10 days, said that he continues as a great believer in the future of tele and therefore is not disposed to eliminate himself now from the ABC picture by peddling his stock.

Wall Street sources this week, nevertheless, indicated that strong efforts were being made to swing a deal for ownership of the web. Noble was said to have been offered from

Deejay Competish in the employee-employer relations de-N. Y. Gets Stiffer; of Broadcasters (NAB).

NEW YORK, Dec. 17.—The metropolitan New York disk jockey situation grew even more competitive this week when Herman Bess, general manager of WPAT, Paterson, N. J., signed Dave Miller, one of the country's top spinners in the hillbilly field. Miller had been a fixture at WAAT, Newark, N. J., for years.

Miller will air seven days weekly, two hours in the morning and three in the afternoon, for a total of 35 hours weekly. This will be one of the highest time totals for any disk jockey in the country. His deal with WPAT is for five years, involving a total minimum guarantee of \$150,000 for that period, against a percentage. Philip F. Barabenell represented Miller in negotiations with Bess.

WPAT also set two other disk jockeys this week. One is Milo Boulton, for some years emsee on We, the People; the other is Joe Comiskey, former sports writer. The station is also negotiating a deal with Stan Shaw, a fixture for some years on WNEW, New York.

New York stations have been increasing their deejay emphasis in recent times, with WMGM two weeks ago setting new record stanzas with Ted Brown, Hal Tunis and Ken Roberts.

Committee To Study AM and TV Ads

WASHINGTON, Dec. 17 .- A study of radio and TV advertising, as well as advertising in other media, will be made by a newly-formed advertising advisory committee which conferred with Secretary of Commerce Charles Sawyer recently. Paul West, head of the Association of National Advertisers (ANA), was named temporary chairman of the committee by Sawyer. Three working subcommittees were chosen to formulate

committee are Frank Stanton, prexy partment is feasible.

\$15 to \$17 per share for the stock, which now is quoted at about 834. terests have been mentioned again as prospective customers, with other to be exhibiting interest in the situagether formerly owned some 25 per cent of ABC stock.

Noble said that there are "absolutely no foundations" to these reports, adding that he did not think that "this is any time to sell" the network. He declared flatly that there have been no new negotiations with the Skouras people and that he doesn't know a thing about the Luce reports.

Clarification Due Soon on Talent Fees

WASHINGTON, Dec. 17. — The wage and hour administrator is expected to issue formal definitions soon as to what constitutes "talent fees" and "performers" in the radio industry under the Fair Labor Standards Act, and the chances are that the final definitions "will satisfactorily apply to the majority of broadcasters' overtime problems in so far, as overtime talent fees are concerned." This view was expressed yesterday (16) by Richard P. Doherty, director of partment of the National Association

Doherty, who has appeared at sevof the broadcast industry, said that "if this objective is accomplished, it will be the first time since 1938 that broadcasters will have had a realistic application of wage-hour regulations to those overtime problems."

Broader Exemption

"The wage and hour administrator recently has issued tentative regulations which also afford substantially broader exemption coverage for broadcast personnel," Doherty said in a statement circulated to NAB members. "Under these proposed yardsticks, the administrator would regard sportscasting, emsee work, man-onthe-street interviewing, farm, fashion and home economics broadcasting, special events broadcasting and similar types of announcing as professional work. This is especially true where the element of ad lib or creative broadcasting is involved.

"Also affecting some broadcasters, especially in rural areas, will be the new 75 cents per hour minimum which becomes effective January 25. After this date all non-exempt employees must be compensated at a rate not less than this statutory minimum. Furthermore, all non-exempt employees must continue to be paid overtime after 40 hours per week, at the rate of time and a half the regular rate of pay. This applies to all radio station personnel including parttime employees. The only exception involves messengers, learners and handicapped employees. But in regard to these classifications, they may be paid less than the statutory minimum only on receipt of a special certificate from the administrator or some other duly qualified authority."

of the Columbia Broadcasting System (CBS); Ralph W. Hardy, of the National Association of Broadcasters (NAB), and Philip L. Graham, publisher of The Washington Post, which owns WTOP. The avowed purpose is to develop closer liaison between advertising and government via . the Department of Commerce and to see Representing radio and TV on the whether an ad division in the de-

Brief and Important

Last-Minute Digest of AM-TV News

World Video Signs DeLugg, Hull for "Joes"

There'll be no more Joes in the revamped version of "A Couple of Joes" when that World Video tele show starts a new series on the American Broadcasting Company (ABC) next week. Warren Hull has been signed to replace Big Joe Rosenfeld as emsee on the airer, which goes into the 8 to 9 p.m. slot on Wednesdays. Milton DeLugg will take over baton-waving duties in front of a small jazz ensemble including trumpeter Bobby Hackett and drummer George Wettling. Joan Barton will be the girl warbler.

Kleenex Ready To Mop Up "Actors' Studio" Deal

Directors of Kimberly-Clark, parent corporation of International Cellulose, which manufactures Kleenex, will meet this week for a final decision on sponsorship of World Video's "Actors' Studio" tele show on Columbia Broadcasting System. The meeting is to take place at Neenah, Wis., with Kleenex expected to pick up the tab on the show shortly after the end of the year.

CBS Builds "54 Street Revue" as Murray Alternate

Columbia Broadcasting System (CBS) is giving its "54 Street Revue" a big build-up with a view to moving it into the Saturday night 8-9 spot to alternate it with the Ken Murray show, which starts in January. Barry Wood, CBS-TV musical supervisor, has just hiredtwo new writers, Coleman Jacoby and Arnie Rosen, for the program on Billy Vine's (featured comic) okay.

Pulse, Inc., Says WQXR Has High Class Listeners

New York Times Station WQXR, New York, has a "high class" listenership, according to a recent survey made by Pulse, Inc., in 10 New York area counties to establish audience characteristics on a comparative basis. The report, first in a monthly series, shows that WQXR has twice as many families with incomes over \$7,500 a year as families who do not listen to the station, and that there are more than three times as many heads of families among WQXR listeners who are college graduates than there are in the non-WQXR group.

Jack Holt Set for E.T. Series

Movie old-timer Jack Holt will make his debut as a regular radioite in a series of transcribed air shows being prepped by Cardinal Productions, Inc. Holt will do a 15-minute, five-a-week commentary, using guest stars from Hollywood's roster of veteran motion pic players and commenting on his experiences during his cinema heyday. Deal is Holt's first attempt at sustained radio fare and show will be peddled by Cardinal as a local co-op feature. First releases are skedded for January 2.

WPAT Hires 3 More eral wage-hour hearings in behalf Flamingo's "Scrooge" for 40 Christmas Airings

Flamingo Films last week sold "Scrooge," an old English film, to 40 markets for Christmas showing. In New York, the Ford Dealers Association bought it on WJZ-TV Christmas Eve and Christmas Day, and the Kroger grocery chain contracted for the film in 16 markets thruout the country. This is the second year the movie has been sold to TV stations, it having been sold to 30 markets in 1948. Flamingo Films has also recently made 13 weeks of a new puppet cartoon, "Funny Bunny," in two versions, one 15 minutes and the other a 31/2-minute across-the-board strip. Another 13 weeks is in production.

How Kwik Must a Guy Be To Answer This FCC Ruling?

NEW YORK, Dec. 17.—Citation by ing made its bid and filed it with the "illegal transfer" of license, and the commission's refusal to approve sale of the station to the garment workers' union, has produced an unprecedented legal jam. In effect, the FCC's ruling is tantamount to saying that KWIK license as of January 8, 1950. a corpse is dead, but can't be.

KWIK went into bankruptcy some time ago and the courts appointed a receiver, who operated the station for several months and finally asked for bids on the property. The International Ladies' Garment Workers' Union (ILGWU) had a top bid for \$42,000, which the Federal Court in California approved. FCC approval, however, was still necessary.

ILGWU Holds Bag

Meanwhile pending the FCC's okay, the problem was to sustain the station pending commission action. In terms of actual cash, this meant the ILGWU had to advance around \$500 weekly to cover operating costs and salaries at the station. Without this advance the station would have folded, and the receiver would have had nothing to sell or to use to pay off the creditors, most of whom were station staffers.

The FCC's action this week came after five months, the ILGWU hav- already has made?

the Federal Communications Com- commission back in July. The FCC's mission (FCC) this week of Burbank charge of illegal license trafficking Broadcasters, Inc., former owners of had nothing to do with the sale to KWIK, Burbank, Calif., for alleged | ILGWU, but concerned a management transfer, effected some time previous to the bankruptcy, by Burbank Broadcasters.

> Matters are further complicated by the fact that the FCC revoked the It is generally assumed the Union Broadcasting Company of California, an ILGWU subsidiary, will file for the frequency then. Union operates KFMV, Los Angeles, an FM outlet, but has found itself stymied because of the FM situation there, with KWIK offering a simulcast out.

Answer These!

All in all, the FCC's attitude raises

three major questions:

If the ILGWU continues paying \$500 weekly, does it become accessory after the fact in view of the FCC's "illegal transfer" ruling?

If it doesn't continue paying the \$500, how will the station even last until January 8, during which interval appeal proceedings conceivably could be filed?

If the station does fold, before or after January 8, what is to stop another applicant from filing for the frequency, forcing the ILGWU into an expensive legal hearing and further jeopardizing the advances it

Copyrighted materials

SPOT BILLINGS CLOSING GAP

ABC Will Put "Hannibal" Into Afternoon Lead

NEW YORK, Dec. 17.—In a move to hypo its afternoon radio schedule, the American Broadcasting Company (ABC) this week elected its new five-a-week mystery series, Hannibal Cobb, to the post of lead-off anchor show. The web traditionally has used a strong show to kick off its morning and evening schedules, and now has decided to try the same technique on the afternoon sked. starting with the first of the year. The decision necessitates a huddle next week with execs of Sterling Drugs, to induce that bankroller to give up the required 2:30 to 3 p.m. slot, now occupied by Bride and Groom.

In making the whodunit series the counterpart of Breakfast Club in the morning and the Lone Ranger-Counterspy duo in the evening, ABC will offer Sterling the time period immediately following, from 3 p.m. on. This would give the 30-minute mystery, which is based on the Look Photocrime series, the first slot in the web's optional time period.

The web is placing high hopes on an upping of all afternoon ratings on this show because of its status as the only whodunit strip airer in the pre-sunset hours. ABC officials think such a stanza is sure-fire, because women, the prime target, constitute the greater portion of the audience for nighttime mysteries. They also Hearing Inevitable powered stations in this field. think the show has a greater chance Hearing Inevitable pope acquisition had previously of eaning away audience from the soap operas, which predominate on the air at that hour.

This series will be preceded by Breakfast in Hollywood, which will get a new title in keeping with its time period. Hollywood will air co-op, inasmuch as it is being slotted into station time.

Concurrent with Bride and Groom's switch to the 3 p.m. time, it will be cut to 25 minutes from its present 30-minute format. The 3:25 to 3:30 p.m. period will go to Walter Kiernan's One Man's Opinion, for Philip Morris, now in the 12:25 to 12:30 p.m. period. The old Kiernan time slot will go to Westinghouse's Ted Malone show, now in the 3:55-4 p.m. seg.

Skippy Drops Y&R ing Corporation. In Favor of GB&B

HOLLYWOOD, Dec. 17. - Usual practice of advertisers switching from smaller to larger agencies will be reversed January 1, when Skippy peanut butter drops Young & Rubicam and goes to Guild Bascom & Bonfigli, San Francisco. Skippy has been with Y & R for one year after FM service. WFDR urged the FCC staying with Frisco's Garfield Guild since product first started advertising. It moved to Y & R with the split-up of the Garfield & Guild WINS and also asked the FCC to agency. Walter Guild, who master minded Skippy's ad campaigns since its early days, heads new agency, in conjunction with we Bascom, ho handied product's ad copywriting, and Bonfigli, its art director. Skippy billing is estimated at \$100,000.

Skippy Theater, produced by Les Mitchel last month moved to CBS going network for the first time. Heretofore, dramatic series aired via transcriptions in selected markets. Mitchel has been handling production since 1944. Series prior to then was produced by C. P. MacGregor, who the foreign language broadcasting started it in 1940.

Network AM Billings Down 6 Million; TV Take Climbs

NEW YORK, Dec. 17.—Gross radio and television billings for the major networks, as projected for this year by The Billboard, indicate a decrease of slightly more than \$6,000,000 as compared to 1948. Only one network will show an AM gain this year, this being Columbia Broadcasting System (CBS), up around \$2,000,000. All others show losses, ranging from two to almost \$4,000,000.

On a combined AM and TV gross, National Broadcasting Company (NBC) leads with an estimated \$73,350,000 gross. CBS's combined total is projected at \$66,600,000, and American Broadcasting Company (ABC), at \$43,350,000. The figures:

Radio Network Billings

	management a feet tile.	or merces Ban	
ABC	1948 Gross \$44,305,000 62,266,000 22,770,000 69,700,000	Projected 1949 Gross \$42,350,000 64,200,000 18,800,000 67,500,000	Change —\$1,955.000 + 1,934,000 — 3,970,000 — 2,200,000
TOTALS	\$199,041,000	\$192,850,000	-\$6,191,000
	TV Network	Billings	P. LANGUE AND PORT OF THE PARTY
CBS		2,400,000 920,000	JanSept., 1949, Gross \$ 750,000 1,600,000 650,000 3,510,000
TOTALS		\$9,170,000	\$6,510,000
Com	bined AM and T Three Web	V Billings, 1949 is Only	Months and the con-
RIDO			*** *** ***
TOTAL			\$183,300,000

In WFDR-WINS Case

WASHINGTON, Dec. 17 .- The Federal Communications Commission (FCC) is considering a bid submitted this week by the WFDR Broadcasting Corporation for a construction permit for an AM station using facilities of WINS. The applicant, operator of the International Ladies Garment Workers' Union (ILGWU) FM station, WFDR. New York, stated its willingness to pay \$512,500, the same price stipulated in a purchase contract already proposed to the FCC by Generoso Pope, publisher of Il Progresso Italo-American and owner of WHOM, who is seeking to buy WINS from the Crosley Broadcast-

The WFDR bid and an accompanying petition were offered to the FCC by the firm of Fly Fitts & Shuebruk, in which former FCC Chairman James Lawrence Fly is a partner. WFDR promised to widen the program appeal of the WINS facilities on a public service basis, pointing out that the outlet would give WFDR a chance to supplement its present to require the Crosley Broadcasting Corporation to file promptly an application for renewal of license of designate such an application for hearing in a consolidated file. The issue, stated the ILGWU, is whether the public will be better served by devoting this important facility to foreign language broadcasts directed to a particular segment of the listening public or by having a facility of this character continue to be utilized to render a very meritorious general service to all the public."

Foreign Focus

The WINS case may, it is generally agreed, focus further attention on field, with special reference to highPope acquisition had previously met opposition from the WINS staff, who

The case also involves a strange situation insofar as counsel is concerned. WFDR's law firm in the application for WINS includes James Lawrence Fly as a partner. Fly is also counsel to the WINS staff. Marcus Cohen, who is representing the Pope interests, is normally WFDR's FCC legal rep, but obviously could particular situation.

Gain on Webs 8 Mil in Year; Near 110 Mil

Bigger Biz Ahead?

NEW YORK, Dec. 17.-Net billings of spot radio sales may, in the not too distant future, close the gap to net sales of network time, in the opinion of the most bullish station reps. The meeting here this week of the National Association of Station Representatives (NARSR) echoed with optimistic statements stemming from the difference of only \$20,000,-000 annually between spot and web net takes. A year before there was a \$28,000,000 gap, and some reps predict freely that the trend of the times will continue to narrow the amount separating the two, with spots due to catch up fairly soon.

Most reliable extant projections indicate that net spot sales in 1949 will pass the \$110,000,000 mark, while web take will slip to about \$130,000,000 net. In 1948 spots did \$105,000,000 net business, while the webs did \$133,000,000 net. Web nets are figured on the basis of gross sales less frequency and other discounts.

Station reps are particularly hopeful for an even greater upturn of spot business next year. They point The to the increasingly competitive business situation requiring the most intensive selling and saturation repelast week filed a brief opposing the tition and coverage. They also note that some bankrollers now forsaking radio for TV will have to supplement their tele programing with radio spots in order to cover all their distribution points.

Car Biz Furious

This trend already has set in, they believe. Automotive manufacturer's spot purchases have been termed "furious," with reps convinced that not serve in that capacity under this the heavy business this season will (See SPOT BILLINGS on page 45)

EZIO PINZA



"For an enchanted evening, I serve Schenley," says this famous singing star of South Pacific. "It puts real richness and character into every drink." Rare blended whisky, 86 proof. 65% grain neutral spirits. Schenley Dist. Inc. MV C



Montgomery-LSMFT Series Hopes for Role as Tele Counterpart to Lux in AM

big-scale breaking down of major or properties to be used for video. Hollywood film studios' reluctance to collaborate with television is seen as a primary achievement of the forthcoming Robert Montgomery television series for the American Tobacco Company. Besides being one of the costliest and most elaborate video entries yet, the series, with a talent tab of close to \$25,000 for each of its alternate-week full-hour airings, is regarded as a major factor in bringing about a rapprochement between the film industry and television broadcasters.

The assignment this week of all TV billings of American Tobacco from N. W. Ayer to the Batten, Barton, Durstine & Osborn (BBDO) agency was regarded as an indication that the program will tee off shortly, possibly late in February. BBD&O execs are wrapping up all loose ends in pointing for an early bow. The National Broadcasting Company (NBC) is regarded set for the series, with a clearance of a suitable time slot causing headaches. One possibility, if contractual problems can be evercome, would have the Montgomery opus alternating with the Milton Berle show on Tuesday nights.

The most significant development about the Montgomery show, however, is its plans for talent and scripts, and the enormous amount of groundwork believed to have been completed already. The show will use Hollywood thesps and scripts adapted from films, much as Lux Theater does on radio. In striving for such a show, Montgomery and BBD&O no kinescope showings because Holly-

NEW YORK, Dec. 17.—The first | confirmed refusal to permit its stars

Pitch for Hollywood From the time BBD&O exec Charles Newton began courting Montgomery for this show in London several months ago, efforts are believed to have been under way to make headway with top pic execs. It is believed certain that American Tobacco entered the picture early and at least by inference gave the weight of its prestige to this effort. NBC, too, figured prominently in the weight of arguments with Hollywood brass, It is understood that better than five months of intense salesmanship, using the prestige of all elements connected with the show, has gone into the effort to open the gates of the major picture lots to let out acting talent and scripts. The fact that the show is virtually set is evidence that the drive has succeeded, with BBD&O believed to have a healthy backlog of scripts at this point, plus the guarantee of talent.

The achievement is considerably more significant even than that by which Radio Theater broke similar ground for radio. Film execs, while worried at the advent of radio, have been even more fearful about the effects of TV on box-office take, and have been strong holdouts against helping the fledgling rival. Metro-Goldwyn-Mayer, where Montgomery was a contract player for years, has been among the toughest opponents of pic-TV co-operation,

In one respect, some film opposition will affect the new stanza. The show will air live from New York, with bumped head-on with Hollywood's (See Montgomery-LSMFT, page 11)

more than a million homes in the WWJ

For over 81/2 years, Detroit has had full employment, with over a million workers earning the highest factory wage rates of the five fargest cities in the nation. It is this past, combined with present record-breaking automotive production figures, and a bright future, that makes Detroit a most fertile field for planting your advertising dollars. Top radio medium in this wealthy market has always been WWJ, NBC in Detroit, and most familiar letters of the alphabet to Detroit's vast radio audience. To give your product prestige plus selling impact of a ready-made audience, get your product story on WWJ-The Detroit News.

HIRSY IN DETROIT . . . Owned and Operated by THE DETROIT NEWS BORD

Matinnal Representatives: THE GEORGE P. HOLLINGBERY COMPANY Associate Television Station W W J TV



AM-950 KILOCYCLES-5000 WATTS FM-CHANNEL 246-97,3 MEGACYCLES

Brief and Important

Last-Minute Digest of AM-TV News

Don Lee Shuffles Arizona Affiliates

Shake-up of Don Lee Broadcasting System's (DLBS) Arlzona affiliates was announced last week-end in Hollywood. Net dropped KOOL, Phoenix; KCKY, Coolidge, and KCNA, Tucson, and hooked up with KOY, Phoenix; KTUC, Tucson, and KSUN, Bisbee. Move was accomplished to increase State-wide coverage and avail the network of better facilities in Arizona, according to Pat Campbell, Don Lee station relations veepee.

Young & Rubicam's Holiday Bonus: Month's Pay

Young & Rubicam distributed a Christmas bonus last week. For one year's service the bonus is one month's pay, with pro-rata to personnel employed there less than 12 months. In addition, all employees working at the agency for three years or more get 15 per cent of 13 months' pay in Young & Rubicam stock. And to top it off a new plan which retires agency workers at 65 goes into effect for those people with Y. & R. since 1939.

Roland Gets Rights to "Jimmy Dale"

Will Roland, producer of Arthur Godfrey's AM shows on the Columbia Broadcasting System, has obtained rights to "The Adventures of Jimmy Dale" by the late Frank L. Packard. The program, based on Packard's novels, was a radio click some years ago. Roland also has been set as producer of "Pick a Hit," the new National Broadcasting Company package built around the discovery of new songs.

Atlantic Putting 75 Hoop Games on AM, TV

Atlantic Refining Company, Philadelphia, will sponsor 75 college basketball games via AM or TV broadcasts in four cities for the 1949-1950 season. The schedule includes five twin-bill telecasts (University of Pennsylvania and Villanova College) over WPTZ, Philadelphia; 25 Syracuse University game broadcasts on WAGE, Syracuse; 21 Seton Hall College game airers on WNJR, Newark, N. J., and 19 Canisius College game broadcasts on WKBW, Buffalo. The program, which is being supported by full-scale promotion plans by Atlantic and the stations, is under the direction of N. W. Ayers.

TVA in Final Peace Move

NEW YORK, Dec. 17. — A lastditch effort to come to an agreement on TV performers jurisdiction is expected to be made in New York of an invitation tendered by the Associated Actors and Artistes of America (Four A's) to the Screen Actors' Guild (SAG) to suspend video negotiations already begun with Eastern film producers and talk matters over before the situation deteriorates still

Hopeful that a partnership agreement satisfactory to the SAG can be devised, the Four A's will try to settle the question, which split them previously, of what happens if the partnership becomes deadlocked. The Four A's former solution was to bring the matter to the TV performers for settlement. SAG, fearing it might be outvoted, did not find the suggestion acceptable.

However, SAG stoutly refuses to mediate film jurisdiction and will only arbitrate the so-called "grey areas" in which it believes video organizational right is doubtful.

SAG's initial negotiations with Eastern film producers this week revealed some idea of what the screen actors' union will ask in scales and working conditions. SAG wants at least \$55 a day, its minimum film scale, for TV work and also an additional fee each time a video film is reissued.

Since the short-lived dickering with TV stations last year by a committee from the Eastern talent unions produced a proposal by them of approximately \$50 an hour plus hefty rehearsal fees, it is indicated that SAG scale will be below that of TVA's. This would mean that sponsors' stations might find it advantageous to air via films rather than live.

KNOXVILLE, Dec. 17.-A battle of injunctions occurred here last week between rival radio stations seeking to air the basketball games of the University of Tennessee. The stations were WKGN and WROL-FM, each of which got a writ to keep the other from airing the games. First round was won by the FM outlet, which actually broadcast the first game while officials kept all but one representative of WKGN off the floor.

Crotty Finds TV Pic Progress Nil In Last 10 Years

NEW YORK, Dec. 17.—Television January 6. The meeting is the result pictures were "just as good in 1939 as they are now," Burke Crotty, executive producer of the American Broadcasting Company (ABC), declared Thursday (15) in an address before the American Television Society (ATS). Citing "sheer lack of imagination" as the major problem, Crotty said that TV programing was suffering from a follow-the-leader policy and advised the packagers to stop imitating other shows. He also deplored TV directors who are "great on mechanics but can't direct people."

Most of the panel members at the ATS confab agreed that the writer was the most important single faces in television today and said there was a "meager supply" of experienced TV scribes. James Caddigan, program director for DuMont television, discussed DuMont's research on the problem of getting "good programing at salable cost," and attributed their success to the policy of having the writer and director work together as a team and a versatile, quick-switch set-up for scene changes. ATS panel speakers included Worthington C. Miner, producer for the Columbia Broadcasting System (CBS); Charles B. Brown, Masterson, Reddy and Nelson; Henry White, World Video prexy, and Jerry Danzig, CBS director of TV scripts. E. P. H. James, ATS program committee chairman, presided.

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RCA-VICTOR No. 21-0051

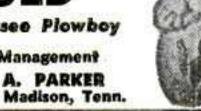
Exclusive RCA-VICTOR ARTIST

EDDY

Box 417

The Tennessee Plowboy

Exclusive Management THOMAS A. PARKER



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'Your Life' on TV Plans TV Release

HOLLYWOOD, Dec. 17.—Ralph Edwards's This Is Your Life AM show will take to tele after the first of the year in a test simulcast to be made for Philip Morris inspection. Biow Agency and Edwards will work out plans for a test run at National Broadcasting Company (NBC) tele studios here. Idea is to revise present radio format only slightly to provide visual qualities needed for video.

No starting date of tele-radio combo is set, pending outcome of test kinescope.

DETROIT, Dec. 17.—Shooting has already started on a \$30,000 film for General Electric which will deal partially with Diesel promotion, and which is being produced by newly organized Academy Productions, Inc. Toledo and Cleveland are locations of present shooting, with other cities to follow. Plans call for a television release of the film, plus some theatrical showing.

president of Academy Productions; Richard H. Lyford of Washington, vice-president and active producer, and J. Oliver Black of Detroit, treasurer.

Morris To Test GE Shoots 30G Pic; Capitol Records Into Tele Via Indie Kine, Film Shows

will invade the video field by selling and distributing independently produced kine and film tele shows. First via Capitol will be Mike Stokey's sales-distrib deal was closed this week | Pantomime Quiz series, well estabby Capitol and Station KTTV, tele lished here and in New York, and outlet pointly owned by The Los An- The Buster Keaton Show (The Billgeles Times and Columbia Broad- | board, December 17), \$3,000 budget casting System (CBS). Deal gives seg which kicks off Thursday (22). C. Moray Foutz of Hollywood is Cap's broadcast division national Rates to stations have not as yet been sales and distribution rights to shows established on these shows, but, acproduced by KTTV. Diskery's broad- cording to Capitol Prexy Glenn E. cast division wing, which handles Wallichs, program cost will vary with Capitol transcriptions, has offices in stations' rate cards and cost of pro-New York, Chicago, Dallas and Los (See Capitol In Tele on page 11)

HOLLYWOOD, Dec. 17.—Capitol | Angeles, with sales force operating on Records, thru its broadcast division, the road from these centers. Its operation is headed by Cliff Ogden.

First KTTV shows to be handled

Over 500 have already subscribed to the

ALL-RADIO PRESENTATION

HOW ABOUT YOU?

The eagerly-awaited ALL-RADIO PRESENTATION film is almost ready for release-ready to sock home its message throughout the length and breadth of America, selling Radio to all types of advertisers everywhere. The official preview will be February 1, with nationwide release on February 15.

So if you haven't subscribed-as 500 already have-note that this is the LAST CALL! Only subscribing broadcasters will be able to present this convincing, fact-filled motion picture, different from anything ever prepared before-a film that actually shows Radio at work selling goods!

The closing date for all subscriptions is February 15. Cost is low in ratio to your station's billings, and you'll have available three different editions on 16 mm. sound film (or 35 mm, if desired);

- * a 45-minute edition that puts the full story of Radio before any audience of businessmen, up to the topmost management, right in your own community.
- * a 20-minute version for showings at sales meetings, and business organization luncheons such as Chamber of Commerce, Kiwanis, Rotary, etc.
- * a 20-minute educational edition for showings at schools, P.-T.A. meetings, women's clubs, etc.

Radio has kept silent about itself long enough. Join the chorus. Speak up and help ALL RADIO sing ALL the praises of America's greatest advertising medium. Send in the coupon right away for complete details on how YOU can join the rest of the industry in benefiting from the All-Radio Presentation.



ALL-RADIO PRESENTATION COMMITTEE

THE COMMITTEE - Gordon Gray, WIP, Chairman - Maurice B. Mitchell, BAB - Herbert L. Krueger, WTAG, Treasurer - Eugene S. Thomas, WOIC-Leonard Asch, WBCA-Ellis Atterberry, KCKN-Lewis Avery, Avery-Knodel-Will Baltin, TBA-Bond Geddes, RMA -Ivor Kenway, ABC-Harry Maizlish, KFWB-W. B. McGill, Westinghouse Stations - Frank Pellegrin, Transit Radio, Inc. - Victor M. Ratner, R. H. Macy - Hanque E. Ringgold, Edward Petry & Co. -Irving Rosenhaus, WAAT - F. E. Spencer, Jr., Hollingbery Co. -George Wallace, NBC-Ralph Weil, WOV.

+ + 17 . 1/

THE ALL-RADIO PRESENTATION

tells Radio's unique story to all advertisers on a scale that no one station or network ever could.

shows how Radio helps build and maintain good business in the smallest as well as largest of communities.

demonstrates what a money-saving buy Radio is.

stresses the enormous size of the Radio audience and the intensity of its listening attention.

sells Radio as the most practical way of reaching more customers at less cost.

Th	e AL	L-Re	udio			
Pr	esent	ation	ı Co	mmi	ttee	
270	PARK	AVE.	NEW	YORK	17, N.	Y.

Address.

Yessir, I do want to be part of the ALL-Radio Presentation. Please send me further details on how I can subscribe at once.

Name.

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NBC Renews Morgan; Wants Book Predicts TV Directors Ask Martin & Lewis Reduction

NEW YORK, Dec. 17 .- Altho the with the economic pressures which National Broadcasting Company (NBC) has renewed its contract with Henry Morgan, taking the comic thru 1950, it is still negotiating with Dean Martin and Jerry Lewis for a renewal of the comedy pair's pact, which expires in a few weeks.

NBC, at the end of this year, will have a cool \$500,000 invested in Martin and Lewis. The twosome went on the web's pay roll in January of this year and since then have been costing NBC around \$9,800 weekly. Altho the centract started in January, the program did not start until April.

The network's attitude now is that the act should cut its price, in line

Gunther Brewers, WAAM Team Up To Push Colt Pros

BALTIMORE, Dec. 17. — WAAM and the Gunther Brewing Company have combined forces in a campaign to rally local citizens behind the Baltimore Colts, pro football team.

The brewery and the TV station rallied to the Colts' aid when the local grid club revealed it would have to surrender its franchise in the All-American Football Conference if it failed to raise \$250,000 to cover operating costs next season.

Special \$5 tickets to a 1950 exhibipeddled over WAAM's Sports Room, which appears Mondays and Saturdays from 3 to 5 p.m. An average of (See Gunther, WAAM Team, page 15)

GLOSSY PROFESSIONAL 8×10 PHOTOS

IN QUANTITY

Fan mail glossy photos and post cards. Top-notch quality. Extremely low prices. Satisfied customers coast to coast. Our 14th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price list, samples, etc.

MULSON STUDIO

Box 1941

Bridgeport 1, Conn.

IT LOOKS GOOD ON PAPER!

That is, there's nothing more beautiful on paper than a gorgeous MOSS black and white photo reproduction. A knock-out of a salesman at the lowest imaginable cost per sale. 8"x10", 5¢ ea. in quan.; postcard size, 2¢ ea. in quan.; blow-ups, 20"x20", \$2.00 ea.; 30"x40", \$3.00 ea., plus shipping, all sizes.



THE NATION'S FAVORITE. AT YOUR RCA-VICTOR DEALER

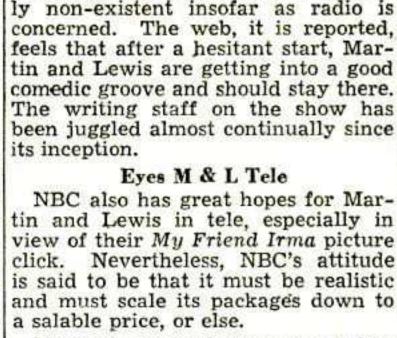
THANKS EDDIE DUNN, ARTIST OF HOLLYWOOD, FOR THE GREAT JOB.

Exclusive RCA-VICTOR ARTIST

EDDY ARNOLD

The Tennessee Plowboy

Exclusive Management THOMAS A. PARKER Madison, Tenn.



have forced down the price tags on all

AM shows and which have made the

sale of packages above \$7,500 virtual-

Morgan's renewal was more or less anticipated, ever since he scored as a Bristol-Myers summer replacement. The comedian winds up his Friday night spot shortly, giving way to Halls of Ivy (Schlitz beer) and may wind up doing a Monday night half-hour as well as a quarter-hour strip for WNBC, NBC key station in New York.

CBS Takes Steps on **Push for Sunday Sale**

NEW YORK, Dec. 17.—Columbia Broadcasting System (CBS) this week took the first step in the long pull to sell some of its 2 to 6 p.m. Sunday open time when Doubleday & Company purchased the 2:30 to 3 slot Sundays, beginning January 8.

The sponsor will program the time with two separate 15-minute shows, tion game by the Colts are being one featuring chatter by Galen Drake and the other perhaps The Family Quiz Club with Ken Roberts as emsee. Huber Hoge & Sons is the agency.

> CBS will also seek to inject some more salable programs into the Sunday afternoon line-up by programing it with quiz shows from 5 to 6 p.m., beginning in January. Tentatively skedded is Earn Your Vacation from 5 to 5:30, with the other program as yet undecided.

tinue as co-ordinator of video.

Must Tax Viewer To Get in Black

NEW YORK, Dec. 17.—Television is too costly a medium to continue on a "one-legged economic basis," according to a new book, Some Billion Dollar Questions About Television, published this week by the Faught Company, business consultants. The book prophesies that national TV ultimately will cost some \$1,740,352,-500 a year to maintain, and that this amount of money cannot be expected from advertising - supported video alone. It suggests that the solution might be found in a second economic leg, which it terms "box-office television," in which the home viewer will pay for some programs in some manner.

National TV, according to Billion Dollar Questions, probably will require 450 primary stations in metropolitan trading areas, three to each of the 150 such areas. An additional 550 non-metropolitan, or community stations will be needed, plus some 200 satellite stations, making a total of about 1,200 stations. Capital for construction alone will total about \$735,-000,000, according to the book, with the metropolitan stations costing about \$1,000,000 each, the community stations half that, and the satellites about \$50,000 each.

\$44,100,000 for Interest

However, in estimating annual costs to maintain such a TV system, the book starts with an annual sum of \$44,100,000 for 6 per cent interest or dividends. Depreciation would figure another \$61,250,000 per year. Nonprogram operating costs would come to about \$270,000,000 for the metropolitan stations and \$165,000,000 per year for community stations, a total of \$435,000,000 per year.

Annual program costs are fully broken down by the volume, which estimates the final total to run about \$941,200,000 per year for all of TV when it reaches such a national status. Line charges, finally, will run about \$31,800,000 per year by then. Total costs for one year of TV operations will reach the total of \$1,513,-350,000. In addition it would expect

\$300 Wk. in TV

NEW YORK, Dec. 17.—The suspended negotiations between the Radio and Television Directors' Guild (RTDG) and the networks over a new contract to cover AM-TV meggers will move into mediation next Monday (21) at the State Mediation Board. Practically no progress has been made in the two sessions between the negotiators, the deadlock resulting from the wage demands of the RTDG.

In TV the union is asking for a minimum of \$300 weekly plus a hefty hiked commercial fee for sponsored programs as compared to the present rate of \$130 per week and commercial fees. In radio the directors want to be hiked from \$130 to \$200 per week.

RDTG feels that it is about time that video recognized the major part that directors play in the success of TV shows by paying for it. On the other hand, wage increases have been few this year in both mediums and the union realizes it is in for a battle. An emergency meeting of RTDG members has been called for Tuesday (22), with a strike vote possible if the webs refuse to make what the labor org considers a reasonable counter-proposal. The union has 150 members working in video.

that 15 per cent gross annual profit would be regarded as reasonable, which, amounting to \$227,002,500, would bring the final price tag for a single year's TV operation to \$1,740,-352,500. This is approximately the usual "three times the cost of radio" estimate, since radio last year cost the economy about \$597,000,000.

How the medium will get the money to maintain, or even reach such a position, the book says is now highly controversial. It could be done if advertising ever retained its former ratio to national income of 3 cents on the dollar instead of the present 2.1 cents. However, since this is not too bright a possibility, the book suggests other ways and means.

For United Media

For purposes of economy it suggests that ultimately AM, FM and TV will "have to get together" under one roof, with FM probably replacing AM eventually. FM then could be merchandised jointly with TV. with "one general kind of a transmitting installation owned, constructed and licensed to broadcast sound (as an FM radio station), or sound-plus-pictures (as a television station), or to function simultaneously as a radio and television station."

Major solution, however, is to seek some means of making the home viewer pay some of the freight for TV by charging for watching certain programs, either thru the Zenith Phonevision method, or some new system. Thru this system the public could be charged for viewing late movies, sporting events, educational courses, plays, operas, rodeos, circuses, benefits and even church services.

The Faught group believes that if each TV home contributes about \$2.50 per week for shows besides its "free" or sponsored entertainment, a 10,000,-000-set audience contributing \$25,-000,000 to video each week would make TV pay.

WDET Attacks Christmas Seal Sales in Detroit

Mutrie, Seguin Picked To Develop CBC-TV

The Detroit FM station, WDET, owned by the United Auto Workers (UAW) union, this week was broadcasting at frequent intervals one-minute recorded statements by prominent Detroiters, attacking the sale of Christmas seals put out by the Detroit Tuberculosis Association. The station charges that part of the proceeds are allegedly used for a pre-tubercular camp which refuses admission to non-white children. The station also offered free time to the association and its opponents to discuss the issues, but the drive chiefs turned down the offer on the ground that there was insufficient time to take action.

Brief and Important

Last-Minute Digest of AM-TV News

Two top execs of the Canadian Broadcasting Corporation (CBC)

this week were named to the first full-time posts connected with the

development of CBC video stations, in Montreal and Toronto. Those

selected were Fergus Mutrie, who will head the Toronto operation,

and Aurele Seguin, who will run the TV set-up in Montreal. The

two will be responsible for TV administration, and will co-ordinate program and technical work. Alphonse Ouimet of Montreal, CBC

assistant chief engineer, who headed preliminary TV work will con-

"Goldbergs" Try Separate Scripts for AM, TV

In an effort to hike its radio ratings, "The Goldbergs" is using separate scripts for radio and for TV. Sponsored by General Foods, program is on Columbia Broadcasting System (CBS)-TV Monday from 9:30 to 10 p.m. and on the web's radio network Friday night from 8 to 8:30. Tho the TV version of the program has captured a large audience, the radio version, using the same scripts four days later has not produced the same results.

Great Nights" on TV Would Recall Great Acts

Jean Epstein this week was packaging a new video show titled "Great Nights," featuring re-enactments of memorable moments of show business. The airer will have impersonations of great theatrical names doing acts with which they have been associated. Its appeal will be both to the older people tho saw the originals and younger people who only heard of them.

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Outlook Muddy For '50 Coast **Grid TV Airing**

HOLLYWOOD, Dec. 17 .- Hollywood telecasters held slim hope of snaring TV rights to next year's collegiate football skeds, following a meeting of the Pacific Coast Conference held in Carmel, Calif., this week. Conference colleges gave tele a bad time and sentiment was overwhelmingly in favor of a general ban on live football telecasting next season. Final decision, however, was tabled until the spring meeting of the conference, skedded for June 11 in Victoria, B. C. Barring change of heart, video ops can look to blank screens next football season or else pay prohibitive prices for tele rights.

Gripes from schools were that tele had (1) hurt gate receipts; (2) provided rival coaches with new means of scouting opponents via tele closeups, and (3) created local problems non-existent before advent of video coverage. Recommendations ranged from blank refusal to sell video rights to hiking prices for local coverage (USC-UCLA cards) from present \$75,000 figure to anywhere from \$150,000 to \$400,000 for season's rights. Several stations here were reportedly ready to up purchase price to about \$150,000, but any figure above that amount was out of the question.

Conference representatives were reluctant to close the door to tele at this time, hence decision was deferred till June. Victor Schmidt, commissioner of the Coast conference, said more study would be necessary before any final decision is reached. Coast athletic execs will keep an eye on the forthcoming National Collegiate Athletic Association meeting in New York next month, cuing local action to decisions reached at the nationwide gathering.

Garroway Sale Price To Congoleum: 5½G

NEW YORK, Dec. 17.-Price of the Dave Garroway tele show, sold this week to Congoleum thru the McCann-Erickson Agency, is reported as being \$5,500 weekly, plus time. The program is a house-built package airing on the National Broadcasting Company (NBC) TV network Sunday nights at 10 p.m. It has been rated as one of the best video efforts in its field and has been on the verge of sale to several accounts for some

The show starts its commercial run February 19, 1950, airing from Chicago, Garroway's home grounds.

W6XAO Drops Aid To ATAS Banquet

HOLLYWOOD, Dec. 17.—Don Lee tele station W6XAO this week-end withdrew its support of the Academy of Television Arts and Sciences' (ATAS) annual academy awards dinner, declaring that the outlet would furnish no Don Lee talent or otherwise participate in the affair. Don Lee tele Veepee Charles Glett said his decision was based on ATAS's request for talent from the Don Lee stable to be used as a part of the ATAS banquet entertainment. Glett said he has requested ATAS officers to furnish detailed info on how talent was to be exploited, and, having received no data, he was withholding Don Lee talent to protect acts from "improper showcasing."

Glett further said his outlet would submit no entries in ATAS's annual marking the first instance where a ing out.

TV Is Still of Age, Says Store Protest

Editor, The Billboard:

"On behalf of my television producing office, Scheck, Dahlman & Black, I would like to express a fervent protest of your review of the Winston Store Television Show, telecast over CBS (the Columbia Broadcasting System), December 2. In your December 17 issue, the critic, June Bundy, opened her review with "CBS set television back 10 years Friday night via the slow-paced variety remoted from a Winston store in Brooklyn." We think that the opening quotation of the review was vicious and uncalled for. Who is there to say that any show in these experimental days of television can set TV back from one to 10 years?

"Firstly, the Winston show was telecast from a new store that was jammed with over 1,600 people, leaving a small square area in which we could televise the show. It was done the way a fight, parade or street scene would be shot—rough and completely unrehearsed. This was not a studio show in which the audience sat back in plush seats and could be silenced or driven to applause by a cue man, but it was a typical 'ad lib' crowd scene with all of the festivity and excitement of an opening of a large retail store. The show went on without one moment's camera rehearsal, the performers had to fight thru mobs to appear before the cameras, special music arrangements by acts didn't have an opportunity to run thru with the band, and there were other handicaps that prevented there being a smooth studio show.

"The show was what it was intended to be, a colorful and gala opening with all the spontaneity that comes from a surprise telecasting. Too much attention was paid by Miss Bundy to the lukewarm applause of the audience. According to many members of the trade, Scheck, Dahlman & Black scored a notable feat in putting on this rough-hewn show under enormous handicaps and once again proved the marvels of this new medium.

"Our firm is not sensitive to constructive criticism from the trade. In fact, we welcome criticism, good or bad. But when a critic takes it upon him or herself to state that one show set television back 10 years, then that criticism has become prejudiced and destructive.

"We do not regard the telecasting of the opening of the Winston store as a great video opus, but we do feel that TV is further advanced when cameras, crews and producers can converge on a store and capture the true flavor and excitement attendant to the opening of a large business

Albert Black"

MONTGOMERY-LSMFT

(Continued from page 8) wood maintains that kine films would in some respects, be competition to its product and will not permit them to be made.

Montgomery himself holds the belief that the current impasse between films and tele is stupid and unhealthy. He points out that both broadcasters and movie execs learned it was to their advantage to work together when radio developed, and that this will prove even more true with video. Montgomery, who will be the show's producer-director, now has a radio commentary show for Lee hats on the American Broadcasting Company.

local tele outlet has failed to enter

ATAS competition.

ATAS dinner is skedded for January 27 at the Ambassador Hotel, marking second annual awards affair for the "Emmy" competition. New officers will be formally installed then, with Harry Lubcke, present prexy and head of TV research for competition for "Emmy" awards, thus | Don Lee Broadcasting System, bow-

Congress Lists Radio Bills; McFarland Stands Highest

on tap when the 81st Congress reconvenes for the second session January 3, but only the McFarland bill to reorganize the Federal Communications Commission (FCC) is given a good chance of enactment. Several of the other bills, however, are likely to get a hearing.

Slated for a hearing in addition to the Senate - approved McFarland measure is proposed legislation restricting liquor plugs over the air and in the press. The Senate Interstate Commerce Committee has slated an airing of the question starting January 20 and plans to write a bill following the hearings. The chief proponent of anti-liquor laws is Committee Chairman Edwin C. Johnson (D., Colo.).

The bill most likely to come out of the committee is along the lines of one approved by the group two years ago. That bill, which died on the Senate calendar, was designed to prohibit ads intimating that liquor is a customary part of the American way of life or that it increases social or business prestige.

Sheppard Bill Cool

The pending radio bill which would have the most serious effect on broadcasting is one introduced early last session by Rep. Harry Sheppard (D., Calif.). It is given little chance of hearing by the House Interstate Commerce Committee, altho persistent rumors of a probe into network policies have focused some attention on it in recent weeks. The Sheppard bill would restrict webs by prohibiting any station from carrying more than two consecutive hours of network New Sponsor Options programs. The measure would also ban any firm engaged in making radio or TV equipment from having an interest in a station. Were the bill to be enacted it would force the sale of stations owned by DuMont, Westinghouse, Philco and the National Broadcasting Company (NBC).

FCC Reshuffle

The first radio matter on the agenda of the House Interstate group will be the McFarland bill which passed the Senate last session without a dissenting vote. The measure calls for a reshuffling of FCC's organization along functional lines. It also amends the FCC act to prohibit the commission from launching its own anti-

CAPITOL IN TELE

(Continued from page 9) ducing the shows. Distribution of the above named shows will start immediately, with others to come under Cap's sales wing as soon as the first two are on a firm footing.

According to Wallichs, Cap's role in video will go beyond sales-distrib phase, with its broadcast division now mapping plans to launch its own program production after the first of the year. First Capitol-produced show will be Bozo the Clown, film kid show based on the Cap-created character. Cap will use a specially constructed circus set for filming series. Wallichs first announced that his firm will move into video a year ago, but at that time made no specific indication of part the diskery would play in the medium.

WASHINGTON, Dec. 17 .- A dozen | trust probes, the continuing FCC aubills directly affecting radio will be thority to revoke licenses on antitrust grounds if recommended by a court. A third main provision of the bill gives the FCC authority to issue cease-and-desist orders.

> Both the House and Senate Interstate groups have pending bills banning AM power in excess of 50 kw. Should FCC's long-awaited clear channel decision provide for superpower, one of these bills will probably be dusted off for quick action; otherwise all will stay in the pigeonhole.

> > Spur of Moment

Both the Senate and the House committees have "spur-of-the-moment" bills. Introduced by Attorney General J. Howard McGrath when he was a senator, the Senate bill would ban stations from charging more for political broadcasts than for other types. McGrath introduced the bill after hearing that a couple of stations had hiked political rates during a special election in Pennsylvania during the last session.

The House measure was hoppered by Rep. John Rankin (D., Miss.) after one of his periodic tiffs with columnist and commentator Drew Pearson. It provides that every station and network must furnish an agent in each State where it is heard to accept papers in case of a libel suit.

The House Civil Service Committee has a couple of bills directing the Census Bureau to include a radio set poll in its decennial counts, but the committee is content to let the bureau make up its own mind as to what to include.

"Winner" for Week

NEW YORK, Dec. 17.—Mark Goodson and Bill Todman, the packagers of Winner Take All, this week gave a one-week option to a new sponsor. The program is now on WCBS-TV Saturday evenings 8-8:30 for the New York Chevrolet Dealers' Association, but the 13-week cycle ends January 8. The program must be shifted early in January when the Ken Murray show takes over the time slot. Campbell-Ewald, the agency for the car dealers, has tried to sell the program to dealers in Boston, Detroit and Chicago, but hasn't been able to get their okay.

Goodson and Todman want the show to go network so that they can get protection on their time period. Now the show, which averages an 18 rating, is on the open market.

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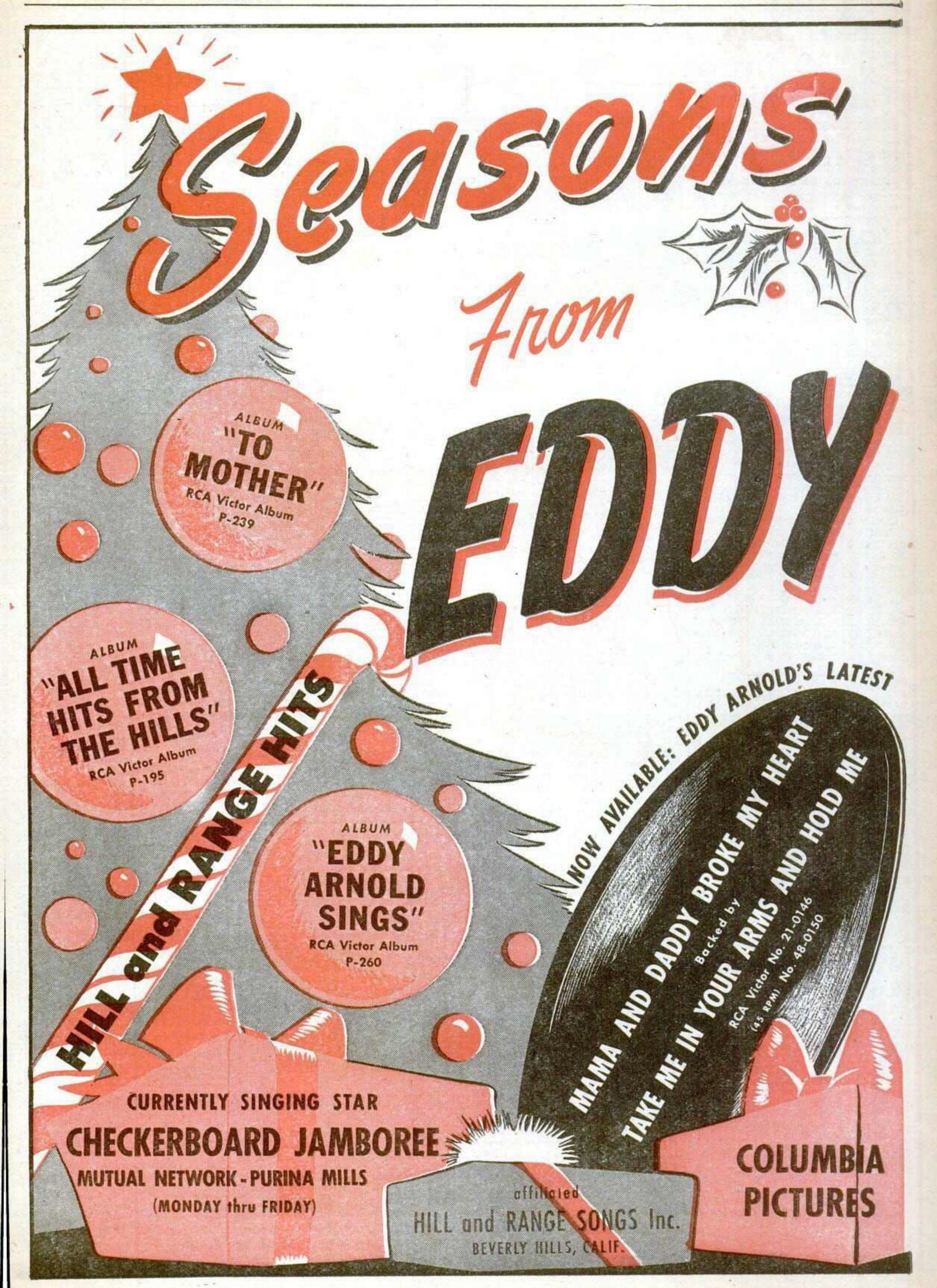
Exclusive Management THOMAS A. PARKER Madison, Tenn.



Merry Xmas Happy Nem Year RUSS DAVID

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MUSICAL DIRECTOR — Radio Station KSD-AM, FM and TV MUSICAL DIRECTOR - Fox Theatre, St. Louis, Mo.



Cathode Tubes Up 100% in Oct.

WASHINGTON, Dec. 17.—Sales of cathode ray tubes for television receivers in October increased more than 100 per cent over the sales average for the third quarter of 1949, the Radio Manufacturers' Association (RMA) reported this week. The October report marks a change from quarterly to monthly statistical compilations of TV picture tube sales by the RMA tube division.

October sales of television receivertype cathode ray tubes totalled 456,-375 units valued at \$11,719,674, compared with a third quarter monthly average of 216,274 units valued at \$5,718,150, or increases of 111 and 105 per cent, respectively.

The trend toward larger picture screens was further emphasized in the October RMA sales report as more than 48 per cent of tubes sold to equipment manufacturers were 12 thru 13.9 inches in size; tubes 9 thru 11.9 inches, for 30.8 per cent of the total and tubes above 14 inches for 17 per cent. Tubes smaller than 6 inches and 6 thru 8.9 inches amounted to only 3.4 per cent, and projection type cathode ray tubes represented .02 per cent of October

RMA Shapes TV 'Town Meetings'

WASHINGTON, Dec. 17.—A new industry committee to develop further plans for "town meetings" of television dealers is being shaped, it was reported this week by the Radio Manufacturers' Association (RMA). The committee will consist of both members and non-members of RMA.

Original plans for the television dealers' meetings, prepared by the RMA town meetings committee with the aid of Howard Browning, committee consultant, proposed TV distributor-dealer meetings in 60 principal cities for presentation of four 20-minute films on major subjects to assist dealers. The new industry committee will further study these plans toward a development of a more definite program underwritten by set manufacturers in co-operation. with distributors. A meeting of the new planning committee within the next few weeks is planned.

3-Sp. Demonstrator For Decca Dealers

NEW YORK, Dec. 17.—In a move to boost sales in the large-volume disk outlets, such as chain and department stores, Decca Records is making available a new three-speed record demonstrator to retailers, it was learned this week.

While it is expected that all record dealers can purchase the demonstrator, Decca is said to be concentrating on promoting the player to the volume outlets as a means to increase the stores' merchandising efforts.

GUNTHER, WAAM TEAM

(Continued from page 10)

100 tickets were sold via the Sports Room during the first week of the campaign, the full \$500 being turned over to the Colts.

A "Save the Colts" auction was televised over WAAM from 8:30 to 9 p.m. and from 10 p.m. until the auctioneer passed out Friday (9).

Merchandise donated by local business firms for the auction included a \$2,000 prefabricated garage, sets of silver fox furs and a fur scarf, groceries, consumer services, hardware and whisky.

Personnel, Products and Prices

Three top Philco executives were appointed to higher posts last week: Larry F. Hardy to president of the television and radio division and Joseph G. Gillies to vice-chairman of the executive committee of the same division. Fred D. Ogilby is now vice-president in charge of sales. . . . Cape-hart named the Rowles Sales Company, San Antonio, as distributor in Southwestern Texas. . . . Two new Zenith radio-phono console combinations were announced. Both sets include AM and FM radio and a threespeed record changer. The mahogany set will retail for \$279.95 and the blond wood set for \$10 more. . . . The new Magnavox line includes a 16inch table model TV set at \$229.50, a 16-inch consolette at \$339.50 and two radio-phono combinations at \$219.50 and \$275. . . . William Nagy has been named sales manager of the accessories division of Philco Distributors, New York. . . . Admiral appointed the Irion Company as distributor in the El Paso, Tex., territory. . . . Walter C. Lederer has been named advertising manager of the Bendix radio and television division. . . . The Jenkins Wholesale Division, Tulsa, Okla., has been named distributor for Hoffman.

Harold S. Bolsover has set up the Airway Television Company at 2000 Godfrey Avenue in Philadelphia. . . . George Weber, of Weber's Television, was elected temporary chairman of the newly organized Television Contractors' Association in Philadelphia. Other officers include Sonny Wittingham, of Wittingham Bros., vice-chairman; Al Haas, treasurer, and Jack Phillips, of Phillips Television, as service secretary. . . . Radio Electric Service Company, wholesale distributor of radio and television parts with headquarters in Philadelphia, has opened a ninth branch store for the Southern New Jersey area in Atlantic City, with Herb Levinson, salesman covering Central Philadelphia, appointed to manage the new unit.

Sightmaster announced a new 16-inch consolette with DuMont tube, imputunor and FM radio and priced at \$399. . . . Arvin appointed the Radio Distributing Corporation as Indianapolis distributor and Radio Products Sales Company as Los Angeles distributor. . . . Lee McCanne, vicepresident of the Stromberg-Carlson Company, has been elected president

of the Rochester Chamber of Commerce.

Cincy TV Set Sales | Court Battle Skyrocket in Nov.

CINCINNATI, Dec. 17.—Television sets have been moving fast here during the past few weeks, according to a report released this week by the WLW-T research department, with local buyers laying it on the line for 8,000 sets during November alone. TV sets in this area totaled 50,000 December 1, nearly twice the number reported six months ago.

Last July the National Broadcasting Company estimated that there would be 45,000 sets in the 45-mile area served by local stations by January 1, 1950. That prediction was exceeded by 5,000 as of December 1.

Don Miller, of the WLW-T research department, said that there were 9,742 sets installed in this coverage area by December 1, 1948.

Eureka Cathodes Out Except 16-Inch Glass

NEW YORK, Dec. 17.—The Eureka TV Tube Company has stopped production on all cathode ray tubes except for the 16-inch all-glass size, it was disclosed this week by Thomas Stave, sales manager of the firm. The company will also start deliveries on a 19-inch all-glass tube by February 1.

Over Maj. Tag

NEW YORK, Dec. 17.—A legal battle over the Majestic name developed this week when Mercury Records petitioned U. S. District Court in Chicago to modify an order giving the name to Leonard Ashbach's Garod Radio Corporation. The court had previously approved Garod's \$70,000 purchase of the Majestic assets, including name, trademark, good will, molds and dies, and had also ordered termination of Mercury's right to use the Majestic name for phonograph records.

The hassle dates from October last year, when Mercury's high bid of \$142,000 for assets of the Majestic Record Company was accepted by U. S. District Court Judge Philip L. Sullivan. Irving Green, Mercury president, said this week that his company had later incorporated a firm under the name of Majestic Phonograph Record Company. Mercury now claims that its original purchase gives it the right to use the Majestic name for disks.

Sullivan's Decision

On December 8, this year, Judge Sullivan issued an order approving Garod's bid for the Majestic name, good will and other assets. Under this order, it is claimed, Mercury's right to use the name for phonograph records was terminated. Ashbach (See Court Battle on page 19)

Hallicrafters Marketing Rectangular Cathode Tubes

CHICAGO, Dec. 17.—It became apparent this week that Hallicrafters will be the first TV manufacturer to market receivers featuring the new, and much talked about, rectangular shaped cathode ray tubes. The new distributors in a "secret" meeting held here last week, will be unveiled to retailers at a series of distributor showings scheduled for "sometime after Christmas." Previously, Garod had announced that it would market sets with rectangular tubes in January.

A Hallicrafters spokesman diswould be rectangular tube models 3 in Newark.

comparable in screen size to the standard 16-inch round tubes. It was disclosed, also, that while the line would include sets in the 12-inch size. there would be no 10-inch receivers. The same spokesman refused either to confirm or deny a report that one Hallicrafters line, already shown to of the new 16-inch sets would be a console model with AM-FM radio and three-speed record changer to list at about \$435.

Dealers in the New York area will get their first look at the line when the Warren-Connolly Company, distributor in that area, holds a dealer showing Christmas week. All-State Distributors, New Jersey distributor, closed that most sets in the new line has scheduled a showing for January

DuMont Suit Contests RCA Patent Validity

Answers Complaint

WILMINGTON, Del., Dec. 17.—The validity of certain patents owned by the Radio Corporation of America (RCA) is challenged in a declaratory judgment suit filed Tuesday (13) in Federal District Court here by the Allen B. DuMont Laboratories, Inc.

The RCA complaint charged infringement on their patents by television receivers manufactured and sold by DuMont under nine different model numbers, as well as cathode ray tubes manufactured and sold by DuMont.

DuMont denies infringement and alleges the patents are invalid "to the extent that they may have colorable relevancy" to the DuMont equipment. DuMont further alleges, on information and belief, that RCA has agreed and conspired with others and has attempted alone and in concert with others to monopolize and restrain trade in the television receiver, cathode ray tube and radio equipment field generally.

On information and belief, DuMont further alleges that RCA has misused the nine mentioned and other patents owned or controlled by it in a manner contrary to public policy as a result of which the patents are unenforceable.

Magnavox Christmas TV on 22 Stations

FORT WAYNE, Ind., Dec 17.-As part of an extended advertising program, the Magnavox Company will this Christmas sponsor a half-hour TV program on 22 stations across the country. This will mark the first time that the company has used video as an advertising medium.

The show, on film, will be Charles Dickens's A Christmas Carol, featuring Vincent Price as narrator, Taylor Holmes as Scrooge and a cast of 18. In nearly all cities, the program will be aired Christmas afternoon or evening. Maxon, Inc., is the Magnavox agency.

At a special stockholders meeting held here this week, Richard A. O'Connor, Magnavox president, predicted satisfactory sales for the first quarter of 1950. The stockholders approved amendments to the company's certificate of incorporation that will permit Magnavox to issue 100,000 shares of new cumulative class "A" stock. The company also plans to sell a \$2,000,000 issue of debentures.

Video Corp. Skeds Five New Models

NEW YORK, Dec. 17.-At least five new TV models, including a 19inch console at about \$445 and a 16inch, three-way combination at \$450, will be marketed by the Video Corporation of America by the end of January, according to Jules Rivman, sales manager of the firm. The \$445 price for a 19-inch TV receiver, while not definitely set, would be the lowest priced 19-inch model on the market. It was also learned that Video would use an all-glass tube rather than the DuMont-style metalconed tube.

All the new Video (C & L) sets are said to be 16 or 19-inch console models. In addition to the TV-AM-FM record changer set, the company will start shipments on three additional 16-inch consoles.

DIVORCE FOR PUBS AND PIX?

Justice Dept. Wants Leibell Decish Upheld

Industries Willing

(Continued from page 3) suggest possible revisions in their structure as ways to comply with legal requirements, it was learned. Because of the complex structure of both ASCAP and the film industry. however, the task has not been easy. Also, a division of interests within the groups has added to complications. As a result, the Department of Justice has been assuming a role of counselor, but it is recognized on all sides that this role could change swiftly to that of prosecutor if the way gets stormy.

Leibell's References

In the light of current developments, Judge Leibell's outspoken reference to the film-ASCAP interests on music royalties are considered highly significant, particularly Judge Leibell's assertion that major producers "have a financial interest in the license fees ASCAP collects, because those producers own music publishing corporations, which are publisher members of ASCAP."

Zither Dither

NEW YORK, Dec. 17.-Harry Meyerson, MGM Records' artists and repertoire boss, was in a dither over a zither a couple of weeks ago. Meyerson, caught up in the Third Man Theme noise, decided to cover the melody as closely to the originala zither solo—as possible.

Meyerson consulted his Local 802 musicians directory for registered zither players. Three are listed. Only one of these has a telephone. His name is Franz Dietschmann. Dietschmann sliced the opus for Meyerson last week.

Pop Parodies Are Questioned

NEW YORK, Dec. 17.—The Songwriters' Protective Association (SPA) this week dispatched missives to pubbers, inquiring into the practice of performances of parodies on pop songs. SPA, in a move to acquire information rather than to stir controversy, sought to find whether pubbers were being asked for consent to perform parody versions of regular published works.

Legally the pubbers cannot recover performance credits for the employment of an unauthorized parody unless it can be proved that the parody

2 Waxeries Burn, 3d Yearns, In Pic Tune Release Hassle

Chappell pubbery and the Selznick releasing organization setting release dates on the Third Man score further and further in the future, at least two diskeries here are burning. Adding to their restiveness is the prospect that a third record company may cop original sound track rights and enter the competition in a strong position.

The rumble began when the diskeries were caught in the cross-fire of a fight between David O. Selznick and Sir Alexander Korda involving several reciprocal film deals, including the Third Man. Victor and London have both had diskings of the flick's principal melodies in the can for some time-the Victor job by Irving Fields, the London by zither player Anton Karas, who played for the original track recording. According to London, its Karas disking is an identical remake as done in the flick; the record is reported to have had a sock sale in England (The Billboard, December 10).

Hold, Hold, Hold!

Both companies were about to release their diskings about two weeks ago, but then word came from Chappell that it would have to hold until order from the pubber, moving the

NEW YORK, Dec. 17.—With the release date up to January 15. The capper came last week from the Selznick organization in the form of an order to hold up the disking indefinitely. The Selznick ukase went on to explain that this would hold things up till at least February and that the Chappell letter setting the January 15 date had been a mistake by the publisher, who had failed to consult Selznick on the order of the day.

> Victor's wrath is intensified by the circumstance that its Third Man side, backed with the promising Wedding Samba, had been pressed, with 4,000 copies ready for distribution last week (9). In order to get the Samba side out, Victor had to go to the trouble and expense of recoupling it with another Fields side, Kitty. The recoupled disk will not be shipped until January 6, Victor thereby losing an edge it had over other waxeries who will have their versions this week and next.

> London is steamed because it has been the sole possessor of the Karasperformed music of the Third Man tunes and was ready to release several weeks ago. Several copies, in fact, did go out to jockeys and were spun on the air.

Enter Decca

In the picture now is Decca Records, which reportedly has the inside track on the original Karas sound track recording which London also would like to tie up. Grapevine has it that the Selznick firm is ready to give the rights to Decca; the only thing holding up the deal is the fact that Decca insists that it be exempt from all legal responsibility arising from possible litigation over the rights.

Other waxeries have cut versions of the Third Man tunes, including a Decca by Guy Lombardo, and an MGM zither job, but none is as aggrieved as Victor and London. If Decca comes up with the sound track version, identical to the London record, London feels that the competition will be extremely rugged.

The hassle points up the fact that where a picture tune is involved, release dates still seem to have some reality. Trade opinion is that if it had not been for the flick angle, everyone who could would have jumped the barrier weeks ago.

"This is the kind of thing that discourages us from making a picture tune unless it's a foreordained smash and we have to cover," an exec of one of the affected waxeries said. "We have movie people and publishers running our business in these deals, and it'll be a long time between picture tunes for this company after this."

Sinatra Plans Theater Tour Of Key Cities

NEW YORK, Dec. 17 .- Frank Sinatra is planning a theater tour of eight to 10 weeks, starting in February. Details of the trek are likely to be set in the next two weeks. It's known, however, that the singer intends to hit key cities, including locales he's never visited. Promotion on the tour will be many angled, tying in Sinatra's Lucky Strike cigarette air show and his Columbia Records disks. He'll contact disk dealers, distribs, jockeys, etc.

One of the factors motivating Sinatra has been the success of his recent Hartford, Conn., date at the State Theater, December 3 and 4. The warbler broke records there, doing \$18,000 business during eight shows. The show included Harvey Stone and Ziggy Elman.

The projected tour would wind up in New York, where the Capitol Theater holds first option on the

The tour, of course, would necessitate wire-taping Sinatra's radio airer.

Coming into current backstage discussions more and more is that diminishes the economic values of the January 1. After this came a hold (See Justice Dept. on page 19) song which has been parodied. Columbia To Push 7-Inch LP's

Top-Side Bally Detroit Going To Hit Locally AndNationally R

New Player by VM Industries

NEW YORK, Dec. 17.—Columbia Records, after the first of the year, will inaugurate a promotion campaign designed to hike sales of its seven-inch microgroove disk. The seven-inch record, which has always been in the LP family, has never received a promotional push, altho theoretically all pops have been available in that size. Columbia thus far has not divulged any details on the extent of the projected promotion, but reports are that the diskery's effort will be a major one in terms of advertising space on a national (See Columbia To Push on page 38)

14 Join With SPA During Past Mo.

NEW YORK, Dec. 17. - Fourteen people joined the Songwriters' Protective Association (SPA) during the past month.

They are Emery Deutsch, Paul Weston, Nat Conney, Frankie Laine, Gerald Dietz, Leo Israel, Hal Miller, Beatrice Ogden, Joe Rosenfeld, Jack Zero, Johnny Calabro, Bea Walker, Robert Scherman and Richard Myers.

On Binge, Right Into Doghouse

DETROIT, Dec. 17.—Disclosure that Ralph Binge, of the team of Gentile and Binge, who do a comedy show over WJBK, is the Headless Horseman in a mystery jockey show running the past six weeks, was coincidental with the show's moving into the public dog house. For the week of December 19, the show will originate at the city dog pond, with some of the incarcerated mutts slated to make their debut on the air.

Objective is indicated by the slogan, "Give Every Dog a Merry Christmas" or "Holiday Happiness for Homeless Pooches," with the aim of getting the dogs left in the pound adopted by dog-lovers in time for Christmas.

Theme ties in with Binge's other incarnation as "Beautiful Carl, Friendly Philosopher," who is presented as a woman-hater who "loves only dogs." This idea has been promoted since the Horseman took the air recently, with daily description of the woes of marriage. Special gimmick in the form of buttons inscribed "Marriage-the Living Death" have been ordered and are being offered to listeners.

EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

Victor's Kayes On Red Seal

NEW YORK, Dec. 17.—Alan Kayes, heretofore publicity manager of the RCA Victor record department, has been appointed commercial manager of Red Seal records. The post is a new one and represents a move to heighten Victor's strength in the longhair disk field.

Kayes is expected to accomplish a close liaison between the artists and repertoire division, and the sales, merchandise, andvertising, recording and manufacturing divisions in the development of Red Seal disks.

Morris Merge In Hollywood

Flicker Talent Involved

HOLLYWOOD, Dec. 17.—Merger of Berg-Allenberg Talent Agency with William Morris Agency was announced here Friday (16) by Morris topper Abe Lastfogel. Deal, one of the biggest talent office consolidations in recent years, will bring a hefty cash settlement to Bert Allenberg and create new executive berths in the Morris office for Allenberg and several associates. Morris office will thus acquire a raft of important motion pic talent properties thru the deal, including such names as Clark Gable, Robert Mitchum, Edward G. Robinson, Charles Laughton, Frank Capra, Loretta Young, Linda Darnell and Joel McCrea.

Deal jelled here after weeks of negotiations with Lastfogel and top Morris execs. Prior to Morris office Famous-Paramount; Jack Robbins, pitch, Allenberg had negotiated with J. J. Robbins; Herb Marks, E. B. Music Corporation of America (MCA) for similar merger. Client-wise, Berg- George Marlowe, Broadcast Music Allenberg org was considered one of the few top talent agencies in the

film capital.

Heidt Disks To Go 45 RPM Soon

NEW YORK, Dec. 17. - Horace Heidt Records, which will begin shipments on its long-playing sets immediately after Christmas will in the near future jump to 45 r.p.m. as well. According to the diskery's general suspicion in recent months, and at manager, Frank Reeves, the decision least three such shows were named to put its pops on the seven-inch bis- as having stretched out grubby palms. cuits comes after repeated requests by distributors. A date has not yet sheets was made, the pubbers exbeen set for the initial release.

feature his own band on disks (The be happy to drop both sheets if Billboard, December 10), is putting majority industry sentiment definitely his artists-repertoire department on a portable basis. If the maestro happens only the Accurate report be kept and to turn up an unusual piece of ma- the possibility of eliminating from terial in the course of his tours, he the Accurate sheet bands on the take fracas between Petrillo and Boom will be in a position to take the band into the nearest recording studio, cut a tape and airmail it into the home office for immediate processing. Besides searching for "firsts," Heidt, who feels that bands are coming back, will also cut plug tunes with his band, employing his old gimmick of tripletonguing trumpets, etc. The original primary purpose of the label will continue, however, to serve as a showcase for young artists turned up on Heidt's Philip Morris Youth Opportunity shows.

2d Hudkins Ork A la Artie Shaw

HOLLYWOOD, Dec. 17.-Ace Hudkins who caused a legal row last year by using the Artie Shaw name in conjunction with the Bob Keene band and playing Shaw arrangements, is again dusting off the Shaw library. This time, top-flight arranger-clarinetist Henry Beau will front the Hudkins built band. Hudkins, however, is cautiously sidestepping any renewed difficulties with Shaw by calling his new group the Californians. Ork, with the exception of the new fronter, will be basically the same as the one used last year, with Penny Parker back again as aggregation's chirp. Californians has been set for a three-week (week ends only) stand at downtown L. A.'s Avodon, with other dates within the area now being set.

As before, three disk jockeys (KXLA's Alex Cooper, KFWB's Bill Anson and KLAC's Don Otis) will share in the earnings in return for plugs.

Berg - A'berg, Copyright Action Due in 1950

Pubbers Put the Payola Finger UNESCO May On Peatman and Himber Sheets

By Jerry Wexler-

of leading music publishers, meeting when you find that everybody else with officials of the Music Publishers is paying the same as you, and it's Contact Employees (MPCE) this too competitive to pay. If we got Wednesday (14) in an attempt to rid of the sheets and kept the Accuwork jointly against payola, put the rate confidential for publishers, plenty finger on the Peatman and Himber of publishers would be off to curry sheets as leading factors in the spread | favor with some producer and would and continuance of payola. Nine show him the report every week publishers or publishers' representa- on the button." tives were present, and with one exception, agreed that if the sheets the general problem of payola disk were eliminated it would be a healthy shot in the arm for the industry.

Attending were Louis Bernstein, of Shapiro-Bernstein; Abe Olman, of the Big Three; Lester Santly, Santly-Joy; Bernie Goodwin and F1 Wolpen, Marks; John Lister, Southern, and Inc. (BMI).

Remotes Under Fire

Remotes again came under fire as the nub of the pay-for-play evil, and it was agreed that the situation in Chicago and on the Coast is far worse than here in New York. Pubbers reaffirmed their recent stand on paying for plugs, stating that they had instructed their staffs that plugging was to be simon pure from here on (The Billboard, November 26). It was also noted that several commerical shows had come under

While no formal resolution on the pressed their desire to get rid of Meanwhile Heidt, who will again them, and almost all said they would so indicated. It was suggested that was also hashed over.

sentiments expressed at the meeting printed out that there have been many rebellions against the sheets before-all of them vocal, very few finding expression in action. Individual pubbers have, from time to time, dropped subscriptions to the services, and many have picked them up again.

A Skeptic's View

"Pious intentions," said one veteran major pubber, who was not in attendance. "Sure, I'm for cleaning up the industry, but the history of this business proves that publishers just can't pull together. Usually when one of these 'common cause' deals comes up, you'll find that everybody gets altruistic for very

"White Christmas" Hits 6-Million Mark

NEW YORK, Dec. 17.-The it hasn't fared quite as well this season as it has in the past half dozen, Bing Cros- Boom, prexy of the firm, when conby's Decca etching of White Christmas this week went over the 6,000,000 had not yet determined whether or mark in sales since its release some not they would file an appeal. eight years ago. The disking took a sudden upward spurt in the past 10 still under consideration by Madden. days after most tradesmen had kissed It involves whether or not the AFM off the Berlin evergreen for this leader was guilty of inducing Boom Christmas.

Rudolph, the Red-Nosed Reindeer, The NLRB here, when contacted, said Blue Christmas and the Yogi Yorges- that Madden's decision on this charge son pairing of Yingle Bells and I Yust should be forthcoming within the Go Nuts at Christmas.

NEW YORK, Dec. 17.—A group personal reasons. Get rid of payola

At the tail end of the meeting, jockeys was touched on, and it was agreed to tackle the spinner aspect in more detail at future meetings.

The meeting was reportedly carried out in a spirit of accord, and even of enthusiasm, and it was decided to continue along the same vein after the first of the year. The suggestion was put forward that all pubbers in the area meet with the council some time soon to make a definite decision on the sheets, the meeting to be held possibly at ASCAP or MPPA, where space for a large conclave is available.

AFL Gets Clean Bill From NLRB On T-H Charge

CHICAGO, Dec. 17.-James C. Petrillo, prexy of the American Federaley Act. Ross M. Madden, regional poned until the following board meet-National Labor Relations Board ing in September, 1950. (NLRB) director, after reviewing a to force a secondary boycott, ruled office against the AFM chief.

The review of the case by NLRB investigators here stemmed from a Electric & Amplifying Company, Old hands who heard about the local franchised distributor for Muzak, wired music service, last September. Boom took the case to the NLRB, after he claimed that the AFM attempted to force him to fire seven members of local 134, American Federation of Labor electrical workers, whom he was using to operate turntables which supplied the Muzak music to local locations. Boom charged that Petrillo recommended that he supplant the electrical union members with AFM members or face the wrath of the musickers' org.

Madden, in his ruling last week, stated that he could find no evidence of a secondary boycott. It was alleged at the time of the AFM-Boom firm skirmish that Petrillo had notified users of the Muzak service, who also employed live musicians in their locations, that unless the AFM members supplanted the electrical union men, the AFM would pull its members from the location's entertainment rooms. Boom Electric now has the right to appeal the Madden finding within 10 days following the date of the decision, which was announced Wednesday (14). Milton tacted, said he and his legal counsel

Another charge against Petrillo is to drop his electrical worker em-The major season play still is on ployees in favor of the AFM men. next two weeks.

Call a Global Parley in May

Congress's Anti-Trust Angle

(Continued from page 4) but the spadework would fall upon the subcommittee on trademarks, patents and copyrights, which is headed by Rep. Joseph Bryson (D., S. C.). This subgroup has been spending most of its time with patents and trademarks in the last couple of years. About the only legislation affecting copyrights to come out of the group since the war was the law hiking the fee for registering a copyright to \$4.

On the international copyright scene, 1950 is expected to bring full approval from UNESCO for the convening of delegates from all countries to draw a global treaty. At present the UNESCO copyright office is about ready to take a mail referendum on the desirability of a copyright convention. U. S. officials are confident that the nations will vote in favor of a confab, after which UNESCO agreement to sponsor the pact would be automatic.

Depending upon the speed with which the countries answer their questionnaires, the convention could be authorized by UNESCO at the next board meeting in Florence, tion of Musicians (AFM), last week Italy, next May. If sufficient returns jumped the first hurdle of an action haven't been examined by that time, charging he violated the Taft-Hart- the UNESCO decision will be post-

If no unforeseen hitches occur, it charge that Petrillo had attempted is possible for the proposed treaty to be in operation in 1951. U.S. copythat no complaint be issued by his right officials anticipate that the global pact will be drafted so as to provide minimum protection among the various countries for copyrighted works. The idea is to make a start toward getting every nation to recognize the sanctity of other nation's copyrights. After a treaty is in operation, there will be periodic conventions-probably every five years -for the purpose of tightening its provisions.

> Billboard DJ Monitoring Service

Week December 8-14

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tight **Infantile** Paralysis



THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

Biz, Mittel Says; Points Out Levy For 40 - Piece Kenton Tour Might Be Snuffed Out Overnight

NEW YORK, Dec. 17 .- "The maxi- | (HMV), Columbia, Parlophone and mum market in Great Britain's phonograph and phonograph record ing the sale of regular 78 r.p.m. business has not been touched" because of the 66% per cent luxury tax which is levied on all phonographic equipment, according to Benar Mittel, general manager of the Electric Musical Industries (EMI), British disk group which controls the products of His Master's Voice

"Howdy Doody" Setting RCA Kidisk Records

NEW YORK, Dec. 17.-With the aid of some unique promotion, RCA Victor's Howdy Doody package, latest entry in the Little Nipper kidisk series, has shaped up as the fastest selling children's set in Victor's history. On the market less than two weeks, the two-disk folder has sold 40,000 sets on 78 r.p.m. disks and 13,000 on 45 r.p.m. According to Larry W. Kanaga, general sales and merchandising manager of the Victor record department, 12,000 of this total have been accounted for in New York City alone,

Kanaga attributes much of the reaction to the fact that the Howdy Doody television show has an estimated audience of 2,000,000. The producers of the TV show and the diskery have teamed up on mutual promotion, with the disks getting a strong, steady push on the broadcasts. Victor is sending out Howdy Doody picture postcards to all RCA-TV service contract owners, announcing the release of the set and plugging the show. Victor also is making available to dealers a special cut-out, easelback display piece, 40 inches high, in four colors, with three Howdy Doody figures.

The Victor disk set, like the TV show, is narrated by Bob Smith, who created the character. The music and script were written by Edward Kean writer of the show. The album was produced by Victor's kidisk department head. Steve Carlin.

Courtney Drops Baton for Tele

HOLLYWOOD, Dec. 17. - Band leader Del Courtney has foresaken the baton and podium in favor of tele. Courtney is taking a double thrust at video—he starts a threehour, five-a-week daytime (3-5 p.m.) show on San Francisco's KPIX Wednesday (21) and has opened a tele set store in Berkeley.

Daytime set will be a gab and disk fest similar to the Al Jarvis show on Hollywood's KLAC-TV. Courtney was in the film city last week for an in-person look-see at the Jarvis show prior to kicking off his own show in the Bay City,

Erie Court Dismisses Musicraft Distrib Suit

NEW YORK, Dec. 17 .- One of several suits instigated by Musicraft Records against former distributors was dismissed in the Erie County Supreme Court (Buffalo) on the verdict that the diskery had "no cause of action" against Joseph Molien's Niagara-Midland Corporation, Musicraft sought \$5,500, allegedly due for unpaid invoices. Molien had countered with the clana that the diskery had refused to take back defective thru to the very end to collect its acrecords, and that, on lining up an- counts receivable," Fortgang stated.

MGM in England. "The tax is stallphonographs," says the EMI exec.

Since the tax can be snuffed out overnight, Mittel points out, British dealers, both out of fear and necessity, prefer to maintain bare or no inventories on disks and keep no stock on machines. And the combination of the excessive size of the tax and the belief that it may go at any given time has kept the British public away from retail disk stalls. Mittel feels that the increase in interest in disks in England has not yet been felt at the dealer level, primarily because of the tax burden and the resultant high price tags on players.

Sets Outmoded

The average Briton's home phone equipment is prewar single-disk turntables and even crank-driven machines. Automatic changers are not yet commonplace. And since players are dated at home and expensive to purchase new, not much of the market has been tapped, and, consequently, disk sales have not come close to the potential.

Mittel, who was here for about a month and sailed for England last week, studied the new speeds during his visit. He believes it is unlikely that either the LP or 45 systems could be marketed in England for quite a while. This because of the luxury tax and because the regular 78 market has not really been tapped in England.

Mittel points out that he can see nothing of the so-called battle of the speeds. "It's no battle at all," he feels. "Actually both are completely different ideas and both are admirable for what they represent-LP is excellent for uninterrupted performances of classics while 45 has its advantage in its small size and the low price of the small single record." Mittel also pointed out that the only thing both systems have in common is the microgroove. The EMI exec claimed that the microgroove has been used in England for a number of years in producing records for the

The primary purpose of Mittel's trip here was to line up an artist and repertoire program for longhair material between EMI and American Columbia and American Victor, With the classics, Mittel points out, it is possible to prearrange recordings to avoid duplication of the work on both American and English outlets of the two labels.

Mittel said the newest wing of the EMI organization, MGM Records, is beginning to take hold in Great Britain. The No. 1 MGM artist in England has been Jimmy Durante.

The EMI exec also told of a number of independent diskeries which had cropped up in Great Britain since the end of the war. But these small outfits haven't made any dent on the market to date.

Mittel tells that the British disk business has fallen off slightly since last year and that the set business has been at a virtual standstill for the past 12 months. He doesn't believe that there will be any decided improvement until the 66% per cent tax either is wiped out or lowered drastically.

other distributor for the up-State territory, had refused to take back his stock. According to Musicraft Treasurer William Fortgang, the case will be appealed.

Musicraft, classified as "debtor in possession," is currently attempting to pay off its creditors under Chapter 11 of the Chandler Act. It will "carry

British 663/3% Tax Stalls Phono GAC Books 50 of 85 Dates

ton, who is preparing to take a 40piece ork on a concert tour which will cover some 85 one-nighters, will be booked by General Artists Corporation (GAC) for the tour after having mad? a determined effort to solicit the dates thru his own organization. Bob Allison, who had been doing the booking for Kenton. has already racked up about 35 of the proposed 85 dates and the remainder will be sold thru the GAC offices. It was learned that Kenton's pact with the agency never has run out despite earlier reports to the contrary.

The proposed Kenton concert series will kick off in Seattle February 19 and will be highlighted by a two-night stand at Carnegie Hall, New York, April 8 and 9. The concerts will be billed as Innovations in Jazz and will spotlight the 40 Kenton tootlers, many of whom will be from the ranks of the orkster's earlier and successful bands, and thrush June Christy. Kenton has done and will continue to do a great deal of the arranging and writing which is being poured into the concert presentation. In addition ex-Kentonite Pete Rugolo is doing a batch of work for the giant-sized ork.

To Cut Cap Disks Prior to the concert series Kenton will slice eight 12-inch platters for

Jazz, True Art

NEW YORK, Dec. 17.-Voicing the hope that jazz as a true art form may not disappear from the American scene, maestro Stan Kenton reaffirmed his faith in that musical idiom in a letter to Ted Cott, vicepresident in charge of programs and operations at WNEW, New York, Informing Cott of his plans for a concert tour (see adjacent story), Kenton writes in part:

"I believe it is high time that all of us face the bare facts honestly with regard to the gradual decline of jazz as a sound commercial commodity. I feel that the past few years have dulled the interest of many due to the deluge of inferior music, cheap 'character' presentations and performances rendered in inappropriate places. I am also quick to recognize the mistakes we have made, but have the clear conscience to say that our prime purpose was to present the finest possible modern music, and it is with this ambition that we are again . . . going ahead.

"This time the orchestra will be designed to include strings, French horns and woodwinds. . . . I believe a great deal of constructive groundwork can be laid to re-establish an interest in jazz in the big orchestra cate-

gory. "I realize that many really great musical organizations have been forced economically to quit, cut down or modify their music in order to survive. This, to us in the field, is most tragic. It would be admitting defeat for us to allow any such compromises to affect the presentation of the music which I feel is a part of our way of life.

"I know that you are in a position to do a great deal of constructive work and to assist the serious jazz musician to a great degree. I hope that you believe as strongly as I do in the role modern jazz has played, and will play in the future, and that you will fight, as we are fighting, in order that jazz as a true art form may not disappear from the American scene.

"Sincerely,
"STAN KENTON."

NEW YORK, Dec. 17 .- Stan Ken- | Capitol which will serve as the hub for the promotion of the concert series.

According to current plans, Kenton proposes to do one 85-concert turn annually and will lay off for the reremainder of the year unless the demand warrants a second round of the auditoriums he works. Kenton will not play dances, locations or theaters with his new layout.

The return of Kenton, one of the most active, colorful and vigorous of the maestri, is being marked as another step in the rebirth of popular orchestras, tho Kenton's will be far removed from the terp palaces. It is figured that the promotion-minded Kenton can do much to revive interest in all bands simply by sticking to his musical guns and stirring controversy of the type which helped keep the public interested in music and orks while he and the remainder of the industry were riding comfortably a couple of seasons ago.

Bea Walker Asks BMI Pay For Two Tunes

NEW YORK, Dec. 17.—Songwriter Bea Walker, who in January of this year obtained a judgment against Stevens Music for \$2,846.35 in royalties due, started a proceeding in City Court this week to collect the money from Broadcast Music, Inc. (BMI).

Affidavits filed by Miss Walker's counsel, Alfred H. Adler, of Adler & Adler, show that Steven's accounts had been made over to BMI as security for loans, and that BMI subsequently collected \$4,681.18 from record companies for two tunes cleffed by Miss Walker and published by Stevens. The tunes are Who Told You That Lie and Hold Me, Hold Me, Hold Me. Adler contends that inasmuch as writer royalties are a trust obligation, as set forth in the Songwriters' Protective Association (SPA) contract covering the song, such royalties cannot be assigned away by the publisher.

Tax Lien Involved

Under the same argument, the motion seeks to restrain a government bid to collect a tax lien of \$2,931.06 against the Stevens firm. The government is also trying to collect from BMI.

Stevens has been mactive for some time, and Adler reported the judgment uncollectible for lack of funds. The pubbery, which had borrowed various sums from BMI, still owes BMI \$15,076.80, according to an affidavit submitted by the licensing organization to Adler.

BMI officials declined to comment on Miss Walker's move.

Decca Gives Up On "Mule Train"

NEW YORK, Dec. 17.-Mule Train has had its last ride on the Decca label. Since the Decea execs felt that the Train, as etched by Bing Crosby, had just about worn out its welcome and since Dear Hearts and Gentle People, the flip side of the waxing, is creating sales for the pairing, the diskery has decided to pull Train off the platter and replace it with a new pairing.

The new flip for Dear Hearts will be Make Believe, a Crosby disking with Carmen Cavallaro accompaniment, which Dave Kapp, Decca veepee in charge of artists and repertoire, feels didn't have a fair chance when it was issued four or five

months ago.

Justice Dept. Wants Leibell Decish Upheld

(Continued from page 16) part of the Leibell decision which stated: "The motion picture producers thru their ownership of a number of music publishing corporations who have members of ASCAP. shared in the funds collected by ASCAP from all sources, including the licensing of motion picture theaters. The producer publishers drew down 37 per cent of the 50 per cent of the net proceeds of ASCAP's licenses, allotted to publishers members by ASCAP."

Also being aired is a section of the decision stating that "the combination of the members of ASCAP in transferring all their non-dramatic performing rights to ASCAP, is a combination in restraint of interstate trade and commerce, which is prohibited by Section 1 of the anti-trust laws." The decision went on to state that the combination "restrains competition among the members of ASCAP in marketing the performing rights of their copyrighted works" and that "by barring a member from assigning the performing rights to the motion picture producer at the same time that the recording right is assigned the channels in which the films may be marketed is narrowed to those exhibitors who have a license from ASCAP covering the performing rights of the ASCAP music synchronized on the film."

The problem of divestiture of interests of movie exhibs and producers in music publishing is recognized as a staggering one. Seen as equally complex is the problem of trying to revise the ASCAP membership structure in respect to interests directly or indirectly related to the film industry. The issue is viewed as a dynamite-laden one, particularly in connection with the Department of Justice's confabs on the consent decree amendment, which have been proceeding thus far on an amicable basis between the anti-trusters and ASCAP.

Court Battle Over Maj. Tag

(Continued from page 15) claims that "Mercury's title was limited" in that Mercury was permitted to use the Majestic tag only until the firm's other remaining assets were sold.

Mercury now claims that the trusthe name.

Of particular interest to tradesters in both the TV and disk fields is Ashbach's disclosure that his Garod firm would like to get into the disk busi- dent patrons feel that "this is their ness under the Majestic name. He store," says Olmstead. stated that he had already been in contact with several disk manufacturers on the question of pressing facilities. Mercury, on the other hand, is known to be readying a move into the radio-TV receiver field.

A by-product of the present controversy is the disclosure by Green that Mercury has been "pressing records on the Majestic label" and distributing them thru the regular Mercury channels. This came as a sur-

prise to the trade.

TOMMY MACK TO DECCA

HOLLYWOOD, Dec. 17.-Tommy Mack, ex-Glenn Miller sideman and ork manager, was named assistant assist Burke in handling Decca diskers and music, later on branching into a berth as assistant Coast recording director for the plattery. Prior to joining Decca, Mack was assistant to Bullets Durgom, Coast personal manager.

Disk Gets Big Push With Six Gimmicks

NEW YORK, Dec. 17. - Arnold Shaw, Leeds-Duchess execs, has developed a multi-faceted promotion campaign around the tune, Home Town Band. The campaign, of which there are six phases, will take place at York, Pa., a city which has been called "Tune Town" by American magazine and designated as a model music community by the American Music Conference.

On December 12, a disk jock jamboree was held at the Valencia Ballroom, with sellout attendance of over 4,000. Pressings of the tune were played, with a contest and audience participation. This week four stations in York were scheduled to begin playing Home Town Band disks as a build-up for a band festival December 29. With each play of the tune jockies ask York citizens to contribute to a fund—the money to be used to purchase uniforms for three York home town bands. A special box will be rented in the York post office, to be known as "Home Town Band," York, Pa. Citizens will send contributions to this address, and each contributor gets two gratis tickets to the December 29 festival. On December 28 there will be a home town band parade as build-up for the December 29 event. Participants will include many of 29 bands of York County. At the December 29 festival the Spring Garden Band, numbering 100 musicians, will give a world home town premiere of Home Town Band.

Naugatuck Local Elects

NAUGATUCK, Conn., Dec. 17 .-Raymond Hotchkiss has been reelected president of Local 445, American Federation of Musicians (AFM). Other officers re-elected are Harry Winslow, secretary, and Edward Griffith, treasurer.

'Home Town Band' ASCAP Pubbers Get New Dramatic Right Grant Form, Revising Video Limitations

NEW YORK, Dec. 17 .- Publisher- | turn, represents a score for the members of the American Society of ASCAP side, especially for the top Composers, Authors and Publishers (ASCAP) received from the Society this week supplementary forms amending the dramatic rights grant to telecasters. The new agreement which supplants the original "special rights" grant of last year, delimits video use of music as follows:

Songs from musicomedies, operas, operettas and other staged productions may not be done on television in the same dramatic context as in the original work without special permission.

(2) No song may be used in video in a dramatic sense-dramatic here from the televisers and that the being understood to convey a use which advances plot or action without special permission. Introductory dialog of a non-dramatic character may be used to present the song.

(3) Publishers may restrict the telecasting of compositions from stage productions if such use is harmful to the production. This clause appears to allow publishers and producers to protect current musical productions by preventing over-exploitation of the production's tunes while the show is

(4) Publishers may restrict video use of songs which are under litiga-

Score for ASCAP

ASCAP's attempt to restrict the "special rights" use goes by the boards. The special rights grant of not over two minutes in length. last year sought to restrict song use in terms of number of singers, nature of costuming and scenery and number of songs from one show. The video negotiators considered this an impossibly narrow limitation, and insisted on voiding it early in the negotiations. The new agreement, in

show writers who have assiduously fought for protection for their works.

According to the terms of the blanket use pact, the new rights agreement must be signed by 85 per cent (weighted) of the pubbers before December 31 of this year. Otherwise either ASCAP or the televisers may terminate the five-year agreement tho it is believed that considerable latitude will be shown in this regard.

Money for Distrib

In the letter that accompanied the forms ASCAP stated that some \$200,000 will come into the Society money will be distributed in this quarter. The \$200,000 represents 75 per cent of the payments made by video to the Society under the blanket agreement; the 25 per cent balance is being held in escrow against ASCAP's failure to get an 85 per cent okay.

Along with the rights form, pubbers received delayed (or rebroadcast) forms to be signed and forwarded to the four TV networks. The forms call for permission for delayed broadcasts to December 31, 1953, without fees. Films or kinescopes may be used for delayed or repeat performance over network-owned stations which did not carry the original telecast and must be used within 60 days of the original telecast. Films and kinescopes may also be used for reference, file or private audition purposes, or for trailers

La Vaughan and **Eckstine on Disk**

NEW YORK, Dec. 17 .- An unusual all-star duet disking date will be held next week which will bring together Billy Eckstine, MGM disking star, and Sarah Vaughan, Columbia Records' artist. The sides resulting from the date will be released on the MGM label.

The session comes about because of a commitment which Miss Vaughan made to Musicraft Records in order to get out of her contract with that firm to go to Columbia. The commitment was inherited by MGM when it took over the Musicraft catalog some months ago. The thrush was required to do four sides for Musicraft at her own and Columbia's expense.

MGM, in picking up the obligation, decided to use Miss Vaughan in duet with Eckstine, since both sing with similar styles and also have been linked in jazz circles ever since they were singing together in Earl Hines ork and later when Miss Vaughan was the thrush in Eckstine's band some three years ago.

MGM Pacts **Brito and Lenn**

NEW YORK, Dec. 17.—MGM Records this week inked veteran warbler Phil Brito to a term waxing pact. The diskery has issued a number of Brito masters which it acquired in its deal wherein MGM obtained the rights to the Musicraft catalog. The inking of Brito followed on the heels of bright sales of these aged matrices.

The diskery also inked a pact with Robert Lenn, who was the choral director for Gordon Jenkins on the latter's Decca dates. Lenn recently made his wax debut as a single on a Jenkin's plattering of Happy New Year. Lenn already has etched a couple of sides for MGM.

Merchandising Pays Off:

Disk Shop Uses Syracuse U. **Promotion To Bring in Moola**

a jazz concert for Syracuse Uni- all proved to be effective. versity paid off in more than one way for Howard Olmstead, who operates the Victrola Shop here, just tees for the bankrupt Majestic firm one block from the university camactually had twice sold the rights to pus. Dealer Olmstead's promotion can point the way to similar merchandising efforts for any retailer who caters to a university or college crowd. It's all in making the stu-

> For about \$150 the Victrola Shop found an effective way to reach 100 per cent of its most important group of potential customers, and to reach them day after day for over a week. It all started when the music critic of the university's student newspaper, The Daily Orange, conceived the idea of a jazz concert to be sponsored by the school paper. Student leaders were all behind the scheme, but lacked funds to launch the concert promotion. It was Olmstead who came thru with the needed money.

Students Do the Work

Altho Olmstead was to carry the sters Tonight. to Sonny Burke, Decca Records Coast financial burden, he lessened exartists and rep chieftain. Mack will penses and work by allowing the students to handle all the planning and arrangements. Obviously, working thru the student paper was ideal, since plenty of newspaper space was devoted to the concert. Posters were used for advertising in the various school buildings and around the cam-

SYRACUSE, Dec. 17.—Sponsoring | pus. Tie-ins with local disk jockeys

Obtaining the music for the concert was a simple matter since four school bands immediately agreed to participate in the venture. Syracuse's Thornden Park was selected as the outdoor site for the event, and a school auditorium was picked as an alternate site in the event of rain.

The expenses which Olmstead paid were for the rental and delivery of a piano, cleaning of the amphitheater, and two portable radios as door prizes. The public-address system was obtained from a local outfit in exchange for free plugs. Dean Noble, of the university, acted as guest speaker, two local disk jockeys staged an informal jazz discussion and campus leaders also took a short bow.

Free Bally

Olmstead garnered plenty of free publicity from co-sponsoring the event. A few days before the concert the student paper printed a front-page story titled The Olmstead Story. On the day of the event the paper headlined a story, First D.O.-Olmstead Concert To Send Hill Hep-

As for the long-range results, there isn't a student on the Syracuse campus who doesn't remember that dealer Olmstead helped them sponsor a successful jazz concert. That it was successful is proved by the fact that both Olmstead and the students have agreed to make the concert an annual event.

Copyrighted material

Charlton Acquires Engel's Lyric Mags, Marking End of an Era

NEW YORK, Dec. 17.—Titles to Lyle Engel's lyric magazines, includ-Songs, etc.

Granz Lawsuit To U. S. Courts

NEW YORK, Dec. 17.—New complications were introduced into the legal wrangling over the Norman Grantz Jazz at the Philharmonic (JAPT) masters (The Billboard, October 22), when it was revealed this week that a new suit against Granz and Mercury Records had been filed by American Record Company, Pioneer Records, Inc., and Essex Record Company in New Jersey. The civil suit, asking for \$20,000 damages and for temporary and permanent infunctions, was removed from the Superior Court of New Jersey to the U. S. District Court because of diversity of citizenship. Granz lives in California, and Mercury is in New York.

The injunction would involve Mercury's release of JATP Volumes 2, 3, and 5, and is based on the plaintiffs' claim that Granz's original agree-February 14, 1946, was with Moe for 15 cents. Asch, whose interest has been transferred to the plaintiffs. Granz, who to date handling the defense of this action himself, since Mercury has not been properly served, claims that his deal with Asch was on a royalty basis, and that he could not assign his interest to the plaintiffs.

Granz, meanwhile, thru his attorneys, filed a countersuit in New Jersey denying the claims of the plaintiffs, seeking to recover masters in from releasing the masters on Arco over Arco's cutting down the 12inch disking of two volumes to 10inch, and issuing them as singles rather than in albums.

Ray-O-Vacs Bolster Decca on Rhythms

NEW YORK, Dec. 17.-Decca Records this week continued to fortify the redevelopment of its blues and rhythm department with the addition of the Ray-O-Vacs, a New Jersey vocal group which had a hit waxing, I'll Always Be in Love With You, some months ago. The diskery also ked a new blues shouter, Grant "Mr. Blues" Jones, who already has sliced a couple of sides for the firm.

The firm recently grabbed off "Fat Man" Robinson's Quintet and Tiny Davis and her ork as part of the blues and rhythm rebirth on the label.

THE NATION'S FAVORITE_ AT YOUR RCA-VICTOR DEALER "WILL SANTY COME TO SHANTY TOWN"

RCA-VICTOR No. 21-0124 Exclusive RCA-VICTOR ARTIST

EDDY ARNOLD

The Tennessee Plowboy

Exclusive Management THOMAS A. PARKER Box 417 Madison, Tenn.



This, together with the fact that Engel's firm, Song Lyrics Inc., has been operating under high wartime contracts, persuaded Engel to suspend publication as of January. Engel points out that the publishing industry has always given the mag enterprise good co-operation. Whatever money accrues to Song Lyrics, Inc., will be used to pay off the publishers. Engel himself, since February of 1946, has not drawn a salary. He tried to maintain the business to the extent of paying off the pubs and printers—meanwhile hoping that sales would improve.

Engel says that the current market, apparently, cannot support more than one lyric book magazine enterprise.

Prior to the peak years of song lyric magazines pubs battled for years to wipe out the unauthorized printing and sale of song lyrics, which were peddled on street corners and subways.

Engel has a new enterprise, Checkerbooks, unrelated to the music business. Checkerbooks are reprints ment for sale of the masters, dated of works of noted writers and sell

Atlantic Signs Up Flock of Southern Talent & Distribbers

NEW YORK, Dec. 17.-Atlantic Records execs Herb Abramson and Ahmet Ertegun, recently returned from a four-week expedition thru their possession, and to enjoin them the South, have inked papers with a flock of new artists and distributors. label. Granz has an additional beef To its newly instituted hillbilly roster, the diskery has added warblers Bill Grammer and Billy Strickland, both of Virginia. The novelty team of Zeke and Zeb was also signed. Blues singers Blind Sammy and Carrie Adams and blues pianist Van Walls join the diskery's blues-rhythm division. Trumpeter-blues warbler Jimmy Brown, husband of the label's chirp, Ruth Brown, signed an exclusive with Atlantic and recorded last week. Because of the abundance of Browns in the field, he's being billed as Jimmy Earle, however.

Ruth Brown, whose disking of So Long is currently heading Atlantic's list, has been booked on a theater tour with Louis Jordan, teeing off at the Howard, Washington, December 23. This will be followed by the Royal, Batlimore, December 30, and the Apollo here January Following that she goes into Bop City along with Gene Krupa, for two weeks beginning January 19.

New Atlantic distribs are Acme Distributing Company, Houston; Dunbar Distributing Company, San Antonio, and Central Music Sales, Los Angeles.

HOLLYWOOD, Dec. 17.—Criterion Music, a Capitol pubbery, has taken on the Italian ballad, Ti Bacero Stasera, cleffed by G. D'Anzi and A. Bracchi. New lyrics were fashioned by Irving Gordon, the tune to be tagged Adventure for use in Englishspeaking countries. A best-seller in Italy, Criterion's Mickey Goldsen expects to find it welcomed by Italian-speaking vocalists (Perry Como, Vic Damone) for English-Italian waxed choruses.

Music-As Written

Al Hoffman Hits the Double Again

For the second time in his songwriting career Al Hoffman appears set with two hits riding simultaneously. In 1947 he hit with "Chi-Baba Chi-Baba" and "Heartaches." This year he's one of the writers on the promising "Cinderella" score tunes, "Bibbidi-Bobbidi-Boo" and "A Dream Is a Wish Your Heart Makes." He also penned the lyrics to "There's No Tomorrow."

London Acquires 4 Jerome Sides From Celebrity

London Records last week acquired four Henry Jerome band sides from Joe Davis's Celebrity label. All four tunes cut by the Edison Hotel maestro are publications of Davis's Beacon Music firm, a Broadcast Music, Inc. (BMI), affiliate. The first coupling, "Souvenir" and "Daddy's Little Girl," were issued last week. "My Memory Trail" and "Tell Me Once More" will follow in February.

New York:

Hot Lips Page was inked to a new three-year contract last week by Columbia Records. . . . Herb Krohn, head of London's legal department, is the father of a baby son, Peter. . . . Haven Gillespie and Beasley Smith are doing the songs for Gene Autry's next MGM flick, "A Son of God's Country." . . . Chirp Mindy Carson, currently at the Roxy here, opens at Miami Beach's Copa City December 30. . . . Edward B. Marks Music has taken four tunes from Latin orkster Miguelito Valdez, including "Hilton Caribe," his theme during his current 12-week stint at the San Juan, P. R., hotel of the same name. . . . George Pearl, who was with E. B. Marks before the war, has rejoined the pubbery to handle West Coast sales.

Jimmy Dorsey's ork will follow Frankie Carle into the Cafe Rouge of Hotel Statler here January 23 and will stay for four weeks. . . . George Towne's ork opens at the Roseland Ballroom here Friday (23). . . . Artie Shaw and his ork have been inked to slice transcription shows for Thesaurus. . . . Manie Sacks will leave for a Florida vacation Thursday (22), while Walter Rivers and his family take off for a three-week Southern trip earlier in the week. . . . Warbler Jerry Wayne is skedded for a date at the Hippodrome Theater in Baltimore beginning December 29.

Vaughn Monroe and his organization are due into the Strand Theater here December 30 for a three or four-week stay. . . . Johnny Long's ork will be the first name ork to play the Terrace Room of the Hotel New Yorker here when it switches its policy to a regular nitery presentation with name ork dance music. The kick-off of the new policy is January 12, and the first show will feature thrush Patti Page. . . . Columbia Records will record its original cast package of "Gentlemen Prefer Blondes" Monday (19) and Tuesday (20).

Rosemary Calvin and the Johnny Bond ork, MGM disk artists, opened last week at Milano's, Huntington, L. I., for a month, with options. . . . Eddie Heller, Rainbow disk prexy, has signed crooner Dick Todd to a personal management deal. . . . Bob Mitchell, former Louis Jordan vocalist, has signed with Derby Records. . . . Adventure Records will break with five long-playing kidisk packages after January 1. . . . Ivan Ballen's Ballen Record Company has purchased the Interstate Record Distributing Company, Inc., of Atlanta. Charles Hollingsworth will continue as director of the outfit. . . . Puerto Rican warbler Bobby Capo, Seeco disk artist, is

In conjunction with Bill Lawrence's forthcoming Victor release of "In My Little Red Book," Edward B. Marks Music, publisher of the tune, is sending out 2,000 little red memo books to jocks, with a reminder on the cover to spin the side. The books were obtained gratis from the Barton Press of Newark, N. J., in return for the nationwide plugging.

The Deep River Boys, who fly back here Sunday (18) after a fiveand-a-half-month tour of England, return for six more months of work beginning next May, starting in London's Palladium. . . . Fran Warren, guest of honor at Leon and Eddie's Sunday night (11), gave a party there for metropolitan area deejays. . . . Richard Hayes opens Monday (19) at the Cheat Lake Supper Club, Morgantown, W. Va., for one week. . . . The J. J. Robbins pubbery acquired "Leicester Square Rag," instrumental hit in England, from the Norris Company. . . . Abbey Records is starting a country line; they've signed Pud Messner, a Chambersburg, Pa., deejay to a term pact. . . . Sara Vaughan opens at Cafe Society Thursday (22) for three weeks.

Bob Baumgart left Cornell Music, Mac Cooper left Knickerbocker Music. . . . Louis Prima opens an indefinite run at the 500 Club, New Orleans in January. The club is owned by his brother, Leon.

Pianist-Maestro Elliot Lawrence, who as a child had infantile paralysis. has been named 1950 chairman of the band leaders' division of the March of Dimes campaign. Manie Sacks, Columbia Lecords' popular artistsrepertoire head, heads the music publishers' division in the Greater New York branch of the drive. . . . Clarick Music has engaged flack Jerry Simon to promote its Coral disking of "Breath of Scandal."

Chicago:

Mercury followed the Wakely-Whiting lead last week, when Murray Nash cut Patti Page and Rex Allen in four duets in Cincinnati. . . . Skip Farrell, ex-Mercury, has inked with Tower. He cuts his first session Monday (19), flying in from Springfield, Ill., where he attended his dad's funeral before making the wax date. . . . McConkey Music has set Leo Pieper at the Claridge, Memphis, December 30, with Don Ragon following January 19 for three weeks. . . . Ben Lejcar, of Melody Mill, Riverside, Ill., is replacing Harvey Crawford's ork January 11 with Ray Pearl, with Tiny Hill following February 1 for six weeks. The Hill date marks the first location date for the Mercury recording artist in three years.

Wayne Gregg, one of the bands which became a GAC property when MusArt merged with GAC, has signed a management pact with MCA. MCA takes over booking of the Gregg crew effective August 1, 1950. . . . Benny Strong set for nine weeks at the Mark Hopkins, San Francisco, opening January 17, after which he may go into the Coconut Grove, Hollywood. . . Roy Oldenburg, op of the Palais Royale, Galena, Ill., and the Melody Mill, Dubuque, Ia., was injured December 9 in an auto accident. He resumes active operation of the two ballrooms after Christmas. . . . Beasley Smith,

(See Music As Written on page 39)

Get off to a QUICK START with these DECCA self-starters...

GET THE NEW YEAR OFF TO A SELLING START WITH THIS DECCA SMASH RELEASE!

PERSONALITY SERIES

HAVE I TOLD YOU LATELY THAT I LOVE YOU?

THE LITTLE GRAY HOUSE Both from the Musical Play "Lost in the Stars"

STAY WELL

SORRY YOU'RE WONDERFUL

OPEN DOORS-OPEN ARMS THE BLOSSOMS ON THE BOUGH

LOST IN THE STARS THOUSANDS OF MILES

SCARLET RIBBONS (For Her Hair) BE THE GOOD LORD WILLING (I'll See You In The Morning)

ENJOY YOURSELF (It's Later Than You Think) DON'T DO SOMETHING TO SOMEONE ELSE (That You Wouldn't Want Done To You)

MY FOOLISH HEART

BING CROSBY and ANDREWS SISTERS

BING CROSBY 24824

BING CROSBY 24826

ANDREWS SISTERS

DICK HAYMES 24828

DICK HAYMES 24829

GUY LOMBARDO 24825

GORDON JENKINS 24830

SEPIA SERIES

LOWDOWN BABY BROKEN HEARTED BLUES JOE MORRIS 48126

ANGEL CHILD **BLOCK BUSTER BOOGIE** CECIL PAYNE 48127

JESUS LOVES ME WHISPERING HOPE

MARIE KNIGHT and ALFRED MILLER-48128

FOR YOU, MY LOVE GRANT "MR. BLUES" JONES THEY CALL ME MR. BLUES

ORDER TODAY!

COUNTRY SERIES

(I Won't Go Huntin', Jake) BUT I'LL GO CHASIN' WOMEN ANTICIPATION BLUES MERVIN SHINER .46203

HANK "SUGARFOOT" SUGARFOOT RAG GARLAND-46204 SOME OTHER WORLD

Price 75¢ each (plus tax)





Fran is the "ENVY" of most singers!

ICTOR'S ERSATILE IBRANT OICE ...



FRAN

Singing

RCA VICTOR Records

78 rpm 20-3587

Billboard MUSIC POPULARITY CHARTS, The Nation's Top Tunes Based on reports received last three days of Week Ending December 16 PEATURE

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 Music Popularity Chart.

HONOR ROLL OF HITS

The title "HONOR ROLL OF HITS," is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. This Week

1. MULE TRAIN

By Hy Heath, Johnny Lange and Fred Glikeman Published by Walt Disney (ASCAP) From Republic's "Singing Guns"

Records available: B. Butler, Dec 46194; Cowboy Copas-Grandpa Jones, King 835; N. Eddy, Col 38645; Tennessee Ernie, Cap 57-40258; B. Ives, Col 38644; F Laine, Mer 5346; M. McGuire Harmony Ranagers, Rich R-Tone 456; G. MacRae, Cap 57 777; V. Monroe Ork, V 20-3600; The Syncopators, National 9093; Bing Crosby, Dec 24798; J. Culpeper, Vocalion 55074; A. Smith, MGM 10577; G. Autry, Col 20651; W. Herman-N. Cole, Cap 57-787; Maddox Brothers and Rose, 4 Star 1399; Val Tino, Dana 2059. (No information on electrical transcription libraries available as The Billboard goes to press.)

2. I CAN DREAM, CAN'T IS

By Irving Kahn and Sammy Fain Published by Chappell (ASCAP)

Records available: Andrews Sisters-G. Jenkins Ork, Dec 24705; I. Arden-H. Winterhalter Ork, Col 38612 | Beneke Urk, V(78)20-3553; (45)47-3046; G. Gray Ork, Coral 60106; J. Saunders Mandolin Ork, Rainbow 10038; A. Dale, Harmony 1078; The Blenders, National 9092.

Electrical transcription libraries: Tex Beneke, Thesaurus; Leith Stevens Ork, Standard.

3. SLIPPING AROUND

By Floyd Tillman Published by Peer, Intl. (BMI)

Records available: W Carter, Macy's 100; J. Dale, Vocalion 55022; F. Tillman, Col (78)20581: (33)2 216; t Tubb. Dec 46173; I. Wallace, ABC-Eagle 148; M. Whiting-J. Wakely, Cap 57-40224; Q. D. Holly & His Southern Troubadors, Folk-Star 505. Electrical transcription libraries: Texas Jim Lewis, Standard.

4. DEAR HEARTS AND GENTLE PEOPLE

By Bob Hilliard and Sammy Fain Published by E. H. Morris (ASCAP)

Records available: B. Grosby-P. Botkin's String Band, Dec 24798; D. Day, V(78)20-3596, (45)47 3102; B. Greco, London 558; B. Hannon-J. Ryan, Dec 24794; G. MacRae. Cap 57-777; P. Page, Mer 5336; D. Shore, Col 38605; B. Strong, Cap 57-757; R. Flanagan

Ork, Bluebird 30-0016. Electrical transcription libraries: Kay Armen, Associated.

5. A DREAMER'S HOLIDAY

By Kim Gannon and Mabel Wayne Published by Shapiro-Bernstein (ASCAP)

Records available: R Anthony Cap 57-761; B. Clark, Col 38599; P. Como, V(78)20-3543; (45)47-3036; E. Wilson-G. Jenkins, Dec 24738; J. Fina Ork, MGM 10566; A. Dale, Harmony 1080; A. Kassel, Vocation 55070.

Electrical transcription libraries: Michael Douglas-The Skylarks, Standard: Frankle Masters, Associated; The Sweetwood Serenaders, Thesaurus; Eddy Howard Ork, World

6. DON'T CRY, JOE

By Joe Marsala Published by Harms, Inc. (ASCAP)

Records available: J Desmong, MGM 10518; J. Hall, V(78)20-3557; (45)47-3050; G. Jenkins Urk, Dec 24720; F. Sinatra, Col 38555; C. Spivak, London 513; R. Flanagan Ork, Bluebird 30 007 B Harrington, Vocalion 55058.

Electrical transcription libraries: Bob Crosby, Standard; Vic Damone, Associated; Charlie Jordan-the Sweetwood Serenaders, Thesaurus.

7. RUDOLPH, THE RED-NOSED REINDEER

By Johnny Marks

Published by St. Nicholas (ASCAP) Record available: G. Autry, Col(78)38610, (33)1-375; T. Black, Dana 2061; Eddy Howard, Mercury 5360.

Electrical transcription libraries: The Satisfiers, Associated.

8. THAT LUCKY OLD SUN

By Smith-Gillespie

Published by Robbins Music Corp (ASCAP) Records available: F. Laine, Mer 5316; 1. Manners, Varsity 191; D. Martin, Cap 57 726; B. Houston, MGM 10509; H Vance & Vocal Quartet, Castle 524; V. Monroe Ork, V(78)20-3531; (45)47-3018; S. Vaughan, Col 38559; L. Armstrong G. Jenkins Ork, Dec 24752: C Foster Ork Vocalion 55035; Frank Sinatra, Col 38608: Hot Lips Page, Harmony 1077

Electrical transcription libraries: The Swingtones-The Jumpin' Jacks, Thesaurus; Jerry Gray Ork, Standard; Dick Haymes, World.

9. THE OLD MASTER PAINTER

By Beasley Smith and Haven Gillespie Published by Robbins (ASCAP)

Records available: P. Harris Ork, V(78)20-3608, (45)47-3114; R. Hayes-M. Miller Ork, Mer 5342; D. Haymes, Dec 24801; S. Lanson, London 555; J. Paris, National 9094; F. Sinatra, Col 38650; P. Lee-M. Torme, Cap 791. (No information on electrical transcription libraries available as The Billboard goes to press.)

10. BLUE CHRISTMAS

By Billy Hayes and Jay Johnson Published by Choice Music (ASCAP)

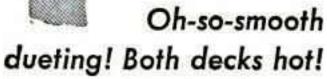
Records available: R. Morgan Ork, Dec 24766; J. Rogers, V(78)20-3243, (45)48-0100; E. Tubb, Dec 46186; H. Winterhalter Ork, Col 38635.

NOTE: The following Christmas standard which should have been included in the "HONOR ROLL OF HITS" was omitted due to the temporary nature of its popularity and in order to allow for the inclusion of regular popular hit tunes: "White Christmas" (should have been in ninth position).



set to sizzle on

(on 78 too, you bet!)



TONY MARTIN FRAN WARREN

I SAID MY PAJAMAS

and '

HAVE I TOLD YOU LATELY THAT I LOVE YOU

RCA VICTOR 20-3613 (47-3119*)



TEX BENEKE

MOTHER PRAIRIE

and

CAN I CANOE YOU UP THE RIVER

RCA VICTOR 20-3616 (47-3122*)

Jocks flooded with pre-release calls on this!



THE CERTAIN

SEVEN

(Best-sellers that no dealer

can afford to be without)

_Perry Como 28-0436=52-0071*

_Perry Como 20-3543=47-30360

I'VE GOT A LOVELY BUNCH

Tony Martin 20-3582=47-3078*

_Tex Beneke 20-3553=47-3046*

OF COCONUMENTIN 20-3554=47-3047

C-H-R-1-5-T-M-A-5 _Eddy Arnold 21-0124=48-01274

CLAIR DE LUNE

| 11-8851=49-0176*

#Also available on 45 RPM

THE LORD'S PRAYER

A DREAMER'S HOLIDAY

THERE'S NO TOMORROW

I CAN DREAM, CAN'T I?

FREDDY MARTIN

HOME TOWN BAND

Let's Put Out The Lights And Go To Sleep

RCA VICTOR 20-3614 (47-3120*)

Tops their sensational "Careless Love"!



THE **FOUR TUNES**

THE LONESOME ROAD

and

I'm Just A Fool In Love

RCA VICTOR 22-0058 (50-0042*)

THIS WEEK'S RELEASE!

(Both 78 rpm and 45 rpm. Numbers marked * are 45 rpm.)

POPULAR

I Said My Pajamas Have I Told You Lately That I Love You

Home Town Band Let's Put Out The Lights And Go To Sleep

In My Little Red Book Cry-Baby Heart

Mother Prairie Can I Canoe You Up The River TONY MARTIN AND FRAN WARREN 20-3613 (47-3119*)

FREDDY MARTIN 20-3614 (47-3120*)

BILL LAWRENCE 20-3615 (47-3121*)

TEX BENEKE 20-3616 (47-3122*) Just One More Polka You In My Arms

JOHNNY VADNAL 25-1144 (51-0044*)

COUNTRY AND WESTERN

Foolish Tears Send Ten Pretty Flowers To My Girl In Tennessee

SPADE COOLEY 21-0150 (48-0157*)

My Home Is The Dust Of The Road You're Next Door To Heaven

ERNIE LEE 21-0151 (48-0158*)

RHYTHM

The Lonesome Road I'm Just A Fool In Love

THE FOUR TUNES 22-0058 (50-0042*)

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DEALERS! Are you ringing up those extra profits with RCA Victor's new Multi-Play Needle? Counter displays, Co-op mats, and national advertising add up to easy sales.

The stars who make the hits are on ...



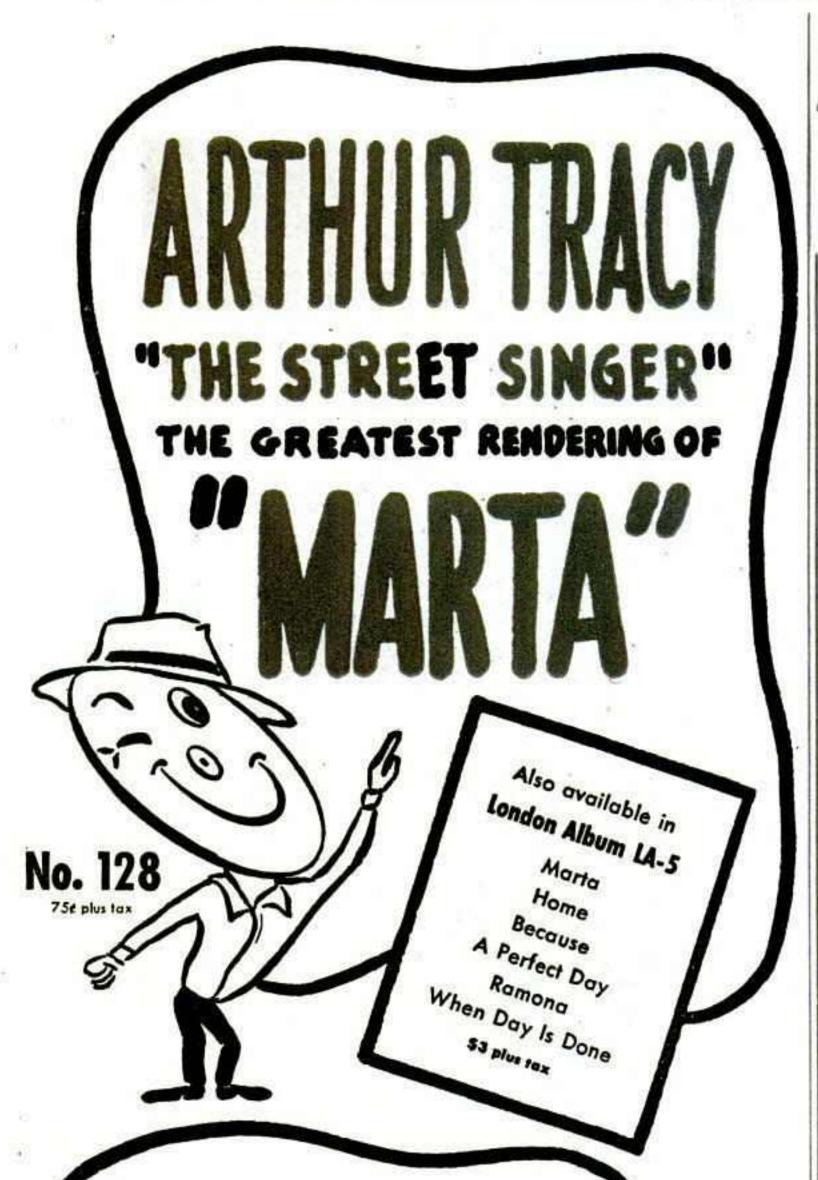
Over 50,000 of these changers moving every month . . . over 50,000 new record-sales opportunities every month! How's YOUR stock of "45's"?

THE "45" MARKET IS BOOMING—WITH THE WORLD'S FASTEST, LOWEST-PRICED AUTOMATIC CHANGER!



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ONDON RECORDS

The Lendon Gramophone Corp., 16 W. 22 St., N.Y. 10, N.Y.

Billboard MUSIC POPULARITY CHARTS PART II Sheet Music

Based on reports received last three days of Week Ending December 16

REST-SELLING SHEET MUSIC

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

Weeks	Last Week	Thi	n.u.
5	5	1.	DEAR HEARTS AND GENTLE PEOPLE (R)E. H. Morris
4	3	2.	WHITE CHRISTMAS (R)Berlin
2	2	3.	RUDOLPH, THE RED-NOSED REINDEER (R)St. Nicholas
11	4	4.	I CAN DREAM, CAN'T I (R)
10	1	5.	A DREAMER'S HOLIDAY (R)Shapiro-Bernstein
7	10	6.	MULE TRAIN (F) (R)
17	7	7.	THAT LUCKY OLD SUN (R)
2	11	8.	WINTER WONDERLAND (R)Bregman-Vocco-Conn
2	6	9.	HERE COMES SANTA CLAUS (R)
11	9	10.	DON'T CRY, JOE (R)
2	8	10.	SANTA CLAUS IS COMIN' TO TOWN (R)Feist
11	13	12.	SLIPPING AROUND (R)Peer, Int.
3	14	13.	THE OLD MASTER PAINTER (R)
3	12	14.	ALL I WANT FOR CHRISTMAS IS MY TWO FRONT TEETH (R)Witmark
1		15.	BLUE CHRISTMAS (R)Choice
2	16	16.	MERRY CHRISTMAS POLKA (R)Alamo
1	_	17.	THERE'S NO TOMORROWPaxton
4	-	18.	JOHNSON RAG (R)Miller
16	18	19.	JEALOUS HEART (R)
1	_	19.	WAY BACK HOME (R)Bregman-Vocco-Conn

ENGLAND'S TOP TWENTY

P	POSITI	ON			
ACTIO DE		st Th	is		
	Company of the Compan	k We		English	American
seelilli vin	3	1.	HOP SCOTCH POLKA	Control of the Contro	Cromwell
4 9 4	7	2.	HARRY LIME THEME		
9	÷	2.	YOU'RE BREAKING MY HEART	Channell	Algonquin
A	6	4.	SNOWY WHITE SNOW AND JINGLE	Onappen	Midoudam
4	8	1000	BELLS	Rilly Paid	At Callico
16		5.	CONFIDENTIALLY		
17	4	6.	I DON'T SEE ME IN YOUR EYES	Gnappen	
11	**	0.	ANYMORE	Connelly	Louisi
4		7	I'LL STRING ALONG WITH YOU		
	8	7.			
29		8.	FOREVER AND EVER		
17	9	9.	LEICESTER SQUARE RAG		
6	10	11.	MONDAY, TUESDAY, WEDNESDAY		
13	10	11.	WEDDING SAMBA		
10	10	12.	ROSE IN A GARDEN OF WEEDS		
13	13	13.	SHAWL OF GALWAY GREY		
3	13	13.	DECEMBER		
3	16	15.	IS IT TOO LATE		
13 3 22 7 37	15	16.	CARELESS HANDS		
7	-	17.	BABY, IT'S COLD OUTSIDE		
	18	18.	HOW CAN YOU BUY KILARNEY?	Peter Maurice	. Leeds
4	17	18.	KISS IN YOUR EYES		
-	-	20.	WHY IS IT	Cinephonic	

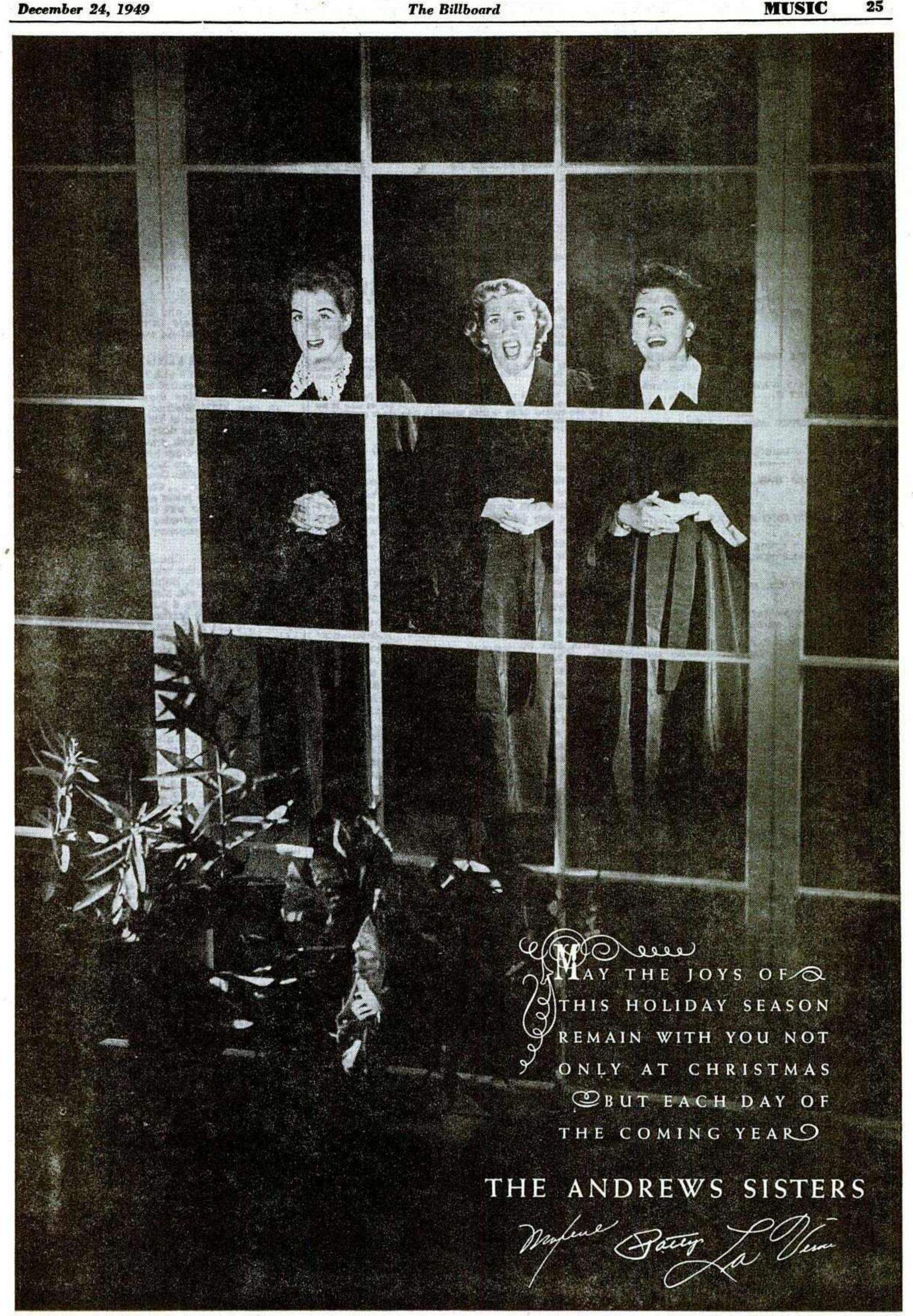
SUBSCRIPTION ORDER FORM

*Publisher not available as The Billboard goes to press.

The Billboard 2160 Patterson St. Cincinnati 22, Ohio

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Name	•	•	٠	٠	٠	•3	٠	•	٠		•	•	٠) •)	•		() .		٠	•	1.0		9	510)	enclosed
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City																74	7	0	n	0	0			St	э.	te .





Radio Popularity

Based on reports received last three days of Week Ending December 16 Billboard TRADE SERVICE

FEATURE

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys thruout the country. 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 I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

	m a f	CHOISE	M) indicates tune is from a legit musical.
Week	s Las	t Thi	s
	e Wee	Control of the Contro	MULE TRAINF. Laine-M. Miller Ork Mercury 5345—ASCA
11	2	, 2.	I CAN DREAM, Andrews Sisters-G. Jenk- CAN'T I? ins Ork Dec 24705—ASCA
14	3	3.	SLIPPING AROUNDJ. Wakely & M. WhitingCap 57-40224—BN
11	6	4.	A DREAMER'S HOLI- P. ComoV(78)20-3543, DAY(45)47-3036—ASCA
6	4	5.	MULE TRAINBing Crosby-P. Botkins String BandDec 24798—ASCA
17	5	6.	THAT LUCKY OLD SUN.F. Laine
6	8	7.	DEAR HEARTS AND D. Shore
13	7	8.	DON'T CRY, JOEG. Jenkins OrkDec 24720—ASCA
2	28	9.	RUDOLPH, THE RED- G. Autry
2	10	10.	THE OLD MASTER R. Hayes-M. Miller Ork. PAINTER
6	14	11.	I CAN DREAM, T. Arden-H. Winterhalter CAN'T I? Coi(78)38612, (LP)1-377—ASCA
5	9	12.	MULE TRAINTennessee Ernie
3	15	13.	DEAR HEARTS AND Bing Crosby GENTLE PEOPLE Dec 24798ASCA
7	- 10	14.	DON'T CRY, JOER. Flanagan OrkBluebird 30-0007— ASCA
2	27	15.	I YUST GO NUTS AT CHRISTMASY. YorgessonCap 57-78
4	13	16.	THERE'S NO TO- T. Martin
6	21	17.	A DREAMER'S R. Anthony Ork HOLIDAY
8	24	18.	A DREAMER'S B. Clark
1	i i i i i	19.	WHITE CHRISTMASBing Crosby Dec 23778—ASCA
5	18	20.	I WANNA GO HOMEP. Como-Fontane Sisters V(78)20-3586, (45)47-30
12	17	21.	DON'T CRY, JOEF. Sinatra Col(78)38555, (LP)1-315-ASC
1	<u></u>	22.	BLUE CHRISTMASH. Winterhalter
1	-	23.	MARTAT. Martin
1	=	24.	BLUES, STAY AWAY O. Bradley Quintet FROM ME
8	16	25.	I'VE GOT A LOVELY F. Martin Ork BUNCH OF COCONUTS V(78)20-3554, (45)47-3047—ASC
1	=	25.	BLUE CHRISTMASR. Morgan Ork Dec 24766—ASC
5	20	27.	I CAN DREAM, T. Beneke Ork CAN'T 17 V(78)20-3553, (45)47-3046ASC
1	_	28	DEAR HEARTS AND G MacRae

DEAR HEARTS AND

G. MacRae

..........Cap 57-782

GENTLE PEOPLE..... .. Cap 57-777—ASCAP

PAINTERLondon 555---ASCAP

ECHOESJ. Stafford & G. MacRae

30. THE OLD MASTER S. Lanson.....

30. DON'T CRY, JOE J. Hall .. V(78)20-3557,...

SONGS WITH GREATEST RADIO AUDIENCES (ACI)

(Beginning Friday, December 9, 8 a.m., and ending Friday, December 16, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The Index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more In the case of ties) tunes alphatbetically. The 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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The Top 30 Tunes (plus ties)

A Dreamer's Holiday (R)	Shapiro-Bernstein—ASCAP
A Thousand Violins (F) (R)	Paramount—ASCAP
Ain't She Sweet? (R)	
Bibbidi-Bobbidi-Boo (F) (D)	
Bye, Bye, Baby (M) (R)	J. J. Robbins-ASCAP
Crocodile Tears (R)	Johnstone-Montel-BMI
Dear Hearts and Gentle People (R)	E. H. Morris-ASCAP
Don't Cry, Joe (R)	
Festival of Roses (R)	
Happy Times (R)	
Hop Scotch Polka (R)	(19.1.) (P.7.) III Y.7.) 19.00 19.00 19.00 19.00 19.00 19.00 19.00 19.00 19.00 19.00 1
Hush, Little Darlin' (R)	
I Can Dream, Can't I? (R)	
I've Got a Lovely Bunch of Coconuts (R).	
Jealous Heart (R)	
Johnson Rag (R)	
Mule Train .(R)	Walt Disney—ASCAP
River Seine (R)	
Room Full of Roses (R)	Hill & Range-BMI
Rudolph the Red Nosed Reinder (R)	St. Nicholas—ASCAP
She Wore a Yellow Ribbon (F) (R)	
Slipping Around (R)	Peer, IntBMI
Some Enchanted Evening (M) (R)	
That Lucky Old Sun (R)	
The Last Mile Home (R)	
The Old Master Painter (R)	
Toot, Toot, Tootsie (F) (R)	Feist—ASCAP
Way Back Home (R)	
Younger Than Springtime (M) (R)	Control Asia
E 500 20 5	

(RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system. Numerical points total are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial instrumental; 4 points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 12 points, etc.

(F) Indicates tune is from film; (M) Indicates tune is from legitimate musical; (R) indicates tune is available on records.

Week of December 9 to December 15

Songs	Publisher	Tot. P
A Dreamer's Holiday	Famous	167
Ain't She Sweet?	.Walt Disney	86
Bye, Bye, Baby (M)	.Beacon	57
Dear Hearts and Gentle People		
Festival of Roses	.Witmark Harms, Inc	111
Hop Scotch Polka I Can Dream, Can't I?	Chappell	275
Johnson Rag	Advanced	59
Mule Train (F)	Paramount	58
River Seine	St. Nicholas	164
Santa Claus Is Coming to Town	Regent	60
Stay Well (M)	.Chappell	71
That Lucky Old Sun	Robbins	131
The Old Master Painter	Robbins	175
Way Back Home	.Bregman-Vocco-Con	n 86
Winter Wonderland		

Vox Jox

GOTHAM GAB . . . Max Cole, WOV, emseed the 12th annual Christmas Ball of the Latin American Institute at the Hotel Biltmore Saturday (10). . . . Orkster Gene Williams subbed for Fred Robbins at WOV during Robbins's recent laryngitis siege. . . . WMGM expanded its jockey time last week with the addition of three new . shows, piloted by Ted Brown, Ken Roberts and Hal Tunis. . . . Eileen O'Connell, WMGM, mistre's of the Saturday a.m. For Children Only spin, will be hostess at the station's annual yule party for underprivileged tots, to be held at the Forest Neighborhood House in the Bronx, Thursday (22). Ted Lawrence and Harry Morton launch a new disk-and-interview show for WINS, aired from a video store in Brooklyn. Giveaway of a tele set is featured, along with interviews with showbiz celebs.... Recent guests on Bob Poole's WOR show were Fran Warren and Ray McKinley. . . . Stan Shaw's doing a Cafe Internationale show, highlighting his more chi chi wax artists, at WINS.

COAST CUTTINGS . . . Bill Elliott, for the past three years with KERO, Bakersfield, Calif., NBC outlet, has switched to KAFY, Mutual station in the same city. New show will be repeated via e.t. over KSTN, Stockton. . . Bruce Fleming's Guess a Tune stint at KSON, San Diego, featuring four mystery tunes daily, has been going strong for two months, with prizes ranging from theater tix to cameras and gas heaters. . . . Don Ames and Jack Richardson are reportedly the housewives' delight for their KBUC, Corona, Calif., show, beamed at the distaff side. . . . Glenn Hill, KXRX, San Jose, Calif., had Harry James on recently and went over the Horn's career with him from his start in the tootling trade, illustrating the different eras in his history with contemporary James diskings.

GIMMIX . . . Chuck Cook, WEBR, Buffalo, recently lived in the window of a Sears Roebuck store for four days. Behind the plate glass he did his platter shows, ate, slept and shaved from 5 a.m. on a Wednesday to 6 p.m. on a Saturday. Chuck didn't send us any further details about his unique stunt. . . . Lee Rothman, WWXL, Peoria, Ill., cuts e.t.'s with visiting celebs, in which they give rhymed clues to their identities. Then, some wee'ts after the interviewee has left town, Lee trots out the disk for a mystery voice contest. . . . Warren Quade, KCOY, Santa Maria, Calif., has worked out a practical use for the Christmas cards he receives from the "great and near-great in show business." Warren skeds special shows around the holidays in which he reads each card over the air, then spins the artist's top disk of the year. . . . Dan Austin pulled an Orsen Welles on his platter show at KFBB, Great Falls, Mont., that really broke up the citizens. Toward the end of his show recently, Dan began to describe the unwrapping of a package "that has just been delivered." As he did so. an ominous ticking was heard, terminated by an earshattering explosion—and ominous silence. Then another announcer broke in with the customary "one moment, please," and fill music. Telephone lines were jammed for hours, and even the station's program director rushed to the station-to find Dan calmly filing records. . . . Bob Troner, WHTN, Huntington, W. Va., does a "Spinner Sanctum," complete with creaking-door effects and ghoulish intro.

PHILLY PHADDLE . . . Mac Maguire, WIP, sold out his interest in the Club Shaguire across the river in Camden, N. J., to his partners. . . . Bosh Pritchard, WDAS, made the award presentation at the Keystone Theater to the outstanding Northeast high school football player. ... Ed Hurst and Joe McCauley, of WPEN, have a unique stunt at the Little Rathskeller nitery in a "spinning record bar," featuring the jocks at a turntable in the middle of the revolving bar, playing requests for patrons from a list of 60 top platters. . . . Jack Curtis and Gene Graves feature live music along with disks, giveaways, interviews with local characters, etc., on the Jack and Gene show at KYW. The boys do a bit of warbling, with organ, piano, celeste and accordion accompaniment by Tony De Simone. . . . George Skinner does an unusual video show on WPTZ titled Whirligig. Stint. in a variety format, takes its name from an opticalelectronic device which translates the sound impulses of the music played on the show into intricate geometric designs on the screen.

STRICTLY FROM DIXIE . . . Walter Vaughan, 17-year-old folk spinner at KFYN, Bonham, Tex., has a regular feature called Hillbilly Feature Time, in which he reads three minutes of news about a country recording artist, followed by his latest release. . . . Joe Spina, back from a European trip, during which he also did some radio work, returned to his old bailiwick to visit with jock Ron Miller, WSAZ, Huntington, W. Va. Spina was on three nights running, recounting his doings abroad. . . . John Wilson, WFTC, Kinston,

(Continued on page 28)



PATTI PAGE

Spectacular and novel presentation in which Miss Page sings all four parts of a smooth and sultry quartet. An unusual and technical masterpiece which even tops 'Confess'

E'With My Eyes Wide Open I'm Dreaming";

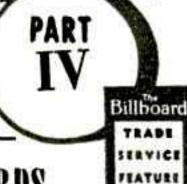
Flip Side "OKLAHOMA BLUES"
NUMBER 5344

Only Mercury has the Hits on non Breakable Records



Retail Record Sales

Based on reports received last three days of Week Ending December 16



BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top volume retail record stores. List is based upon The Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically, according to greatest sales. The "B" side of each record is also listed.

POSITION Weeke | | act | This

to date								
7	1	1.		March 100 To Sept.		Laine-M.		
			/ Me Virginn		to	•••••	. Mercury	5345
	•	•	 -					

14	2	2.		DREAM 17	. Andrews	Sisters-G.	Jen-
				Wedding		0rk	
			Marlen	e	 	Dec 24705-	-ASCAP

15	3	3.	AROUND J.	Wakely	and M. Whit- 57-40224-BMI
4	8	4	 THE RED-	mg. cap	37-40224 DIMI

4	8	4.	NOSED REINDEERG. If It Doesn't Snow	Autry Col(78)38610.
				(33)1-375—ASCAP
			on Christmas	

6	7	5.	MULE TRAIN	Bing Crosb	y-P. Botkin's
			Dear Hearts and		ind
			Gentle People	Dec	24798-ASCAP
14	4	6	DON'T CRY JOE	G Jenkins	Ork

.... Dec 24720-ASCAP

			Perhaps	
10	5	7.	A DREAMER'S HOLI-	PARTITURE PROPERTY OF THE PARTY
			DAYP	. ComoV(78)20-3543, (45)47-3036-ASCAP

Perhaps, Perhaps,

			Heaven	(13)11 3030 113011
18	6	8.	THAT LUCKY OLD SUN.F. I Get Sentimental Over Nothing	Mercury 5316—ASCAP

3	11	9.	I YUST GO NUTS AT	
			CHRISTMAS Y. YorgessonCap 5	7-781
	2		Yingle Bells	
2	30	10.	WHITE CHRISTMAS B. Crosby	

2	30	10.	WHITE CHRISTMAS B. Crosby
			God Rest You, MerryDec 23778—ASCAP Gentlemen
7	9	11.	THERE'S NO TO-

			MORROWT. Martin V(78)2	
			A Thousand Violins (45)47-307	8—ASCAP
9	14	12.	I'VE GOT A LOVELY	
			BUNCH OF COCO-	3
			NUTSF. Martin Ork.	

			Bluebirds on Your Windowsill	V(78)20-3554, (45)47-3047—ASCAP
2	19	13.	YINGLE BELLS Y	. YorgessonCap 57-781
			I Yust Go Nuts at	33 50 10
1.7			Christmas	

1.70			Christmas
3	27	14.	DEAR HEARTS AND Bing Crosby-P. Botkin's GENTLE PEOPLE String Band
19	12	15.	Mule TrainDec 24798—ASCAP WHISPERING HOPEJ. Stafford & G. MacRae-
			A Thought in My P. Weston Ork

			Heart	Cap 57-690-ASCAP
4	24	15.	DEAR HEARTS AND	
			GENTLE PEOPLE	
5	15	17.	MULE TRAIN	
			Home	

1	22	12	18.	JEALOUS HEART A. Morgan Ork
ı				TurnaboutLondon 500—BM
ı	4	10	19.	MULE TRAIN Tennessee Ernie
ı			0.00	Anticipation Blues Cap 57-40258-ASCA
ı	12	24	20.	JOHNSON RAG J. Teter Trio
ı				Back of the YardsLondon 501-ASCA
1	-	22	21	1 pprintpic

-	22	21.	A DREAMERS	
			HOLIDAYB.	
			Envy	(LP)1-360-ASCAP
2	16	22.	THE OLD MASTER	South III
			PAINTER R.	Hayes-M. Miller Ork
			Open Door-Open	Mercury 5342-ASCAP
			1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	The state of the s

	3		Open Door-OpenMercury 5342-ASCAP
3	24	22.	THE OLD MASTER
			PAINTER D. Haymes
1	-	24.	Why Was I Born?Dec 24801—ASCAP BLUE CHRISTMAS H. Winterhalter Ork
			You're All I Want Col 38635-ASCAD

1	-	24.	BLUE CHRISTMAS H. Winterhalter Ork
			You're All I Want Col 38635-ASCAP
			for Christmas
1	-	24.	ECHOES J. Stafford & G. Mac-
			Bibbidi Bobbidi- Rae. Cap 57-782-ASCAP
			Boo

1	_	24.	SLEIGH RIDE	. Boston Pops Ork-A. Fied-
			Serenata	lerV(78)10-1484,
				(45)47-3018—ASCAP

14	17	27.	THAT LUCKY OLD	SUN.V. Monroe Ork
			Make Believe	V(78)20-3531.
1	MAKE 1	28.	THE OLD MASTER	(45)47-3018
•	-	20.	PAINTED MASIER	E Claster /

1	-	28.	Lost in the Stars Col 38650ASCAP BIBBIDI BOBBIDI
			BOO J. Stafford & G. MacRae
8	21	30.	EchoesCap 57-782—ASCAP DON'T CRY, JOE E. Sinatra Col(78)38555.

0	~1	20.	DOM I C	KT, JUE E.	Sinatra. Col(78)38555,
			The Wed	iding of Lili	(LP)1-315-ASCAP
		Name of the last	Marlene		
2	28	30,	THE LORD	'S PRAYER P.	Comp V(45)52-0071

2	28	30.	THE LORD'S	PRAYER P.	Como V(45)52-0071
			Ave Maria		
1	-	30.	AVE MARIA		CompV(45)52-0071

The Lord's Prayer

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

The Billboard

POSITION Weeks | Last | This

o date	Week	Wet	!k
7	1	1.	RUDOLPH, THE RED-NOSED REINDEER
			(Two Records) P. Wing-R. Case Ork V Y-3
17	3	2.	BUGS BUNNY IN STORYLAND (Two Records)

			Mel Blanc-A. LivingstonCap DBX 3021
80	5	3.	LITTLE TOOT (One Record)
			Don Wilson-The Starlighters
**			WARRY WARREDVER AND USE THEFUT CHANG

11	4	4.	WOODY WOODPECKER AND HIS TALENT SHOW
200111			(Two Records)
	3.		M. Blanc-B. May OrkCap DBX-3032
	100	-	

	85		M. Blanc-B. May Ork
11	2	5.	BOZO AND THE BIRDS (Two Records).
			P. Colvig, B. May OrkCap DBX 3033
			(Two Records)
	-		

			(Two Records)
80	8	6.	BOZO AT THE CIRCUS (Two Records)
			Alan Livingston-Vance "Pinto" Colvig
			C 00V 14 00V 1

3	8	7. LITTLEST ANGEL (Three Records)
3	7	 Young-K. Darby Choir and OrkDec DA-399 NIGHT BEFORE CHRISTMAS (One Record)

1	_	10.	HERE COMES SANTA CLAUS (One Record)
			G. Autry
		7.	(One Record)
4	6	9.	RUDOLPH, THE RED-NOSED REINDEER
			M. Cross-RCA Victor OrkV Y-20
3	-	1.	NIGHT BEFORE CHRISTMAS (One Record)

1	-	10.	HERE COMES SANTA CLAUS (One Record)
52	220	11.	G. Autry
1		11.	Fred Waring and PennsylvaniansDec CUS-7 'TWAS THE NIGHT BEFORE CHRISTMAS

		-	F. Waring and His PennsylvaniansDec A-480	ı
59	-	13.	BOZO UNDER THE SEA (Two Records)	
			Vance "Pinto" Colvig, Alan Livingston	

-1				renee times corrigi ritali Elitingston	
1				Cap DBX-99	ì
ı	32	12	14.	PECOS BILL (Three Records)	
١				Roy Rogers-Sons of the PioneersV Y-375	,
1	70		14	DUCE DUNNY (These Decede)	

BUGS BUNNY (Three Records) Mel Blanc......Cap(78)CC-64, (45)CCF-3004

CLASSICAL SINGLES

		Charles Statement	
216	1	 Claire de Lune Jose IturbiV(78)11-8851, (45)49-01 	176
162	3	2. Jalousie Boston Pops Ork, Arthur Fiedler, conductor	
204	_	3. Chopin's Polonaise	160
52225	225	Jose IturbiV(78)11-8848, (45)49-03	134

Bachianas Brasileiras 15 Ave Maria Marian Anderson.....V 15425

	7.5	1. I can hear It now (Five Records)
		Edward R. Murrow, Narrator
1	-	2. Christmas Hymns and Carols (Four Records)
		Robert Shaw and The Victor Choral Group

			there are the freet billian dissp
1 4 974			V M0-1077
109	4	2.	Tchaikovsky: Nutcracker Suite (Three Records)
			Eugene Ormandy, conductor, Philadelphia Ork
100			V 1020

2. Beethoven: Symphony No. Three in E Flat Major,

The Philharmonic Symphony Ork of New York, B. Walter, conductor.....

Beethoven: Symphony No. 9 in D Minor, Op. 125 (Eight Records) The Philharmonic Symphony Ork of New York, B. Walter, director; I. Gonzalez, E. Nikolaidi, R. Jobin, M. Harrell, The Westminster Choir. .

6	2	1.	MERRY CHRISTMAS (Four Records)
			Bing Crosby-Andrews SistersDec A-550
32	1	2.	SOUTH PACIFIC (Seven Records)
47			Mary Martin-Ezio Pinza
4	3	3.	TWAS THE NIGHT BEFORE CHRISTMAS
			(Four Records)
			F. Waring & His PennsylvaniansDec A-480
4	10	4.	PERRY COMO SINGS MERRY CHRISTMAS
			(Four Records)

3	5	5.	CHRISTMAS GREETINGS (Three Records)
			Bing CrosbyDec DA-715
16	4	6.	JOLSON SINGS AGAIN (Four Records)
			A. JolsonDec(78)716, (LP)DLP-5006
4	7	6.	YOUR CHRISTMAS FAVORITES (Three Records)

9	6	8.	THAT MIDNIGHT KISS (Three Records)
			Mario Lanza RCA Victor OrkV DM-1330
3	7	9.	CHRISTMAS HYMNS AND CAROLS (Four Records)
			R. Shaw and Choir V MO-1077

MERRY CHRISTMAS (Three Records)

Dealer Doings

FILM TIE-INS . . . As a promotion stunt for the showing of the film Adam's Rib. Lou Cohen, manager of Loew's Poli Theater, Hartford, Conn., tied up with Ralph Colucci, owner of the Record Shops, downtown Hartford retail record stores, for window displays featuring photos of the picture's stars and the line, "Who wears the pants in your family?" Colucci reports that extensive newspaper advertising for new pop tunes has been "very effective" for the Record Shops in recent months. He says that "our staffs get quite a bit of favorable comment from store customers. who say that their attention was drawn by newspaper ads." Colucci has erected small displays near the front doors. Daily specials are plugged thru these displays with these words: "The Record Shops: Watch for our daily and weekly specials. . . . Offering sensational savings. . . . Use our convenient budget terms or lay-away plan. \$1 will hold any special!"

POSITION WANTED . . . printing an item in "Dealer Doings" recently about a dealer who was seeking a good record clerk, a young man writes to find a Los Angeles record retailer who is looking for a good clerk who wan's to get into the disk field. "During my high school years I worked in a record department, and ever since I left school I have wanted to get back in the business. Should I get a job I will work like everything to prove myself." The name of this 22-yearold Hollywood resident is available on request.

PHILADELPHIA . . . Jacob Bros. making a strong holiday pitch for the juve market with console and table model phono sets for youngsters, children's records and albums and a line of musical toys and music boxes. . . . Lit Bros, staging a special mail-order campaign for the 39-cent Varsity line. . . . Strawbridge & Clothier, aiming at the juve trade, is featuring a Junior Juke Box record player and an Animal Picture Light Up table model. . . . John Wanamaker's tried a full-page Sunday ad to promote the mail-order sale of Columbia LP's with the copy a catalog listing. . . . H. Royer Smith Company selling holiday gift certificates which permits the recipients to choose records of their own selection.

VALUE VS. PRICE . . . After hearing and reading about grab-bags, weekly drawings, free album prizes and orice cuts, dealer Louis E. Dean, Hyannis, Mass., seriously questions, "Are we running a legit business or a numbers racket?" Dean further comments, "Why don't we smarten up and advertise quality, list prices, good service, complete stocks, three-speed players, good two-sided records and real worth-while values?"

COMPLAINT . . . A Pennsylvania dealer tells of a local distributor who hired a college student to "peddle his players and records on the campus, thus by-passing regular record shops, which have thousands of dollars invested in records. This college student doesn't have a store or a franchise, while we have our shelves piled up with records. We are fair dealers and are getting fed up with being told how to run our business. The record business used to be a pleasure but has turned out to be a pain in the neck. We pay all our bills promptly (which does not seem to mean anything to our distributor) and do a good business with him all year around."

OPINION DEPT. . . . "We like the LP's, but 90 per cent of our business is in pops. Tho we carry a complete line of 331/3 disks, they appeal to classical music buyers-only 10 per cent of our business. It's the 45's that offer us the best chance to keep volume and profit up"-J. O. Glover, Melody Mart, Paducah, Ky. "All record changers should be three-speed, all albums should be on 331/3 and we need more 45 pops"-J. W. Johnson, the Music Shop, Hattiesburg, Miss. "We discontinued selling radios and record playing attachments because the profit margin is too narrow"-M. D. Ritchy, Ritchy's Music Shop, Huron, S. D.

VOX JOX

(Continued from page 26)

N. C., reports that he is "the world's most ordinary announcer." Any opposed? . . . Roy Elsner, program director at KECK. Odessa, Tex., is celebrating the third anniversary of the 920 Special disk show there. . . . Bob Heavilin, WGIG, Brunswick, Ga., needs a copy of Jimmy Dorsey's Parade of the Milk Bottle Caps, which he uses for theme. . . . Dave Fentress has been doing his WARK, Hagerstown, Md., Saturday Night Dance Party from the stage of the local YMCA Auditorium. . . . Bill Lohmeier, WSLI, Jackson, Miss., has begun a 90minute dance party session Saturday nights. . . . Jack D. Funk, program director at KXOX, Sweetwater, Tex., informs us he, not Jack Logan, is the emsee of the Platter Party show.

Billboard MUSIC POPULARITY CHARTS

Juke Box Record Plays

PART BILLDONG

Based on reports received last three days of Week Ending December 16

MOST-PLAYED JUKE BOX RECORDS

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.

Week	The second section is	ON t Th	
	1		MULE TRAIN
15	2	2.	SLIPPING AROUNDJ. Wakely & M. Whiting
13	3	3.	I CAN DREAM, CAN'T IG. Jenkins Ork-Andrews Sisters
13	6	4.	DON'T CRY, JOEG. Jenkins OrkDec 24720-ASCAP
16	4		THAT LUCKY OLD SUNF. LaineMercury 5316-ASCAP
6	5		MULE TRAINBing Crosby-P. Botkin's String BandDec 24798—ASCAP
11	7	7.	A DREAMER'S HOLIDAYP. Como
4	15	8.	DEAR HEARTS AND GENTLE PEOPLE. Bing Crosby-P. Botkin's String Band
6	11	9.	THERE'S NO TOMORROWT Martin
8	8	10.	(C. Ravazza, Dec 24782; C. Spivak Ork, London 554) I'LL NEVER SLIP AROUND AGAINM. Whiting-J. WakelyCap 57-40246—BMI (J. Day, Vocalion 55061; F. Lillman, Col 20613; H. Garland, Dec 46183; Texas Jim Robertson, V 21-0130; D. Day, Col 38637)
14	10	11.	THAT LUCKY OLD SUNV. Monroe OrkV(78)20-3531, (45)47-3018—ASCAP
3	14	12.	MULE TRAINTennessee ErnieCap 57-40258-ASCAP
16	9	13.	JEALOUS HEART A. Morgan OrkLondon 500-BM1
1	-	14.	I YUST GO NUTS AT CHRISTMASY. YorgessonCap 57-781
2	29		WHITE CHRISTMASBing CrosbyDec 23778—ASCAP
19)			(C. Spivak, Harmony 1082; R. Bloch Ork, Signature Hi-Tone 250; The Ravens, National 9062; Ames Bros., Cora: 60113; H. Babbitt, Vocalion 55036; R. Flanagan Ork, Bluebird 30-0009; H. Paar, Horace Heidt MS-1010; Sister Rosetta Tharpe-Rosette Gospel Singers, Dec 48119; E. Tubb, Dec 46186)
7	11	16.	JOHNSON RAGJ. Teter TrioLondon 501—ASCAP
			(A. Rey Urk, Cap 57-735; R. Morgan Urk, Der 25442; Hovimar Quartet, Rondo 207; J. Dorsey Urk, Col 38649; C. Thornhill Ork, v178320 3604; (45)47-3110; P. Bailey, Harmony 1088; G. Moore, MGM 10589; R. Morgan, Dec 24819)
1	2011	16.	YINGLE BELLS
2	18	18.	RUDOLPH THE RED-NOSED REINDEER
3	26	18.	SHE WORE A YELLOW RIBBON E. Miller Ork Rainbow 80033-ASCAP
			(T. Tucker Urk, MGM 10572; J. Blaine, London 552; J. Culpeper, Vocalion 55074; Andrews Sisters-Russ Morgan, Dec 24812; R. Flanagan Ork, Bluebird 30 0009; J. Wayne, Col 38653)
2	20	GORDAN	DEAR HEARTS AND GENTLE PEOPLE. D. Shore
8	13	21.	I'VE GOT A LOVELY BUNCH OF F. Martin Ork
1	-	22.	DON'T CRY, JOE
1	375	23.	
3	29	24.	
1	18		A DREAMER'S HOLIDAY B Clark
2			I WANNA GO HOMEP. Como
-			V(78)20-3586, (45)47-3082—ASCAP (A. Stordahl Ork-B. Williams-K. Carson, Col(78)38640 (33)1-409)
2	26	28.	A DREAMER'S HOLIDAY E. Wilson-G. Jenkins Ork Dec 24738-ASCAP
3	17	29.	SLIPPING AROUND E. Tubb Dec 46173-BM.
1	1	27.	I CAN DREAM, CAN'T 1?
1	ş -		THE OLD MASTER PAINTER S. Lanson London 555—ASCAP
23	_	29	YOU'RE BREAKING MY HEART V. Damone-G. Osser Ork Mercury 5271—BM1
	*)		(R. Flanagan Ork, Bluebird 30-0001: B. Clark Col(78)38546 (LP)1-296:

(R. Flanagan Ork, Bluebird 30-0001; B. Clark, Col(78)38546, (LP)1-296; B. Harrington, Vocalion 55019; R. Case Ork, MGM 10478; J. Garber, Cap 57-719; P. Reed, Dance-Tone 351, Ink Spots, Dec 24693; T. Manners, Varsity 160: P. Brito, Harmony 1051)

-WARNING!

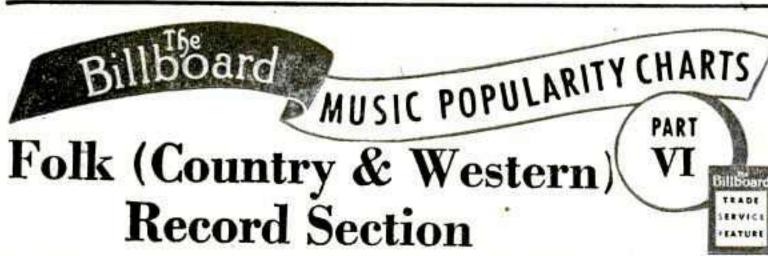
In utilizing these charts for ouying purposes readers are urged to pay particular attention to information esten which shows the length of time a record das been on the chart the whether a record's popularity has necessed of decreased. This information is shown in the left hand columns and the headings. "Weeks to Date. "Last Week and "This Week if a record has that an unusually long run of if its cur in position "this week" versus last week shows a sharp drop readers should buy with faution.



Backed By I'VE COME BACK TO SAY I'M SORRY"



The London Gramophone Corp., 16 W. 22 St., N.Y. 10, N.Y.



Based on reports received last three days of Week Ending December 16

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

Wee	POSITI ks Las ite Wee	t T	
16	1	1.	SLIPPING AROUND
15	3	2.	_ 1/ OOM 10/ YOUR STORM OF THE
4	11	3.	BLUE CHRISTMASE. TubbDec 46186—ASCAP White Christmas
3	7	4.	RUDOLPH, THE RED-NOSED REINDEER
5	4	5.	MY BUCKET'S GOT A HOLE IN ITH. WilliamsMGM 10560-ASCAF I'm So Lonesome I Could Cry
5	5	6.	MULE TRAINTennessee ErnieCap 57-40258—ASCAP Anticipation Blues
	- 2	7.	I'LL NEVER SLIP AROUND AGAINM Whiting-J. Wakely
3	9	8.	WILL SANTA COME TO SHANTY TOWN E. Arnold V(78)21-0124, (45)48-0127 C-h-r-i-s-t-m-a-s
8	-	9.	CRY-BABY HEART
20	-		SLIPPING AROUNDE. TubbDec 46173BM1
5	8	11.	C-h-r-i-s-t-m-a-s E. Arnold
22	6	12.	WHY DON'T YOU HAUL OFF AND LOVE ME
2	11	13.	THERE'S NO WINGS ON MY ANGEL E. ArnoldV(78)21-9134, (45)48-0137
2	4	13.	SUNDAY DOWN IN TENNESSEER. Foley
1	_	15.	I WASTED A NICKEL
1)(15.	WHITE CHRISTMASE. TubbDec 46186—ASCAP

-WARNING!

In utilizing these charts for buying purposes, readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart and whether a record's popularity has increased or decreased. This information is shown in the left-hand columns under the headings: "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if its current position "this week" versus" last week" shows a sharp drop readers should buy with caution.

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

M. Shiner (But I'll) Dec 46203 Blues in My Mind R. Allen (Little Brown) Mer 6221 (I Won't Go Huntin', Jake) But I'll Go Chasin' M. Shiner (Anticipation Blues) Dec 46203 Cry Baby Heart R. Kirk (1 Wasted) Mer 6223 Dance at Your Wedding C. Bailey (Heart of) Bullet 1087 Foolish Tears S. Cooley (Send Ten) V(78)21-0150, (45)48-0157 For Old Times Sake Johnnie and Jack (I Heard) V(78)21-0153, (45)48-0160 Heart of the West C. Bailey (Dance at) Bullet 1087 Heaven's Inside C. Story (I'm Pressing) Mer 6220 I Heard My Saviour Call Johnnie and Jack (For Old) V(78)21-0153, (45)48-0160 I Wasted a Nickel R. Kirk (Cry Baby) Mer 6223 I'm Pressing On C. Story (Heaven's Inside) Mer 6220

Blue Christmas

C. Story (Heaven's Inside) Mer 6220 I've Got a Home Up in Glory The Carter Sisters-Mother Maybelle (1

The Carter Sisters-Mother Maybelle (The Day) v(78)21-0149, (45)48-0153 Little Brown Shoes

R. Allen (Blues in) Mer 6221 Little Hula Honey R. Rogers (Mommy Can) V(78)210148,

V

(45)48-0152 Mommy, Can I Take My Doll to Heaven? R. Rogers (Little Hula) V(78)21-0148, (45)48-0152 My Home Is the Dust of the Road

E. Lee & His Southerners (You're Next)

V(78)21-0151, (45)48-0158

Near Me

J. Wills (Rag Mop) Bullet 696—BMI Nobody's Child H. Snow (The Only) V(78)21-0143; (45) 48-0147

H. Snow (The Only) V(78)21-0143; (45)
48-0147
One Hundred Dreams
B. Jennings (One Sweetheart) World 1517
Ozark Valley Waltz

S. Yaney (Go On) Col 20649
One Sweetheart Too Many
B. Jennings (One Hundred) World 1517
Please Don't Ever Forget Me
Texas B. Strength (If I) Four Star 3176

Rag Mop
J. Wills (Near Me) Bullet 696—BMI
Ring on Your Finger
G. Morgan (Why in) Col 20655

Roses Mean Rememberance
W. Moore (Tie a) Savoy 3023
Sailing on the Sea of Love
B. McCoy (I've Got) Token 100
Saily Goodin'

Sally Goodin'

R. Taylor (Wagon Wheel) Cap 57-40267

Send Ten Pretty Flowers to My Girl in Tennessee

S. Cooley (Foolish Tears) V(78)21-0150,

(45)48-0157

Step It Up and Go
Blue Friday & His Daniel Boone Ramblers
(Why Don't) Rich-R'-Tone 425
Sweetheart of Hawaii
J. Bous & His Men of the West (Truck Driver's)

V(78)21-0152, (45)48-0159

Take Me in Your Arms and Hold Me

E. Arnold (Mama and) V(78)21-0146;

(45)48-0150-BMI

Folk (Country & Western) Record Section

Based on reports received last three days of

Week Ending December 16

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

P0:	SITION	0.23
Weeks!	Last	This
to date	Week	Week
22	1	1. SLIPPING AROUNDJ. Wakely & M. Whiting
2	9	2. BLUE CHRISTMASE. TubbDec 46186—ASCAF
2 3 9 8	7	3 MY BUCKET'S GOT A HOLE IN IT H. Williams MGM 10560-ASCAP
9	7 5 2	4 BLUES, STAY AWAY FROM ME Delmore Brothers King 803-BM;
8	2	5. I'LL NEVER SLIP AROUND AGAINM. Whiting-J. Wakely
2	8	5. SUNDAY DOWN IN TENNESSEE R. Foley Dec 46197
29	38	7. WEDDING BELLS
4	4	8. MY BUCKET'S GOT A HOLE IN IT T. Texas Tyler Four Star 1383-ASCAP
1		8. WILL SANTA COME TO SHANTY E Arnold
1	- 1	10 BLUES, STAY AWAY FROM ME E. Crosby Dec 46180-BMI
6		10. CRY BABY HEARTG. MorganCol(78)20627, (LP)2-358—BMI

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

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

disk loc	ckeys s	pecu	alizing in country and Western tunes.
PU	SITIUM	٧	
Weeks to date		We	n l
3	1	1.	MULE TRAINTennessee Ernie Cap 57-40258—ASCAP
	2	2	
2	6	3.	BLUE CHRISTMAS E. Tubb
2 3 1	6		ANTICIPATION BLUESTennessee ErnieCap 57-40258
	-	5.	RUDOLPH THE RED-NOSED REINDEER
2 2 3 1	-	6.	BLUES, STAY AWAY FROM ME Delmore BrothersKing 803-BM.
2	10	7.	C-H-R-I-S-T-M-A-S E. Arnold V(78)21-0124, (45)48-0127
3	4	8.	I LOVE YOU BECAUSE L. Payne Cap 57-40238-BM!
1	-		MY BUCKET'S GOT A HOLE IN IT H. WIlliams MGM 10560-ASCAP
3	4	10.	- [1] 1일 2

FOLK TALENT AND TUNES

By Johnny Sippel

Artists' Activities: Jimmie Davis (Capitol) opened December 2 at the Stables, Palm Springs, Calif., for the winter. Working with the Sunshine Boys comprising Charlie Mitchell, steel; Sleepy Brown, trumpet; Jimmy Weidner standard; Jimmie Thomason, fiddle; Slim Harbert, bass, and Bob Simpson, drums, the ex-Louisiana governor will play out the season according to Reggie Ward, songwriter. . . . Cousin Wilbur. Blondie Brooks and the Log Cabin Folks have left KWKH, Shreveport, La., for a berth in Jackson, Tenn. Sammy Barnhart, writer of "I Wish I Had a Nickel," has left the troupe. . . . Homer Bailes has left the Bailes Brothers, with Kyle Bailes in as replacement. . . . Joe Douglas has joined McConkey Music Corporation, New York, to head the agency's new Western and hillbilly booking seg. . . . Texas Bill Strength (4 Star) has joined WGYV, Greenville. Ala., as a disk jockey He is personally managed by Rudy Clark, Birmingham. . . . Jimmy Wakely has concluded a p.m. deal with Charlie Wicks, the former radio and TV exec in the William Morris Office, Hollywood.

Al Vaughn and His 7-11 Cowboys (4 Star) are working at KRLC, Lewiston, Idaho. Personnel includes Al Vaughn, guitar and vocals; Joie Stewart, lead guitar; Marvin Satter, fiddle, and Dick Hamilton, bass. . . . Uncle Harve and the Ragtime Wranglers, of WGBS, Miami, are busy with dates at the naval base at Key West and leading Miami hotels. . . . DeeRay Williams has terminated his p.m. deal with Roy Parker, of Melody Trail Records, and is auditioning in the Nashville area. . . . Buddy Bain, last with Smilin' Eddie Hill at WMPS, Memphis, has joined Pete Pyle at KBOA, Kennett, Mo.

Lucky Penny Trio, formerly with WLW, Cincinnati, have joined KMOX, St. Louis, according to Lambert Kohr, KMOX producer. Shorty Mason has replaced Fiddlin' Guy Blakeman with the Range Riders at the station. Dave Landers' Trio (MGM, at the station, have augmented with Anna Lee Showman, vocalist, and Buddy Smith, fiddle. Jack Kennedy, pianoman with Ben Christian (4 Star) reports that Biff Collie, the Houston d.j., has cut his first sides for Macy Label. Floyd Tillman (Columbia) is not only a songwriter and entertainer but also has his own recording and broadcasting equipment in his home. Tillman plays a one nighter tour thru the Coast cities. December 4-12 with George Morgan (Columbia) also on the show. The Corral. new nitery in Freeport, Tex., is utilizing name Western and h.b. talent. They

(Continued on page 34)

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POSITION



Rhythm & Blues Records

Based on reports received last three days or Week Ending December 16

BEST-SELLING RETAIL RHYTHM & BLUES

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

Weeks! Last | This to date Week Week 1. SATURDAY NIGHT FISH FRY L. Jordan Dec 24725-BM: (Parts I and II) Lost My Baby 3. LET'S MAKE CHRISTMAS MERRY. Bow-Wow 4. I'LL GET ALONG SOMEHOW (Parts I and II) 5. FORGIVE AND FORGET The OriolesJubilee 5016 So Much 5. WHY DON'T YOU HAUL OFF AND LOVE ME?... King 4322-BMI Is That All I Mean to You Let's Have a Ball 8. NUMBERS BOOGIE......Sugar Chile Robinson Cap 57-70037-BM! After School Blues 9. WHAT ARE YOU DOING NEW YEAR'S OriolesJuilbee 5017 It's Going To Be a Lonely Christmas 10. SILENT NIGHT Sister Rosetta Tharpe-Gospel Singers White Christmas 11. AFTER HOUR SESSION............J. CulleyAtlantic 888 Rumboogie Jive The Blues Got Me Again The Gal I Love 13. NO ROLLIN' BLUESJ. Witherspoon................Modern 20-721 Big Fine Girl 15. MERRY CHRISTMAS, BABYJ. Moore's Three Blazers ... Exclusive 63%

Lost In the Night

In utilizing these charts for buving purposes, readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart and whether a record's popularity has increased or decreased This information is shown in the left-hand columns under the headings "Weeks to Date," "Last Week" and "This Week" if a record has had an unusually long run, or if its current position "this week" versus" last week" shows a sharp drop readers should buy with caution

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION Weeks! Last | This to date Week | Week

4	10	1.	FOR YOU, MY LOVE L. Darneli
12	1	2	SATURDAY NIGHT FISH FRY
			(Parts I and II)
4	10	3.	GUESS WHO?
6	14	4.	SNEAKIN AROUND R Render London 17000-BM!
5	3	4.	BOOGIE AT MIDNIGHT R Brown Deluxe 3300
6 5 14	-	4.	BROKEN HEARTED E. Williams Supreme 1535-BMI
4	6	7.	HOMESICK BLUES
4	10	8.	I'LL GET ALONG SOMEHOW
			(Parts I & II) L Darnell
6	4	9	DON'T PUT ME DOWNJ. Liggins
6 1 7	-	9.	NO ROLLIN' BLUES J Witherspoon Modern 20-721
7	5	11.	WHY DON'T YOU HAUL OFF AND
			LOVE ME?Bull Moose JacksonKing 4322—BM1
1	2	12.	
3	6	12.	CUTTIN' OUT
1	- N.	12.	AFTER-HOUR SESSIONF. Culley
17	-	12.	ALL SHE WANTS TO DO IS ROCK W. Harris King 4304—BMI

ADVANCE RHYTHM & BLUES RECORD RELEASES

Bad Times

Sunnyland Slim (I'm Just) Apollo 416

Bye Bye Blues Sister Slocum and "Woody" Block (I've Got)

King 15023 Bop Doodewadie

Madman Taylor (Mule Tran) Gotham G-213

Daddy-Daddy S. Churchill (Why Was) Arco 1222

For You My Love

B. Ford (I'm Glad) Col(78)38667; (33)1-446 Frightened

Little Willie Littlefield (The Moon) Modern 20-726

I Found Out

"Whispering" B. Range (You Never) Apollo 415 I Quit My Pretty Mama

Ivory Joe Hunter (It's You) King 4326

If You Had More Time To Be Mean Ruby Wright (Ragged But) King 15022 I'm Glad You're Comin' Home

B. Ford (For You) Col(78)38667; (33)1-446 I'm in Love With You

L. Johnson (Solid Blues) Arco 1227

I'm Just a Fooi James Quin (Paw's in) Derby 726

I'm Just a Lonesome Man Sunnyland Slim (Bad Times) Apollo 416

I'm the Only Man

Scat Man Crothers (Just Lookin') Cap 57-70062 Irene's Blues

M. (Blues: Bailey (Put Your) Domino D-308 It's You Just You

(vory Joe Hunter (I Quit) King 4326 I've Been a Fool

The Shadows (Nobody Knows) Lee 200

Nay! Nay! Go Way! · Earl Bostic (Sugar Hill) King 4328

Nobody Knows The Shadows (I've Been) Lee 200

GETTING THOSE NICKELS! going up up u

AMOS MILBURN

"LETS'S MAKE CHRISTMAS MERRY, BABY"

"Bow-Wow"

Aladdin 3037

"REAL PRETTY MAMA"

"Drifting Blues"

Aladdin 3038

CHARLES BROWN

"HOMESICK BLUES"

"Let's Have a Ball"

Aladdin 3039

Watch These Hit the CHARTS!

CALVIN BOZE

"SATISFIED"

"Working With My Baby"

Score 4008

LIGHTNIN' HOPKINS

"MORNING BLUES" "Have To Let You Go"

Aladdin 3035

SAUNDERS KING

"STORMY NIGHT BLUES" "Unfaithful Blues"

Aladdin 3040

RED SAUNDERS

"4 A.M."

"Take It Upstairs"

Score 4009





UNIVERSAL ATTRACTIONS

347 Madison Avenue

Murray Hill 4-4122

New York, N. Y.

Copyrighted materi

RATINGS

10

CKE

0

O P E I

A

m

40--40--40--40

30--30--30

74--78--70--74

73--75--70--75

73--75--70--75

68--75--65--65

78--78--76--80

52--50--55

52--50--55

81--82--80--80

72--74--71--70

80--80--80

78--80--78--77

66--70--66--62

0

70



RATINGS (100 Point Maximum)

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

Records are reviewed three times: (1) for retailers; (2) for **How Ratings Are Determined** operators; (3) for disk jockeys. Each time on the basis of aine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100 Maximums are subject to change

depending on results of a survey of the music trade now being conducted N. S. Indicates a record is not suitable for approval within the market. The Categories Point listings are maximums. Song caliber, 15; interpretations, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's-promotion film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST LABEL AND NO.

TUNES COMMENT

POPULAR

JEAN SINCERE & RUSS BURTON (The Stylists) Empey 104A

Merry Christmas (Betcha My Boots) Weak seasonal ditty is done without spark by the

Turkey Time (Bob Fitzgerald) Empey 881A

Pretty silly is this ballad which is addressed to the turkey and ends up one.

PEGGY LEE & MEL TORME (The Mellowmen) Capitol 791

CARL PERKINS

Savoy 730

The Old Master Painter Strong name team does a rather spiritless reading of the promising song. Since there's not really an outstanding Job on the song, the Lee-Torme draw should make for action when the song catches.

Bless You (For the Good That's in You) Weak rhythm item with a satisfying moral is delivered well enough by Lee and Torme.

I'll Never Smile Again

Odd style keyboarding like four hands rather than two. Could attract nickels and buyers. Tune, of course, is the hit of a decade ago.

Smoke Gets in Your Eyes

Perkins gets an awful lot of sound out of the keyboard, tho he is not a particularly inventive pianist. His peculiar style may draw coin for this melodic reading of the Kern fave.

PETER LIND MAYES (Sy Oliver Ofk) Decca 2479

Disk lockey Blues Blues novelty spoofs the all-night wax spinners in a rather light-hearted way. Those spinners will probably wear the grooves thin.

Blue Ribbon Gal

Versatile Mr. Hayes, an ace comic, makes an infectious Job out of this English novelty which has spirit and amiability.

RUBY WRIGHT King 15022

Ragged But Right Weak novelty is performed with little spirit and less voice by Miss Wright.

If You Had More Time To Be Mean This one's a blues novelty and also has little of distinction to offer.

ENOCH LIGHT ORK (Cloverleaf Four) Lincoln 514

LAWRENCE WELK

Quintet)

(Jinny Jackson)

Mercury 5347

VIC DAMONE

Mercury 5343

Mercury 5321

ILENE WOODS

Bluebird 30-0020

ORK

(Roberta Linn &

(Glenn Osser Ork)

I Love Her Oh! Oh! Oh! A smash hit of yesteryear is revived with a snappy, gimmick-packed, Mooney-ish rendition by Light and male quartet. Should fracture 'em in the Midwest. Unbreakable disk sells for 45 cents.

If I Had a Thousand Lives To Live Good, polished performance of a danceable, sentimental waltz from way back when.

Too-Whit! Too-Whoo! (Bring My JACK HASKELL Decca 24806 Loved One to Me)

Pleasant British import by Billy Reid is given a creditable performance by a promising crooner. You're Diff'rent

Another warm-hearted performance of an appealing tune.

A Dream Is a Wish Your Heart Makes Ballad from "Cinderella" is chirped warmly by the gal. Ork, with organ, gives it the dreamy treatment. Should register in Welk's special territories.

Bibbidi-Bobbodi-Boo

The champagne treatment serves nicely for the nonsense

Nice To Know You Care

The hot Mr. Damone goes a bit over on the classy side for a lovely tune.

Sitting by the Window

Okay rendition of a sentimental plug tune.

EDDY HOWARD & **Bright Eyes**

Another pop-corn tune is Howard's latest try for a "Candy Kisses" follow-up. Should get big Midwest play.

Put Your Arms Around Me

Oldie is from Majestic master. Bouncy rendition should achieve standard status without much trouble.

A Dream Is a Wish Your Heart Makes Miss Woods, who is the lead voice in the Disney

"Cinderella," does a ballad from the flick with a sweet, delicate quality. Undoubtedly the definitive Job, but overshadowed by Victor's more commercial Como etching.

The Cinderella Work Song A production tune in up tempo from the flick is appealingly done by thrush and group. Song is not strikingly commercial.

· Record Reviews

ARTIST

LABEL AND NO.

TUNES

COMMENT

POPULAR

ILENE WOODS Bluebird 30-0019

Bibbidi-Bobbidi-Boo Miss Woods is the voice that does the tune in the forthcoming "Cinderella" flick. Her low-price version could show action if the tune lives up to its heavy

Ballad from same flick is delivered in pleasant

BLUE BARRON ORK MGM 10594

effort on the part of the listener.

Mr. Disk Jockey

revival.

slam-bang commercial Barron smash.

GLEN MOORE-THE MOORE MEN MGM 10539

(Lynne Richards)

TWO-TON BAKER

Mercury 5346

PATTI PAGE (Rael Septet) 83--85--82--82 Mercury 5344 (Quartet)

> RICCI VALLO (Henry George's (Ork) Apollo 1152

BILLIE HOLIDAY Decca 24796

DICK JAMES-THE GEORGE MITCHELL CHOIR-DON LO-RUSSO-R. MILNE ORK

London 544 RALPH FLANAGAN ORK

Bluebird 30-0016

RALPH FLANAGAN

ORK 73--75--72--72 Bluebird 30-0017

SISTER SLOCUM

74--75--73--73 ("Woody" Block) King 15023

> FRANZ GEISZ (Seven Wonders)

79--80--80--78 Gold-Rain G107

> IOE PETRAK ORK (Skip Farrell)

80--82--79--79 Swing-Master 1001

75--75--74--76 JOE PETRAK ORK Swing-master 1002

73--74--72--74

70--73--70--67 DICK HAYMES

(Sonny Burke Ork) Decca 14801

fashion by the original interpreter.

Big Movie Show in the Sky Barron tries mightly hard here but number requires

72--75--72--€8 Schmaltzy production adds up to less than the asked

Johnson Rag They've even got tap dancing on this one. Sparkling

Latin Magic Intriguing bit of exotica merits jock attention as

Oogoo the Worm Baby-talk novelty is in the vein of Baker's "Lonely

Gus the Gopher The social problems of a gopher compose a mildly amusing novelty.

Oklahoma Blues Gal shows a strong blues feeling on some pleasant lyrics.

Patti sings all voices in the Quartet here. It's a fine feat musically, and the blend, of course, is great, as is the old tune. Jocks should favor this one for Its unusual gimmick.

recording doesn't help, however.

Roman Guitar Italian tango, with English and Italian choruses, could do business in Italian nabes. Vallo does a fine job here.

broad consumption.

Crazy He Calls Me A more sincere rendition of a character-packed hunk

Some Hearts Sing 66--69--66--63

A smart new ballad gets a rather tepid production here. Choir and orking outshine the solo singer.

More commercial all around. Tune has the needed simple familiar ring and James gets moxie into it.

The talented recording ork comes up with a winning dance rendition of the pop, with Harry Prime up for

Where or When Band socks here with its best job to date. Intona-

tion and spirit are at peak in this nostalgic instrumental.

Standard makes apt grist for the Flanagan mill. An easy-ride trombone solo sparks this instrumental.

Bye, Bye, Blues Wood block and organ duet couldn't be cornier-

ergo, a disk with possibilities, especially on the jules. I've Got Rings On My Fingers Another oldie gets the same hotcha treatment.

Mayalus Waltz instrumental in the European folk manner done with lightness and some charm.

Warbler does an okay novelty ditty, abetted by a thumping Dixie background that evokes the livelier pop

orks of the early '20s. The Christmas Waltz

A really attractive Yule waltz is warbled with warmth and vibrance by Farrell, with a fine, toy-like orking in back.

Oh. Marie Petrak plays the Italian folk song as an accordion solo in front of the group. Good virtuoso job.

Avalon Accordion is featured in a nostalgic corn-ball cleffing.

Gimmick of muted horn carrying melody while squeezebox makes flowery runs is effective. Fiddle Faddle

accordion showpiece. Why Was I Born?

A masterly reading of the Kern-Hammerstein standard. Not overloaded with immediate box-office appeal, but an artistic effort for those who appreciate such.

(Four Hits and a Miss-Sonny Burke Ork) Haymes' warm, full-voiced evocation of the Gillespie-

77--76--89--77

RATINGS

-

20

ISK

0

75--75--77--74

75--77--75--72

74--75--73--74

rendition gives the label strong coverage on the hit

74--75--74--72

68--70--68--66

71--73--70--70

76--80--75--74

67--68--66

70--72--68--70

72--74--72--70

80--85--75--80

73--76--70--73

72--74--70--72

75--70--75--80

70--65--70--75

66--64--66--68

63--63--61--65

72--72--72

63--65--63--68

67--67--65--69

So This Is Love

73--78--72--70 Miss Richards gives it a sultry send-off.

Little Petunia" waxing, which had a long steady sale. Amusing side should be big in Baker's home territory.

With My Eyes Wide Open I'm Dreaming

I Must Have You Excellent crooner on a pretty ballad here. Muffled

You're My Thrill The Holiday cult will grab her version of the revival, but her mannerisms are pretty exaggerated here for

72--74--72--70 of material. Gordon Jenkins backing is a big assist for both sides.

I Thought I Was Dreaming 74--74--74

Dear Hearts and Gentle People 78--82--74--78

a neat vocal.

The Trail of the Lonesome Pine

'Way Back Home Fair dance vocal rendition of the revived pop.

Honeyhive

Good musicianship exhibited by the group in an

The Old Master Painter

Smith ditty is one of the best among several fine etchings of the tune, will collar its share.

Copyrighted material.

68--64--68--72

72--72--74--70

88--89--88--88

Unbreakable

Record Reviews

ARTIST

TUNES

LABEL AND NO.

COMMENT

POPULAR

ELLA FITZGERALD (Mills Brothers) Decca 24813

I Gotta Have My Baby Back Elia and the brothers team for a magical mood job of the fine Floyd Tillman blue-tinted ballad.

Fairy Tales Tune, which has been around for a while, is stepping out and getting a number one plug effort. This fine etching should go places.

VICTOR YOUNG ORK (Sandy Evans) Decca 24802

DOROTHY CARLESS

Decca 24805

It Happened at the Festival of Roses Evans does a rich job with the lyric, and Young contributes one of his usual soaring ork jobs, but this plug tune hasn't got off the ground.

A Thousand Violins Like flip, this ditty hasn't made much of a dent so far. However, it has real quality, and is made to order for the Young string sawy. Evans sings it handsomely.

more lift and persuasion than the thrush gives it here. My Love Loves Me Tune, from "The Heiress" flick, has the same lavenderand-lace gracefulness as flip, and enjoys a stronger and

more persuasive vocal here.

Speak a Word of Love (I Wish, I Wish)

GUY LOMBARDO (and Royal Canadians) Decca 24804

Farewell, Amanda Cole Porter's tune written for the "Adam's Rib" filck is one of his weaker efforts. Lombardo's gang handle It as best as can be done.

Wunderbar The lovely waltz from "Kiss Me, Kate," which Is destined to be a standard of significance, is treated Instrumentally by Lombardo. The performance lays emphasis on the swirling beauty of the filting Vlennese-like melody.

VICTOR YOUNG ORK La Vie En Rose Decca 28816

Young conducts an all-string ork thru the enchanting French song in a performance which makes for top-notch salon music.

The River Seine Another French ditty of much loveliness, which currently is showing up with American lyrics as a pop of substance, is delivered neatly salon-style by Young's singing strings.

IACK HASKELL (Stardusters)

I Know, I Know, I Know

Lovely waitz from "That Midnight Kiss" flick is treated pleasingly by Haskell on his Decca wax debut with a fine assist from the Stardusters.

Over the Hillside Old-timey waltz is offered in a simple, straightforward etching of no particular distinction.

EDDY HOWARD ORK Peggy Dear Mercury 5349

Superb dance slicing of an oldie of much merit which Is sung delightfully by Howard, both solo and with

Half a Heart Is All You Left Me Howard, with his trio's support, delivers a corny ballad which could make plenty of noise. It's typical Howard wax-all melody, danceable, unpretentious and Eddy's distinctive tonsiling.

SHARKEY & HIS KINGS OF DIXIE-LAND Capitol 795

Bourbon Street Bounce Spritely two-beat instrumental is performed with zest and vigor by a group of New Orleans music specialists headed by veteran Sharkey Bonano.

Pixxa Pie Boogie Another Dixieland original spots Sharkey hollering a vocal about pizza pies while the ork supplies the solid two-beat support.

MADELYN RUSSEL (Mitch Miller Ork) Mercury 5348

The Laxiest Gal in Town Miss Russel does a most satisfying Job with the Cole Porter oldie, which always has had some difficulty In getting air plays. Impressive arrangement and thrushing made a fine side.

Copper Canyon The thrush turns in a precise and to-the-point job on the title tune of a coming cowboy flick. A cute

Strong ballad which grows on you with each new hearing is delivered encased in an excellent arrangement

which spots good Sinatra alongside some excellent work

Another fine performance of a pleasant new ballad.

FRANK SINATRA (The Modernaires-Axel Stordahl Ork Columbia 38662

RUSS MORGAN ORK The Morganaires) Decca 24819

BENNY GOODMAN ORK (Buddy Greco-The Heathertones) Capitol 57-788

ALVY WEST ORK (Pete Hanley) Decca 24799

Johnson Rag

by the Modernaires.

Why Remind Me

Sorry

This is a modernization of the great old Morgan arrangement of this standard and it makes a wonderful disking. Should clean up now that the tune's revival is established.

Where Are You, Blue Eyes? An attractive gang-sing waltz. Handled In the extra good taste of Morgan and crew. Brother Bill

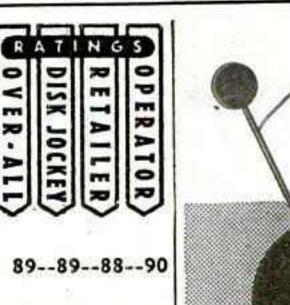
engagingly by Greco and the group while Goodman and band furnish solid dance orking. You're Always There Fine dance etching spots Benny playing melody with

Louis Armstrong's amusing rhythm novelty is handled

his sextet, a vocal group of distinction and an excellent solo singing cnore by Buddy Greco. Tune's attractive, The Way It Looks on You!

Neat West orking and Hanley vocal lend extra values to an otherwise ordinary ballad. I Must Have Done Something Wonderful Truly pleasant etching of a lively new ditty encased In a precious West cleffing. Sandra Deel and a group handle the vocats.

(Continued on page 98)



69--70--69--68

89--89--88--90

77--79--77--75

65--68--65--62 The cameo delicacy of the Wells-Saxon art song needs

68--71--68--65

72--74--72--70

75--80--75--70

79--80--79--78

76--77--75--75

62--67--60--60

58--58--58

87--87--86--88

87--88--86--87

65--65--60--70

65--65--60--70

77--75--78--78

77--78--75--78

88--89--87--88

81--83--80--80

89--90--89--90

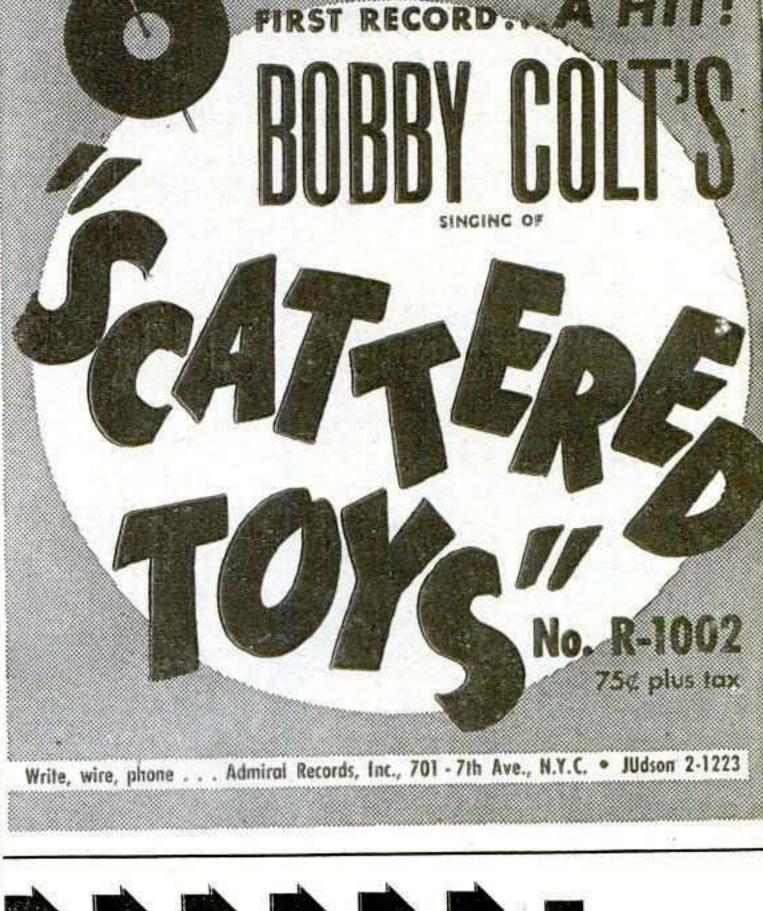
79--79--78--80

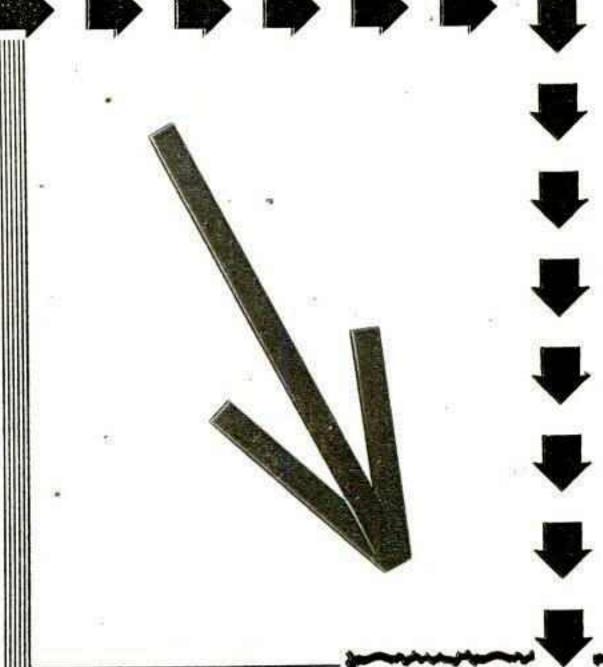
76--78--75--75

78--78--78

67--70--66--66

75--80--74--72





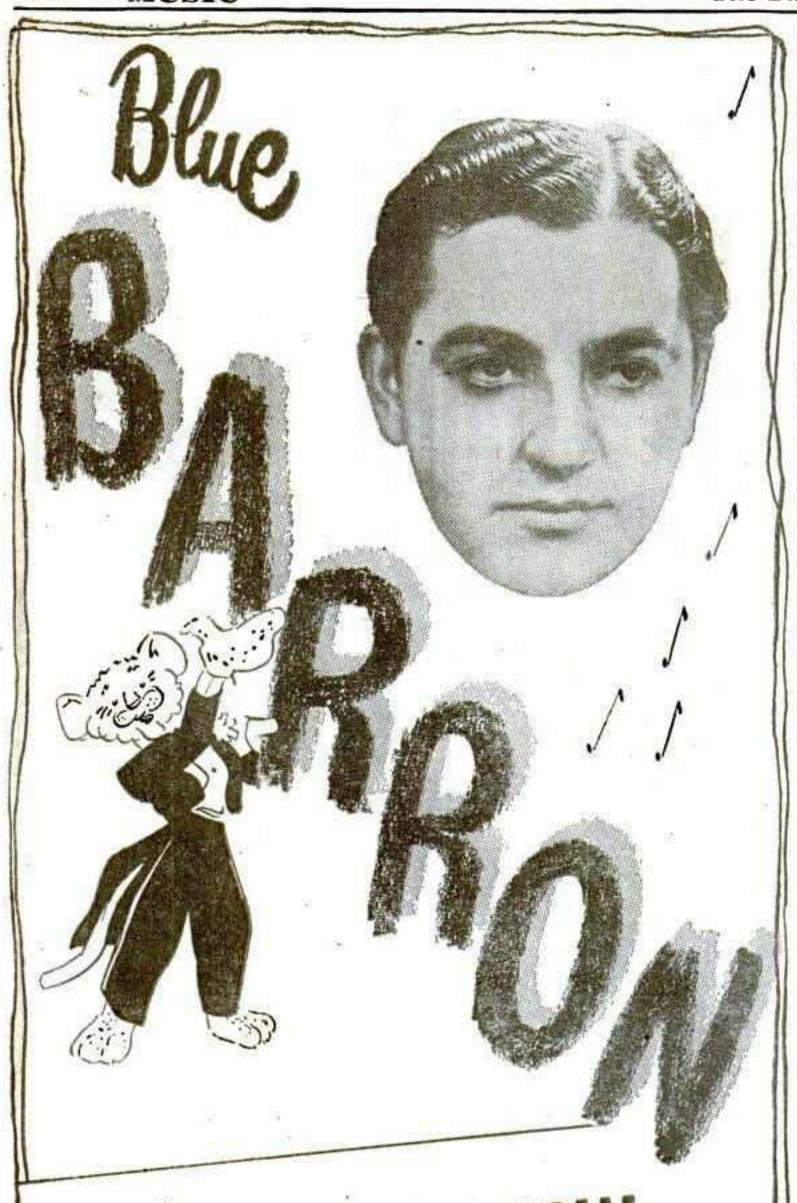
Gale Agency, Inc.

48 W. 48th St. New York, N. Y.

Gale Renews Jacquet Pact

NEW YORK, Dec. 10. - Illinois Jacquet this week inked a renewal management contract with the Gale Agency. The tenor saxophone-orkster has been with the agency for several years and was rumored leaving Gale with his last paper expired some weeks ago. The re-signing spikes erring reports.

—The Billboard, December 17, 1949



BIG MOVIE SHOW IN THE SKY

MR. DISK JOCKEY
(Play Our Love Song Again)
M-G-M Non-Breakable 10594



with ART MOONEY'S New Hit...
THERE'S A LOVELY LAKE IN LOVELAND

and Hometown Band M-G-M Non-Breakable 10588

NOW PRESSED ON METROLITE NON-BREAKABLE UNDER HORMAL USE



Billboard MUSIC POPULARITY CHARTS MUSIC POPULARITY CHARTS IX Record Possibilities

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.

Ditty's a sprightly mountain-musicker that had its innings a couple of years back on straight hillbilly diskings. Bing and the gals are in top form as they harmonize it to a spanking fare-thee-well. The Martin-Warren job is in a contrasting vein—the dulcet, legato approach, with subdued Rene orking rounding out the hush-hush effect. Flipover of the Crosby-Andrews side, another folker, "Quicksilver," is also loaded with potential.

MY LILY AND MY ROSE

SORRYFrank Sinatra, the Modernaires, Axel Stordahl
OrkColumbia 38662

The tune is a posthumously-discovered work of Dick Whiting, and it's got the feel of his great ones. Sinatra, who gets rock-ribbed assistance from the vocal group and Stordahl's tastefully conceived instrumental scoring, sounds as great as he has ever sounded. His way with words makes you feel that he means it.

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:

tolloriow 5 mits will be.	
1. BIBBIDI BOBBIDI BOO	Perry Como
2. SORRY	Margaret WhitingCapitol 57-776
3. BIBBIDI BOBBIDI BOO	. Jo Stafford-Gordon MacRae Capitol 57-782
4. SCARLET RIBBONS	. Jo StaffordCapitol 57-785
5. WITH MY EYES WIDE OPEN	. Patti Page Mercury 5344
6. ALL THE BEES ARE BUZZIN'	
7. JOHNSON RAG	

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:	- The state of the
1. I GOTTA HAVE MY BABY BACK	Ella Fitzgerald-Milis Brothers Decca 24813
2. OPEN DOOR, OPEN ARMS	Andrews SistersDecca 24822
3. ECHOES	
4. MARTA	
5. BIBBIDI BOBBIDI BOO	
6. SORRY	

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:

think tomorrow's hits will be:	
1. THE OLD MASTER PAINTER	Dick HaymesDecca 24801
2. CHARLEY, MY BOY	Andrews SistersDecca 24812
3. ECH0ES	Jo Stafford-Gordon MacRaeCapitol 57-782
4. CARELESS KISSES	Sammy Kaye
5. ECHOES	Sammy Kaye
6. SHE WORE A YELLOW RIBBON	Andrew Sisters-Russ MorganDecca 24812
7 THE OLD MASTER DAINTER	Dichard Haves Marcury 5343

THE COUNTRY & WESTERN DISK JOCKEYS PICK:

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hits will be:

1.	I GO	TTA H	AVE MY	BABY B	ACK		Floyd	Tillman	Columb	ia 20641
2.	I GO	TTA H	HAVE MY	BABY	BACK		Red	Foley		ca 46201
3.	MAM	A AND	DADDY	BROKE	MY HEAR	Γ	. Eddy	Arnold	Victor	21-0146
4.	TAKE	ME	IN YOUR	ARMS			Eddy	Arnold	Victor	21-0146
5.	ROSE	S ME	AN REM	EMBRAN	CE		. Wally	Moore		yoy 3023
6.	THE	GAME	OF BRO	KEN HE	ARTS		. Doris	Day	Columb	ia 38637
	1. 2. 3. 4. 5.	1. I GO 2. I GO 3. MAM 4. TAKE 5. ROSE	1. I GOTTA H 2. I GOTTA H 3. MAMA AND 4. TAKE ME 5. ROSES ME	1. I GOTTA HAVE MY 2. I GOTTA HAVE MY 3. MAMA AND DADDY 4. TAKE ME IN YOUR 5. ROSES MEAN REM	1. I GOTTA HAVE MY BABY B 2. I GOTTA HAVE MY BABY B 3. MAMA AND DADDY BROKE 4. TAKE ME IN YOUR ARMS 5. ROSES MEAN REMEMBRAN	2. I GOTTA HAVE MY BABY BACK 3. MAMA AND DADDY BROKE MY HEAR 4. TAKE ME IN YOUR ARMS 5. ROSES MEAN REMEMBRANCE	1. I GOTTA HAVE MY BABY BACK	1. I GOTTA HAVE MY BABY BACK	1. I GOTTA HAVE MY BABY BACK	1. I GOTTA HAVE MY BABY BACKFloyd TillmanColumb 2. I GOTTA HAVE MY BABY BACKRed FoleyDec 3. MAMA AND DADDY BROKE MY HEARTEddy ArnoldVictor 4. TAKE ME IN YOUR ARMSEddy ArnoldVictor 5. ROSES MEAN REMEMBRANCEWally MooreSav 6. THE GAME OF BROKEN HEARTSDoris DayColumb

FOLK TALENT AND TUNES

pulled a full house recently with Hank Thompson (Capitol)... Jack Patton (Gold Tone) has returned to Hollywood following a New England p.a. tour.... Smiley Burnette (Capitol) reports that his troupe, including Junie Allen and Terry Preston, were severely shaken up November 18 when their car was in a head-on collision in Oklahoma. Burnette will play his tour thru the Midwest and South on schedule, however.... Tommy Sosebee (Coral) is personally managed by Sid Prosen, New York pubber.

Please address all communications to Johnny Sippel. The Billboard.

Billboard

MUSIC POPULARITY CHARTS,

Advance Information



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

A Dream Is a Wish Your Heart Makes Hene Woods (The Cinderella) Bluebird 30-0020 A Game of Broken Hearts

K. Starr (Tell Me) Cap 57-792 All Too Soon

Balley (Everything Depends) Dec 25462 Always Marry & Pretty Woman

Lord Invader-Lord Beginner (New York) Arco

Auld Lang Syne

Vera Lynn (This Perfect) London 535 Back Room Plato Album-F. Froeba & His Boys Dec (33) DE-5043

Down by the Old Mill Stream I Womer Who's Kissing Her Now It's Sin To Tell a Lie a Girl That Men Forget

Moosie Mousie Boogle Squeeze Me St. Louis Blues Sugar Blues

Bibbidi-Bobbidi-Boo Hene Woods (Se This) Bluebird 30-0019

P. Lee-M. Torme (The Old) Cap 79% Blue Ribbon Gal P. L. Hayes (Disk Jockey) Dec 24797

Bourbon Street Bounce Sharkey (Pizza Pie) Cap 795

Chi Chi Castenango B. Huggins (Wake Up) State 6034 Chicago

The following abbreviations are being used thruout the list of Ad-vance Record Releases: p-Capitol Col-Columbia rec-Decca Mer-Mercury V-Victor All other labels will continue to

be nelled out.

Where 78, 45 and 33 % (LP) r.p.m.
numbers are listed, the speed is indicated in parantheses preceding the record number. For examples V (78) 20-1941; (45) 47-2354, etc.

G. Lombardo (Dardanella) Dec 24795 Christmas Music Album-E. Smith (4-10") Dec A-726

the Herald Angel Sing . Dec 24735 came Upon the Miles Clear Adeste Fideles . .

Bells . Dec 24142 24735

O Holy Night . . . Dec 24736 Silent Night . . . Dec 24734 White Christmas . . . Dec 24142 Cocktail Time Album-Dell Tris (1-10") Col (33) CL 6101

Cocktalls for Two I'll Be Seeing You Moon Over Miami Moonglow Oh, Lady Be Good Stumbling

Tea For Two Who's Sorry New Comme Bella a Stagione

P. Brito-W. Gross (Manta) MGM 10591 Copper Canyon M. Russel-M. Miller Ork (The Laxiest) Mer

5348 Crazy He Calls Me B. Holiday (You're My) Dec 24796 Crime and Punishment

E. Knight-H. Carmichael (Grocodile Tears) Dec 24821

Crocodile Tears Maight-H. Carmichael (Crime and) Dec 24821 Cuban Boogle

I. Fields (Malaguena) V 26-9031 Dancer at the Fair Ted Herbert Ork (Just a) London 560 Dardanella

G. Lombardo (Chicago) Dec 24795 Dark Town Strutters Ball Little Sans & Lee (Get Out) Apollo 1154

Dear Hearts and Gentle People Ralph Flanagan Ork (Where or) Bluebird 30-0016 Don't Fence Me In Album-B. Crosby (1-10")

Dec (33) DL-5063 Don's Fence Me In Makes No Difference Now New San Antonio Rose Nobody's Darlin' But Mine

Pistol Packin' Mama Ridin' Down the Canyon Walking the Floor Over You You Are My Sunshine

Disk Jockey Blues

P. L. Hayes (Blue Ribbon) Dec 24797 Everything Depends on You

M. Bailey (All Too) Dec 25462 Get Out and Under the Moon

Little Sans & Lee (Dark Town) Apollo 1154 Ghost Town

R. Goff (Tell Me) London 543 Good Night, Little Girl, Good Night His Boros Boys (On San Francisco) Coral 60139

Half a Heart Is All You Left Me E. Howard Ork (Peggy Dear) Mer 5349

Happy Times D. Kaye (Love Me) Dec 24820

Have You Ever Been Lonely Little Sans & Lee (Take Your) Apollo 1153 Hometown Band

A. Mooney (There's a) MGM 10588 Honeyhive

Franz Geisz & His Seven Wonders (Mayalus) Gold-Rain G107 I Love Her Oh! Oh! Oh!

E. Light (If I) Lincoln 514 I Must Have You

R. Vallo (Roman Guitar) Apollo 1152 I Thought I Was Dreaming

Dick James (Some Hearts) London 544 If I Had a Thousand Lives To Live E. Light (I Love) Lincoln 514

I'll Never Smile Again C. Perkins (Smoke Gets) Savoy 730 Johnson Rag

R. Morgan (Where Are) Dec 24819 Just a Little Rocking Chair and You

T. Herbert Ork (Dancer at) London 560 Lost in the Stars Album-T. Duncan-Lost In the Start (1-12")

Dec (33) DL-8028; (78) DA-738 eve Me or Leave Me D. Kaye (Happy Times) Dec 24820

Malaguena I. Fields (Cuban Boogle) V 26-9031

P. Brito-W. Gross Ork (Comme Belia) MGM 10591

Mayalus Franz Geisz and His Seven Wonders (Honeyhive) Gold-Rain G107

Ethel Merman—Songs She Has Made Famous Al-bum—C. Cavallaro Dec (33) DL-501

Blow, Gabriel Blow Eadie Was Lady
I Get a Kick Out of You
Got Rhythm

's De-Lovely Just a Bowl of Cherries You're the Top

Merry Christmas J. Sincere-R. Burton (Turkey Time) Empey 881

New York Subway Lord Invader-Lord Beginner (Always Marry) Arco 1228

Oh Dear! What Can the Matter Be? M. Rifey (The Music) Dec 25443 Old Time Piano Album-F. Froeba (1-10") Dec (33) DL-5948

Let Me Cale You Sweetheart I'm Alone Because I Love You In a Little Spanish Town Ma (He' Making Eyes at Me) My WIN Irish Rose

I Lost You That Old Gang of Mine

On San Francisco Bay C. Steward & His Boro Boys (Good Night) Coral 60139

Peggy, Dear E. Howard Ork (Half a) Mer 5349 Pizza Pie Boogie

Sharkey (Bourbon Street) Gap 795 Ames Brothers (Sentimental Me) Coral 60148

Roman Guitar R. Vallo (I Must) Apollo 1152

Col (33) CL 6082

So This Is Love

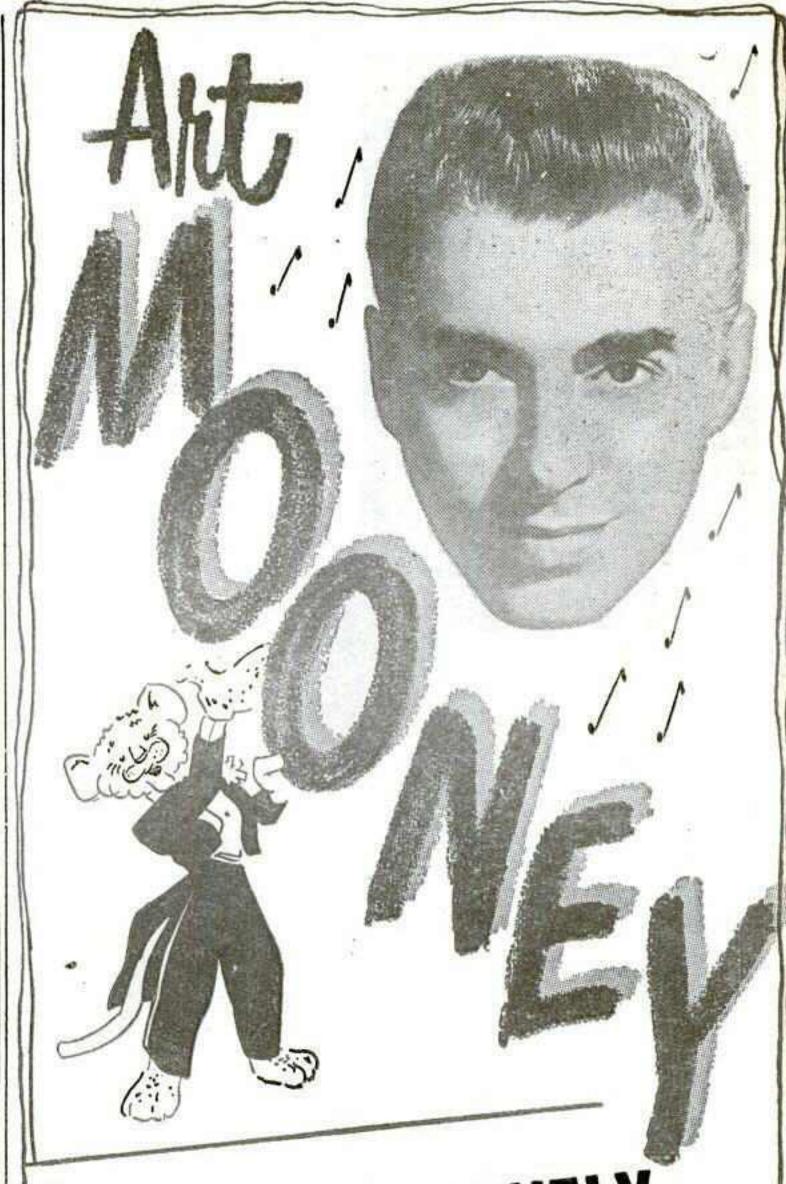
Ames Brothers (Rag Mop) Coral 60140 Sentimental Favorites Album-A. Goodman Ork (1-10")

I'm Always Chasing Rainbows Make Belleve Moonlight and Roses Roses of Picardy Smoke Gets in Your Eyes The World Is Waiting for the Sunrise

When Day Is Done Why Do I Love You? Smoke Gets in Your Eyes C. Perkins (I'll Never) Savoy 730

Ilene Woods (Bibbidi) Bluebird 30-0019

(Continued on page 91)



THERE'S A LOYELY LAKE IN LOYELAND

(There's Something About A) HOMETOWN BAND

M-G-M Non-Breakable 10588



with BLUE BARRON'S New BIG MOVIE SHOW IN THE SKY

and Mr. Disk Jockey

M-G-M Non-Breakable 10594

NOW PRESSED ON METROLITE NON-BREAKABLE UNDER NORMAL USE

M-G-M RECORDS THE GREATEST NAME (IN ENTERTAINMENT

701 SEVENTH AVE., NEW YORK 19, N.Y.

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IS ANYONE CONNECTED WITH THE PROMOTION OF POPULAR MUSIC INTERESTED IN SEEING THE MUSIC TO THIS LYRIC?

"IT'S A SMALL WORLD"

In the shadow of the Taj Mahal I saw mem'ry shadows of you. And in Paris at the Beaux Arts Ball Did your smile's acquaintance renew. Feeding pigeons in St. Peter's Square I met the perfume of your hair.

No matter which way I whirled You would be around somewhere. I've learned, darling, IT'S A SMALL WORLD.

Did you know in London I had a date With a vision of you in blue and gold? And perhaps your spirit did not relate That I carried it in Bruges old over a threshold. On a rock in Ireland one gray day Your eyes and mine looked at the sea. In a little joint out Kansas way Your hands had cheeseburgers with me.

No matter what flag unfurled To the breezes where I'd go, I'd meet you there. IT'S A SMALL WORLD.

Your voice turned up in New Mexico

And your kiss at the Alamo.

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Olive and Jack Houston

c/o THE BILLBOARD

CINCINNATI 22. OHIO

YOU REQUESTED THESE

JOHNNY LONG ALL THE WAY CHOO CHOO UNIVERSITY OF NORTH CAROLINA MEDLEY

KING 15030

DE MARCO SISTERS I LOVE JEEMY

THAT'S OKAY KING 15025

* LENNY ROGERS

I WAKE UP EVERY MORNING WITH A HEARTACHE IN TIME KING 15024

LONNIE JOHNSON CONFUSED BLUES, STAY AWAY FROM ME KING 4336

TINY BRADSHAW

TEARDROPS **GRAVY TRAIN** KING 4337

IVORY JOE HUNTER I QUIT MY PRETTY MAMA IT'S YOU, JUST YOU KING 4326

> RED PERKINS I HATE YOU CROCODILE TEARS KING 836

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CINCINNATI 22, O.

Billboard MUSIC POPULARITY CHARTS

Album and LP Record Reviews

The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted.

Suitability for luke box operators or disk tockeys is indicated in boldface comment under the separate headings within each

THE RATES 100 points—the maximum)

90-100topsexcellentgoodpoor

XAVIER CUGAT DANCE PARADE—Xavier Cugat Ork (1-10") Columbia (33) CL 6077

Brazil; La Cucaracha; Toca-Tu Samba; Linda Mujer; Miami Beach Rhumba; Orchids in the Moonlight; Walter Winchell Rhumba; Jack, Jack,

Cugat's semi-concert-styled Latin fare has long since fallen out of favor with the real rhumba bugs, but he's still the only "name" in Latin music outside the big cities here. Compared to more authentic efforts, there's not much beat in most of these popular selections. In fact, it's more like dinner music. The tunes are strong however, and there's variety here, with rumbas, samba, and tango included. And they're handy on the single LP platter. Colorful cover.

JUKES Not suitable.

JOCKS Sides are programed

FRANKIE CARLE MEETS THE MASTERS -Frankie Carle (1-10") Columbia (33) CL-6085

The masters Carle meets here are Donizetti ("Lucia Sextet"); Mozart ("Turkish March"); Chopin ("Waltz in C-Sharp Minor"); Tchaikovsky ("June Barcarolle"); Beethoven (Rondo, Op. 51, No. 1); Shubert ("Serenade"); Grieg ("At the Cradle"-Op. 68, No. 6), and Albeniz ("Spanish Tango in D"). Carle is the undisputed winner, as he beats the whey out of the masters, setting each piece into a sort of dance-concerto arrangement, with his plano leading the orchestra in inexorable dance tempos. A large chunk of record buyers find these platitude-covered morsels from the classics easily digestible and nutritious-and this melange will probably sell and sell.

JUKES Not suitable.

JOCKS High appeal for many.

LITTLE ORLEY: HIS ADVENTURES WITH THE BARN DANCE, THE POISON 83 IVY, THE MOON, THE PANCAKE-Uncle Lumpy Brannum-F. Waring Ork (21-10") Decca C. U. S. 19

Waring's bass player continues to be one of the masters of homespun story-tellin'. His hero, Little Orley, gets involved in some fanciful business here, with a different adventure on each side. "Pancake" is a variation on "Gingerbread Boy." Another has Orley trying to get the moon back in the sky. One's on the perils of poison lvy, etc. Success of this one should match that of its predecessors in the series.

JUKES Not suitable.

JOCKS Single sides can be used.

ICHABOD-Bing Crosby (Victor Young Ork) (2-10") Decca DAU-725

Combination of familiar elements should eliminate any sales-resistance to this package. There's Bing, Disney, Washington Irving, even a Victor Young score. As an actual kiddle special, the material doesn't match the "Mr. Toad" portion from the same cartoon feature. But for older children, this breezy, hip adaptation, and Bing's ditto projection should prove thoroly winning. Portions of the songs are woven in, and adults too will find plenty of entertainment here. The package itself is attractive, and pictures together with portions of the tale are inside the folder. Also available as one side of an LP disking.

JUKES Not suitable.

JOCKS Fine feature for kid shows.

SENTIMENTAL FAVORITES Al Goodman Ork (1-10") Columbia (33) CL 6082

"Make Believe," "I'm Always Chasing Rainbows,"
"Roses of Picardy," "Why Do I Love You," "Smoke Gets In Your Eyes," "When Day Is Done," "Moonlight and Roses," "The World is Waiting For the Sunrise."

Quite, hushed, nostalgic music is the package here. Styled the knowing Goodman way, with soft singing strings, rippling harp, and liquid reeds, these all-time favorites make fine, unobtrusive listening. Good for dinner music, for dancingof the politer modes-or to read by.

JUKES Not sultable.

JOCKS Good genteel airfare.

THE CATEGORIES Max. Pts. 3. Caliber of Material15 4. Manufacturers' Distribution Power.... 10 Record company and other advertising promotion, film, legit and other plugs)

8. Manufacturers' Production Efficiency .. 5 9. Packaging 10 (art work, binding, wrapping)

CHRISTMAS MUSIC Ethel Smith (4-10") Decca A-726

PEATURE

"Silent Night," "Adeste Fideles," "Hark the Herald Angels Sing," "O Little Town of Bethleham," "It Came Upon the Midnight Clear," "O Holy Night," "White Christmas," "Jingle Bells."

Miss Smith at the pipe organ, augmented by chimes and vibes, plays a standard repertory of Christmas, sacred and secular, giving to each the appropriate feeling and ring. "Jingle Bells" gets the jolly treatment, including a bit of swing and boogie. The rest are done with the reverence and devotion one would expect. A solid seasonal item.

JUKES Not suitable.

JOCKS . For Yule spins.

LILY PONS IN SEVEN COLORATURA ARIAS-Lily Pons-Columbia Symphony Ork-Andre Kostelanetez Dir. (1-10") Columbia (33) ML 2084

Arias from: Verdi: "Rigoletto;" Bellini: "I Puritani;" Donizetti: "Linda Di Chamounix;" Thomas: "Mignon;" Bellini: "La Sonnambula."

America's sweetheart of the opera knocks over seven operatic arias with a high degree of finesse and savvy. The selections are of varying degrees of familiarity and difficulty of execution, and Miss Pons sails thru the roughest of them-such as two from Bellini's "La Somnambula" - in high coloratura style. Good listening here, and at several levels of musical comprehension.

JUKES

Not suitable.

JOCKS Okay for individual selections.

CALIFORNIA

85 Gordon Jenkins Ork (Lee Sweetland-Beverly Mahr-Betty

Brewer-Art Gentry) (2-10") Decca DAU-722 The follow-ups notoriously don't "happen" in the disk biz, we have to give the nod to this smartly conceived, handsomely carried thru production. It is, of course, a West Coast counter-

part of the Jenkins-Adair "Manhattan Towers," and as the team caught the elusive essence of New York, so have they captured it for California. Song and narrative are strung together with excellent pace and continuity and lavish vocal and instrumental resources. Interpolated folk ballads and blues spice the work, which begins back in gold rush days, traces the lush atmosphere of the gold strikes and the Barbary Coast, and ends on a contemporary note. Lee Sweetland's rich, legit bary carries the thread of the musical narrative in high style, and the other soloists meet the standard he sets. As usual, the class Jenkins choir scoring stands out. Adair's lyrics are in good taste and have a feel of pioneer America.

JUKES Not suitable.

JOCKS Spinners will snap this right up.

CHRISTMAS CAROLS-National Vespers Mixed Choir (1-12") Bibletone (33) CV 6600

"Adeste Fidelis," "It Came Upon a Midnight Clear," "Silent Night," "O Little Town of Bethlehem," "Hark, the Herald Angels Sing," "Joy to the World," "God Rest You, Merry Gentlemen," "Bring a Torch," "Good Christian Men, Rejoice;" Lo, How the Rose E'er Biooming;" "Angels O'er the Fields," "Boar's Head Carol," "Deck the Halls," "The Holly and the lvy," "The

Conventry Carol," "When Christ Was Born of Mary Free," "Break Forth O Beauteous Heavenly Light," "O Come, O Come, Emmanuel;" "Shepherds! Shake Off Your Sleep," "I Saw Three Ships Come Sailing In," "The Wassail Song." Two shellac albums have been transferred to this single LP platter, and the result is a beautifully sung, beautifully recorded, and well-rounded Carol program. Only the first six, and mostfamiliar titles are listed on the cover, but actually the other numbers get the best performances on the second side. And these are the least likely to be duplicated in other sets. Hymnals with words and music for the first group, and

words for the second group come with the set.

JUKES Not suitable.

JOCKS Plenty of material

for Xmas shows. (Continued from page 97)

ERVICE

FEATURE



By Jack Burton

No. 44—RICHARD RODGERS (Part II)

(Continued from last week) (Part II)

Seven years ago, when the theatrical grapevine was buzzing with rumors of a Rodgers-and-Hart split-up, Broadway raised this \$64 question:

"Where is Dick going to find another lyricist half as good?"

And there were some who added maliciously:

"That guy's thru if he doesn't!" But Theresa Helburn, of the New York Theater Guild, came up with the perfect answer in the summer of 1942 after talking with Rodgers.

"How would you like to do a Guild show with Oscar Hammerstein?" she asked him. "He's been anxious for some time to write a musical version of Green Grow the Lilacs, and we've given him the go-ahead and will stage it next season."

Rodgers was more than agreeable to her suggestion and added that he, too, had seen musical possibilities in the Lynn Riggs play.

Of course, Dick Rodgers and Oscar Hammerstein II weren't exactly strangers to one another or to Broadway when they went into their first | Croesuses might be partially summarhuddle as collaborators. Both were ized like this: graduates of Columbia University, Hammerstein having been a member \$500,000 from Oklahoma, figured on a of the student committee that had weekly gross of \$60,000 while only the passed favorably on Dick's first var- New York and Chicago companies sity show, and for 20 years they had were playing it. been men of distinction in the theater without having been photographed with highball glasses in their hands.

But Broadway was skeptical of the results of this new partnership. When legro, which had a \$600,000 advance the show went into rehearsal early in sale before the opening night curtain, 1943 it was dubbed "Tessie's Folly" and failure was freely predicted, come from Oklahoma, since they pro-Green Grow the Lilacs hadn't been duced this 1947 hit as well as wrote it. a box-office success. There wasn't a marquee name in the entire cast. Hammerstein had had a run of bad produced but did not author, for luck for 10 years. And the final clincher advanced was the then-familiar: "And say, brother, don't you know there's a war on?"

These prophets of certain doom. however, were as wrong as the political sooth-sayers were five years later when they put Thomas E. Dewey in the White House before the presidential votes were cast and counted. Oklahoma, the musical version of Green Grow the Lilacs, opened at the Guild Theater March 31, 1943, and didn't close till more than four years later. During its world record run of 2,246 performances, Oklahoma pioneered a new and now widely copied musical comedy formula that closely integrates story, song and dancing. The show won a special Pulitzer Prize, took the Theater Guild out of the red, skyrocketed Alfred Drake and Celeste Holm to stardom and founded a new theatrical dynasty in Richard Rodgers and Oscar Hammerstein II, who now rival the mythical Kind Midas in their ability to turn everything they touch into gold-or its legal equivalent.

Eliminating the record-smashing earnings of South Pacific, which now promises to emulate Tennyson's brook and run on forever, the financial box score of these two new Broadway

They each received approximately

They split a fee of \$100,000 for the book and score of State Fair, the 20th Century-Fox Oscar-winner of 1945.

Their annual net return from Alprobably exceeded their yearly in-

They sold the movie rights to Annie, Get Your Gun, which they \$655,000, and this is only a part of their return from this smash hit, bring grand opera to the masses. make the conjecture safe that they which totaled 1,149 Broadway sellout Oscar the II, on the other hand, is a can well afford to engage in their performances and now has three most frugal individual, who carefully costly A. T. & T. chats.

PERTINENT DATA ON SONGS AND SONGWRITERS

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

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1892 or before) have no publisher credit.

In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

South Africa and Australia.

In addition to Ethel Merman's starring vehicle, Rodgers and Hammerstein have bankrolled three other Broadway successes — I Remember Mama John Loves Mary and Happy Birthday—and during the 1947-'48 season the 13 companies that were playing these and other shows Rodgers and Hammerstein either wrote or produced, grossed at least \$15,000,000 by the most modest estimates.

No wonder Uncle Sam sings Oh. What a Beautiful Morning whenever he opens the envelopes containing income tax checks signed by Richard Rodgers and Oscar Hammerstein II.

It also is a safe conjecture that Oscar Hammerstein I tilts his haloringed silk hat at a more rakish angle and proudly passes the cigars around Valhalla whenever he mulls over the achievements of his namesake and grandson, who represents the third generation of the theatrical family founded by this former cigar-maker from Germany who became Broadway's most publicized impresario. And and South Pacific is destined to be-

taken the name of his fabulous grandfather, he is the very antithesis of Oscar I in temperment, traits and tastes. Physically, there is no family resemblance, the founder of the Hamor a heavyweight champion,

companies playing it in London, invests most of the money the government allows him to keep and openly resents having to pay \$150 for a suit in America he formerly bought in London for \$60.

> The author of South Pacific is a modest and retiring man, who shuns the spotlight. His grandfather, however, was highly eccentric and an avid publicity-seeker, who garnered thousands of columns of newspaper space by bringing the Cherry Sisters to New York and starring Evelyn Nesbit Shaw at his Victoria when she was the cause celebre in the sensational Stanford White murder case.

> And while Oscar the II is the bestloved man on Broadway today, his illustrious grandfather had no such rating along the Great White Way. He had a violent temper and a caustic tongue that cost him, among other things, the financial backing of Mrs. Clarence Mackay in New York and Lady Cunard in London, both of whom helped finance his grand opera ventures.

Even in the choice of cows, Oscar the I and Oscar the II are at variance. it's better than an odds-on bet that The great impresario of the Gay '90s the author of Show Boat, Oklahoma kept a Jersey on the roof of the Victoria Theater in order to have a come the most illustrious member of supply of fresh milk always on tap. this illustrious dynasty that included His grandson is partial to a herd of his father, William; his uncle, Arthur | black Aberdeen Angus cattle, which -both of whom were producers-and graze on his farm near Doyleston, Pa., his cousin, Elaine, a silent picture where "the corn grows as high as an elephant's eye," and their owner, like While Oscar Hammerstein II has Victor Herbert, writes standing up at a high desk, acting out situations before he puts them down on paper.

While they are collaborating on a play or readying a new show for Broadway, Oscar Hammerstein II and erstein dynasty being a short Richard Rodgers, who lives in Fairpudgy man while his grandson has field, Conn., hold daily long-distance the build of a Notre Dame tackle conferences and discuss even the most minute details over the tele-Grandfather Oscar had no regard phone. Their monthly toll bills for money. He made a fortune in amount to a pretty penny. But the vaudeville and squandered it all in a demand for tickets for South Pacific futile attempt to fight the Met and and other evidences of their affluence

RICHARD RODGERS' BEST KNOWN SONGS AND RECORDINGS AVAILABLE

(Continued from last week)

1928—SHE'S MY BABY

Book by Bert Kalmar and Harry Ruby, lyrics by Lorenze Hart, and starring Beatrice Lillie In a cast that included Irene Dunne, Clifton Webb and Jack Whiting. Harms, Inc. THIS GOES UP MY LUCKY STAR YOU'RE WHAT I NEED TRY AGAIN TOMORROW HERE SHE COMES THE SWALLOWS WHEN I GO UPON THE STAGE SMART PEOPLE CAMERA SHOT WHERE CAN THE BABY BE A LITTLE HOUSE IN SOHO A BABY'S BEST FRIEND IF I WERE YOU I NEED SOME COOLING OFF

SONGWRITERS COMING UP!

RICHARD RODGERS (Part III)

In Subsequent Issues The Billboard Will Presents VINCENT YOUMANS SIGMUND ROMBERG HARRY RUBY (with BERT KALMAR) ARTHUR SCHWARTZ (with

HOWARD DIETZ) JIMMY McHUGH HARRY M. WOODS DUKE ELLINGTON . FRED COOTS HOAGY CARMICHAEL FATS WALLER

1928—CHEE-CHEE

Book by Herbert Fields, lyrics by Lorenz Hart, and presented by a cast headed by Betty Starbuck, Helen Ford, George Hassell and William Williams, Harms, Inc. I MUST LOVE YOU DEAR, OH DEAR MOON OF MY DELIGHT

BETTER BE GOOD TO ME THE TARTAR SONG SINGING A LOVE SONG

1929—SPRING IS HERE Book by Owen Davis, lyrics by Lorenz Hart,

> and starring Lillian Taiz in a cast that Included Glenn Hunter and Charles Ruggles. Harms, Inc. SPRING IS HERE YOURS SINCERELY (Available on Columbia record 35381 In C-11, Richard Rodgers orchestra.) YOU NEVER SAY YES WITH A SONG IN MY HEART (Available on the following records: RCA Victor 36027, Jack Hylton orchestra: Columbia 4292-M. Andre Kostelanetz orchestra; Columbia 35381 in C-11, Richard Rodgers orchestra; Columbia 37526 in C-137, Don Baker, organist; Decca 24049 in A-1929, Fingerle and Schutt, piano duo.)

BABY'S AWAKE NOW RED HOT TRUMPET WHAT A GIRL RICH MAN, POOR MAN WHY CAN'T I

1929—HEADS UP

Book by John McGowan and Paul Gerard Smith, lyrics by Lorenz Hart, and presented by a cast headed by Barbara Newberry, Janet Velle, Jack Whiting, Victor Moore and Ray Bolger. Harms, Inc.

YOU'VE GOT TO SURRENDER PLAY BOY MOTHER GROWS YOUNGER WHY DO YOU SUPPOSE ME FOR YOU (MOLLY AND JERRY) ONGSAY AND ANCEDAY IT MUST BE HEAVEN MY MAN IS ON THE MAKE THE LASS WHO LOVED A SAILOR A SHIP WITHOUT A SAIL KNEES

1930—SIMPLE SIMON

Book by Guy Bolton and Ed Wynn, lyrics by Lorenz Hart, and starring Ed Wynn In a cast that included Harriet Hoctor, Bobbe Arnst and Will Ahearn. Harms, Inc. CONEY ISLAND DON'T TELL YOUR FOLKS MAGIC MUSIC TEN CENTS A DANCE SEND FOR ME DULL AND GAY SWEETENHEART HUNTING THE FOX MOCKING BIRD FAIRYLAND (I LOVE THE WOODS) ON WITH THE DANCE LONELY DAYS AND LONELY NIGHTS LOVE ME OR LEAVE ME By Gus Kahn and Walter Donaldson ROPING RAGS AND TATTERS A COTTAGE IN THE COUNTRY MAGIC

I STILL BELIEVE IN YOU I COULD DO WONDERS FOR YOU HE WAS TOO GOOD TO ME DANCING ON THE CEILING

1930-AMERICA'S SWEETHEART Book by Herbert Fields, lyrics by Lorenz Hart, and co-starring Harriet Lake and Jack Whit-

ing. Harms, Inc. MR. DOLAN IS PASSING THRU IN CALIFORN-I-A MY SWEET I'VE GOT FIVE DOLLARS SWEET GERALDINE THERE'S SO MUCH MORE WE'LL BE THE SAME HOW ABOUT IT? INNOCENT CHORUS GIRLS OF YESTERDAY A LADY MUST LIVE YOU AIN'T GOT NO SAVOIR FAIRE TWO UNFORTUNATE ORPHANS I WANT A MAN

1935—JUMBO

TENNESSEE DAN

Billy Rose rings down the final curtain at the New York Hippodrome with a musical spectacle by Ben Hecht and Charles Mc-Arthur and lyrics by Lorenz Hart. The cast was headed by Jimmy Durante, Gioria Grafton, Donald Novis, Poodles Hanneford, Bob Lawrence and Paul Whiteman and his band. T. B. Harms, Inc.

OVER AND OVER AGAIN THE CIRCUS IS ON PARADE THE MOST BEAUTIFUL GIRL IN THE

WORLD (Available on Decca Record 25404 in A-693, Carmen Cavallaro, piano, with rhythm section.) LAUGH MY ROMANCE

(Available on Capitol Record 20114 In BD-51, Margaret Whiting.) LITTLE GIRL BLUE (Available on Capitol Record 20116 In 8D-

51, Margaret Whiting.) SONG OF THE ROUST WOUTS

(Continued next week)

38

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Columbia To Push 7-In. L.P's; To Bally Locally, Nationally

(Continued from page 16)

and local level. One Columbia exec, queried about the seven-inch campaign, said: "All of the changer manufacturers are now making changers for seven-inch records, so isn't it the logical solution for presenting single selections on single sides for quick changer operation?"

In a bulletin sent by Columbia to distributors, it was pointed out that over 1,000,000 machines will be available with three-speed changers. The missive pointed out that this meant a very heavy sales potential for the seven-incher. Distribs were told to get busy on "local promotions."

An important phase of the seven-

Informal ASCAP Org Set Up in Det. Plans Permanency

DETROIT, Dec. 17.—An informal organization of a local group of American Society of Authors, Composers and Publishers' (ASCAP) members was established here for the first time this week at a luncheon meeting in the Elks Club. Plans call for a social program, with monthly meetings, climaxed by an annual banquet. It is planned to make this the nucleus of a Midwestern group that will take in ASCAP members in Cleveland, Toledo and other cities, as well as in Detroit. The organization plans will follow closely the long-established local units functioning in Los Angeles and New York.

Present at the meeting were H. O'Reilly Clint, Richard W. Pascoe, Will Dulmade, Leonard Smith, Dudleigh Vernor and Harold C. Berg, together with Sylvan S. Grosner, long-time counsel for ASCAP, who has been the official representative of the Society in its legal activities

Folkways, New Label, Headed by Moe Asch

NEW YORK, Dec. 17.-A new label, Folkways, makes its debut this week under the auspices of Folkways Records & Service Corporation. The outfit also produces the Ethnic Library album series. Folkways, like Ethnic, has Moe Asch as music which will also deal with authentic a more popular nature. First release, Piute Pete, and also a set, History of vocalist-guitarist Bill Bonyun. An album of Haitian Meringues will follow in January, along with a Leadbelly Memorial set and a Pete Seeger album.

Disks will be plastic, to retail at \$1.05 for 10-inch, and \$1.57 for 12-inch. The Square Dances, cut with approximately six minutes per 12-inch side, will also be released on a 10inch long-playing platter.

LOCAL 47 SETS SLATE

HOLLYWOOD, Dec. 17. - Altho elections are still a full year away, the administration slate for head offices were set last week by Local 47, American Federation of Musicians (AFM). J. K. (Spike) Wallace, current prexy, will not run for office next term, with Veepee John Tegroen dates still to be set.

inch campaign, it was reported, would involve a new player made for Columbia by VM Industries of Benton Harbor, Mich.

News of the reported campaign caused a number of mixed reactions in the trade. On the one hand, it was claimed that promotion of the seven-inch disk is the logical conclusion to Columbia's effort to establish 331/2 r.p.m. as a complete system. Also some expressed the opinion that dealers and consumers, who are now coming out of the fog and confusion engendered by technological developments, would not take kindly to the introduction of a "new" record. Dealers, it was stated, would be saddled with another inventory problem. On the other hand, others claimed that the seven-incher, far from being new, has been in the LP family all along and would pose no difficult problems.

The decision to push the small disk also infers other decisions. Chief of these is the fact that such a drive is in a sense a reaffirmation of Columbia's decision not to go 45. In connection with this point it was learned that Ted Wallerstein and Milton Rackmil, Columbia and Decca chiefs, met this week and reaffirmed their stands on 45. Wallerstein's position, which he stated last week, is to the effect that he has had no demand for 45. Rackmil, while admitting it has been doing some business, feels there is no reason for Decca to enter the 45 field at this point. He has indicated he would go 45 only when that speed represented a plus business for Decca.

All, of which, of course, indicates that for some time, at least, the die is cast, with each of the three majors assuming a very independent attitude. RCA Victor, whose 45 sales have jumped phenomenally, feels it has carved out a good business in 45 and is not eager to persuade anybody to enter that field.

Chi's Angle

CHICAGO, Dec. 17. — Columbia Records will soon start peddling a revised and improved 33 r.p.m. manually operated record player, No. 103, supplanting its present 102 model. Because of the improvements, Columbia, it was learned, will list the new player at \$12.95, as opposed to its \$9.95 price for the 102 model.

The new record player is more compact and colorful, and it carries a gold tone arm which can be regulated to play 7, 10 and 12-inch 33 disks. When the player is not in use director-producer. The new label, the tone arm clamps down on the set by means of a hole in the arm which folk music, will present material of fits into the standard spindle. When the tone arm of the new model is out this week, will feature a set of lifted, the turntable starts automatic-Square Dances, with NBC-TV caller ally. The plug-into-your-radio player is said to have a better high America Through Folk Songs, with fidelity cartridge and sapphire-tipped needle than its predecessor.

The new machine is being made by VM Industries, Benton Harbor, Mich. It is also reported that a new changer-which may not be ready until May-is being prepared for Columbia by VM. This would play all three LP sizes intermixed—the 7, 10 and 12-inch.

Lubinský Inks Pacts On Nationwide Trip

NEW YORK, Dec. 17.—Savoy disk topper Herman Lubinsky returned last week from a three-week swing around the country during which he signed and recorded several artists. Sessions were cut in Detroit, Atlanta and Los Angeles.

In L. A., Lubinsky cut with The slated to campaign for the head job. Robins, rhythm-blues vocal group Phil Fischer, veteran radio-tele rep formerly with Aladdin, now exclufor Local 47, will run for veepee in sively with Savoy Others inked were the Tegroen slate, with other candi- Red Light Hollis, blues singer, and orkster Lorenzo Holderness.



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Music—As Written

Continued from page 20)

writer of "Lucky Old Sun" and "The Old Master Painter," will take a three month leave of absence from his post as musical director with WSM, Nashville, starting January 1. He'll head for Hollywood, where he'll talk with picture music brass and may do a p.a. tour of vaude houses. His song-writing partner, Haven Gillespie, is doing appearances in the Cincinnati territory.

Will Wittig of the Pla-Mor Ballroom, Kansas City, prexy of the National Ballroom Operators' Association, is presenting a new award. "The President's Award," to the ballroom group member who obtains the most new members by the NBOA's 1950 convention next fall.

Philadelphia:

Hot Lips Page back in town, this time at the 421 Club, with Al Hibbler to make it a twin billing. . . . Eddie Heywood also returning to town, opening next week at Orsatti's Cafe. . . . Ink Spots and Cootie Williams relight the Earle Theater stage December 30. . . . Herbie Collins leaving Wagner's Ballroom at the end of the month to play the Statler Hotel in Washington. . . George Shearing and Charlie Parker to make for a double-starrer concert and dance Friday (30) at the Met. . . . Charlie Ventura at the Met for a race dance prom Monday (26). . . . Artie Shaw, currently at the Click, planning to head back to his farm to rest up for a gallstones operation in January. . . . Three of the top fem warblers in town for the holiday week, but appearing in the legitimate theater instead of an after dark spot-Ida James in "How Long Till Summer?", which also includes Josh White in the cast; Ethel Waters in "Member of the Wedding" and Pearl Bailey in "Arms and the Girl."

Detroit:

Maratone Records, independent label established three years ago, has definitely folded, according to word from William J. Basharrah, who was the principal figure in Melmore, Inc., owners of the title. This outfit was one of the few independents to attempt to establish its own pressing plant.

Jack Benkelman, partner in Orchestra House, Detroit booking office, has written the lyrics for "Harvest Hoedown," musical version of "Apple of His Eye." Benkelman expects to have some of the numbers interpolated in the Detroit Civic Light Opera season under the direction of Barrie O'Daniels, opening Christmas Day. . . . Franz Geisz and His Seven Wonders has cut "Honey Hive," novelty foxtrot, with vocals by Arthur Peters, for Gold-Rain Records, to be released with "Mavalus," an instrumental waltz number, on the reverse.

Hartford, Conn.:

Francis E. Stern, head of Stern & Company, Hartford, area distributor for Columbia Records, heads for the West Coast and Hawaii soon for a winter vacation.

Steve Strohman, salesman for Capitol Records, runs a band. The group has been booked into Belli's, North Wilbraham, Mass., night spot, for Friday-Saturday-Sunday evenings for an indefinite run. . . . Continuous dance music provided by two orchestras was the feature of a recent Hadassah dance, with Larry Stevens's orchestra providing the tunes.

London:

Stanley Black's new "Tropical Magic" series is being acclaimed by critics and public for its authenticity quality. . . . The five orchestra ball planned by J. Walter Thompson for their clients, "Wisk," to have been held at the Empress Hall December 16, was canceled.

Leslie Baker and His New Music will take over from Stephane Grappelly at the exclusive Milroy night spot. Grapelly goes to the newly opened 96 Piccadilly Restaurant. Baker will have, therefore, two resident West End engagements, since he is also leading a smaller group at Fischer's Restaurant in Bond Street. The thrush is husky-voiced Dinah Kaye. . . . Peter Yorke returns to the airwaves with two new series, a "Sunday Sweet Serenade" program starting January 1 and a return of the popular "Starlight Hour" the third Monday in the month. . . . Robert Farnon has been approached to score another movie for Wilcox.

Radio Luxembourg will feature a regular Friday 30-minute show with chirp Jo Stafford as disk jockey. It is understood the program is for exclusive Luxembourg use. . . . Vera Lynn is concentrating on recordings after her recent illness. . . . The Deep River Boys are playing to capacity business all over England. . . . The Ray Ellington Quartet, popular bop group, has signed a long term pact with Decca.

H. Bortnick Ankles Rosen for Own Agcy.

PHILADELPHIA, Dec. 17 .- Harry Bortnick, advertising and promotion manager for Raymond Rosen & Company, local RCA Victor distributors, leaves the distributing firm at the end of the year to establish his own agency here. With the Rosen firm for many years, he started as record promotion manager, then became advertising and promotion manager of the record department, and last year took over the desk for the entire company.

Dick Andrews comes in from the the Al Paul Lefton Agency, which now handles the Raymond Rosen account.

Jones Packs 'Em In At Kiddie Karnival

HOLLYWOOD, Dec. 17.—Success of Spike Jones's Kiddie Karnival at Davenport, Ia., as promoted by Verne Flambo, was so great it may well become an annual event in that town. Held at the Shrine Auditorium, the Kiddie Karnival proper was located in the basement, while the building's top floor was filled to its 2,600 capacity by the Jones crew. Jones played to four complete sellouts, with admissions nearing the 12,000 bracket. Kar-nival consisted of kiddie rides, ani-Hutchins Advertising Agency, where mated sketches with various record he handled promotion on the Philco companies setting up kidisk booths. Corporation account, to take Bort- Jones's show gross totaled \$21,834. nick's place. He was previously with General success of the event as a whole indicates plans by promoter Flambo to make the pre-yule Karnival into a yearly event.

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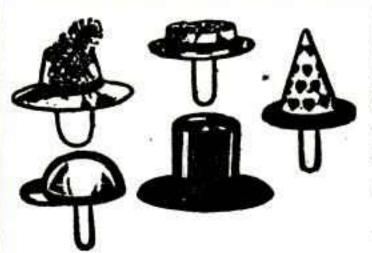
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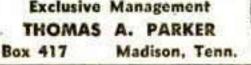


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The Tennessee Plowboy **Exclusive Management**





Larry Fotine

Mill, Chicago, November 27. Booked by Associated Booking Corporation.) ciated Booking Corporation.)

SAXES: Art White, Eddie Stuart, Tom Knight and Phil DeLuca.

TRUMPETS: Frank Trautz, Mary Wetzel. TROMBONES: Herb Spitalny and Johnny

RHYTHM: Paul Bertino, drums; Tom Taddonio, bass and tuba; Kenny Depuy, piano. ARRANGERS: Larry Fotine and Kenny

LEADER AND CLARINET: Larry Fotine VOCALISTS: Maralyn Marsh and Johnny

Larry Fotine has welded a topnotch dance unit in the two years he's fronted this ork. Band's effectiveness is best evidenced by the long stays and repeat location dates it does. After finishing 38 weeks here, the Decca recording group returns to the Arcadia, New York, where it did a fourmonth location late last year, returning to Meledy Mill in April for another long run.

As would be expected from a former scorer and sideman of Sammy Kaye, the Fotine ork has plenty of shades of Kaye. Thru voicing two baritone saxes and a tuba in harmony, Fotine is able to get that mellow sound that makes for smooth listening. With the two trumpets doubling on valve trombone, the four-tram choir is another different and full effect. Fotine does most of the arranging, paying particular attention to the top pops, with the result that the band can fulfill 90 per cent of requests. As a novelty sideline, Fotine has worked out pop scorings on a large number of the top h.b. and Western tunes of the day. He had I'm Throwin' Rice and Why Don't You Haul Off and Love Me in the books weeks before they hit even the top of the rustic charts and is finding the gimmick a good one to stylize the band.

Teen-aged Johnny Goodfellow has the makings of another Como, possessing a big baritone that enriches with age. Youngster is developing a style of his own that should make him a standout vocal attraction. Maralyn Marsh splits her time between pops and novelties, both of which are handled capably. Johnny Soltan does an excellent job of peddling the up-tempo novelties and most of the h.b. numbers.

Johnny Sippel.

Lois Music Publishes "Build a Bungalow"

NEW YORK, Dec. 17.—Lois Music, subsidiary of King Records, has published We'll Build a Bungalow, as recorded by Johnny Long on the King label. Lois has copyrighted the song. which it says is a special arrangement of a public domain composition and lyric.

Lois publication is latest move in a dispute over ownership of the tune. Bobby Mellin claims to be sole copyright owner, having acquired for Mellin Music what he says is the original tune from writer and pubber Norris Mayhams. Major waxeries are cutting the Mellin version.

RCA Springs Special Party

NEW YORK, Dec. 17.-Tuesday evening (13) RCA Victor sprang a special party for local disk jockeys and reviewers at the RCA Victor exhibition hall. Honored guests were two of the label's top stars, Perry Como and Eddy Arnold. Besides cocktails, guests were treated to several preview showings of Walt Disney's new full-length color production, Cinderella, which will be released nationally in February. Arnold, the high-riding hillbilly king, was in town with his manager, Tom Parker, for recording sessions. Victor artists Fran Warren and Rosalie Allen were also on hand.

Peacock Disks Into Blues, Rhythm Field

CHICAGO, Dec. 17.—Newest contender in the blues and rhythm disk field is Peacock Records, formed recently by Don D. Robey, Houston talent booker and promoter. The label, which sells for 79 cents a copy, is building a roster of talent, including Skippy Brooks and Gatemouth Brown. Distributors include Chord, Chicago; Major, New York and Pan-American, Detroit.

Paradox and British Rhythm Society labels have been organized by Dante Bollettino, New York, Paradox is a Dixieland label, with recordings including re-issues from collectors' catalogs and some new sides by New Orleans' bands. British Rhythm Society's catalog is made up entirely of jazz collector items. Lee label has been formed as a subsidiary of Major Distributing, indie label distributor in New York. First talent is the Shadows, harmony group, and Marie Knight, spirituals singer formerly with Rosetta Tharpe.

Raphael Sees "Sky" Success in "Smoke"

HOLLYWOOD, Dec. 17.-Having launched a pubbery with the fabulous Mule Train, followed by the score of the Cinderella flicker, Walt Disney Music Company topper Fred Raphael last week added a new tune to the catalog which he hailed as "another Riders in the Sky, only better." Tune is Smoke on the Prairie, cleffed by J. Russell Robinson and Gordon Burge.

Speed with which Raphael snaggcd the tune is indicative of its prospects. since contract with the cleffers was inked less than two hours after first hearing the rough copy. Raphael is keeping the ditty under wraps until tie-up deals and exploitation are set, with a motion pic tie-in possibility. Ork is extremely strong vocally. Diskeries have yet to hear the tune, altho wax versions are expected to be set shortly.

Meanwhile, the fortunes of the new pubbery continued to move along. A solid follow-up is the score of Cinderella. Altho tunes from Cinderella were only released December 1, two of the melodies made the Peatman sheets after one week. Bibbidi, Bobbidi, Boo ranked seventh, while A Dream Is a Wish Your Heart Makes hit the No. 11 Peatman spot.

Talent Policy Set At Coast's Lucey's

HOLLYWOOD, Dec. 17.-Lucey's swank Melrose Avenue eatery, will have an entertainment policy for the first time in its history, when its banquet hall is converted into the King Cole Room. In a deal closed between personal manager Carlos Gastel and Lucey's owner-operator, Nate Sherry, Cole and the trio will move in for a three-week stay, February 3-26. Terms of the deal were not made known, but it's understood Cole will participate in liquor profits.

Gastel made a similar deal four years ago with operators of the Trocadero when the cocktail lounge was converted into the King Cole Room. If entertainment policy clicks, Lucey's may continue after Cole and threesome leaves.

Cap Inks Robert Clary

HOLLYWOOD, Dec. 17. — Robert Clary, French singing import, recently inked to a Capitol disk pact, made his American nitery bow last week at Tops, San Diego bistro. Crooner opened a two-week stint breaking in a song and gab act staged by Danny Dare. Lad goes to California Hotel in Fresno following the current date, but will not be booked into metropolitan areas until the act has acquired sufficient polish. Singer is being groomed by Agent Jimmy Saphier and Manager Harry Bluestone.

Woodland Is Test Case for Det. Taxi **Ballroom Permits**

DETROIT, Dec. 17.—A court attack on the existence of taxi dance ballrooms was started this week, with Friedman Zakoor, operator of the Woodland Ballroom, providing the test case. The police department refused new licenses or renewals several months ago, and the Woodland secured a temporary injunction, with operation continuing while the case is pending.

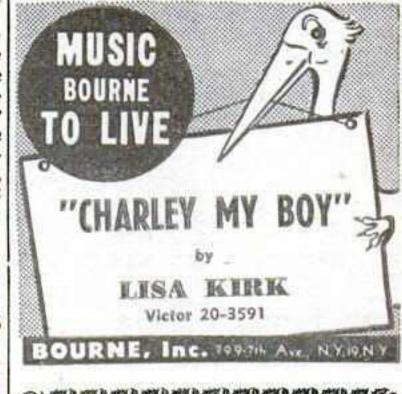
The issue was clouded with the introduction in court of pictures of nudes, claimed to be that of some taxi dancers working in local spots. The ballroom management objected to the introduction of the pictures on the ground that they could have no control over some of the employees posing for such art in their spare time.

An attack on strapless dresses on taxi dancers was also made by Mrs. Marian Hunter, head of the policewomen's division, who indicated her view that such costume, while okay for private parties, might prove too stimulating to taxi patrons.

TV Group To Meet On Offers to AFM

NEW YORK, Dec. 17.—Members of the television negotiating committee who are attempting to draw up proposals covering a scale for musicians on film TV are scheduled to meet Wednesday (21).

The seven men comprising the group, which includes representatives of both the film and TV interests, will discuss a projected set of scales which are to be presented to James C. Petrillo, president of the American Federation of Musicians (AFM).





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5C; Can He Laugh?

VANCOUVER, B. C., Dec. 17.-George Formby, the English comic, recently completed a coast-to-coast tour of Canada, playing a dozen leading cities. Six English Music Hall acts and his own stint made up a bill than ran a couple of hours in the arenas and auditoriums of the various cities played. Only buildings with his Selwyn and other houses in the large seating capacities were booked.

When the tour was completed a couple of weeks ago the total take from the dozen or so b.o.'s was split several ways, Formby's share was 50 grand, but when the British Government got thru with it tax deductions the comic had only 500 Canadian smackers left to show for his long tour.

Cuban Theater Vaude Hits Law, Two Union Snags

NEW YORK, Dec. 17.—The show now being rehearsed by Lou Walters for the Blanquita Theater, Havana, and set to open there the end of this month has run up against a combo of union troubles and Cuban laws that may stymie the whole thing.

The chorus line, set for three weeks at \$75 each, has been in rehearsal for the past three weeks. The American Guild of Variety Artists (AGVA) has ruled that the girls must be paid for all rehearsals after the first seven

According to AGVA the kids haven't been paid for rehearsals, and some already have drawn on their salaries. AGVA said that if the dough isn't forthcoming, it will stop the show from leaving the country.

Lou Walters is in Cuba and not available. AGVA said that Walters is financially okay, but it has no knowledge of the Blanquita and will require a cash bond.

Another complication is the Cuban actors' union demands. It insists that wherever a non-Cuban chorus girl is used, that a Cuban girl be hired as a stand-in. It also demands that every non-Cuban performer working in the country pay a 5 per cent weekly tax based on their salaries.

AGVA argues that there is nothing in the contracts issued the girls that protects them. Under the present contracts the girls may have to pay for stand-ins, the 5 per cent bite, and that, plus their living expenses, will leave them with no money at all.

Further discussions between Walters and AGVA will be held early this week when Walters returns to the city.

Detroit's L. Q. Is Exhumed

DETROIT, Dec. 17. — The former Latin Quarter here is being reopened December 28 as Jean Goldkette's Fantasia, under the management of Goldkette, who rates as one of the top names in music of the past three decades, altho relatively inactive for several years. Goldkette fronted one of the top name bands in the 1920's.

The Fantasia will stress food, Buddy Milton's orchestra has been set to open, with a floorshow under consideration for a later date.

Goldkette has had control of the spot for about a year, but has operated it chiefly a. a catering room to private parties. Major reason for the delay has been some question over getting a liquor license because of problems created by former management; of the place.

Coast - Coast Tour Nets British Comic Cuba's Yanqui Dough-La Trouble

Equity, AGVA Blow Up Storm On Brandt Plan

(Continued from page 3)

Stem, about 19, if the plan did business. Equity's mild demurrers became violent objections. It accused AGVA of entering its jurisdiction; threatened to order Equity members hired by Brandt not to play, and the Associated Actors and Artistes of America (Four A's) were called in to settle the case.

The first Four A's meeting was held Wednesday (14). At that session both Henry Dunn, AGVA head, and Louis Simon, Equity's executive secretary, insisted each had prior jurisdiction. AGVA's contention was based on the claim that any show which ran in a movie house for an hour or less came under its purview. As precedent it cited its control over Make Mine Manhattan and High Button Shoes, the capsule versions which played the Strand.

Equity denied it has waived its rights by not assuming control of these tab musicals. It also denied that its jurisdiction was limited to full 21/2 hour productions. It insisted its rule covered all dramatic and musical shows and AGVA's jurisdiction was only in the variety field.

The Equity council met early Friday (16) and a general membership

Santa Harry

PHILADELPHIA, Dec. 17. — Harry Steinman, Latin Casino operator, is playing Santa Claus to Marie Darling, singer out of the business for the past few years.

Al Spearling, a piano player. He died eight months ago, leaving her with two youngsters and no convertible tangibles and no insurance. She was living in a Aid for Dependent Children. With Christmas coming up she to Eddie Newman's record show on WPEN to tell her plight. The disk jockey called it to the attention of Steinman, who asked her if she would like to sing again. It started this week. Marie Darling is back in the business at \$150 a week at the Latin Casino.

the council to assume jurisdiction over the Brandt houses and enter into negotiations with him.

According to Willard Swire, Equity spokesman, negotiations will probably be based on Equity's Broadway production contracts which call for a \$75 minimum. Under AGVA, Brandt would be permitted to do 30 shows a week on a seven-day basis. Equity's rules call for a six-day week. Equity says that its contracts call for 21/2meeting was held later that same hour shows. Brandt plans to use day. The membership authorized (See Equity, AGVA Blow on page 42)

Five years ago Marie married housing project on a \$96.50 monthly income provided by the swallowed her pride and went

Americans To Fight 5% Bite (Continued from page 3) can sight acts and various lines, to take advantage of the American tourist biz.

American agents doing business with Cuban spots say they'll fight the regulation. In some cases the buyers will be asked to pay the extra 5 per cent. But unless the attractions are big enough and the money is important, the 5 per cent split may be sufficient to halt deals now in the making.

Another development affecting musicians has also added to the problems. When Calloway and Herman were booked, the Cuban musicians union okayed their entrance with the understanding there would be a reciprocal arrangement between it and the American Federation of Musicians (AFM). Correspondence went on between the two unions, but the AFM refused to let Cuban musicians come into the U.S. to work. In a retaliatory move the Cuban union ordered that no more American musicians should work in Cuba until the AFM relaxed its embargo. The rule will take effect January 1.

Tommy Dorsey, who opens after the deadline, won't be affected, because the deal was made before the rule was issued.

In the meantime all non-Cuban musicians are required to pay a \$50 union fee and 5 per cent weekly salary taxes to the Cuban musician's

Nicollet's New Name Policy Paying Off in Heavy Sugar

MINNEAPOLIS, Dec. 17. - Big | er talent costs, running "around \$3,500 name attractions have definitely hypoed business in Minneapolis in recent weeks, with the Nicollet Hotel's one Saturday night under the new Minnesota Terrace Room riding high after a long period of doldrums. The Nicollet management switched to big name offerings for its 450-seat room after the tremendous success achieved went in, "the very interesting situaat the Club Carnival.

Morgan Nichols, Nicollet manager, said that the Minnesota Terrace Room | hasn't happened here for some time, "got healthy in a hurry" two weeks ago with Billy DeWolf, who not only thru the Music Corporation of Amerdid well for his own two-weeker but ica (MCA). brought back into the till dough the house didn't believe existed prior to his arrival.

The Three Suns, who wound up Wednesday (30), were "plenty all right," Nichols said. He implied that the Nicollet management was pinching itself and asking, "How long has this been going on and where have we been until now?"

Jerry Lester

To cash in, the Nicollet brought in Jerry Lester December 1-14, following with "Doodles" Weaver and Prof. Gas, of Spike Jones ork fame, and Fred and Elaine Barry, dancers, De- follow Lewis, are continuing to hit cember 15-29. Henny Youngman is booked for December 29-January 7 to play the New Year's Eve date. Capping the new policy will be Hildegarde and her ork for a January 9-21 inclusive run, with Rudy Vallee following.

Nichols said that to meet the high- to meet the competition.

per show," the hotel for the first time has instituted a \$1 cover charge, and policy took in well over \$800 for covers alone.

Nichols said the room had been experiencing, since its new policy tion of having a couple of thousand dollars profit every week." That he indicated. All acts are booked

Carnival Still Hot

Meanwhile, the Club Carnival continues with top business thru big names. Ted Lewis and ork, originally set for a two-week run, did so wellsetting what is reported as a new house record, altho no figures would be released by the management—that he was re-signed for an extended twoweeker, closing Thanksgiving Day. Reservations for the Ted Lewis run were made weeks in advance and drop-in patronage during his appearance was almost unheard of.

Beatrice Kay and Jan August, who the high mark. August already established one house record during his appearance here last winter and is ag in drawing heavy attendance.

Other night club operators are watching the Carnival and Nicollet experiments closely and may jump in

St. John Palace Gets New Face as Nitery

ST. JOHN, N. B., Dec. 17.—Palace Theater, long a movie house, has been converted into a night club. The main floor has been turned into the Esquire Club, with a hardwood floor laid for dancing. A new band, specifically for the Esquire, has been organized, with Bill Armour, a local musician, as leader, and Helen Hutchins as vocalist. Admission is only by membership cards, 50 cents each, with a 75-cent fee for each dance session. The club now functions only on Tuesday and Saturday nights.

Weekday afternoons and Friday nights the erstwhile film theater is used as the Teentown Recreation Center. Teen-agers only are eligible, with a membership fee of 50 cents a

Coast AGVA Preps Benefit for Own

HOLLYWOOD, Fec. 17.—Coast office of American Guild of Variety Artists (AGVA) will launch a weeklong benefit show beginning March 3 with proceeds earmarked for the union's insurance fund, it was announced this week by Eddie Rio, AGVA Western regional director. Show will feature the town's top talent who will donate their services for at least one night during the run, with Fox West Coast Theaters providing Hollywood's Guild Theater for the week. Rio estimates the total take will run between \$25,000 and (See Coast AGVA Preps on page 45)

EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

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NIGHT CLUB REVIEWS

Larue, New York (Wednesday, December 14)

Capacity, 250. Price policy, \$3.50 minimum. Shows at 9:30 and 12:30. Operators, John Kroll-Nick Gara. Exclusive booker, Leonard Green. Publicity, Dick Walsh, Estimated budget this show, \$1,500. Estimated budget last show, \$1,500.

Jane Harvey, the new canary here, looked lovely with a new hair-do and a white off-the-shoulder gown. Since last caught she has improved, even tho her opening numbers were marred by understandable nervousness. Her delivery and phrasing, however, were so well modulated that she drew attention, no mean feat in a room where customers are having dinner.

This time around, Miss Harvey came in with an imaginative and commercial routine equally balanced between ballad and rhythm tempos. She started with Gypsy in My Soul followed by "A" You're Adorable plus two other standards, then mixed It up with Diamonds Are a Girl's Best Friend; Don't Cry, Joe and ended with You're Marvelous. Her mistake was her too slow ballad delivery. For a dinner show, customers want something faster.

Miss Harvey didn't make the mis-(See Larue, New York on page 44)

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The Tennessee Plowboy **Exclusive Management**

THOMAS A. PARKER Madison, Tenn.



(Thursday, December 15)

Capacity, 282. Price policy, \$2 cover after 10:30. Show at 12. Booking, non-exclusive, altho IICA has the edge. Publicity, Ted Saucier. Estimated budget this show, \$1,500. Estimated budget last show, \$4,000.

It was a jammed room that caught the opening of the three-way parlay Liberace, Margaret Phelan and Emil Coleman, and judging from the applause, the show was entirely satisfactory, with comment ranging from very good to great.

The major surprise was Margaret Phelan. The canary has come a long way since the Havana-Madrid where she was first caught some years ago. A natural soprano, the chirp has since developed a low contralto range, to give her added commercial appeal. But what is equally important, she now has a highly individualized routine of smart double entendre material that she sold in a song-talk style to spice her act. For pace changers she threw in standards in her original range to give her whole act imagination and sales appeal. On looks, material and style, Miss Phelan is now ready for solo spots in any class room in the country.

Liberace's Personality Strong

Liberace's piano act depends on novelty plus a lot of personality to register. He turns the latter on full blast and this time around has added a flock of lights, all rheostat-controlled, that go up and down for heightened dramatic effects. With his brother, George, leading the Coleman band, Liberace turned in a top job with material ranging from Brahms to Rogers and Hammerstein. liberally sprinkled with Gershwin and Berlin, plus some Liberace touches. The last also called for a little voice, tho he's no singer.

Emil Coleman's benign conducting still makes him one of the gentlest fronters in the business. He appears so eager to please, his mannerisms are so inoffensive, that he rates special kudos.

Mischa Borr did the customary fine spelling job with the Latin beats. Bill Smith.

Darbury Room, Boston (Tuesday, November 29)

Capacity, 150, Price policy, \$3 minimum. Shows at 8:30 and 10:30. Booking, independent. Publicity, Al Levitt. Operators, Herb Erlich, Eddie Meister. Estimated budget this show, \$1,000.

The swank room has hit upon a formula which may pay off in a great big way. It has a show which costs little but which holds a great deal of attraction for the customer. The word went the rounds that the show was paying its weekly costs with each night's take, or seven times over.

At any rate, the customers loved it and came back for more. The idea was conceived by Erwin Straus, son of Oscar of Chocolate Soldier and waltz fame, who put together a show which really kept them in their seats.

Straus turned to Irving Berlin for skits. Singers are spotted around the room, move from one place to another, to be picked up by baby spots. There are a couple of dances which fit in nicely. In fact, every trick of show business is incorporated to make this a complete production. It's not an imitation or a condensation of a revue or operetta, but a sort of panorama of a tunesmith's work, with enough theater thrown in to make it all come alive.

The format has almost unlimited possibilities. Apparently the Darbury Room management is going along with Straus in an effort to try out every aspect of this new kind of show.

All Local Talent

locally, but the whole rich field of can be done with it.

Copa City, Miami Beach, Fla. (Friday, December 9)

Capacity, 900. Price policy, general admission, \$1.50, food and beverage optional Shows at 9:30 and 12:30. Booking policy, non-exclusive. Estimated budget this show. \$10,000.

Murray Weinger has borrowed a leaf from Minsky and come up with a general admish policy for the beautiful new Copa City spot. The policy is aimed at the tightened economy of Beach club-goers and at mainlanders in Miami who rarely visit the beach during the season.

The show, headlining Hellzapoppin of 1950, with Olsen and Johnson directing, but minus from the cast, is pure hoke, and a combo of everything from Floogle Street (in effect) to flying dead ducks. Marty May, who handsomely emsees, ties it together well, and with his supporting cast of 40 gets all the yocks that could be expected from an opening night crowd who for the most part have seen it before. It should do better with the tourists who are ogling it for the first time.

Betty Reilly

Betty Reilly, at walk-on, works without the guitar and opens with a South Pacific medley. She had a tough time holding 'em until she picked up the instrument and whammed 'em with the stuff they'd been waiting for, i.e., special material in the "Reilly manner." They loved that, and she begged off.

Mata and Hari, the dance satirists, were mitted warmly for their precision stuff. They worked in two spots and did better with their closer, the take-off on the ork conductor.

The Salici Puppets grabbed attention from their first moment and never lost it. Fresh from the Sullivan Toast of the Town TV show, which was kinescoped here Sunday (11), they were a Copa City smash.

Betty Reilly, Mata and Hari, and the Puppets are worked in intermittently during the running of the O and J hilarity, and the tempo is held, for the most part, thruout.

Good Line

The Copa Lovelies, a line of 12, are the prettiest in the area, and Donn Arden has coached them well. Costumed beautifully, they got plenty of working over from the customers' orbs.

The Dave Tyler ork (9) cut the show expertly, and with the dozens of cues necessary, that's no mean task.

The Copa City lounge, now billed as "The Flamingo Room," was the scene of broadcasting last year, with a fourhour stint via WKAT.

This season it's occupied by Don Ostro's rumba group (5), who work from a low dais in the very plush, beautiful room seating 300. Holding forth as the lounge headliner is Beth Challis, blond songstress, who formerly did well at the Bar of Music here. Her special stuff is fine and she's liked by those listening.

Barry Gray.

music in Boston was canvassed to his material. The songs range from find the right kind of people. The oldies to pops, with each woven into Joe Sinatra Trio plays light, clean accompaniments for the whole show. And here, of course, much of the credit must go to Straus for his musical arrangements. Straus also assists at a second piano.

> There are five performers: Alice O'Leary Jr., daughter of a favorite Boston singer, an attractive, darkhaired girl with a nice lyric voice; Barbara Cook, a pert little blonde with a neat sense of showmanship and a fair voice; Pet Lees, also small and pretty and a good vocalist; Guy Guarino, a big, manly baritone, with a voice which opera could use, and Ray Damore, who sings well and dances nimby to lend further sprightliness to the show.

The idea has caught on with a bang i Talent for this show was recruited and there seems to be no limit to what Bill Riley.

Equity, AGVA Blow Up Storm On Brandt Plan

(Continued from page 41) one-hour shows. On this basis, 21/2hour shows would be equal to a fullscale Broadway production. Using this two-and-one-half-to-one formula and a six-day week, it is likely that Brandt may be asked to double cast each show, with each cast doing 17 shows, or a total of 34.

The Four A's are skedded to meet Monday (19) to further discuss jurisdiction.

Coast Rumblings

HOLLYWOOD, Dec. 17.-Taking a cue from current efforts of the New York office of the American Guild of Variety Artists (AGVA) to snare jurisdiction over tab, dramatic or musical shows, Coast AGVA topper Eddie Rio said the union would henceforth demand control of all musical revues, even the shows play regular legit houses. Guiding factor will be whether the show is a musical comedy stanza with book and music or a pure out-and-on revue. If the latter, AGVA feels it i entitled to control since talent will for most part be AGVA and not Equity members.

Rio said this phase of AGVA jurisdiction has never been fully exploited, but should rightfully belong to the variety union. Precedent was set earlier this year when the Spanish revue Cabalgata, which had its pre-Broadway break-in here, came under the AGVA banner. Another example, Rio pointed out, was Ken Murray's Blackouts, which was a long-time tenant of the El Capitan Theater here and under AGVA con-

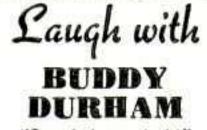
Had the union gotten after revues before this, such shows as Lend an Ear would belong to AGVA and not Equity. AGVA is currently pitching at A La Carte, revue headquartered at El Capitan Theater. Difference in scales would benefit talent since AGVA minimum is \$85 as compared to Equity low of \$60.

No 'Cocktail Lounge' In Connecticut Neon

HARTFORD, Conn., Dec. 17.-The Connecticut State Liquor Control Commission will crack down on illegal signs on liquor outlets, according to Chairman John C. Kelly.

The following section of the State Liquor Control Act is involved: "No electric or neon sign advertising the sale of alcoholic liquor shall be attached to the outside of any permit premises." Kelly said that a number of locations have neon or electric signs displaying the word, "package," or the words, "cocktail lounge," and, in the opinion of the commission, the use of such words violates the sign section of the liquor law.







VAUDEVILLE REVIEWS

Orpheum, Los Angeles

(Wednesday, December 14)

Capacity, 2,200. Price policy, 50, 65 and 95 cents. Four shows daily. House booker, Bill McIlwain. Show played by Rene Williams's house ork.

Current bill packs a load of entertainment. The Appletons (two men and a gal) toss in plenty of props to add flavor to the old Apache dance. The sketch makes its first local bow since vaude's return via Angus and Searle, two sets of twins, who milk a mistaken identity skit for loads of laughs. Laugh department is also well represented by Dave Barry, who has added a couple of new routines to keep 'em chuckling. Frakson the Magician seems to mellow with each trip. His patter is as funny as his tricks are mystifying. In addition to his coin and cigarette routines, he makes a playing radio disappear.

Marion Morgan, ex-Harry James chirp, has plenty on the ball, appealing to eye and ear alike. Sincere interpretation, good voice and fine stage presence net her plenty of palms. Evelyn and Betty cloak their tumbling routines with Hawaiian garb and do well as a filler act. Walter Long's trim tap routines bring a solid hand. Lad is clever and can handle an audience. Olvera Duo, in the opening slot, present a standard high perch act with plenty of sales savvy. Rene Williams's pit ork supports bill well.

Pic, Black Midnight. Lee Zhito.

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Palace, New York

(Thursday, December 15)

Capacity, 1,700. Price range, 55 cents-\$1.20. Number of shows, four daily; five, week-ends. RKO chain booker, Dan Friendly, Show cut by Don Albert's house ork.

This bill opens with zing, the change of pacers that follow keep the tempo up even if they're talkers or dumb acts. There's a lot of yock stuff and the show finally winds up with a good sight act for completely satisfying vaude.

The bill tees off with Joan and Robert Rexer, in a fast-paced hoofing act. The two good-looking young hoofers are fresh and do a bang-up job in the two-part terps as well as in the challenge stuff for a big hand.

Virginia Austen did her standard puppet routines to wholehearted attention. Her manipulations gave realism to the dolls she handled so well.

Rex Ramer did an outstanding job in this difficult three spot. His vocal take-offs of various wind and string instruments were amazing. His voice switches, high soprano to deep bary, sold effectively, but it was his Cocktails for Two, a la Spike Jones that really fractured them. In this one, Ramer used all kinds of gadgets and vocal effects. It was completely mad but also quite funny. The crowd ate it up.

Shyrettos Click

The Shyrettos, standard bicycle act, sold as well as ever. The two boys did lots of tricks, and the gal, (See Palace, New York on page 44)

Strand, New York

(Friday, December 16)

Capacity, 2,700. Price range, 55 cents-\$1.50. Four shows daily; five holidays and weekends. Warner chain booker, Harry Mayer. Show cut by Dave Schooler's house band.

Until Frank Marlowe came on, the show was amiable, with little happening to interest them out front. A couple of nice youngsters, June and Martin Barrett, opened with a hoofing routine, finishing to a so-so hand. They were followed by Max and His Gang, a dog act. Max did about three minutes of acro-hoofery that conflicted because of the preceding act. He then brought on four smooth-haired terriers for a series of tricks. There's basic comedy in the act, but Max played it straight. At times the dogs worked as tho they were scared to death.

Dinah Washington came on after a Dave Schooler piano overture and did little to raise anybody's blood pressure or generate excitement. For one thing, the band blasted out behind her, or the mike she worked into was way down. In any case, she could barely be heard. Schooler's announcements (he emseed) that the canary was coming back didn't even start a ripple.

Marlowe Savior

The first real shot in the arm came when Frank Marlowe loped out. The big, redheaded, skinny comic has cut down on his pratfalls and knockabouts. He now uses material, culled from various sources, and just about fractured them. When he did a pit fall, the howls were tremendous. His new act is basically a band heckling thing. He rides the leader, the drummer and various sidemen for sock results. A lot of Marlowe's lines have an ad lib quality that just about killed them. We've caught him many times before. He never did better than on this date. He ran over and was finally forced into a beg-off.

The Ravens (five boys-one on piano), later joined by Miss Washington, now had a hot house to work to and made the most of it. Their booming four-part voice deliveries of pops were enthusiastically received, winding up the show to good

hands. Pic, The Lady Takes a Sailor. Bill Smith. The Wheels of Fortune are still turning for



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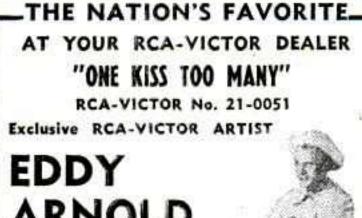
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IN SHORT

New York:

Betty George left the New Yorker show to work in the Chicago company of "Kiss Me, Kate," opening January 15. . . . Abe (Morris Office) Lastfogel is flying to and from the Coast. He took three round trips last week. . . . And Jack (Amercan Guild of Variety Artists) Irving took the train to Chicago from New York because of premonitions.

Eddy Arnold was signed for five more Chesterfield guest shots as a result of last week's job on the Perry Como show. . . . AGVA is being hailed before the New York State Labor Relations Board by Dolores Kozlowski because she claims to have been treated unjustly.

All the agents booking cruises will be called in by AGVA to answer charges that they have allegedly booked acts on two and three-week cruises for \$25 for the entire trip. . . . A New York daily will shortly start a series on showgirls and agent shenanigans. The paper is now looking for a girl who will talk for the record.

Anthony Nelle is Lou Walters's new producer in the Havana show to preem in Cuba the end of this month. . . . H. K. Snyder, who has the long-term lease on Gracedale Park, Mountain Top, Pa., will use vaude and variety shows for the 1950 season. . . . Carl Erbe and Charles Maybruck have entered partnership as Erbe Maybruck Associates. . . . Val Irving. now an agent, is mulling offers to go back to acting.

Rollocolor has a new lighting unit that eliminates the use of at least two electricians. . . . Virginia Maxie has replaced June Hutton in the Pied Pipers. . . . Bill Liebow's Havana Hotel, which will use lines and acts from the U. S., won't open until about March 15. It was originally skedded for an early January preem. . . . Customers at Bop City are beefing because they're now asked to leave a 'voluntary" two-bit tip when they check their coats. . . . E. M. Jacobs, of the General Amusement Company, Fayville, Mass., writes that his recent show for the International Refrigeration Service Engineers Society Convention, Atlantic City, was a smash; and he has already signed the 1950 convention to be held in Long Beach, Calif. . . The Footlighters is the newest actors' org which meets weekly in the Cathay Restaurant.

The Miami Olympia is getting some good names: Billy De Wolfe, Virginia O'Brian and the Merry Macks are set. . . . The Triboro has decided to drop shows and will go back to straight flickers.

The current show at the Havana Madrid, Mulletas Del Fuega, will transfer into the Bamboo Room in a cut-down version. . . . Ted and Phyliss Rodriguez have signed with the General Artists Corporation (GAC). . . . Charley Yates is having himself a time as Bob Hope's house guest. . . . Hildegarde will do her first theater date since she closed at the Roxy about two years ago. She'll work the Chicago, January 27. . . . The Ritz Brothers will precede Hildegarde at the same house. The theater also has set Billy De Wolfe, the Inkspots, Frankie Laine and Miranda running dates into April.

MH 150G, Cap 48 as New Bills Hike Stem to 357G

NEW YORK, Dec. 17 .- A couple of | the Ravens and The Lady Takes a new bills, one at the Music Hall and Sailor. the other at the Capitol, were primarily responsible for the hike in over- \$22,000) drew \$16,000 for an eightall takes last week to \$357,000 from act show of Sid Gary, Lewis and the previous week's \$320,000. All Ames, six other acts and Bodyhold the other houses with combo shows against \$18,000 the week before. New showed declines.

Radio City Music Hall (6,200 seats; average, \$134,000) took in \$150,000 for its preem with its annual Nativity spectacle and On the Town.

Roxy (6,000 seats; average, \$78,000) saw a poor \$46,000 for its second week with Mindy Carson and Dancing in the Dark. It opened to \$60,000.

Paramount (3,654 seats; average, \$73,250) dribbled down to \$57,000 for its third frame with the Claude Thornhill ork, Red Buttons, Sarah Vaughan and The Great Lover. The previous week's take was \$66,000 after an opener of \$82,000.

Capitol (4,627 seats; average, \$55,000) opened so-so with \$48,000 for its initial week with Joey Adams, Shep Fields and Red Danube.

Strand (2,700 seats; average, \$22,000) saw \$40,000 for its third and final week with the Desi Arnaz package show and Always Leave Them Laughing. The bill started with \$65,000 and went to \$45,000 for the second week. New show (reviewed in this issue) has Dinah Washington,

LARUE, NEW YORK

(Continued from page 42) take of the previous singer in having the Bernie Dolan ork play for her. The leader is too busy doing a single. Jack Kelly did the piano backing, doing an excellent job.

very good society-beat chore, even and a hanky pick-up from a kneeling the he was handicapped by Dolan's position atop the wire was exciting up tempo just before the switch.

Bill Smith.

bill (reviewed in this issue) has Roger Ray, Harris and Radcliff, six other acts and Undertow.

Palace (1,700 seats; average,

PALACE, NEW YORK

(Continued from page 43) besides dressing up the act, was equally good on the one and twowheelers. The response was quite gratifying.

Roger Ray just about fractured them. From his xylophone bits, in which he heckled the band, to his gin drinking TV commercials, which he credits to Red Skelton, the guy was a terrific smash.

White and Wyman, a pair of excellent singers, were equally hot bellringers. Florence Wyman, a pretty redhead, showed a big soprano voice. Murray White, a good-looking lad, showed an equally big deep bary voice. Their duets were well sold, both in the semi-longhair and in the pop stuff. White, however, is no comic. His attempts at comedy fell flat, particularly following Roger Ray.

Bud Harris and Frank Radeliff got giggles from their piano pushing walk-on and grew to full-throated yocks by the time they were on a few minutes. Their studied insults and cross chatter plus some excellent chanting were as commercial as a sawbuck.

Don Francisco, a slack-wire walker, The relief band, Curt Bell, did a ended the bill. His cavortings, splits stuff.

Pic, Undertow. Bill Smith.

2 B. C. Houses Share Fleshers

VANCOUVER, B. C., Dec. 17 .-Owner-op Hymie Singer, of the State Theater, Vancouver, and the Bijou, Victoria, has booked vaude units which play a split week between the two houses. Opening midnight each Sunday at the State, the show runs till Wednesday, opening Thursday matinee at Victoria for the rest of the week. The empty three days of each week at each house are filled in with screen fare.

Acts are built around a featured fem exotic, a line of girls and generally five acts to a unit. Business has been building steadily ever since the two houses booked flesh, eight weeks





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THE WIND WAS NORTH

(Thursday, December 8)

KIRBY MEMORIAL THEATER, AMHERST, MASS.

A verse drama by Peter Yates. Directed by Curtis Canfield. Sets by Charles Rogers. Lighting and technical direction by Ralph McGoun. Stage manager, W. Thomas Lundell. Presented by The Masquers under the supervision of the Department of Dramatic Arts of Amherst College.

John Wilkes BoothRay MacDonnell A YouthRobert Morgan First Stage HandGeorge Gay Second Stage HandDonald Baker ObadiahWilliam Chace Holy JoeArch Taylor Dr. MuddChristopher Riley Mrs. MuddJanet Morgan Samuel CoxPeter Soderbergh Abraham LincolnNesbitt Blaisdell Lieutenant DohertyRobert Campbell Sergeant CorbettRaiph Bristol Richard GarrettThatcher Thurston Bill GarrettBarry Singer Bruning, Robert Chamberlain, Ralph

Engelsman, Henry Kreuter. CHORUS: Lois Clancy, Pamela Coe, Mabel Garis, Daphne Harrington, Jane Hartman, Yolanda Marquez, Philip Flayderman, Charles Hale, Ulric Haynes, H. William Hock, W. Kenneth Nichoson, Malcolm Steinberg, William Zimmermann.

Following a policy of unveiling imported products (Happy As Larry, headed last years' bill of fare) the Amherst Masquers have opened their season with an American preem of The Wind Was North, a verse play by the English poet, Peter Yates. Based on the assassination of Lincoln by John Wilkes Booth, the play assumes the difficult task of trying to combine poetry and drama into a successful unit, and the eventual result is a middle-of-the-road job which doesn't quite come off.

Yates employs the use of a chorus to get over the bulk of his poetry, which is sometimes well executed, but which more often is a stumbling block to the continuity of the play. This awkwardness is apparent in a scene behind Ford's theater when the audience is carefully built up to the fatal pistol shot and Booth's subsequent dash for freedom. While he is staggering thru the stage door to his horse, amid hysterical screams from off stage, the chanting chorus is lost in the background, and the poetry is wasted.

Chorus a Liability

It is difficult to reconcile the use of a classical chorus in a realistic setting: Here and elsewhere it proves more a liability than an asset. Perhaps it would have been more effective if the chorus had been restricted to the prolog and the epilog, and the character of Booth relied upon for the poetical outlet thruout the play. This would have preserved dramatic unity, allowing the audience to focus attention on the unfolding of the actual drama.

In the production department, the author could not have asked for more co-operation. Curtis Canfield has developed spectacular effects, with Charles Rogers turning in uniformly excellent sets of which there are seven in all. Technically, the show leaves little to be desired and many phases are worthy of Broadway recognition. Especially so is the final scene, spotting a marble statue of Lincoln (Nesbitt Blaisdell handles the part of the statue) producing a striking effect on a backgrounding white screen.

Good Performances

Director Canfield has schooled his student actors well, and competent performances are given by a large cast of over 40. But the show belongs served no complaint was made known. to one man-Ray MacDonnell, who It contended that due to sickness of puts across the difficult roll of Booth. MacDonnell handles the intricate poetry with the ease of a veteran and makes the character of the mad actor ticle in the New York newspapers seem believable in spite of some about a week ago. uneven writing.

experiment. D. R. Moore.

OUT-OF-TOWN OPENINGS

HOW LONG TILL SUMMER?

(Opened Thursday, December 15) SHUBERT, NEW HAVEN, CONN.

A drama by Sarett and Herbert Rudley, Di-

rected by Herbert Rudley. Settings and lighting by Ralph Alswang. Costumes by Enid Smiley. Company manager, Lodewick Vroom. Stage manager, Ben Ross Berenberg. Press representatives, George and Dorothy Ross. Presented by Leon J. Bronesky and Edward M. Gilbert.

Josh JeffersJohn White Jr. Mary Evelyn Davis Harold CarverMilton Williams Al GaigeLeigh Whipper Matthew JeffersJosh White Dr. Dan BensonFrank Wilson Mrs. DexterFredi Washington Fred JohnsonArthur O'Connell HarlanMaxwell Glanville A ManPeter Capell

Producers Bronesky and Gilbert have a good story in How Long Till Summer that could be made into appealing and pungent play, but before this is ready for a Stem audience the authors and the director have much to do. The action is too slow for the story of the play, and even its building to an expected climax is disappointing.

The plot is loaded with social significance, and despite many rumors that it would follow the "party line," doesn't tread on anyone's toes. It can only be considered slightly pinkish, with accent on the pastel shade.

It tells of a congressional candidate (played by Josh White) who is confronted by his wife and best friend with the fact that he had played an onerous role in settling the claims of a housing development that burned, costing 11 lives. He attempts to resign, but a political boss brings in terrorism to force him to continue. While the play has a logical ending. its final curtain by no means solves the problem to an audience's satisfaction, and they expect much more.

Josh White Does Fine

Josh White does an extremely fine job as the harassed would-be congressman, but it remains for his young son, Josh White Jr., to run off with all the honors in the book. The little fellow has a flair for acting and, like his father, will certainly grow up to become a fine performer. Two dream sequences in which he plays a terrified child and then a conquering hero, are so capably done as to be entirely captivating.

The supporting cast is well chosen and Ida James, as the wife, and Frank Wilson as the friend each give notable readings. Peter Capell as the menace does an expert job in the second act that actually pulls the play out of a mire of inertia and, for the moment, turns it into a potentially powerful vehicle.

Despite the well-rounded performances and the excellent possibilities of the story, this is not a good play. and its life on Broadway is problematical. Much too much needs to be done, and the bow-in indicates that a long session of tailoring and rewriting is indicated. Both the authors and the directors must start virtually from scratch and rebuild if they ever hope to bring their message to a representative section of the theater public.

Sidney Golly.

"SHOW CAUSE"

(Continued from opp. page) West's attorney Friday protesting against the default judgment claimed that at the time the summons was counsel the default may be reversed.

Miss West claimed that she first heard about the judgment in an ar-

Bogue makes claim to the \$59,000 Wind is an impressive effort, but on the basis of an alleged employas of its current unveiling Broadway ment contract of November 1, 1945. possibilities seem remote. It would He claims he was employed by Miss take a producer with a fat purse to West to "render certain work and get the show on a New York stage, services" as her agent in negotiating and without considerable rewrite it for the production in England of Dia- service. She said that the statement had better remain as a noble campus mond Lil. He further claims that that the play earned more than \$1,-

THE VELVET GLOVE

(Opened Thursday, December 13)

WILBUR THEATER, BOSTON

comedy by Rosemary Casey. Staged by Guthrie McClintic. Setting by Donald Oenslager. General manager, Stanley Gilkey. Company manager, Charles Strakosch. Stage manager, Windsor Lewis. Press representative, Sol Jacobson, Presented by Guthrie McClintic.

Mary Renshaw	Barbara Brady
Mother Hilderbrand	
Sister Athanasius	
Sister Lucy	
Mr. Barton	
Professor Pearson	
Sister Monica	
Bishop Gregory	
Father Benton	
Monsignor BurkeV	

A very warm and gentle little comedy, rather an anomaly in this hard-bitten age, is on its way to Broadway via the Hub tryout routine. The Velvet Glove, by Rosemary Casey, is a simple but affecting tale about how the way of right shall prevail in this time of clash between left and right, liberal and reactionary.

The Velvet Glove is the play which won the award of the Christophers, that Catholic organization of John Keller which tendered fat prizes to novels and plays which best illustrated the exercise of Christian principle in this un-Christian world. Author Casey is said to be a Pittsburgh socialite.

Liberalism Wins

Her play is a charming, graceful and pointedly witty-without ever being mean or sharp-story about the struggle between a bishop and a mother superior over the right of a professor to teach liberal views in a Catholic college. The mother superior, being wise as well as right, wins and retains her liberal, brilliant voung professor And she does it Legit Due in Spring young professor. And she does it without unduly angering the bishop.

The lines of the plot are involved, but clear-cut, for this is a cleanly but the humor is bright, the situations are interesting and the story continues sometimes tardy grace one might exis left undone, in which character is played to the fullest. Grace George's gentle mother superior is a triumph of easy pace, of dignity and fullscaled character etching. Walter Hampden is superb as the sharpquick temper. And it's wonderful to hear him affecting a slight touch of brogue.

John Williams is thoroly impressive as the bishop, the temporay villain of the piece. Jean Dixon and Naomi Riordan are particulary good as nuns. Barbara Brady makes a promising debut as the mother superior's secretary and part of the love interest, along with James Noble as the intransigent young professor. He, by the way, does a very nice job indeed Guthrie McClintic has directed the play at an easy pace and Donald Oenslager's single set is quite appropriate.

The chances of The Velvet Glove are debatable. Perhaps it's too gentle, too leisured for today's audiences. Nevertheless, it offers a very pleasant evening in the theater. Bill Riley.

DEIRDRE OF SORROWS

(Continued from opp. page) it downtown to a full-sized stage. It could be well worth the doing. Meanwhile here's a bow to the Abbe for a noble experiment.

Bob Francis.

cent. Miss West, in an affidavit submitted Friday, charged that the entire complaint was "false and untrue." She claimed that no agreement of any kind was made with Bogue, that the plaintiff was in no way instrumental in the presentation of the play in England and that he rendered no Miss West agreed to pay him 5 per 000,000 in England was preposterous.

Equity Members Pass Resolutions

NEW YORK, Dec. 17. - The agenda of the second quarterly membership meeting of Actors' Equity at the Hotel Astor Friday (16) included three resolutions of major importance. Top of the list was a recommendation to Equity council that it insist on jurisdiction over tabloid legit stage presentations in motion picture houses. The resolution was sparked by the recent undertaking by George Brandt to put a cut version of The Successful Prostitute on stage at the Selwyn and other Brandt-controlled theaters, a proposal which has involved Equity and the American Guild of Variety Artists (AGVA) in a jurisdictional rhubarb.

Also recommended was that the council give consideration to a plan of actor Ezra Stone for salvaging productions threatened with closing. Under Stone's somewhat involved motion, the union would set up machinery-not essentially in the way of concessions-to bolster worthy but fading Stem efforts. The membership further asked the council to appoint a committee, consisting of one council member and four rank-andfilers, to investigate—and report to council and to the membership at its next meeting—the introduction of city-subsidized theater in the New York schools. A fourth resolution called for the council's consideration as to the establishment of an Equity clubhouse for membership.

The meeting polled about 500. Prexy Clarence Derwent held the gavel.

At Belasco in D. C.

WASHINGTON, Dec. 17. - Jess written play. It moves rather slowly, Larson, head of the General Services Administration (GSA), announced vesterday (16) that GSA is drafting a to advance, albeit with the measured, lease for the Belasco Theater to be offered to the American National pect in a convent office. Furthermore, Theater and Academy (ANTA). Larit is enhanced by the kind of acting son notified Robert Breen, exec secand direction in which no small detail retary at ANTA, that the lease will be forwarded shortly.

When final details are worked out, portrayal of the strong-purposed but the way will be cleared for the first reappearance of professional legit in Washington since the National Theater switched to pix after a row with Actors Equity over the National's Jim witted monsignor of warm heart and Crow policy. ANTA will now likely be able to open the Belasco in April, with Mr. Roberts as the debut bill.

The Belasco, if reopened, will operate on a strictly non-segregation basis. The terms of the contract are reported to call for a 10-year-lease, with the government retaining cancellation rights on a year's notice. Reportedly, ANTA will put up a guarantee to spend 500G to renovate the building and will contribute to rental costs of new Treasury Department offices which will have to move out of the building. The contribution to such rental, however, is not to exceed \$20,000 annually, according to tentative arrangements.

ANTA has been reported as anxious to start the theater's facelifting project by January 1, as the remodeling will require several months. Current plans call for getting the house into operation in time for the annual Cherry Blossom Festival.

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EDDY ARNOLD

The Tennessee Plowboy

Exclusive Management THOMAS A. PARKER Madison, Tenn. Box 417



"Small Magic Units Get \$\$ At School Shows"---Admire

small magic unit playing school and packing plenty of box-office apshows will make money, but once one resorts to an enlarged presentation, carrying 10 or 12 people, he'll go broke." That's the contention of J. C. Admire, who lays claim to over 25 years experience with this type of presentation. Admire said that a oneman unit is the best bet, but in the case of a magicker who is married he can still make money even if he adds two others to work as assistants or stage truck drivers.

"Shows like Blackstone's," Admire

Plunkett Org Vacations at Aransas Pass

Reopens in Six Weeks

ARANSAS PASS, Tex., Dec. 17.— Plunkett's Stage Show, which wound up its current trek with a successful three-day stand in Port Lavaca, Tex., moved in here this week, where personnel will vacation for six weeks before taking to the road again.

Prior to the Port Lavaca stand, show rang up good business with a three-day appearance at Hallettsville, Tex., December 1-3, and a successful week's engagement in Palacios, Tex.

Landrus the Magician, who has been working assembly shows in this territory, visited the show at Hallettsville along with Chuck and Ann, the Sunset Pals. Landrus said that the org played to capacity the three nights he saw the performance in Hallettsville.

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SPRINGFIELD, Ill., Dec. 17 .- "A continues, "playing the key cities peal will make plenty of money. However, they must give up a big percentage of the gross to land the big houses, and routes must set ticket prices at \$3 top and play week stands. Shows like John Calvert's will make money because he is set on cash dates. But, again, the operating nut

> "The big schools are the trixter's best outlets in which to corral the big money. Matinees should be presented at schools with a potential 1,000 to 2,000 draw, with tickets priced at 30 cents. If necessary cut the sponsoring school in for 50 per cent of the gross. You can advertise your night shows at 60 cents and \$1.20 and you have no worries even if no one comes out for the evening performance for you have already made your at the afternoon show. Add to this the fact that you can live in a house trailer and plug into the school for your electricity and compare it with the cost of housing 10 or 12 persons in a

> "It's not necessary for one to bill a school show heavily. One or two combination pictorial and descriptive cards will do the trick. Your audience is there, rain or shine. That's the best part of a school show. For your night presentations you need only use from 25 to 50 cards and an ad in a local paper.

> "High school bands, I have learned from experience, are the best sponsors. Senior classes are good, too, but the band groups are the best bets. They will parade for you at noon. Always try to sell outright or watch your percentage closely. The former, however, is the best deal. Make your appearance and that of your attraction smart. That is what brings you repeat dates.

> "Hundreds of school principals have informed me that setting your admission prices correctly is an invaluable aid to your success. Fix your prices at between 25 and 30 cents and you are certain to have a full audience at your performances."

Gosh Winds Up 40-Wk. Run

GEORGETOWN, O., Dec. 17.— Byron Gosh's Seldom-Fed Minstrels last week concluded a successful stand at the Georgetown Theater here, marking the first local presenta-Gosh said. Gosh reported that the unit completed a run of 40 weeks in Ohio and Kentucky theaters with the local engagement.

Lola Painter Under Knife

CINCINNATI, Dec. 17.-Lola E. (Painter) Campbell, former rep and dramatic stock performer, is in Ward 11, Room 1, Veterans' Administration Nichols Hospital, Louisville, where she will undergo a kidney operation. In recent years Mrs. Campbell has been operating a poultry farm in Florida.

Fort Pierce Firm Chartered

TALLAHASSEE, Fla., Dec. 17 .-Secretary of state has issued a charter to Fort Pierce Drive-In Theater, Inc., of Fort Pierce. Authorized capital stock is 100 shares, no par value B. B. Gainer, R. N. Koblegard, Ruper. N. Koblegard and Dewey Crawford were listed as the incorporators.

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Musicians, Comedians, Straight Man, Teams, Spec Acts, a Good Blues Singer, Dancers and Singers, Useful Lot Man, Candy Pitchman, a good Modern Producer, and an Assistant Manager. Also want to hear from a good Publicity Man. This is a Free Open Air Platform Med. Show making stands in Southern and Northern larger cities. Largest, most modern show on road, New Equipment, New Costumes, and New Management. Opening in February in Southern States. Write, telling salary, experience, and all you can and will do . . . to

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24 23

SARASOTA, FLA

REP RIPPLES

Ferry, Idaho, will add flesh late this winter. . . . Carl H. Carlton letters from New York that he's doing a story on his 54 years in the theater and that he has been combing the country for data on happenings of long ago. He's currently seeking information as to the whereabouts of Agnes Fuller, wife of John D'Ormond, of the D'Ormand-Fuller Company. Carlton started his showbiz career in the West in 1886 and was with many of the old-timers including the Crow Sisters, D'Ormond, A. J. Sharpley Lyceum Stock, Holden Bros., Maggie Bryer and Lincoln J. Carter. . . Farley, hypnotist and mystic worker, has been playing to good business around Dexter, Ore. Writing from that point he says: "No matter what some may say the roadshow is still running along and for performer who can entertain there is still plenty doing in the small towns. I agree that it's a case of tough traveling tho." . . . Garner's Wax Show is in winter quarters at Tampa. Owner F. F. Garner plans to work 16mm, religious pix in Alabama before reopening the wax unit in the spring. . . . Emery Players are working to good business around Indianapolis. It's a four-person unit. . . Crawford Show has been around Sault Ste. Marie, Ont., recently. . . . Rostand's mystery and novelty show is playing one and two-day stands in New England. . . . Grimladi Players are on their annual tour with French societies in established New England territory. . . . Jasper Jackson Players are set on a number of one-day stands around Meridian, Miss., and plan to present E. F. Hannan's "Slo Poke." Subsequent bookings will carry the unit into Florida. Unit plays sponsored dates for the most part. . . . Ernest D. Carroll has 16mm, pix in the Gowanda, N. Y., area. . . . Slaney pix and wax show has been playing Terrell County, Texas, to good returns. . . . Wallace Gilligan, who has been doing mesmeric and hypnotic shows around Boston, will begin a coast-to-coast swing after

J. FRAZIER has 16mm. pix in • the Scottsville, Ky., area. . . . Redding, hypnotist and magician, writes from Benton, Ind., that he has been out about two months in West Kansas, but is now making a few Indiana dates en route to Mintion of its type in nearly 20 years, nesota where he wants to put in most of the winter in schools and halls. It will be his second winter in that State. He reports that business has been satisfactory. . . . Dana W. Wilbur has been showing religious pix around Athens, O. . . .

January 1.

D. WATTS, who has been show- for the most part. . . . Earle Curtis ing 16mm. pix around Glenns reports okay returns with his threeperson flesh unit from Bonneville, Wyo. Show is a family affair and Curtis is featuring E. F. Hannan's "Ah, There, Professor." . . . Talbot's Show, three-person unit, is playing Central Vermont.

Brunk Closes Tour in Ark. To Good Biz

Summer, Fall Returns Big

COOLIDGE, Ark., Dec. 17. -Brunk's Comedians, under management of Henry L. Brunk, closed a successful 1949 season here with a week's engagement, ended Saturday (10). Brunk said the show opened the tour in Vernon, Tex., April 11 and no scheduled performances were lost during the junket.

Show played week stands thruout the season and no Sunday performances nor matinees were presented. Brunk said that summer and earlyfall business was unusually good, but that a little drop was encountered the final five weeks of the season.

Unit's personnel remained intact all during the tour with the exception of the advance department where Jerry Ketchum took over in July. Mr. and Mrs. Brunk went to Phoenix, Ariz., where arrangements are under way for an indefinite stock engagement after the first of the year.

Tab, Repsters Set in Coast's Radio, TV Pic

HOLLYWOOD, Dec. 17.-Hy Heath, veteran tab comic, producer and songwriter, who is making his home here, is recovering from a lengthy illness. He recently collaborated on the cleffing of Mule Train and Clancy Lowered the Boom and a number of others which have made the hit category.

Heath says that a number of old tab and rep show performers are making a living in pictures, radio and television here. He recently cut up jackpots with such tab, rep and minstrel vets as Jay Flippin, Al Herman, Billy House, Lasses White, Jim and John Swor, Sam Ahearn, Danny Dun-Temple Players will operate around can, Roy Butler, Alice Ritchey, Frank Salt Lake City for the next two and Maggie O'Neill, Dan and 'Tilda months and will play sponsor dates White, Ben McAtee and Britt Wood.

Infantile Paralysis THE MARCH OF

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JAN. 16-31

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

EARLIER CLOSING

December 31 and January 7 Issues

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Get your NEWS and ADVERTISING in Early.

BAILEY-Fred B., 51, outdoor trouper and formerly with the O. C. Buck Shows, December 3 in Newport (R. I.) Naval Hospital. Survived by his father, four brothers and two sis-

BERTHUAME—William (Frenchy) 73, former minstrel and stagehand, December 10 in Findlay (O.) Hospital of a heart attack. As a stagehand he toured the country with such stars as Sophie Tucker, George Arliss, Al Jolson, William Faversham and Eddie Cantor. Survived by three daughters, Joan, and Mrs. William Lawrence, of Findlay, and Mrs. John E. O'Niell, Newark, O. Burial in St. Michael's Catholic Cemetery, Findlay, December 13.

BUNTS - Warren J., owner-manager of the Crystal Exposition Shows until his retirement in 1942, November 23 in Municipal Hospital, Tampa, of a heart ailment. When 18 Bunts operated concessions in Electric Park, Detroit. Several years later he purchased a motorized picture show, which he operated for four years. Soon afterward he organized the Bunts Amusement Company, later renamed Crystal Exposition Shows. Survived by his widow, Alta; two daughters, Mrs. Harold Roberts and Irene, and four sons, John, William, Warren and Walter. Burial in Crystal River (Fla.) Cemetery.

IN MEMORY OF

Died December 22, 1948. Sadly missed by his Wife—GRACE COLE Nephews—TEDDY WALTERS, MICHAEL & JOHNNIE

DULLIN - Charles, 64, one of France's leading legit producers and a former actor, December 11 in Paris. With the late Jacques Copeau he founded the Theatre du Vieux Colombier. Dullin also founded the Theatre de l'Atelier after World War I and directed the Theatre de Paris during World War II. An actor in many motion pictures, he also was the producer of the first play by Jean-Paul Sartre at the Sarah Bernhardt Theater, New York.

In Loving Memory Marie Meers Dahm

DECEMBER 30, 1948

Mr. & Mrs. Robert Brown

DURBIN-Francis W., Lima, O., attorney and son of the late W. W. Durbin, one of the founders and past president of the International Brother-

hood of Magicians, in St. Rita's Hospital, Lima, December 10. Deceased was long active in Ohio politics and in his youth served as assistant in

his father's magic show. EDMONDS-Alta B., 73, musician and one time head of the Chicago School of Opera, December 11 in Flint, Mich.

ERROL-Bert, 66, British vaude performer, recently in Brighton, Eng. A female impersonator, he toured abroad and in the U.S., playing the Keith and Orpheum circuits. His last appearance in the U.S. was at the Palace Theater, New York, in 1924. His widow and daughter survive.

FINKBEINER-I. D., 66, vice-president of the Washtenaw County (Mich.) Fair Society, December 9 in St. Joseph's Hospital, Ann Arbor, Mich. Interment in St. James Cemetery, Saline, Mich.

HARTWELL-George Kenneth, 58, Broadway scenic artist and lithographer, December 12 in New York, He painted the sets for South Pacific and Mr. Roberts. His widow and five stepchildren survive.

THE FINAL CURTAIN

ber of the Washtenaw County (Mich.) Fair Society, December 7 in Ypsilanti, Mich., in an auto-train crash,

HENDERSHOT-C. M., 62, who in partnership with his brother, J. B. Hendershot, operated the Hendershot Shows from 1915 to 1925, in Dayton, O., December 11. Besides his brother. he leaves a daughter and son. Interment in Ada, O., December 14.

HUNTER-Horace (Harry) R., 60, Station WGRC promotion and publicity director, December 10 in Anchorage, Ky.

JOHNSON-Dora Dean, 77, member of the former dance team of Johnson and Dean, December 13 at her home in Minneapolis. She and her husband, Charles, introduced the cakewalk in New York in 1895, and their subsequent trouping took them to Europe for 17 years.

KING - Walter J., 85, veteran vaude performer and in show business for 65 years, recently in a San Diego, Calif., hospital. He leaves his wife, Molly, and son, Patrick, who were members with him in a former troupe, the Three Kings. Burial in Holy Cross Cemetery, San Diego.

KLOBERG-Clara, 70, well-known concert violinist, suddenly December 13 while on a visit to New York. A resident of the Presser Home for Retired Music Teachers in Philadelphia, years ago she made several tours of the United States and England, playing as a soloist with leading orchestras. For a time she served as assistant to Adolph Brodsky, conductor of the Halle Orchestra of Manchester, Eng., and principal professor of violin at the Royal Academy of Music in London. Burial in Philadelphia December 14.

LONG-Harry R. (Kendig), 78, formerly of the Long troupe of aerialists, December 9 in San Benito, Tex. Survived by a brother, Robert, of Los Angeles, and a sister, Lucy Long Haley, Seattle. Crematory services in San Antonio.

MAJER—Carl Titus, 52, staffer at Station WIBG, December 9 in Philadelphia. His widow and daughter survive.

MANN-Carl F., 61, Detroit organist, December 8 at his home there. He also headed the vocal department of the Detroit Conservatory of Music for 20 years. Survived by his mother. Interment in Elmwood Cemetery, Detroit.

MARIOTT — George Moore, 64, British screen and stage character actor, December 11 in London.

MASSEY-Everett L., 52, former outdoor showman, December 1 at his home in Hammond, La., of a heart attack. Massey was last with the Groves Greater Shows. Survived by his parents, of Cecil, Ark. Burial in Pa., at his home that city recently Baptist, La.

McLANE-Frank W., 60, president of the Washtenaw County (Mich.) Fair Society, December 8 of injuries sustained in an auto accident. He had been president of the fair, held at Ann Arbor, since 1931. Interment at Ypsilanti, Mich.

home in Benton Harbor, Mich. Sur- tives in radio, Parks joined Crosley

HEININGER-Frederick, 77, mem- vived by three children, Flournoy, Quintard and Irvin C., owner-operator of Irvin C. Miller's Brown-Skin Models, with James E. Strates Shows the past season.

> MINER—George H., 49 manager of Loew's Theater, Mount Vernon, N. Y., December 12 in that city. He was the son of George H. Miner Sr. and grandson of Henry Clay Miner, operators of a burlesque theater circuit. His widow, a son and his mother survive. Burial in Ferncliff Cemetery, Mount Vernon.

> MORGAN-Mrs. Harriet Ford, 86, playwright from 1910 to 1930 under the name of Harriet Ford, December 12 in New York. A writer of oneact plays, she collaborated on several full-length Broadway shows-with Joseph Medill Patterson on The Fourth Estate and Little Brother of the Rich, in 1910. With novelist Harvey O'Higgins, Mrs. Morgan wrote many successful comedies, including Polygamy, The Dickey Bird, When a Feller Needs a Friend, Orphan Aggie and Main Street (an adaptation of Sinclair Lewis's novel), but most successful were The Argyle Case and The Dummy. She also wrote The Land of the Free with Fannie Hurst and In the Next Room with Eleanor Robson. Before she started writing she was an actress for six years.

Lasses White

Lee Roy (Lasses) White, 64, one of the country's best known minstrel men, died in Hollywood December 16 of a blood ailment after a six-month illness.

A native of Wills Point, Tex., White started in show business as a stagehand with shows in Cycle Park, Dallas. He toured with the Neil O'Brien, Al G. Field and other top-flight minstrel shows and had played the major vaude cicruits. White went to California 13 years ago to retire but soon entered movies, where he was seen principally as a Western character comedian with Tim Holt and others.

As a radio performer White spent four years at WSM, Nashville, in the duo known as Lasses and Honey. More recently he played the role of Harold, the delivery boy on the Beulah Show over the Columbia Broadcasting System.

Survived by his widow, Norma. Burial in Forest Lawn Memorial Park, Glendale, Calif.

NULL-Henry Harrison (Doc), 79 circus fan and owner-editor of The Westmoreland Observer, Greensburg,

of a heart attack. PARK-Eldon A., 40, general manager of WINS. New York, and vicepresident of the Crosley Broadcasting Corporation (WINS and WLW, Cincinnati), December 12 at his home in Roslyn, L. I., N. Y. He had been ill for several years with diabetes. MILLER-Mary, 82, recently at her | One of the most prominent execu-

in 1930. In 1934 he was made assistant traffic manager of WLW, Cincinnati, and in 1936 was co-ordinator for WLW network programs. From 1937 to 1939 he supervised programs of the National Broadcasting Company originating in the Midwest. In 1940 Park was named assistant sales manager for WLW and became account executive at the station's New York office. Four years later he was appointed assistant general manager of WLW and in 1946 became vicepresident in charge of programs. He was named general manager of WINS in 1947. Survived by his widow, Eleanor; two sons, Richard and Roger; his parents, Mr. and Mrs. John A. Park, Montpelier, Ind.; two sisters, Mrs. H. L. Wray, Denver, and Margaret, Beloit, Wis., and a brother, Robert, Muncie, Ind. Burial in Cincinnati December 16.

PRIVETT-Roy, 53, former circus trouper, recently in Naval Hospital, Oakland, Calif. Survived by two sons, Luther and Roy; his mother, Mollie; three brothers, Thomas, Luther and Bill, and two sisters, Ella Linton, of Pawnee, Okla., and Alta Futch, San Angelo, Tex.

REBNER-Arthur, 59, one of Germany's leading librettists and lyric writers. December 10 in Los Angeles. He had adapted the musical, No, No, Nannette, and co-authored Franz Lehar's Blue Mazurka.

In Loving Remembrance of My Beloved Husband, Pal and Partner

(Riding Rooneys) Who Departed Dec. 24th, 1936. "Gone but not forgotten." MINNIE H. ROONEY

ROGALINER-George A., 70, operator of a magic and novelty shop in downtown Pittsburgh for many years, recently in West Penn Hospital, Pittsburgh. Survived by his widow: Bessie; son, Stanley, and daughter, Roma, all of Pittsburgh; another daughter, Mrs. Janice R. Fetters, Texarkana, Tex., and two sisters, Mrs. J. A. Williams and Mrs. Harry Silverman. Burial in West View Cemetery, Pittsburgh.

ROGERS-Harry, 61, veteran theatrical agent, at his Los Angeles home December 13. Well known in Chicago vaude circles, Rogers booked talent in Los Angeles for the past several years. His widow, two sisters and two brothers survive.

ROSE-Leo, 46, veteran manager of Broadway productions, December 8 in New York. He began as business manager for his father, the late Cantor Josef Rosenblatt, on concert a .d vaude tours in the U. S., Europe and South America. Among the many Broadway shows he managed were The Little Foxes, Where's Charley?, The Corn Is Green, Are You With It?, Dream With Music, Brother Rat, Early to Bed and Beggar's Holiday. His widow, mother, two sons, four brothers and two sisters survive.

SUTTON-Daniel B., 77, member of the Washtenaw County (Mich.) Fair Society, December 7 in Ann Arbor, Mich.

WENDLER-Mrs. Lizette, 74, wife of John Wendler, president of Allan Hershell Company, Inc., North Tonawanda, N. Y., ride manufacturer, December 12 at her home in that city. She also leaves a son, William, secretary-treasurer of the company; a daughter, Mary, and two grandsons, William and John. Burial in North Tonawanda December 15.

In Loving Memory of Our Good Friend

Mrs. O. J. (Dottie) Weiss

Who passed away in Hot Springs, Ark., December 24, 1945

Ray and Evie Belew

IN MEMORY OF MY BELOVED WIFE

DOT AGNES

WHO WAS TAKEN FROM ME **DECEMBER 24, 1945** O. J. (WHITEY) WEISS

Communications to 188 W. Randolph St., Chicago 1, Ill.

IOWA BOOTS OUT HAY-BURNERS

Des Moines Annual Abandons Money-Losing Harness Races

Smaller annuals also discontinue trotters, pacers—dates open to auto races, thrill shows, rodeos-action follows similar decision in Minnesota

By Herb Dotten

of the Iowa State Fair here Thursday (15) voted to heave out moneylosing harness horse racing in 1950. The action came in the wake of similar decisions made earlier in the week by several smaller Iowa fairs during the annual convention of the Fair Managers' Association of Iowa Monday and Tuesday (12-13) at the Hotel Fort Des Moines.

Decisions to give the boot to sulky races in each instance stemmed from the mounting losses sustained by the hay-burning speed departments. In their action, the Iowa fairs were following the path taken several weeks ago by the Minnesota State Fair, St. Paul, and by another Minnesota annual—the Mower County Fair, Austin, both of which decided to call it quits on the trotters and pacers because they failed to pay off in the grandstand.

Indications are that like action will be taken by fairs in other Midwest States, as the money-losing pattern of

Hamid Jr. Defends Steel Pier Tax Cut; **Depreciation Cited**

ATLANTIC CITY, Dec. 17.—George A. Hamid Jr., vice-president and assistant manager of the Steel Pier, this week hit back at the accusation of former Mayor Thomas D. Taggert that this resort's principal funspot was "specially favored" in its tax assessment.

The Taggert-Hamid argument began when the former mayor called upon Mayor Joseph Altman to appeal recent tax reductions in the assessments of several hotels and the Steel Pier. He referred to a \$36,000 reduction in assessments on Steel following clause: 'Any day that the Pier approved in 1947 by the Atlantic City County Tax Board.

Hamid Jr. cited erosion, hurricane damage, "sky high" costs of maintenance and depreciation "faster than fair association." any comparable property in the country" to defend the tax assessment reduction.

In a letter to Mayor Altman, Hamid said that the pier's valuation had been so reduced that banks consider it an almost unmarketable

property. Hamid also pointed out that within the past three years, Steel Pier has borne its own luxury tax load instead of passing it down to the visiting public, adding, "That in order to keep the safety level, we replace pilings four times as frequently as we did prior to the 1944 hurricane and that on the average, we have to sink them 18 feet deeper; that our real property line has diminished over 100 feet, due to the advanced high water line."

DES MONES, Dec. 17 .- Directors | horse racing this year spanned several States in and near the Corn Belt.

Horse Race Confab

ly held up firmly.

Other grandstand attractions general-

Horse racing enthusiasts met with Iowa fair managers here Monday night (12) to review the situation. At the session fair men voiced their objection not only to the money loss but to the demands of horsemen and to the fact that the harness horse (See Hay-Burners Out on page 52) Stark, Detroit News columnist.

Form Corporation To Run Detroit's 250th Cele in 1951

DETROIT, Dec. 17.—First step toward putting into motion plans for the Motor City's 250th anniversary in 1951, was taken with the announcement of the formation of a nonprofit stock corporation by the steering committee appointed by Mayor Eugene Van Antwerp.

Capitalized at \$1,000 and authorized to sell 30,000 shares of stock at \$100 par, the 'orporation, Detroit's Festival of the Great Lakes, Inc., will accept donations or gifts, according to Raymond H. Berry, corporation attorney. Rough estimates of the celebration's cost, are figured at \$3,000,000.

Directors of the corporation included Harvey J. Cambell, executive vice-president of the Detroit Board of Commerce, and George W.

To Clean Up Burned

ATLANTIC CITY, Dec. 17 .-

Mayor Joseph Altman this week ex-

plained that he only "suggested

any tax problem was involved. "They

It was reported earlier that the

mayor had notified Louis Watson,

building inspector, to inform the

owners of the Pier to clear away

the debris caused by a general alarm

fire in September, or face immediate

Altman said condemnation pro-

ceedings are not likely in the near

(See A. C. Mayor Angles on page 55)

condemnation proceedings.

owe no money," he pointed out.

Sesqui Midway Has a Problem In Squatters

675 Tenants Must Be Ousted

(Continued from page 3)

pying temporary buildings on the proposed midway site of the Freedom Fair (The Billboard, December 17). Government officials are in a quandary on the issue, and several federal agencies involved in the subject have been trying to get a solution. Several days have already been lost in negotiations for the fair, and there is a chance that preparations will be seriously delayed, altho sesqui officials are still planning to stage forground-breaking ceremonies next month (The Billboard, December 10). Dedicatory exercises were staged today (17) for the breaking of ground for a new amphitheater in Rock Creek Park. The amphitheater will be opened in June in conjunction with the exposition. Raymond Massey was among several stage and screen celebrities on hand to join Secretary of Interior Oscar Chapman in the formalities.

Squatter Problem

Edward Boykin, director of the National Capital Sesquicentennial Commission, voiced hope this week that the problem of disposition of tenants on the proposed fairground will be solved eventually, but he pointed out that the impasse could not help being an obstacle to some of the negotiations for the exposition. wartime-built structures on the 26acre site which has been plotted for the midway. These buildings cannot be razed until other homes can be

Since more than a half a dozen federal agencies are involved in the problem, a lengthy series of confabs Million Dollar Pier has been staged, and more are scheduled, with no immediate solution yet in sight. Altho Sesqui officials are disappointed by failure of the agencies to reach a solution, their attitude has been summed up by one of them, something be done to clean up" the "hope springs eternal." It is felt that Million Dollar Pier and denied that if a solution is not found soon, President Truman will intervene with an executive order to clear the way for action.

Sesqui officials are continuing to plan for a target date of July 4 for the public opening of the sesqui expo. (See Sesqui Midway on page 55)

Mrs. John Wendler Dies in New York

NORTH TONAWANDA, N. Y., Dec. 17.-Mrs. Lizette Wendler, 74, wife of John Wendler, president of Allan Herschell Company, Inc., ride manufacturing firm, and mother of William Wendler, secretary-treasurer of the company, died at her home here Monday (12).

Other survivors include a daughter, Mary, and two grandsons, William Jr. and John. Services and burial in North Tonawanda Thursday (15).

10 P.M. Grandstand Break Is Fixed for Iowa's Fairs

23 carnivals ink agreement—annuals to forfeit day's percentage if shows run overtime limit-fair execs voice little objection at annual Des Moines convention

DES MOINES, Dec. 17.-In a move to insure against late grandstand show closings, representatives of 23 carnivals introduced a resolution at the annual convention of the Fair Managers' Association of Iowa here this week, stipulating that the grandstand shows break by 10 p.m. and when the night shows run beyond that time, fairs forfeit their percentage of the midway receipts for those days. Joe Green, spokesman for the carnivals, said fairs Involved is the fate of 675 persons playing the State will include the clause in their 1950 contracts. Little who now occupy several "temporary" objection was raised by fair delegates, who conceded it was unfair to the

midway operators when late grandstand shows tied up potential midway patronage. Fair men agreed that of A. C. Mayor Angles found for the tenants. all segments of fair operations in 1949, the midway had sustained the largest

The resolution:

"We, the undersigned carnival members of the Iowa Fair Managers' Association, have met and agreed that all contracts written with and between carnivals and fairs contain the grandstand performance is not over and the people turned out to the midway by 10 p.m. that all percentages for that day will be forfeited by the

23 Orgs Sign

Shows signing the resolution were L. B. Lamb, Merriam's Midway, Tivoli Exposition, World of Today, Sunset Amusement Company, American Beauty, William T. Collins, Dyer's Greater, Snapp Greater, Nessler's, Veteran's United, 20th Century, Hale's Shows of Tomorrow, Cavalcade of Amusements, George W. Nelson, future, but that he thinks something

(See 10 p.m. Stand on page 52)

EARLIER CLOSING December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

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A.C. Auditorium Finally Makes Nut, Nixes Aid in 1950

ATLANTIC CITY, Dec. 17 .- The resort's \$15,000,000 Convention Hall on the Boardwalk, which has always turned up in the red each year, has finally got some black ink on its books. Philip E. M. Thompson, manager of the auditorium, announced this week that the building would operate without an appropriation from the city next year. This will be the first time in Convention Hall's 21 years that it did not seek city funds to make up operational deficits.

Thompson said the hall was in the black by better than \$8,000 at the end of October. The hall was allotted deficiency appropriations of \$100,000 for 1948 and 1949, which was a bit under the \$150,000 earmarked in 1947 to help operate the building. Good business, plus the cash surplus from previous appropriations, will make it possible to operate without an appropriation from the city next year, according to Thompson, who added that business prospects for the hall in 1950 were good and it was hoped it would be able to carry thru 1951 without a deficiency appropriation.

Efforts have been made for many years by the city to turn Atlantic City into an all-year resort. It still does its major business in the summer. During the off-season months since the end of the war the city has increased its convention business considerably. Most of the large conventions use the hall's ballroom for meetings. The ballroom, apart from the main ground-floor auditorium, can seat 5,000 and is equipped with a large stage. There are also numerous additional committee rooms, dressing rooms, shops and offices in the building. There's a radio station in the hall, and the auditorium has the world's largest pipe organ. Billed as the world's largest auditorium, the main arena can seat 14,000 for a boxing bout, and 12,000 for a football game played on regulation-size field.

Fairfield Nixes Free Concesh Space

FAIRFIELD, Conn., Dec. 17 .- The local Park Commission will charge ground rent in the future for concessions at all of the town's beaches, in line with recommendations made by the Finance Board, it was announced this week by chairman Edward A. Tyler.

Tyler said that permission has been granted to Peter Carstenson to sell his refreshment stand at Jennings Beach, provided that arrangements be made with the new owner for a ground rental charge. Negotiations also will be carried out for rent charges at Sasco and Southport beaches.

In the past concessions have been permitted to operate at all of the local beaches free of charge. The decision to obtain revenue for the operation of the stands, which are all privately owned, was agreed upon at a town meeting last summer. Regulations covering the parks will be prepared for adoption soon.

St. Stephen To Run in '50; McAllister Board Chairman

ST. STEPHEN, N. B., Dec. 17 .- St. Stephen Exhibition Association will operate a fair in 1950, it was announced following the election of officers.

J. A. McAllister was named president of the board. Other officers include H. N. Ganong, first vice-president; Mayor M. W. McComb, second vice-president; W. T. Syroid, secretary; W. T. Stephens, assistant secretary; Vernon Morris, treasurer; Charles E. Staples, executive committee chairman, with Milton Maxwell, A. C. McCready and W. A. Arnold as additional committee mem- The next year Phil added another stand, a roly-poly game. bers.

7 Talent Topics

Joe Beach, Springfield, Mass., visited the Egony Trio, Three Glenns, Sheridan Bros., Vanderbilt Boys and Frank and Jane Hudson when these acts recently played the Court Square Theater. At the Valley Theater in Holyoke, Mass., Joe visited the Marcus Troupe, the Harstons and Blue Barron. . . . Earl Armstrong reports his Roscoe Armstrong Bucking Ford act will open the 1950 season in El Paso, Tex., February 15-19, at Southwest Livestock Show and Rodeo. Armstrong

Acts inked for the annual Detroit Shrine Circus, which opens a twoweek stand in Michigan State Fair Coliseum, January 30, include the Great Wallendas, Peterson's dogs, Flying Concellos and Joe Walsh's wild animals. . . . At a Christmas party staged by the new departure division of General Motors Corporation, Sandusky, O., talent included Wimpy, English clown; Leonard Gautier's canines; Virginia Austin, puppets; Ray Royce, unicyclist and juggler; Monroe and Grant, trampoline, and Six DeLeons, teeterboard.

Fillmore Annual Celebrates Diamond Anniversary in '50

GENEVA, Neb., Dec. 17.-Fillmore County Agricultural Society will mark its 75th anniversary at its three-day fair here the third week in August, 1950. Despite drouth or depression the fair has carried on without missing a premium or obligation.

Officers for 1950 are John Koehler, president; Kenneth Heisey, vice-president; Bert Lynn, treasurer, and Carl

prominent in outdoor show business.)

primed daily with giggle water.

a top without sidewalls, even tho the

with his venture into the trouping end

Luckily, he remained undaunted.

of the business.

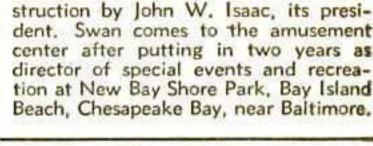
hard way.

Close-Ups:

After closing a three-week engagement at the Coconut Grove and Skyline clubs, Phenix City, Ala., Buddy (Marcelle) Valier returned to his home in Wisconsin for the Christmas holidays. . . . Mr. and Mrs. Marion Wallick and son, Junior, visited Mr. and Mrs. Fred Young, in Peru, Ind., recently. Wallick and the Aerial Youngs worked together as the free act on Dutton's All-Star Shows in 1926-'26. The Wallicks also visited Mr. and Mrs. Walter Jennier, who are about to move into is at his home in Montezuma, Ind. their new home opposite Terrell Jacobs's winter quarters.

> Gladys Shelley (Mrs. Irving Rosenthal) is writing special song numbers for Harold Minsky's opening show at the Colonial Inn, Miami Beach, Fla., and may appear in some of the sketches. . . . Cole Bros.' Circus elephants and camels were features of a Shrine parade at Miami Saturday (10). . . . Pete Desjardins will put on a water show at the Mac-Fadden-Deauville pool, Miami, Christmas night. . . . The Maxellos, equilibrists, are at the Olympia, Miami.

Don Francisco, wire act, into the new show at the Palace Theater, New York, after a week-end stand at the Jamaica (Long Island) Theater. . . The Shyrettos, unicycle, headed for Cobh, Eire, where he will also are on the Palace bill. . . . Max and His Gang, comedy canines, are at the Strand, New York. . . . Norah Herzog and Company, trapeze, open on the Interstate Circuit in Texas, December 29, for Charlie Freeman. . . . The Telaks (2), balancers, are at the Empire, Newark, N. J. . . . Schneider, Chester Dudley and Guy | The Chambertys, comedy casting act, Case, members of the board of direc- are spending a couple of weeks in Sarasota, Fla.



CHARLES W. SWAN has been ap-

pointed director of Kiddyland Park in

suburban Baltimore, now under con-

Powell Off to Europe

NEW YORK, Dec. 17.—Bill Powell, the globe-trotter, left New York Friday (2) on the S. S. Britannic, start an extended tour of Europe. Powell, a carnival employee when not globe-trotting, will visit the many indoor Christmas circuses and fun fairs in Ireland, Scotland and England and will then visit the Continent, including Scandinavia, where he will kibitz at circus, street fairs and parks.

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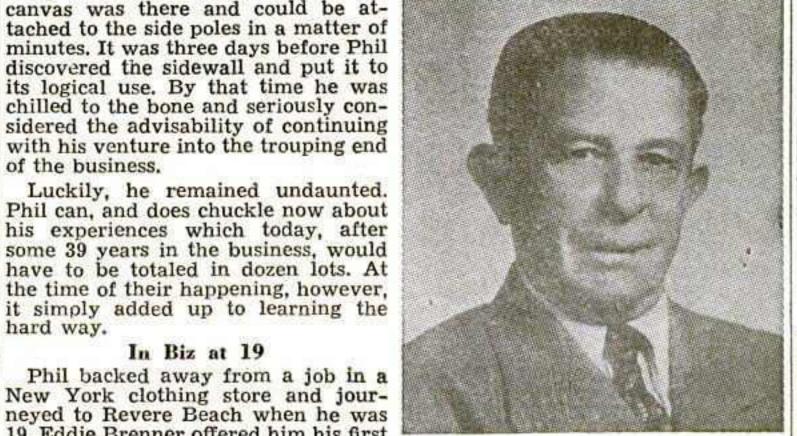
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PHIL ISSER

Phil backed away from a job in a New York clothing store and journeyed to Revere Beach when he was 19. Eddie Brenner offered him his first job, a menial occupation requiring him to raise and lower awnings and

In Biz at 19

clean up around the knife rack for \$1 a day. He developed a sideline, selling umbrellas to folks caught in the rain at a quarter each, and managed to salt away a few dollars.

A Cold Beginning Failed To Nix

Phil Isser's Climb in Showbiz

By Jim McHugh-

FOR a guy who had won a little money with his own joints at Revere

with a sleeping roll and several cases of merchandise. He didn't know how

to put a slap-up joint together, and to correct his deficient schooling along

these lines he hired a loosely recommended show builder who had to be

Out in the Open

As a result his pixilated helper slept comfortably and peacefully under

his store to make his first annual, the Great Allentown (Pa.) Fair, in 1911.

Beach, Mass., the previous year, Phil Isser wasn't too hep when he packed

To begin with, Phil arrived on the fairgrounds six days ahead of opening

(This is another of a series of articles on little-known facts about people

Back in New York during the winter of 1910, Phil promoted an angel with \$1,500 in cash. He returned to the beach and got a knife rack location near Wonderland Park. He brought in a brother and they did well. For the first time Phil had achieved his objective of being in business for himself.

(See A Cold Beginning on page 63)



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7 Out in the Open \[\]

Horse, illustrated, slick-paper magahorses. . . . Floyd Lee Bell, onetime Ringling press agent and now head of a Boston public relations firm, advises that the \$482,000 pari mutuel handle registered by the Marshfield (Mass.) Fair this year represents a record for the annual Bell has represented the fair since 1944 and also has directed publicity of the Weymouth (Mass.) Fair for several years.

Wade Brothers Quartet, musicians, will play General Electric Company's Wayne Ind., this year. . . . Acts set to play the 1950 Western Canadian B Fair Circuit are the St. Leon Troupe, teeterboard; Warner and Leigh, vocalists; Great Ruloff with Wanda and Lunard, comedy: Camille's Canine Revue; Mel Marcus, comedy balancing and table rock; Billy and Betty Papon, harmonica and pantomine; Jesters, illusions, and the Flying Rockets. Barbara Small and her ork will supply the music. Show was booked thru Irving Grossman, Des Moines, representing the Gus Sun Agency.

Leo H. Barnes, Riverside, Calif., funspot op, is planning to add several new units. . . . Frank Braden,

Baragar Resigns as Manager

J. S. Baragar, secretary-manager, Ellensburg Amusement Company, which operates the rodeo here, resigned his position at a recent stockholders meeting. No successor was named.

Other developments at the meeting included the election of Ernie Baker and Art Driver as directors to fill vacancies created by the resignation of J. Y. Cole and Branley Holt. Five other directors were re-elected.

This year's show, which is held in conjunction with Kittitas County Fair, grossed \$60,131, paying \$9,723 federal tax and \$2,430 in city admission taxes, according to Fred Hofmann, treasurer, who was authorized to turn over \$5,664 to the fair.

The thorobred horse breeding Big Show tub-thumper was in Philfarm owned and operated by Frank adelphia last week to set up an Conklin, Canadian midway biggie, exhibit of biblical lore at the Warat Brantford, Ont., is featured in the wick Hotel to promote Cecil B. December issue of The Canadian DeMille's movie "Samson and Deliah.",,, Jimmy Van Cise, of Jimmie zine, which is rated an authority on Lynch's Death Dodgers, is in North Side Hospital, Youngstown, O.

> The November issue of Playthings magazine devoted to the toy industry, featured an article on the A. W. Sikking Company's toy exhibit at Illinois State Fair, Springfield. The article emphasized that, altho polio kept many children away from the fair, parents were lured and held by the toy dispaly, which featured many animated toys.

will play General Electric Company's Christmas celebration at Fort Hay-Burners Out At Des Moines

(Continued from page 50)

racing group failed to do a promotional job on their events, whereas other attractions, such as thrill shows and auto races, provided strong advance publicity campaigns.

During the session the fair managers voted to spend \$200 to acquaint horsemen with the complaints of the fair execs. It was indicated that some fairs will abandon horse racing in '51 if the trotters and pacers fail to pay off the coming year.

Thrill Shows Go Big

Abandonment of the trotters and pacers spurred the contracting of thrill shows and auto races here this week. The Iowa State Fair itself Of Ellensburg, Wash., Rodeo deferred signing its afternoon attractions but smaller fairs provided thrill with brisk business during the fair managers' convention.

Sam J. Levy, head of the Barnes-Carruthers Theatrical Enterprises, Chicago, reported good reception for Red Breckenridge's show, which combines chuck wagon races and Roman standing races with some rodeo events. Sunny Bernet, of the White Horse Troupe, reported good.

Of the thrill shows, Joie Chitwood's Auto Daredevils picked up the most new dates. Aut Swenson, representing that unit, reported signing fairs at Donnellson, Mount Pleasant, Oskaloosa, Cresco, Cedar Rapids, Bloomfield, Rock Rapids, Davenport, Onawa, Mason City and Spencer. Swenson, in announcing these contracts, pointed out that it is understood that the fairs at Mount Pleasant, Oskaloosa and Bloomfield will omit sulky races in '50.

Books Four New Fairs

Frank Winkley, thrill show operator-auto race promoter, reported booking four Iowa fairs new to his list. They are Bedford, stock car sprint races; Jefferson, thrill show; Bloomfield, big car auto races, and West Union, stock car races. Winkley also announced that he will stage a 100-mile stock car race and a program of big car races at the Mason City Fair. Both types of programs are new to his program for that fair, he pointed out.

Al Sweeney and Gaylord White (National Speedways) reported that they picked up two new fairs, Eldona and Algona, for big car auto race promotions.

Both the Sweeney-White combination and Winkley disclosed that in '50 they will stage more 100-mile stock car races in the Midwest than heretofore. In addition to the 100-miler at Mason City, Winkley said he has signed to stage one at the Escanaba (Mich.) Fair, while Sweeney and White reported they have already signed to stage like events at South Dakota State Fair, Huron, and the Missouri State Fair, Sedalia, Mo. Also new to the Sweeney-White operations in '50 will be a still date stock car program Decoration Day at Topeka, Kan

10 P.M. 'Stand Break Fixed for Iowa's Fairs

(Continued from page 50) Model, Crescent Amusement Company, All-American Midway, Graceland Greater, John McKee, Boone Valley, L. O. Weaver and Robinson's Greater.

E. W. (Deak) Williams, Manchester, secretary-treasurer of the Fair Managers' Association, in presenting the resolution, urged its adoption, pointing out that carnivals were entitled to some voice in the fair's program. Claiming there was no need for closing grandstand shows late, he urged fair managers to make such shows more compact and to start them on time.

Sole dissenter was Leslie Freese. secretary, Sac County Fair, Sac City, who claimed the proposal put the fair secretary on a spot. He voiced objection to the penalty clause contained in the resolution.

Green, of Snapp Greater Shows, countered by saying that the clause did not preclude the individual fair board and an individual carnival working out an agreement should such fair find its entertainment running past 10 p.m.

Full consideration of the proposal was asked by Green, who said he believed the operators were not taking undue advantage of the fairs. The biggest offenders, he said, are horse shows, some of which last well past midnight, leaving the midway a barren spot.

Calgary Elects J. B. Cross

CALGARY, Alta., Dec. 17.-J. B. Cross was elected president of Calgary Exhibition and Stampede, Ltd., with George Edworthy and W. A. ELLENSBURG, Wash., Dec. 17 .- show operators and auto promoters Crawford-Frost named vice-presidents. Frank Collicutt was named honorary life director.

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Iowa State Annual Reaps 89G Profit

Pike Re-Elected Prexy

DES MOINES, Dec. 17.—This year's Iowa State Fair netted \$89,-807, despite increased expenses and a drop in attendance, Lloyd B. Cunningham, secretary, reported to the annual meeting of the fair board here Wednesday (14).

Gross receipts totaled \$589,777. which was \$20,365 below 1948, and the fair spent \$499,970, higher by \$8,779 than 1948. Total attendance was 463,933, or 14,735 below last year.

Re-Elect Board

H. L. Pike, of Whiting, was reelected president and W. J. Campbell, Jesup, vice-president of the board. E. W. (Deak) Williams, Manchester; C. S. Macy, Grundy Center: W. H. Maxwell, Winterset, and John Cory Jr., Spencer, were re-elected directors.

Pike, in his address, reported the federal 20 per cent admission tax is working a hardship on fairs and that it required a \$78,668 payment by the fair here.

Part of the annual's rising costs of operation has been offset by increased off-season rental of the buildings for storage, he said, with receipts this year yielding \$11,126.

400G Dormitory

Pike said the 4-H girl's dormitory costing \$400,000, will be completed in time for the 1950 fair and will be paid for from fair receipts.

Howard L. Gramlich, general agricultural agent for the Chicago & Northwestern Railroad, warned that labor costs are rising because of the 40-hour week. Fair managers must find methods of meeting the increased labor costs to avoid financial problems, he said.

N. Y. Drought May Hit Pools and Rinks

NEW YORK, Dec. 17.-The acute shortage of water in New York City. as well as in other cities of the metropolitan area, is resulting in a rash of bans on the usage of water for various purposes-and a vast amount of confusion.

Principal victims are the ice-skating rinks, with a ban on flooding outdoor rinks already in effect and the possibility of indoor rinks being affected. Apparently swim pools are not yet under ban, but some pools are grabbing publicity by getting pictures in the papers showing their basins being drained-with swimsuited cuties dunking their toes in the receding water.

The management of the big outdoor ice rink at Rockefeller Center has installed a device to trap waste water from the center's vast heating system, which will provide water for spraying the surface of the rink. Madison Square Garden is installing a tank in its sub-basement into which melted ice water, during hockey games, will be drained to be re-used for flooding the rink. At Iceland, the ice rink above the Garden, the ice has been solid since September and requires little water.

Services Held for John Staff

RAMSEY, Ill., Dec. 17. - Funeral services for Staff Sgt. John Earl Staff, 26, nephew of Mr. and Mrs. Earl Bunting, owners of the shows bearing their name, will be held here Thursday (24). Staff, formerly with the Pearson Shows and the past eight years in the army air corp, was killed in Germany, November 25 by a Russian sentry.



The Billboard

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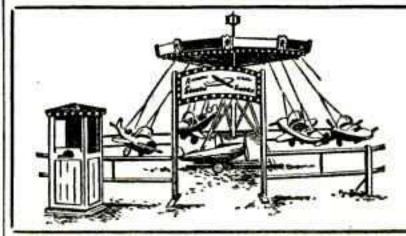
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WFA Attracts 'Em:

Line-Up of Showmen at L. A. Meet Reads Like Who's Who

Western Fairs Association held its annual meeting here, December 8-10, showmen from the West Coast and Pacific Northwest were on hand pitching for dates, cutting up jackpots and talking show business.

Here are random notes picked up during the three-day confab:

Orville N. Crafts, owner, Crafts 20-Big Shows, Inc., had Roger and Frank Warren and J. W. Gilman at the meeting pitching for the three get better. shows he will have on the road in 1950. . . . Margaret McCloskey, Centennial Greater Shows, attended the Western Show Owners' meeting and made WFA contacts, but left for her home in Berkeley before the banquet and ball. . . Marie and Eddie Burke, Eddie Burke Attractions, did not arrive in Los Angeles until Friday night (19). A lawsuit over an automobile accident delayed them in Modesto, Calif. . . . Tony Soares, Pacific United Shows, was in town lining up 1950 dates. His shows are still on the road.

Larry Ferris, Ferris Greater Shows, was on hand with Rose Ferris and Bill Scofield, the auditor. Spec Parsons also made the rounds. . . . Lee Smith, photo concessionaire, was looking over the situation. . . . Harry (Polish) Fisher, Golden West Shows, took advantage of the meet-OCEAN PARK, CALIF. ings to renew acquaintances and cut

LOS ANGELES, Dec. 17.-When up jackpots. . . . Roy Driscoll, Los Angeles County Fair, attended the meetings but ducked home to Pomona early each evening. . . . C. B. (Jack) Afflerbaugh, Los Angeles County Fair, was among those attending the WFA meetings. . . . Cecil Jo Hindley, son of Dr. J. N. D. Hindley, was talking up the Ferndale annual. . . . Martin Arthur, Imperial Exposition Shows, will take out a small unit early in 1950 with the big show to follow when the lots

Chapman, Foltz on Hand

L. C. Chapman and R. E. Foliz represented the Foley & Burk Shows, along with Charlie Albright, concessionaire, who came in from Oakland. . . . John T. Backman was lining up dates for his glass-blowing attraction. . . Joseph O'Shaughnessy couldn't bring his wife with him this time because of a recent automobile accident. . . . John Billsbury, booker, took advantage of the occasion to make friends in the West. Billsbury has been in Los Angeles for a year after 30 years in Chicago. . . . Bob Schoonover and W. Lee Brandon represented the California Shows. . . . Monte Brooks attended from Portland. He will attend the fair meeting in the Oregon city in January. . . . Mabel and Eddie Brown held open house in their apartment.

Kathryn Burns, artists' manager, greeted fair friends from over the State. . . . Charlie Camp signed as representative of the C. & C. Exposition Shows. . . . Dave Cavagnaro, of Napa, greeted old friends at the meetings. . . . D. Earl Cipperly, of Foley & Burk, looking around for good dates. . . . The Merced County Spring Fair was represented by Art Craner. . . Joie Chitwood's Auto Daredevils was pitched by Lawrence Curtis. . . . Willard Doddsworth, of United Tent & Awning Company, was on hand.

West Coast Represented

Mike Krckos, E. W. (George) Coe and Louis Leos made the rounds in the interest of West Coast Shows. . . Bob Downie, with G. W. Mc-Cluskey, held open house in the name of the Downie Tent & Awning Company. . . . Earl and Bud Douglas, along with Bill Vannerson were down from the Great Northwest to talk about Douglas Greater Shows. They left Tuesday (13) to spend Christmas in Kent, Wash.

Olivia and Alex Freedman contracted for dates for their monogramed hat concessions. . . . George French and Ralph Meeker represented the Meeker Shows. . Jimmy Lynch and Edmond Gay look forward to a big season for the Gay-Lynch Enterprises, food concessionaires. . . Bill and Bette Gerard appeared in the interest of the BBB Puppeteers. Bill appeared around the lobby in a clown suit made entirely of award ribbons. . . . Slivers Johnson, well-known clown just back from Honolulu, conferred with Abe Goldstein. . . Eddie Harris represented the West Coast Shows.

Dates Unchanged

Carl Mills, of the Jumping Frog Jubilee in Angels Camp, attended with John Guttinger. Mills said the dates on the Calaveras County Fair haven't been changed in 17 years. . . . Leo Haggerty back from a long tour with "Red Shoes." . . . Elmer Hanscom abandoned the Bristol for the Biltmore because there were more showmen friends there. . . . Arthur Hockwald is back at the Bristol Hotel following a tour with the Clyde Beatty Circus. . . J. Hugh King, of Central Washington Fair, Yakima, cut up jackpots with Doris and Whitey Monette. . . . Mr. and Mrs. Harry Hoffman attended



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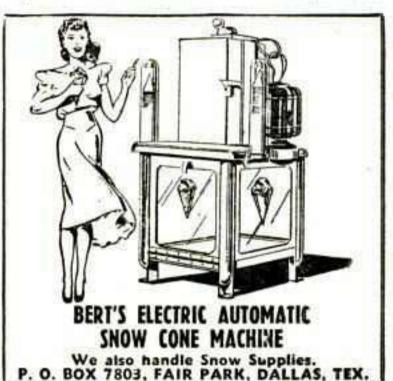
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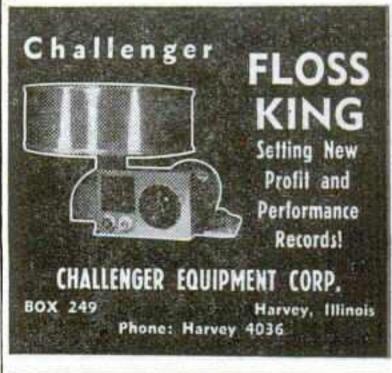
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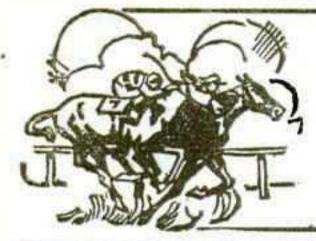
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from Hemet, Calif. . . . John J. Knezevich, Hollywood Turf Club, worked closely with the fairmen. . . . Larry Klump told about his poster service. . . L. C. Larson, Larson Catering Service, was happy about taking over of Fritter Frank for fairs. Deal was negotiated with George Wright. . . . Ted Levitt represented the enterprises bearing his name. . . . A. H. Lea, dean of fairmen, attended from Gresham, Ore. He had to rush home to get set for the Oregon meeting. . . . Leo Spitzbart, Oregon State Fair, Salem, couldn't stay for the meeting because of the death of his sister. . . . Patrick Lizza, Golden State Fireworks Manufacturing Company, had a lot of good stories and told them when he held open house. . . . George McCarthy and Till Taylor are pitching a thrill show under the title of Associated Amusement Producers. . . Irene McSweyn had a lot of good things to say about Hap Young's concession.

Young Takes to Air

Basil (Hap) Young, of eating concession note-39 years at California State Fair—has taken to the air. With his wife, Relley, he planed to San Francisco from Hot Springs and then to Los Angeles. . . . Redwood Empire Shows, in San Leandro, was represented by Mr. and Mrs. Tony Masseth and Yvette and Gene Masseth. . . Mr. and Mrs. George Miller, division of fairs and expositions, enjoyed the social functions held in connection with the WFA meeting. . . . Si Ot's was around to represent his act with Abner, the mule. . . . Pickles Pickard, of Pickard Shows, came down from Guerneyville (Calif.) for the sessions. . . Russell E. Pettit and Frank Mitchell talked about the Santa Clara County Fair. . . . Raynor Lehr, of the Bert Levey Circuit, had some of his acts on hand. Included were Flo and Winona Diacoff. . . . Sam Miller is anticipating a big 1950 for his Pacific Catering Company. . . . Jack Shafton, of Shafton's Puppets, is a new WFA member. . . . Mrs. D. V. Stewart accompanied Dorm Stewart to the meeting. . . . Mary and Harry Taylor made the rounds in the interest of their ice cream concession. . . . Pat Treanor missed his son's help in putting over Pat Treanor Novelties. Raymond, at the time, was busy in San Francisco. . . . Stuart Waite, manager, Yolo County Fair, was on hand with his ever-present cigar.

RADISSON, Sask., Dec. 17. Radis-Agricultural Society elected Ralph Elliott president, succeeding J. S. Nutting. Jim Ryan and W. A. Scott are vice-presidents.

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Routes are for current week when no dates -are given. In some instances possibly mailing points are listed.)

Becht, Lee: (Toy Fair) Santa Claus. Ind. Blue & White: Kingsville, Tex. Borderland: Tilden, Tex. Midwest Expo.: Beeville, Tex. Miller's Attrs.: Gramercy, La.; Edgard 26-31. Migrathy, Curly: White Castle, La. Playland Attrs.: Boyce, La.

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Carroll Bros.' Conjure Circus: Paris, Tex., 21-23. Henie, Sonja, Ice Show (Chicago Stadium) Chicago, Ill., 25-Jan. 17. Ice Follies of 1950 (The Arena) Philadelphia, Pa., 26-Jan. 17. Roller Skating Vanities of 1950 (Auditorium)

Denver, Colo., 26-Jan. 2.

Perry Appoints NSA Committees

NEW YORK, Dec. 17.—At the regular meeting of the National Showmen's Association Wednesday (14) President Jack Perry disclosed the make-up of club committees for the coming year.

Line-up of committees follow: Grievance: Max Hofmann, chairman; L. D. King, co-chairman; Fred C. Murray, Phil Isser, Joseph McKee, Jerry Gottlieb. By Laws: Max Hofman, chairman; Max Cohen, co-chairman; Phil Cook, Leonard Traube, Arthur Campfield. Cemetery and Memorial: Fred C. Murray, Hospital and Sick. Dr. Jacob Cohen, chairman, Dan Thaler, jamboree: George A. Hamid, chairman; Howard Robbins, co-chairman; Ross Manning, Jack Wilson, Charles Wertheimer.

Publicity: Jim McHugh, chairman; Johnny J. Kline, Ted Wolfram, Herb Shive. Entertainment: Harry Kaplan, chairman; David Brown, co-chairman; Frank Carlton, Eddie Elsins, Julius Roth, Frank Rappapert, Fred C. Murray. Ways and Means: Ben Weiss, chairman; Vincent Anderson. Harry Rosen, Bill Carsky, Irving Sherman, Morris Vivona. Bingo. Morris Batalsky, chairman; John Weisman, co-chairman; Bill Jones, Leonard Ross, Al Dorso. New Home: James E. Strates, chairman; Clemens Schmitz, co-chairman; Max Hofmann, Jack Rosenthal, George A. Hamid, Izzy Cetlin, Frank Bergen, Oscar C. Buck, David B. Endy, Dick Gissdorf, J. W. (Patty) Conklin. House Committee: Ben Herman, chairman, ike Weinberg, co-chairman: George Rector, Edward Cohen, Frank Rappaport, Louis King, Harry Levine. Eligibility: John McCormick, chairman, Fred C. Murray, co-chairman; Jack Lichter, Sam Rothstein, Arthur Campfield.

Membership: Bernard (Bucky) Allen, chairman; Sam Levy, co-chairman; Danny Thaler, Morris Brown, Manny Kline. Finance: Clemens Schmitz, chairman, Arthur Campfield. Banquet: Joseph McKee, general chairman, Max Kassow, cochairman; Sam Prell Advisory: Leonard Traube, chairman, Clemens Schmitz, co-chairman; Fred C. Murray, Arthur Campfield, Joseph Mc-Kee. Sergeant-at-Arms: Bib Malang.

SESQUI MIDWAY

(Continued from page 50) It is recognized, tho, that, due to current delay resulting from the tenant housing problem, the fair may be compelled to operate on a limited basis after the grand opening unless means can be found not only to end the impasse over housing tenants of the fairground lands, but also to assure speedy construction once the goahead signal is given.

A. C. MAYOR ANGLES

(Continued from page 50) should be done "to put the Pier back in shape."

Commissioner of Public Works William F. Casey agreed that the burned-out amusement center is an "eyesore" in its present state, and that something should be done. However, the Million-Dollar Pier is still private property, owned by the Crossan interests in Philadelphia.

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ALTON, ILLINOIS

HAVANA GOES FOR RINGLING

Three Shows On Saturdays And Sundays

Menagerie Draw Big

HAVANA, Dec. 17.—This city getting its first glimpse of Ringling Bros. and Barnum & Bailey Circus, is going for the Big One in a big way, with week-day crowds more than satisfactory and week-end biz such that three shows are given Saturdays and Sundays.

Show opened Thursday (8) in the Sports Palace, six miles from the center of the city. It closes January 4. Boxes and reserved seats have been going at a fast clip, with the \$1 ducats being passed up unless no other seats are available.

Three Shows

After big crowds caught the two shows Saturday (10), the show scheduled three performances for Sunday one at 2 p.m., another at 5 p.m. and the final at 9 p.m. Opening show had about a half-house, but the other two drew capacity. Week day performances are given at 4 p.m. and 9 p.m.

under canvas in front of the Sports and Rose Behee. Palace, also is proving a big lure. Admish is 25 cents and the show has been playing to capacity before the big show opens.

Three circuses are here. The Santos Artigas opened December 2, Ringling December 8 and Circo Razzore, Friday (16). The Santos Artigas and Razzore shows are about three miles from the Big One. Santa Artigos, which plays under canvas, can seat about 2,000, while Razzore, with a new big top purchased a few months ago from the U S. Tent & Awning Company, seats about 6,000.

Program Listed

R-B's program includes Rudolph Mathies, wild animals; Margas Sisters, aerial trio; Czesdan Mroczkowski, assisted by Gene Lipkowska, Liberty horses; Klausser's acro bears; Flying Concellos, aerial; Claude Valois, riding horses; Ernie Burch, comedy clown; Lou Jacobs, midget auto; Peterson's dogs, Unus, onefinger stand; Great Dokara troupe, teeterboard, and Miss Norma, aerialist; Francis Brunn, juggler, and the Rola Rola Duo, rolling globe, and Justino Loyal Troupe.

Clown alley includes Paul Alpert, Jimmy Armstrong, Charlie Bell, Ernest Burch Lou Jacobs, Emmett Double Pneumonia Killed Kelly, Tom Mason, Jack LeClaire, Harry and John Nelson, Myron Orton, Frank Saluto and Al White.

Boudinot Named

CHICAGO, Dec. 17.-F. A. (Babe) Boudinot, assistant general agent and in charge of billposters for Ringling Bros. and Barnum & Bailey Circus, will take over the duties of traffic manager, the post formerly held by J. C. (Tommy) Thomas. Boudinot also will continue as general agent and head of the billposters. Boudinot recently returned here from Havana, where R-B opened December 8.

Orrin Davenport Strengthens 1950 Line-Up, Inking Ringling Acts Along With Independents

CHICAGO, Dec. 17 .- Orrin Davenport, indoor circus promoter, announced this week he has signed acts from Ringling Bros. and Barnum & Bailey to go along with his independent line-up, thereby greatly strengthening his program for the 1950 season. Davenport's season opens in Toledo January 15-22, under auspices of the Grotto. Other dates include Grand Rapids, Mich., week of January 23; Detroit, January 30-February 12; Cleveland, February, 13-26; St. Paul, week of March 13; Sioux Falls, S. D., week of March 20; Winnipeg, May 6-13; Calgary, Alta., week of May 15; Edmon-

ton, Alta., week of May 22, and Saskatoon, Alta., week of May 29.

Ringling acts signed include Gutis, gorilla parody; Unus, one-finger stand; Francis Brunn, juggler; Claussen's bears; Charles Peterson's dogs; Margas Sisters, trapeze; Bokaras troupe, teeterboard; Asia Boys, Chinese equilibrists; Flying Concellos and Flying Artonys. In addition, Davenport will have R-B elephants, with Hugo Schmidt, trainer, and R-B Liberty horses, worked by Charles and Gena Morczkowski.

Other acts listed by Davenport include the Wallendas, high act and perch; Tien Tsi Lui, acro; Francisco and Delores, perch; Musetta, trapeze; Don Dorsey, trapeze; the Chambertys, casting; Harry and Ruby Haag, dogs; Cloudeen, trapeze; Lou Jacobs and his midget car; Dick Lewis, table rock; Voise Troupe, and Three Jacks, comedy bars; Orantos Trio, perch, and Kurtz Trio, balancing.

Web girls will include Georgia The menagerie, which is housed Sweet, Mrs. Joe Walch, Miss Corrine

Earl Shipley will be producing clown. Other clowns include Irving Romig, Oscar Lowande, Carl Marx and Everett Hart.

Show's executive staff includes Harry Thomas, equestrian director and announcer; Izzy Cervone, band director; Charles Jones, properties, and Harry Haag, master of transportation.

Davenport said the 1949 season, which closed November 27 in Wichita, Kan., proved good and he expects the 1950 season to be equally good.

Harold Lloyd Set for P.A. At Opening of Detroit Show

DETROIT, Dec. 17..—Debut highlight of the annual Detroit Shrine Circus, which opens a two-week stand January 30 in Michigan State Fair Coliseum, will be the appearance of Harold Lloyd, film actor and imperial potentate of the Shrine. Lloyd, who was in town this week on an official visit, promised Tunis (Eddie) Stinson, Shrine secretary, that he would be here for the circus opening.

Gargantua, Doctor Says

BALTIMORE, Dec. 17. - Double pneumonia killed Gargantua, Dr. Adolph Schultz, who performed an autopsy on the huge Ringling Bros. and Barnum & Bailey Circus gorilla at the Johns Hopkins Hospital here, revealed Monday (28).

The skeleton of the R-B animal will be shipped to Yale University's Peabody Museum, where it will be mounted.

Ingham-BarrettUnits Resume Work Jan. 3

RUFFIN, N. C., Dec. 17.—The 11 school units, operated by Rex M. Ingham and George D. Barrett, which closed for the holidays Friday (16), will reopen January 3.

Line-up includes Ronald Blakely, Truth About Snakes; Velma and Milton Herman, Birds of the World; Captain Alberts and daughter, Martha, trained chimpanzee; Tito and Geraldine Morono, Animals of the World; Bobbie and Earla Jenkins, Parade of the Animal Kingdom; Ed Hiller, trained buffalo; Carl and Betty Simmons, Subjugation of Wild Beasts; Chuck Naidl, Reptiles of the World; William and Mary Graham, Trained Animal Circus; Henry Getty, Pony with the Human Mind; Harry Peters, baboon circus.

Ingham-Barrett org's staff includes Fred Ames, director; David Phillips, secretary; Ingham, general agent, and George Barrett, program director.

Ingham and Barrett, both of whom have been on the sick list, are improving. M. S. (Sonny) Harris, formerly with the org but now in Japan with the army, expects to be dis-charged soon and will rejoin the org on his return to the U.S.

Ringling Org Adds Two Baby Gorillas

NEW YORK, Dec. 17.—Two eight-Thursday (15) from the French Cameroons, Africa, and were im-Ringling-Barnum circus in Sarasota,

The gorillas, a male and female, weigh about 13 pounds each and traveled as personal baggage of a representative of Henry Trefflich, New York importer of animals.

Christmas Show Opens In Glasgow for 8 Weeks

GLASGOW, Dec. 17.—The annual Christmas circus season at Kelvin Hall opened December 5 and will continue for eight weeks. The program is not drawing too well, since the majority of the acts are repeats or have been seen in local variety houses.

Outstanding hits are the Cumberlands, with the Baker brothers in a top-notch riding act; Harry Carre's elaborate horse number, and the Alexanders, teeterboard troupe.

EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

Stevens Named Ass't Manager Of Capell Org

McALESTER, Okla., Dec. 17.—H. N. (Doc) Capell, owner, Capell Bros. Wild Animal Circus being organized in local quarters, said this week that he has inked Bob Stevens as assistant manager. Stevens also will have the concessions and banners.

In addition to Stevens, Capell has signed Hank Carlisle as legal adjuster, and Syd A. Stevenson as general press agent. He'll also be in charge of schools.

A crew of 27 is building seats, cages and other circus equipment. New big top has been received. Capell recently added an elephant, camel and llama to his menagerie.

Polack Units Sign AGVA Contract

NEW YORK, Dec. 17.—Both units of Polack Bros.' Circus have signed contracts with the American Guild of Variety Artists (AGVA), it was announced here this week. Vic Connors and Emile Lowe acted for the AGVA. Louis Stern and Sam Polack represented the circus units.

Connors said that terms of the contract include the assurance of maintaining a 60-40 ratio in the hiring of domestic and non-resident talent. Also included are provisions for minimum rates, maintenance, transportation and number of performances.

Pan-American Show Moves Into Alabama Quarters

EIGHT MILE, Ala., Dec. 17.-Pan-American Animal Exhibit, which closed its season recently in Pritchard, Ala., has moved into winter quarters here, eight miles north of Mobile. A crew of six is on hand doing the necessary repair and rebuilding. Swede Johnson has started breaking the new baby bull, brought here by Dub Duggan. - Jimmy (Lord) month-old gorillas, Gargantua Jr. and Ceples, of Biller Bros.' Circus, is do-Toto, arrived at Idlewild Airport ing the wood work and cage building.

Owner W. F. Duggan plans a business trip to Chicago and New York mediately put aboard another plane after the Christmas holidays. Jim and sent on to winter quarters of the Brown, clown, is working the Sears, Roebuck store in Mobile. Lee and Vi Bradley left to join Hunt Bros.' Circus for the Christmas show in Savage, Md.

Downey Inks Hartford Date

HARTFORD, Conn., Dec. 17 .-Downey Bros.' Circus has been booked for December 21-22 at the State Theater, under Veterans of Foreign Wars Post auspices, with general admission set at \$1.

Harvey Won't Be With Cole in '50

CHICAGO, Dec. 17 .- R. M. Harvey, general agent for Cole Bros.' Circus, stopped here briefly this week, en route to New Orleans, and announced he would not be with Cole next season.

Harvey said his plans are indeffnite. He reported he had two or three offers and probably would make an announcement after January 1.

Harvey leaves from New Orleans today on an 18-day sea cruise, which will take him to Havana, where he plans to catch the Ringling show, and to Guatemala.

has crystallized from the widespread public acceptance of the type of circus represented at its finest by Polack Bros. Here's why:

"This smaller but more compact and swiftly moving show has none of the dragging moments and mediocre acts that so often plague a bigger circus. It moves fast and it's all good."

—Daily Oklahoman, Oklahoma City.

"Having said the circus loses nothing by coming inside, it becomes evident this is the way to see a circus."

this is the way to see a circus."
—Daily Times, Wichita Falls, Tex.

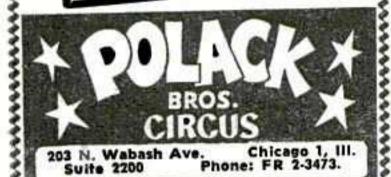
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WESTERN COMPANY

Opening Jan. 12 at Fort Wayne, Ind.

> EASTERN COMPANY

Opening Jan. 15 at Saginaw, Mich.



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All circus deals. Banners and U. P. C. Office opens Jan. 3 here. Write or wire

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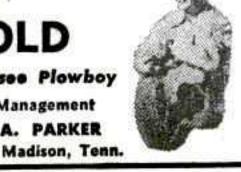
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Exclusive RCA-VICTOR ARTIST EDDY

ARNOLD The Tennessee Plowboy

Exclusive Management THOMAS A. PARKER

Box 417



UNDER THE MARQUEE

Claus at Vandervoort's Land of Toys, the Musical Rube, having closed with Dailey Bros.' Circus, is working as Santa Claus at the San Antonio ing in El Monte, Calif. Sears-Roebuck store. . . . Clown Van Wells, in Tucson, Ariz., for a two-month visit with his invalid mother, reports having had his pocket picked recently of \$500.

Test of a good general agent now days is the speed with which he can change a route.

After playing the Shrine Circus in Houston, booked by Orrin Davenport, Mr. and Mrs. George Cook, of comedy auto fame, have returned to Erie, Pa. The Cooks were with Mills Bros.' Circus. They expect to work some Shrine dates for Davenport this winter, then go with a canvas org for the 1950 season. The Cooks were assisted by Abe Goldstein, clown cop, at Houston. . . George Hubler and James Gemin, Dayton, O., who were at the out- home at the Orange Trailer Mart, door convention in Chicago, visited Sarasota, Fla., for the winter, writes Terrell Jacobs at his Peru, Ind., that while en route south he visited

Tracy, the clown, is playing Santa | Celina, O. . . . Flying LaForms have finished making a color picture for Lansing, Mich. . . . Floyd Arnold, Republic Studios with Roy Rogers and Dale Evans, called "Trigger Junior." The Laforms are winter-

> Every time a yesteryear showman tells of the hardships of early-day trouping, it sounds worse.

> Bill Dean Fox, former lion trainer, who worked at Gay's Lion Farm, El Monte, Calif., and the Los Angeles Zoo, and who also was with carnivals, is an invalid. He has had three strokes which has left him paralyzed on the right side. He enjoys receiving letters and would especially like to hear from an old trouper, W. D. (Lucky) Lomax. Fox's address is 2324 Virginia Ave., Apt. 1-3, Richmond, Calif.

Completion of his first season entitles the beginner to make a stab at sewing

Jo-Jo Lewis, who is making his quarters, and the Davies show in (See Under the Marquee, page 76)

Dressing Room Gossip

Gran Circo Americano

Org closed November 30 in Kingticket office roof in downpour, are on hand. Farias, Munoz, Pascuales and Tom and Betty Hodgini practicing in mornings. Phil Bonta Jr. and Tete Garcia busy with school studies .-JOE HODGES HODGINI.

Ayres and Kathryn Davies

Show closed Monday (12) for the holiday season in Rantoul, Ill. On the run from Hillsdale, Mich., to Van Wert, O., we had our first run on ice. In several spots played there was snow on the ground. Thursday (1), Raymond Duke damaged his truck when it skidded on ice on the highway and turned over. Duke escaped injury.

Visitors have included Bob Mason, Forrest (Buzz) Brown, George Marquis, Don Smith, Mr. and Mrs. James M. Cole and son, Cal and George Townsend and George Hubler.

JOHNNY HARTZELL MITCH ROBINSON

Please telephone me Hotel Claridge, Memphis, any evening soon as possible—Thanks!

VERNON L. MCREAVY

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JACK MARTIN Chester, Pa 522 Market St.

Ringling-Barnum

The trip to Havana by special Panston and opened at Port of Spain, American Clippers was enjoyed by Trinidad, December 6 to excellent all, and while many had never flown biz. Plane and boat trips were before, there were no cases of air rugged. Dee, baby bear, died sickness. The steady grind of reen route. Group traveling via plane hearsal in the beautiful Palacio de spent a weary eight hours at Aruba los Deportage kept everyone from (N.W.I.) Airport. Eddie Pedrero seeing much of the town. The six celebrated birthday on H. M. S. shows given Saturday and Sunday La Una. Mel Henry and Mendez just about knocked us out, but we are report light plant trouble due to bad gradually getting "guyed out" and weather. Jimmy Harrington fixing from now on Havana will know we

Show is doing tremendous business and the entire company is deeply impressed with the loud and spontaneous applause which continues thruout the show. Seems the Cubans are enjoying the show and want us to know it. Johann Peterson, Iceland'e giant in Red McKitrick's Side Show, is the stellar attraction when he dares appear on streets. He is usually surrounded by large crowds he can't move.

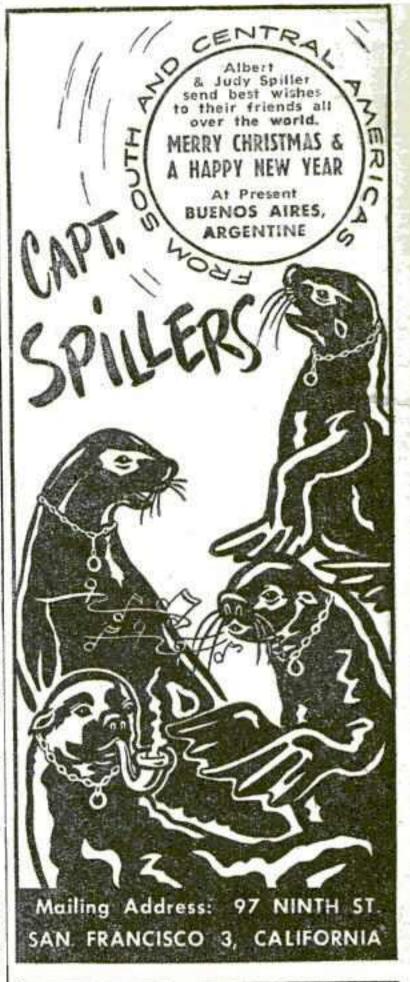
New pass word for all show clubs is "don't push me" an expression (See Ringling-Barnum on page 76)

Polack Bros. Eastern

The Cathalas Troupe joined in Kingston, N. Y., for the last two Closing engagement, Newdates. burgh, N. Y., December 6-8, produced much pre-vacation activities. Sunday night a birthday party was tossed for Dennis Stevens. Present were Helaine, Al Hyman, Irene Lafferty, Edythe and Whitey Boyd, Gene Randow and Billy Barton. Gene Randow celebrated his fourth wedding anniversary.

Henry Kyes battered his new Nash to the tune of several hundred smackers when the car skidded on ice. Mrs. I. J. Polack, Betty Proper and Rosie Harrison had their hands ful' packing premiums for the layoff. The unit opens the 1950 trek in Saginaw, Mich., January 6. Melita and Wicons took Helaine up on the perch swivel and Helaine says "never again." Helaine, by the way, does one of the prettiest webs in the business. Hubert Castle wouldn't let the scason end without a gin rummy

(See Polack Eastern on page 76)



FOR SALE

Three Bears — Two Brown, nice and gentle; one Black. Within a month of stage work. May be seen between Dec. 20 and Jan. 3 at Libertyville, Ill., 30 miles northwest of Chicago.

Write

Hawthorn-Mellody Farms

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EMPIRE HOTEL

BIRMINGHAM, ALA.

58

Elected Iowa Assn. Prexy

Tax Repeal Again Urged

DES MOINES, Dec. 17.-Virgil E. Shepard, secretary, Butler County Fair, Allison, was elected president of the Fair Managers' Association of Iowa for 1950, at its 42d annual convention in Fort Des Moines Hotel here, Monday and Tuesday (12-13). Meets attendance broke all past records.

Clyde A. Hanna, secretary, Southern Iowa Fair, Oskaloosa, was named vice-president. G. A. Soderquist, secretary, Buena Vista Fair, Alta, was named director of the first district and L. L. Lyle, director of the Hamilton County Fair, Webster, was re-elected director of the fourth district. E. W. (Deak) Williams, secretary, Delaware County Fair, Manchester, secretary-treasurer, was reelected to serve his 27th year.

The two-day program of speeches eliminated. and open discussion was held before a packed hall and embraced varied subjects. Max Katz, 1949 president, presided.

Stressing the importance of the life, Doug Baldwin, assistant secretary, Minnesota State Fair, and the only out-of-State speaker on the program, told the convention that 4-H Club and the Future Farmers of constructive good for our youth and from the top to the lower brackets. our communities than any other single movement in our modern economy."

Ask Admish Tax Relief

unanimously by the delegates.

women's and girls' organizations for the preparation of their exhibits at fairs, Mrs. F. Parsons, Carlisle, told the conclave, and asked that leaders of the various women's organizations, who display at the annuals be invited to sit in on board meetings.

Other speakers included W. J. Campbell, Jesup, Use of Fair Grounds for Purposes Other Than Fairs; Frank Harris, Davenport, Independent Midways; Bill Woods, Spencer, Selling the Fair to Your Community; and J. C. Holbert, Washington, Advantages of Uniform Classifications for Livestock. C. C. Nichols of Cresco, led the fair men in opening each session with community singing.

High spot of the social program was the annual banquet, with Gov. William S. Beardsley the keynote speaker.

Floorshow acts included the Wade Quartet, musicians; Conrad and Simon, roller skaters; Princess Trio, tumbling acrobats; Audrey Pine, acrobat; Marinos, comedy knockabout; and Harold Plummer, contortionist. Dick Vernon emseed.

Four Ann Arbor **Board Members** Die Within Week

ANN ARBOR, Mich., Dec. 17 .-Death last week took a heavy toll of the Washtenaw County Fair Society, which operates the annual exposition here.

Daniel B. Hutton and Frederick Heininger were killed in a railroad crossing crash. Frank W. McLane, fair president since 1931, died of injuries sustained in a highway accident. Fourth to die was I. E. Finkbeiner, vice-president, who succumbed in St. Joseph's Hospital here.

Virg Shepard Calif. Secs.-Mgrs.' Salaries Termed 'Disgraceful' by Solon New President

their 27th annual meeting here Satur- that they can operate a successful day (10), members of the Western fair and race meet together." Fairs Association (WFA) heard Assemblyman Lester T. Davis urge that all fair legislation be submitted well in advance of the 1951 session of the State Legislature.

Carl T. Mills, manager, Calaveras County Fair, asked that the Division of Fairs & Expositions give a definition of a "fair" as compared with a "race meet." The three-day session at the Biltmore Hotel closed with members being entertained by various service associates and at the annual Pacific Coast Showmen's Association (PCSA) banquet and ball.

Salaries "Disgraceful"

Davis appeared as a member of the Assembly Interim Committee on Fairs and Expositions. Stating that he was convinced that too much talk had already taken place on passes, he urged that all passes at the outer gates and inside the grounds be

The assemblyman hit a soft spot when he mentioned that salaries were "disgraceful." He explained that it was not within the power of the group to regulate salaries. Inasfair's role in the nation's community much as secretary-managers are called upon to be leaders in their communities, he was unable to see how they could do it on their pay, the legislator said. Davis said that the personnel board should follow America Programs "have done more thru on this matter, adjusting salaries

Asks Definition

Mills's move to secure a definition of a "fair" started in the meeting of the Mother Lode area. The Jumping The association again asked relief Frog Jubilee manager recommended from the 20 per cent federal tax on that, in defining a fair, the Division admissions, in a resolution adopted of Fairs & Expositions rule that any event which held six or more days More time should be given to of racing be declared a race meet and not a fair and as such be ineligible for Fair & Exposition funds.

Mills made exceptions of the California State Fair (Sacramento) and Los Angeles County Fair (Pomona)

Richmond Converts Main Exhibit Bldg. Into Sports Arena

RICHMOND, Va., Dec. 17.—The main exhibit building of the Altantic Rural Exposition here has been converted into an indoor sports arena with a seating capacity of 3,500. The brick and steel structure, 180 by 200 feet with a show ring 52 by 96 feet, has been equipped with heat, sound system, checkroom, food concessions and decorations.

Near capacity crowds are attending barn dances staged every Saturday night. A variety program is followed by square and round danc-

ing on a new floor surface. Fair Manager J. A. Mitchell said the facilities are available five nights a week for indoor circuses, shows, sports events and dance bands.

Ray Kroeger Named Prez

MAQUOKETA, Ia., Dec. 17.—Ray Kroeger, Maquoketa, is the new president of the Jackson County Fair Association. He succeeds Bert Kendall. J. R. McNeilly is vice-president, and E. J. Hartvigsen and L. S. Lein were re-elected treasurer and secretary, respectively.

LOS ANGELES, Dec. 17 .- Ending | "for they have established the fact proper definition of a fair, Mills said, would overcome overlapping of dates because "smaller fairs are seeking to extend their running times and are conflicting with other annuals.

> At the fair forum, held in the closing hours of the convention, a panel answered questions on fair management. The panel was composed of Alfred J. Elliott, manager, Tulare County Fair; Prof. G. E. Gordon, University of California, Berkeley; Bill Gould, exhibit supervisor, State of California Division of Fairs & Expositions; Verne Hoffman, manager, Lodi Grape Festival and National Wine Show; Prof. C. E. Howell, University of California, Davis; Eric McLachlan, deputy chief, State of California Division of Audits; J. H. McMurray, manager, Western Washington Fair, Puyallup; George N. Miller, assistant chief, Division of Fairs & Expositions; J. I. Thompson, livestock specialist, California Polytechnic College, San Luis Obispo; Roy Welch, manager, Yuba-Sutter Fair, and W. C. Woxberg, manager, Merced County Fair. Link Peckinpah director, Plumas County Fair, served as moderator.

> The panel advised on payment of free acts and set the policy used on publicity. The group urged that acts be bought on the basis of 10 per cent and not over 20 per cent of the gate revenue.

William C. Randall, Colusa; Dr. J. N. D. Hindley, Ferndale, and Don Jaqua, Lancaster, were elected WFA directors.

Kalamazoo Dates For 1950 Official; Sept. 25-30 Okayed

KALAMAZOO, Mich., Dec. 17. -Little more than a week ago it was decided to change the dates of the Kalamazoo County Fair, held annually the last week in September, ahead to the week of August 15. However, so much opposition to those dates developed that the board this week moved the dates back to September 25-30.

The local grange objected to the new dates, pointing out they conflicted with grain harvesting and did not afford sufficient time to fatten cattle for exhibition purposes. Others in the area added their opposition.

At the meeting here, presided over by Clinton D. Buell, fair president, the new dates were announced and contracts confirmed with C. L. (Jack) Raum, Ozark, Mo., for the grandstand show and with the W. G. Wade Shows, represented at the meeting here by W. G. Wade, for the midway.

Batavia, N. Y., Annual Seeks New Premises

BATAVIA, N. Y., Dec. 17.—Plans to move Genessee County Agricultural Society Fair here to a new site were announced this week, with the disclosure that the 1949 annual dipped into the red by nearly \$3,300.

A farm outside the town is being considered as a possible new site. Exposition lost title to its present grounds three years ago under a bondholders' foreclosure. Present fairgrounds is owned by the Genessee-Monroe Racing Association.

At Allentown Reba Schall Re-Elected

Singmaster

ALLENTOWN, Pa., Dec. 17.—How-

ard M. Singmaster was elected president of Lehigh County Agricultural Society Wednesday (14) after one of the most spirited campaigns in the fair association's history.

Singmaster defeated his opponent, Warren M. Wenner, 461 votes to 298. Edward H. Scholl, society president for the past 24 years, had previously announced his retirement. School supported Wenner in the election.

Secretary Reba Schall was the only unopposed major candidate. Treasurer Arthur W. Durner also was reelected by a vote of 499 to 256 for Robert J. S. Butz.

Lengthy Session

The election session lasted from 10 a.m. until 8 p.m., partly because of the time consumed in challenging proxy votes. In some instances it was noted that as many as three proxies had been granted for one share of stock. Over 200 of the 933 stockholders attended the annual meeting.

In his campaign Singmaster claimed that the Allentown Fair had been at a standstill for many years. He said that the buildings were on the verge of being condemned and that the program has failed to take into consideration the true purpose of the society.

The new president also favors the construction of an auditorium or coliseum which would serve on a yearround basis. He said that the president should be an honorary officer and that the best interests of the fair could be served by the appointment of a young, aggressive business manager.

To Retain Land

The membership unanimously turned down the Reading Railroad Company's offer of \$500 an acre for the fair's 214-acre tract on the outskirts of Allentown. The society paid \$630 an acre when it purchased the land many years ago.

Before any extensive improvements are made to the fair plant it is likely that the membership will decide on whether to remain in its present in-town cramped quarters or move to the outskirts of town. A switch to the new location would (See Singmaster Prexy on page 60)

Reading Earns \$\$ By Renting Bldgs. During Off-Season

READING, Pa., Dec. 17.-In line with a policy adopted at the close of the war, the Reading Fair is reaping a sizable income from the rental of fairgrounds buildings during the offseason.

Recently the largest exhibit building on the grounds was leased to a group of Reading men for an indoor market and auction. Under the terms of the lease, which extends over a period of 46 weeks, the new market will operate twice weekly, Tuesdays and Saturdays.

At least four other buildings on the grounds also are occupied. All are being used by outside interests for storage purposes.

Another large structure, formerly the poultry building, has been occupied for the past two years by a large roller-skating rink. The rink is operated by Bill Holland, winner of the 500-mile automobile race at Indianapolis last May.

EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual

Get your NEWS and ADVERTISING in Early.



Meetings of Fair Assns.

Indiana Association of County and District Fairs, Claypool Hotel, Indianapolis. January 2-4. William H. Clark, Franklin, secretary.

Wisconsin Association of Fairs. Schroeder Hotel, Milwaukee, January 4-6. Douglas J. Curran, Black River Falls, secretary.

Kentucky Association of Fairs and Horse Shows, Brown Hotel, Louisville, January 5-6. L. (Doc) Cassidy, Louisville, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, January 5-7. William T. (Tommie) Randolph, Gladewater, secretary.

Oregon Fairs Association, Multnomah Hotel, Portland, January 5-7. Mabel H. Chadwick, Eugene, secretary.

Association of Tennessee Fairs, Andrew Johnson Hotel, Knoxville, January 10-11. Henry W. Beaudoin, Memphis, secretary-treasurer.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 10-11. R. M. Sawhill, Glasco, secretary.

Ohio Fair Managers' Association, Deshler-Wallick Hotel, Columbus, January 11-12. Mrs. Don A. Detrick, Bellefontaine, secretary.

Louisiana State Fair Association, Bentley Hotel, Alexandria, January 11-12.

Minnesota State Fair and Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 12-14. George W. Gleixner, North St. Paul.

Michigan Association of Fairs, Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, secretary.

Georgia Association of Agricultural Fairs, Piedmont Hotel, Atlanta, January 16. I. V. Hulme, Elberton, secretary.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg. January 16-18. Mrs. Letta Walsh. Saskatoon. secretary

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 18. Tom Moore Craig, secretary, Spartanburg.

Washington Fairs Association, Davenport Hotel, Spokane, January 19-20. Charles T. Meenach, secretary, Pullman.

Massachusetts Agricultural Fairs Association, Hotel Weldon, Greenfield, January 19-20. Robert P. Trask, 41 Tremont Street, Boston, secretary-treas-

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, N. C., January 19-20. Mrs. Clyde Kendall, Greensboro fairgrounds, Greensboro, N. C., secretary

North Dakota Association of Fairs, Hotel Decotah, Grand Forks, N. D., January 20-21. G. A. Ottinger, secretary.

Illinois Association of Agricultural Fairs, Hotel St. Nicholas, Springfield. January 22-24. Clifford C. Hunter, Taylor-

ville, secretary. Virginia Association of Fairs, Hotel John Marshall, Richmond. January 22-24. Charles B. Ral-

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 22-24. Clifford D. Coover, Shelby, Mont,, secretary.

ston, Staunton, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 23-25. H. C. McClellan, Arlington, secretary.

Maine Agricultural Fairs Association, Falmouth Hotel, Portland, Me., January 25-26.

Oklahoma Association of Fairs, Skirvin Hotel, Oklahoma City, January 26-27. Vera G. McQuilkin, secretary.

Pennsylvania State Association 6. County Fairs, Bedford Springs Hotel, Bedford Springs. January 25-27.

Arkansas Fair Managers' Association, Little Rock, January 30-31. Clyde E. Byrd, secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany, February 6-7. James A. Carey, Albany, secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 16. J. M. Dean, Jackson, Secretary.

N. Mex. Annual To Go Nine Days

Leon Harms signs pact as manager—plans for 250G plant expansion program

ALBUQUERQUE, N. M. Dec. 17 .-New Mexico State Fair will be extended to nine days in 1950. Leon Harms, fair manager, was inked to a new three-year contract, and plans for a \$250,000 plant expansion program were announced at a recent meeting of the fair board here.

The expansion program will embrace enlargement and remodeling of the grandstand, rebuilding of the racing paddock, construction of a new judges' stand and a new youth livestock building, completion of the administration building, and installation of additional sidewalks and lawns.

In voting to retain Harms for another three years, the directors boosted his salary 10 per cent and authorized him to hire a full-time assistant.

To finance building plans, \$180,000 will probably be borrowed from a bank, it was indicated by Joe Heaston, Albuquerque, chairman of the board. This will be added to the \$56,443.13 balance from the 1949 exposition and a surplus estimated at \$6,000 to \$7,000 from the State Racing Commission.

The 1949 exposition was off \$6,600 from a year ago, netting \$116,278.34, Harms reported. With the exception of the racing department which dropped off sharply from \$112,145.41 in 1948 to \$93,682.30 this year, all departments showed a gain over a year ago. Income from the outside gate totaled \$144,167.41 against \$133,369.36 in 1948.

All members of the board were at the meeting. In addition to Heaston, were John Morrow, Raton; Floyd B. Rigdon, Carlsbad; Nick Krannawitter, Encino, and Elias Lee Francis, Cubero.

LEESVILLE, La., Dec. 17. - Recently elected officers of the Vernon Parish Fair were W. E. Tipton, president; Miram Davis, vice-president, and Floyd Jackson, secretary-man-



JUDY

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ADEL, IOWA

Fight Continues On **ESE Taxation Issue**

WEST SPRINGFIELD, Mass., Dec. 17.—Town Counsel Frank T. Raleigh has disclosed that this city will take to the State Supreme Court, for final decision, the disputed question of the taxing of Eastern States Exposition by West Springfield Board of Assessors.

The State Appellate Tax Board has made a finding of fact upholding an earlier decision on June 27, 1949, that the Coliseum at the Eastern States Exposition grounds here is exempt from taxation.

On September 30, 1948, exposition officials paid the levy of \$6,560 on the valuation of \$200,000 on the property made by the West Springfield Board of Assessors. When appeal to the assessors was not upheld, it was carried to the State Appellate Tax Board.

In its finding the State board said: "In view of the language (of the law, Chapter 59, Section 5, General Laws) and contrasting it with certain other clauses of the same section, wherever the use of such properties is made the criterion as to whether or not such property is exempt, it is our opinion that the properties herein involved should be exempt. No other prior decision on the precise point raised by this appeal has been brought to our attention."

Holiday Greetings A A A A A A A A A A A A A

We Wish to Thank

Our Many Friends for the Pleasant Relations, Kindly Acts and Business Entrusted to Us During the Past Year.

JOSEPH J. GODIN, Pres.

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MERRY CHRISTMAS and HAPPY NEW YEAR TO ALL OUR FRIENDS

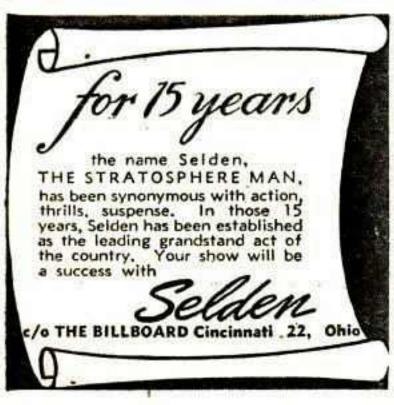
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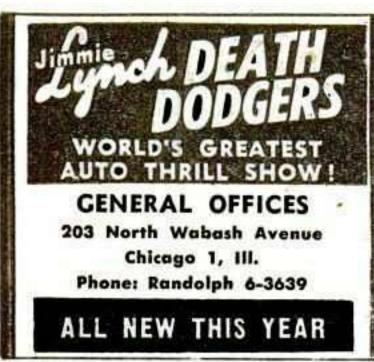
Fair Secretaries, Acts and those who helped to make our 1949 season one of the best. Thanks again.

WILLIAMS AND LEE

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ACTS WANTED FOR OUR 1950 FAIRS Now Contracting ACTS OF ALL KINDS * LONG SEASON (6 to 10 WEEKS' GUARANTEE) * * SHORT JUMPS **★★★ TOP SALARIES** Send Photos — Full Details State Salary. MICHAELS ATTRACTIONS Main Offices Reliance Building Kansas City, Mo.

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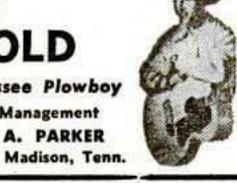
"DON'T BOTHER TO CRY"

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The Tennessee Plowboy **Exclusive Management** THOMAS A. PARKER



Iowa County, District Fairs' Finances for 1949

City or Town	Balance	Receipts	Receipts	Grand Total		Expense	Previous indebted-	Insurance, repairs,	Grand Total dis-	Balance or Overdraft
City or Town Greenfield	on Hand \$ 887.81	of Fair \$ 11,224.92	than Fair \$ 6,204.53	Receipts \$ 18,317.26	10	of Fair	ness Paid	etc.	bursements	Nov. 1, 1949
Corning	426.45	14,363.60	7,375.00	\$ 18,317.26 22,165.05	\$	12,119.55	\$ 1,000.00	\$ 3,407.76 7,247.28		
Postville	4,034.11	7,504.91	- LSH INCOM	11,539.02		7,068.50		2,169.96	20,038.49 9,238.46	2,126.56 2,300.56
Centerville	1,861.65	10,079.35 8,260.64	700.00 6.504.89	12,641.00 15,371.36		9,258.46	1,404.07	1,030.48	11,082.81	1,558.19
Audubon	3,240.83	11,881.11	3,382.30	18,504.24	(e)	15,100.55	1,404.07	2,216.06 3,385.13	12,878.59 18,485.68	2,492.77 18.56
Vinton	3,067.39	11,771.33 219,615.10	8,120.83 30,217.73	21,376.20 252,700.22		12,353.75	** ***	7,393.39	19,747.14	1,629.06
Boone	.46	6,935.81	12,049.88	18,986.15		6,104.66	11,955.56	89,678.48 11,914.45	248,930.16 18,019.11	3,970.06
Waverly	326.72	2,368.85	1625 6 1000 6 10	2,695.57		2,451.21	-	11,714.45	2,451.21	967.04 244.36
Independence	2,283.55 144.08	10,033.37	8,343.26 6,425.00	20,660 18 19,149.24		13,829.19	2,000.00 3,175.00	3,146.94	18,113.42	2,546.76
Allison	2,326.02	11,628.87	7,216.77	21,171.66		13,698.36	2,700.00	2,125.73 3,718.12	19,129.92 20,116.48	1,055.18
Rockwell City	1,935.90	415.80 3,269.27	2,410.00 1,397.34	2,990.24		1,063.64		407.10	1,470.74	1,519.50
Coon Rapids	544.60	9,760.39	2,272.85	6,602.51 12,577.84		3,348.02 8,962.79	1,000.00 371.15	1,514.67	5,862.69 11,790.87	739.82
Atlantic	480.45	3,067.77	ALIADON DELPOS	3.548.22		3,322,48	10	2,456.93	3,322.48	786.97 225.74
Mason City	2,185.71 29,013.23	9,778.83 42,397.36	15,449.91 20,018.96	27-414.45		13,097.60	10,550.00	2,872.82	26,520.42	894.03
Cherokee	8,020.38	14,714.73	DE HEAVY DAY	91.429.55 22,735.11		46,110.01 16,965.14	2,031.58	25,850.74 587.50	71,960.75 19,584.22	19,468 97
Nashua	3,387.87	11,115.16	303.62	14 806.65		10,866.69	CONTRACTOR INC.	306.53	11,173.22	3,150.89
Spencer	1,526.90	183,108.36	3,173.63 25,066.46	6,830.99 208,174.82		3,055.96	1,000.00 31,068.35	2,527.72	6,583.68	247.31
Elkader	393.46	6,552.36	3,989.40	10,935.22		10,596.50	31,000.33	26,058.83	204,583.65 10,596.50	3,591.17 338.72
National	983.29	4,707.71	1,814.88	7,505.88		5,815.74		1,182.70	6,998.44	507.44
Denison	2,044.75	- 8,991.74 17,616.24	22,823.83	11,731.59 42,813.07		13,277.45	1,920.84	2,706.85 18,703.79	10,894.42 32,461.24	837.17
Adel	1,402.82	1,999.50	768.20	4,170.52		2,629.52	The same of the sa	241.69	2,871.21	1,299.31
Bloomfield	10,689.64 5,864.29	1,671.13	1,999.73	36,806.11		24,634.62	200.00	1,987.98	26,822.60	9,983.51
Manchester	5,395.59	9,007.99	1,112.53	9,463.01 15,516.11		3,454.74 8,842.77	1,775.00	3,261.64	5,355.86 12,104.41	4,107.15 3,411.70
Burlington	7,533.18	23,129.00	18,290.48	48,952.66		24,594.82		17,236.80	41,831.62	7,121.04
Spirit Lake	1,499.58	3,532.93	4,437.82	7,970.75 8,816.15		4,004.76 3,151.44	1,021.20 2,000.00	528.91	5,554.87 6,599.09	2,415.88
West Union	99.26	27,058.50	5,600.00	32,757.75		23,609.77	3,884.16	1,447.65	32,343.87	2,217.06 413.88
Hampton	6,828.55	8,605.77	4,167.23	19,601.55		11,084.77	S. S	2,731.09	13,815.86	5,785.69
Grundy Center	6,797.91 395.12	13,572.87	5,971.94 4,384.07	26,342.72 18,257.50		14,494.32	2,000.00	1,410.20	24,151.53 16,216.10	2,191.19
Guthrie Center	118.49	6,766.77	3,630.58	10,515.84		7,367.76	2,000.00	2,957.14	10,324.90	190.94
Webster City	1,060.41	20,095.09 10,497.46	8,250.81 7,181.44	29,406.31		20,969.35	-	9,990.67	30,960.02	1,553.71*
Missouri Valley	1,213.68	10,033.77	2,811.86	19,458.75		13,513.95		3,085.15 2,945.04	16,599.10 15,446.78	2,859.65 1,387.47*
Mt. Pleasant	1,500.72	15,682.64		17,183.36		13,553.90		636.87	14,190.77	2,992.59
Humboldt	1,772.63	18,262.36 13,400.22	5,600.00 3,311.41	23,862.36 18,484.26		19,055.41	1,100.00	4,239.58		567.37
Ida Grove	54.51	1,916.76	1,050.61	3,021.88		1,678.68	406.89	1,761.16		3,268.52 841.17
Maquoketa	8,657.91	4,915.38	2,850.14	16,423.43		5,055.45	7 000 00	369.89	5,425.34	10,998.09
Fairfield	217.88 317.87	3,696.78	4,097.00 2,584.97	8,011.66 6,559.45		3,699.75	1,800.00	446.13 2,398.61	2 5,945.87 6,567.18	2,065.79 7.73*
Monticello	1,550.70	42,557.04	7,394,70	51,502.44		38,705.94	1,250.00	7,251.27	47,207.21	4,295.23
What Cheer	1,280.79	16,403.12	6,771.81	10,990.45		10,856.20	200.00 95.80	1,214.39	12,270.59	1,280.14*
Donnellson	4,214.70	16,818.06	2,043 84	23,076.60		16,196.38	85150-500	2,755.39 3,066.35	22,901.13 19,262.73	1,554.59 3,813.87
Cedar Rapids	11,325.44	106,639.46	41,092.32	159,057.22		116,427.80	4,493.11	35,877.23	156,798.14	2,259.08
Central City	3,722.38	5,398.40 9,693.82	8,430.00	13,828.40 13,416.20		11,753.04		2,180.46	13,933.50 12,580.37	105.10* 835.83
Derby	1.72	4,425.50		4,427.22		3,967.26	100.00	350.00	4,417.26	9.96
Pock Rapids	1,117.53	22,432.73 4,520.25	9,838.95 6,476.56	32,529.61 12,114.34		4,484.02	2,600.00	8,709.51	31,952.65 13,086.11	576.96 971.77*
Oskaloosa	9,896.66	21,860.02	9,495.99	41,252.67		22,186.29	7	10,333.43	32,519.72	8,732.95
Knoxville	7,698.89	7,458.84	10,000,61	21,230.19		8,946.14	493.66	8,587.65	18,027.45	3,202.74
Marshalltown	13,672.36	21,134.44 8,159.90	2,218.21	44,807.41 12,027.96		7,836.09	85.25	2,021.87	30,456.63 9,857.96	14,350.78 2,170.00
Osage	225.99	11.864.59	8,465.79	20.556.37		13,774.09	3,839.84	2,382.40	19,996.33	560.04
Onawa	621.85	9,257.07 2,571.98	6,400.00	3,193.83		10,043.28	1,000.00	6,397.66	17,433.94	851.77 558.56
West Liberty	7,705.45	30,801.79	7,217.72	45,724.96		27,572.87	-	10,801.35	38,374.22	7,350.74
Hartley	2,482.43	2,106.15	23,10	4,611.68		2,058.58	77.76	188.57	2,324.91	2,286.77
Clarinda	1,714.29	10,981.29 5,732.45	155.22	13,481.29 7,601.96		4,747.05		4,824.19	17,348.27 5,204.85	3,864.98* 2,397.11
Emmetsburg	300.78	3,973.38		4.274.16		3,795.50	17 444 45	109.86	3,905.36	368 80
LeMars	2,518.59 1,812.96	5,015.45 2.549.40	1,632.82	22,141.39 5,995.18		3,119.66	4,955.89	10,158.09	19,598.55 3,119.66	2,542.84 2,875.52
Pes Moines	1,012.70	2,913.00	1,310.37	4.223 37		3,339.66			3,339.66	883.71
Avoca		5,293.94	5,521.05	10,814.99		7,208.11		4,417.88	11,625.99	811.00*
Mt. Avr	1,385.74	3,201.05	2,496.60	14,313.94		2,132.74 5,387.76	28.10	7,723.19	2,297.91 13,110.95	1,202.99
Sac City	7,108.95	11,919.74	7,700.16	20,728.85		12,423,44	4,000.00	3,151.64	19,575.08	1,153.77
Davenport	5,710.16 763.18	73,067.75 8,783,13	10,129.28 2,559.76	88,907.19 12,106.07		70,566.22		12,755.51	83,321.73	5,585.46
Harlan	939.08	4,207.56	1,400.00	6,546.64		3,758.96	896.29	615.98 406.14	11,335.46 5,061.39	1,485.25
Traer	144.55	3,410.84	HARDY STREET	3,555.39		3,554.34			3,554.34	1.05
Redford	1,868.34	15,201.04 5,517.43	4,518.07	21,587.45 5.870.77		16,429.21	353.34	3,394.37	19,823.58	1,763 87 931.93
Keosaugua	274.89	11,437.07	1,959.40	13,673.36		14,097.47	333.34	1,561.31	15,658.78	1,985.42*
Eldon	2,752.72	31 338.78	4,770.41	38,861.91		28,745.60		3,636.18	32,381.78	6,480.13
Indianola		15,392.37 7,618.55	1,000.00	16,392.37 7 721.05		9,644.96		4,010.91	18,667.84 9,644.96	1,923.91*
Fort Dodge	5,623.67	4,051.54	14,522.17	24,197,28		3 575,73		18,905.84	22,431.07	1,766.31
Thompron		2.099.00	240 22	2,339.20		2,071.14	118.75	129.89	2,319.78	19.42
Moville	788.94 1,983.85	27.361.86	6,509.00	44,166.20		25,550.43	7,000.00	16,780.94	31,016.42 43,531.37	4,458 57* 634.83
Northwood	2,849.74	12,640.51	13,391.96	28,902.21		15,400.41	-1,200.00	10,724.61	26,125.02	2,777.19
Eagle Grove	2,324.79	7,225.94	1,554.36	11,105.09		7,081.43		1,837.44	8,918.87	2,186.22
TOTALS	5247 949 58	\$1,558,513.72	6530.510.21	\$2,338,973.51	\$1.	494,772.70	\$119,231.59	\$522,269.86	\$2,136,274.15	\$223,326.63
TOTALS	. 9241,747.30	*1,530(513.7 Z	2350,510.21	32,330,773.31		174,772.70	4117,2011.02	4012/207.00	42,100,274.10	\$ 20,627.27*
										(overdraft)

Stoutmaire Re-Elected

TALLAHASSEE, Fla., Dec. 17 .-Sheriff Frank Stoutmaire was reelected president of the Leon County Fair. Amos Godly was named vicepresident, and Lloyd Rhoden, Leon County agent, was renamed secretary-treasurer and general manager. Dates for 1950 are October 31-November 4.

The board this year purchased a 140-acre site for the new grounds. Property cost \$62,500. Plans are to erect permanent buildings and a half-mile race track.

J. H. Broeder Named Prez Of Assiniboia, Sask., Annual

ASSINIBOIA, Sask., Dec. 17.—Officers of the Assiniboia Agricultural Society are J. H. Broeder, president; Edwin Lumb and Mrs. J. H. Broeder, vice-presidents, and Walter Mc-Morine, secretary. It was decided to hold a two-day fair next year. A rodeo may be featured.

Clifford Sherrif Renamed

SWIFT CURRENT, Sask., Dec. 17.— Clifford Sherrif has been re-elected president of the Swift Current Agpresidents.

Ohio's Myers Y. Cooper Prize | SINGMASTER PREXY Prez of Leon County Annual To Be Awarded at 2-Day Meet

COLUMBUS, O., Dec. 17.-Early entries in the Myers Y. Cooper trophy contest to determine the most outstanding 1949 county or independent fair in the State indicate that a majority of Ohio's annuals will compete in the event, President Lawrence P. Lake, of the Ohio Fair Managers' Association, announced from his Cincinnati headquarters.

Lake said the award will be made at the association's annual banquet in the Deshler-Wallick Hotel, January 12. Two-day meet gets under way January 11. Contest entries closed December 15, Lake said.

Driscoll Named Prexy, Race Secretary, at Whitney Point

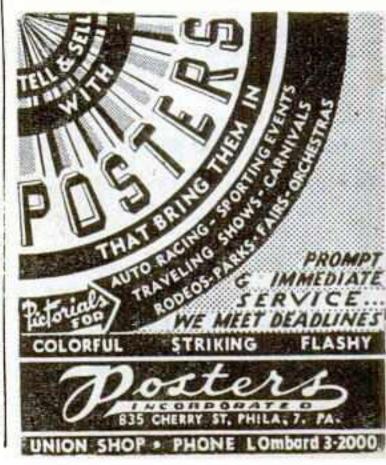
WHITNEY POINT, N. Y., Dec. 17. -Stockholders of the Broome County Agricultural Society named A. D. Driscoll president of the fair at their annual election of officers here Monday (12). Driscoll also was named race secretary. The 1950 event will be held July 30-August 6.

Other officers are Ranson Franklin vice-president; O. J. Brooks, secretary, and H. B. Brennan, treasurer. Directors, all of whom were elected ricultural Society. K. G. Aberdeen to three-year terms, are Dr. Leaand C. F. ronside were named vice- hey, Willi Lawrence and Harley Beardsley.

(Continued from page 58)

make it possible to cater to bigger . crowds. While transportation to the present site is good, parking facilities are extremely limited and when daily attendance figures top the 30,-000 mark it becomes impossible to move about the grounds.

Vice presidents are Henry W. Leh. first; Albert E. Rinn, second; Linn H. Schantz, third, and Robert Moyer, fourth. Charles Stoneback is librarian, Frank Romig, forester; Robert F. Good, chemist, and William T. Harris, geologist.



Ties Year Ago

Trade Show Mark New

CHICAGO, Dec. 17.-A year ago all records for the National Association of Amusement Parks, Pools and Beaches (NAAPPB) went by the boards and it was thought the '48 standards might be broken this year.

An official check by Paul H. Huedepohl, NAAPPB executive secretary, however, reveals that only one record was broken, that dealing with the trade show. This year the trade show had 92 exhibitors, beating last year's mark of 73, and 143 booths, replacing the 128 mark registered last year.

Huedepohl said official registration this year looks "about like last year. I know that it won't go over that chalked up last year but it will come mighty close to it."

The aim for an attendance of 600 at the org's annual banquet missed, Huedepohl said. "In fact, attendance this year was down slightly from a year ago."

Huedepohl reported that already he is beseiged with correspondence from exhibitors at this year's trade show requesting space for next year. He announced, however, that no reservations will be accepted until after May 15. As of that date, Huedepohl's office will poll those who exhibited this year as to whether or not they want reservations for next year. Exhibitors at this year's show will get first chance to reserve space. Any space turned back will be given over to those first on the waiting list.

Huedepohl said a turnstile count showed 14,000 persons went thru the gate at the trade show. "This count doesn't mean much, I know," Huedepohl said, inasmuch as one person may have gone thru 20 times during the show. However, it does give you a trade show attendance figure, if you're interested in that kind of figures."

Ocean Beach Hears Concessions Bids

NEW LONDON, Conn., Dec. 17.— Concessions committee of Ocean Beach Park, city-owned, shore-front park, has voted to recommend to the Park Board that the city manager ask for offers on several concessions where contracts have expired.

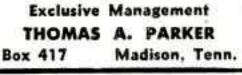
Committee also revealed that it is considering several new concessions and will report on these at an early board meeting.

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GWYNN OAK PARK Baltimore 7, Md.

'49 NAAPPB Ops Plan Promotion Step-Ups, John Stevens Registration Big Drives for Picnics in 1950 Gets Post at In Effort To Hypo Season's Biz

CHICAGO, Dec. 17.-Members of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) attending the 31st annual convention in Chicago last month left no doubt that bigger and better promotions, plus a concentrated drive for picnics, both large and small, will be launched this winter and next spring in an effort to hypo business. While 1949 business at most parks was chalked up as okay, many were down slightly from gross receipts of '48 and those who finished "about even with '48" considered themselves lucky. There were some ops who were down

considerably, but these were in the minority.

Convention discussions, both formal and informal, pointed out that 1949 had furnished the first positive sign that the lush days are over. To Hart, Thomas "Sure we've been saying that for the last three years," one park operator said, "but we went along hoping that it wasn't true. This year showed me, at least, that the time for just going along has ended. We've got to go out and bring in business. The best way I know of is concentration on promotions and picnics."

This year's convention forum on promotions proved one of the convention hits. Ideas brought forth by the speakers were grabbed at by those in the audience. Noticeable too was the number of parkmen taking notes on the various ideas offered by speakers.

Promosh Tie-In

C. L. Beares Jr., Conneaut Lake Park, Conneaut Lake Park, Pa., told of a tie-up his spot used with a large dairy in that area on strip tickets. The dairy distributed the ducats to their dealers and to homes. In addition, the dairy furnished free acts and gave prizes on the day the strip tickets were good. Each store handling the products of the dairy were given advertising matter to hand to their customers, which gave Beares's park plenty of publicity, and the dairy ran newspaper ads. "Only cost to us," Beares told the park gathering, "was the printing of the tickets. It was a highly successful promotion."

Other speakers brought out the same idea, that it is easy to get some large business organization, such as a dairy, a wholesale food establishment, etc., to work a promotion for the park. "All you need is a little sales talk," one operator said following Beares's talk. "Such ideas as brought out by Beares help the business concern as well as the park."

To Feature Picnics

Most parkmen contacted reported picnics would get a big play at their funspots this year. Included in this group were some operators who, for the last four or five years at least, had shut out picnics. One operator reported that he started the ball rolling on picnics right after his park closed this fall. Brochures on the park, listing the various amusement devices offered, etc., were made up and mailed to various industrial plants in the area, church and fraternal organizations, to mention a few. Following that personal calls were made by park representatives. "You'd be surprised at the number of picnics we lined up in a short time," he said.

Free Coffee and Cake

Robert Guenther, Olympic Park, Irvington, N. J., said his funspot had an anniversary party, marking the 33d birthday of the park, this summer. "We just served free coffee and cake between 5 and 7 p.m.," he said "Each person going thru the gate received a card and that card entitled them to the free eats during those two hours. It was our way of thanking the folks for their patronage during the year. People appreciated the gesture and we received many compliments on the idea. In good will, it was well worth the money we spent."

Ft. Wayne Spot On 5-Year Lease

AUBURN, Ind., Dec. 17.-H. E. Hart, former president of this city's annual Free Fall Fair and owner-operator of the Court and Smart theaters here, this week concluded negotiations for a five-year lease of West Swinney Park, Fort Wayne, Ind. His bid of \$4,000 annual rental for the park topped those of two other competing firms.

Hart, who will continue his local theater operations, will take over active management of the site, formerly known as Trier's Park, in the spring. Associated with Hart in the deal is Cliff Thomas, of Riverview Park, Indianapolis, and the Flint, Mich., Amusement Park. They will form a corporation to operate the business at Fort Wayne. Thomas has operated concessions at the local fair for a number of years.

A new feature at the park, Hart said, will be a modern Kiddieland. Under present plans Hart and Thomas will either purchase new ride and concession equipment or buy the present equipment and buildings which are owned by Ennis Bros., Inc., one of the two unsuccessful bidders for the park site.

720G for Ocean City **Beach Improvements**

OCEAN CITY, N. J., Dec. 17 .-Plans are now being prepared for beach protection and restoration projects in 1950 with an estimated cost of \$720,000, Mayor Edward B. Bowker announced. The New Jersey Beach Erosion Commission recently recommended a grant of \$360,000 of State funds to cover half the cost of the work. This must be ratified by the governor and the State Department of Conservation before the funds are made available.

Mayor Bowker said projects contemplated are a 1,000-foot stone jetty at the north end of the island, to be followed by sand pumping to build ocean front beaches in the same manner as neighboring Atlantic City did two years ago.

Walled Lake

Back After 10 Years

DETROIT, Dec. 17.-John C. Stevens, manager of Walled Lake Park here some 10 years ago, returned to outdoor show business this week. Fred W. Pearce, owner of the Detroit funspot, announced he had inked Stevens as manager. For the last 10 years Stevens has been operating a business of his own in Northern Michigan.

Pearce also announced that a new Bisch-Rocco Flying Scooter has been purchased for Walled Lake. This will be one of the many improvements planned for next year. Maintenance work, which includes the repainting of the Merry-Go-Round animals, is now going full blast under direction of Robert K. Templeton.



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PCSA Honors With the Ladies: Outgoing Prez

800 Attend Banquet-Ball

LOS ANGELES, Dec. 17.—Pacific Coast Showmen's Association, holding its 29th banquet and ball here Saturday (10), staged its first President's Party and completed its program for a Christmas dinner and New Year's Eve party.

Banquet and ball was staged in the Biltmore Bowl in connection with the Western Fairs Association (WFA) convention. It marked the closing of the three-day session and 800 attended.

Joe Glacy was chairman of the event, which featured the Bowl's show, with Henry King ork, Dave Barry, Tommy and Jeanne Mahoney, Burton's Birds, and the DeWayne Troupe. Booking offices sponsoring acts included Bert Levey Circuit, John H. Billsbury, Joe Bren Entertainment Service, Fanchon & Marco. Eddie Burke Attractions and Monte Brooks Attractions. Talent also included Rich and Adair, Roby and Dell, Cecil Stewart's Royal Rogues, Al Dalt and Company, and Bounding Olympians. Tevis Paine, WFA field director, emseed.

Ball Yields \$2,000

Monday night (12), Earl O. Douglas, outgoing president was feted at the club's first President's Night and was presented with a pen desk set. At Douglas' invitation Joe Krug, 1950 president, presided. A show was given by Johnny Toscano, owneroperator of the Toddle House, Culver City. Arrangements were under the direction of Chairman Charles Walpert.

Festivities followed a brief business meeting. On the rostrum with Krug were Jack Hughes, chaplain; Larry Ferris, Mike Doolan, Joe Steinberg, Douglas, Louis Manly and Al Weber, W. B. Clark was voted into membership. Glacy thanked Harry Merkel, Sam Dolman, Bill Hobday, Dave Friedeheim and Curtis Little for their assistance at the ball and said the event would net the club about \$2,000.

Mike Doolan was given a standing vote of thanks for club's first program. Doolan said that the book (See PCSA Honors Douglas page 65)

Court Rejects Plea Of Lawrence Slayer

READING, Pa., Dec. 17.—Mont-gomery County Court Judge William F. Dannehower Thursday (8) denied the petition for release from Graterford Eastern Penitentiary filed by Thomas C. Carey, who was convicted in Berks County Court in 1947 for the slaying in Kutztown of Sam Lawrence (Samuel Cohen), carnival operator, and received a 5 to 12year sentence.

In his petition Carey, who was indicted for murder and convicted of manslaughter, contended that he was sentenced illegally because there is no degree of guilt of manslaughter in Pennsylvania and that the verdict should have been either voluntary or involuntary manslaughter.

Judge Dannehower, however, ruled that when a person is tried for murder and convicted of manslaughter the verdict is to be construed as a finding of voluntary manslaughter, "inasmuch as a person tried for murder cannot be found guilty of in-

voluntary manslaughter."

Earl Douglas, PCSA Auxiliary Honors Retiring Prez, Mrs. Taylor, at Banquet

Harry Taylor, retiring president of tered over the bodice and forming the Ladies' Auxiliary, Pacific Coast patterns on the sweeping full skirt. Showmen's Association, was honored Mrs. Harry Hargrave wore a gold at the club's 29th annual banquet and ball Saturday (10) in the Biltmore oval and her gorgeous cloud blue Bowl. She was presented with a gold membership card by Mrs. Eddie Tait.

Ladies attending the banquet and ball presented a picture of beauty in their colorful and sparkling gowns.

Mrs. Eddie Tait wore a topless black Doir model, the bodice intricately entwined with crystal and black beads, the skirt slightly boufant but perfect swing length. Mrs. Harry Taylor's choice was rouge red, the draped bodice in soft folds, the skirt daringly side folded. Her corsage was a long line of embre tones of red. Mrs. Joe Glacy, wife of the chairman of the banquet and ball committee, wore a jet black Cecile model with corsage of Bird of Paradise flowers. An antique locket on a neck chain completed her ensemble. Mrs. William Hobday, wife of the first assistant chairman of the executive committee, wore a black demimode model with a long spray of snow white camellias.

Mrs. Orville N. Crafts' choice was a Lilly Dache model in moonlit

Lone Star Group **Installs Officers**

DALLAS, Dec. 17.-Louise Hickman was installed as president of the Lone Star Showwomen's Club of Texas here Wednesday (14) in a ceremony in the Town and Country Restaurant.

Katie Little was installed as first vice-president; Millie Cepak, second vice-president; Daisy Parr, third vicepresident; Beth Anderson, secretary; Pearl Vaught, treasurer; Honey Vaughan, chaplain; Hattie Longchart, parliamentarian, and Addie Jo Lott, assisted by Bette Harris, publicity.

Margaret Pugh who acted as emsee, read congratulatory telegrams from Riley Hickman, Lois Crangle, Hyman Charninsky, Daisy Parr, Lydia Powell, Dr. Hudgley, Caravans, Inc., and Arizona Showmen's Club.

Ladies' auxiliaries were honored with the lighting of candles for Heart of America Showmen's Club, Kansas City; National Showmen's Association, New York; Pacific Coast Showmen's Association, Los Angeles; Caravans, Inc., Chicago and the Missouri Showmen's Club. Jackie Huffhines lighted a candle in memory of deceased members.

Hoopestown Cele to Gentsch

NATCHEZ, Miss., Dec. 17.-W. H. Lambert, representing the J. A. Gentsch Shows, and sponsors of the annual Hoopeston (Ill.) Fourth of July Celebration signed a contract last week for the Gentsch organization to supply midway features at the 1950 event, the third year for the Gentsch organization to play the celebration, said J. A. Gentsch, manager. The event will be held three days in City Park instead of one day as in the past.

LOS ANGELES, Dec. 17 .- Mrs. | white, the silvery pearl sequins scatlame Pierre model, the neck line necklace, earrings and bracelet matching the blue of her eyes. Mrs Joe Krug wore Biancheni gold, with gold-beaded trim, the plunging neckline in the high gold color. Mrs. Al Flint wore an irridescent gold gown with soft white orchids. Mrs. Earl Douglas, wife of the retiring president, chose a white Tolle model with a long spray of natural color orchids. Mrs. Dave Cohen's gown was of meteor blue with muted bead trim in self color. Mrs. Sammy Dolman wore a black Mangone model topless with tiny straps of beaded sequins. Her orchid corsage was worn low on the bodice.

Mrs. Hunter Farmer chose a black Schraparalli model, the calla lily topless breath-taking neckline outlined in rocket red roses. Mrs. Larry Ferris wore black, with the silver motif of the sequin trimming outlined in medalions on bodice and skirt. Mrs. Mike Doolin wore black with a v-shaped corsage of maize. Her new emerald solitaire, a Christmas gift from her husband, was the center of attraction at her table. Mrs. George Coe, recently discharged from the hospital, wore black, the French lace draping the shoulder and side skirt accent. Mrs. Bob Schoonover (See With the Ladies on page 65)

Elect Ethel Shapiro

NSA Auxiliary Prez NEW YORK, Dec. 17 .- At the an-

nual election of officers of the Ladies' Auxiliary of the National Showmen's Association Wednesday (14) night, the regular slate was elected.

Incoming officers are Ethel Shapiro; president; Magnolia Hamid, first vice-president; Margaret McKee, second vice-president; Jeannette Finkel, recording secretary; Ann Brown, corresponding secretary; Lydia Nall, chaplain; Sidone Silvers, treasurer; Betty Schatt, assistant treasurer; Martha Susskind, auxiliary hostess.

Voted in for the board of governors were Claire Priddy, Jane Tubis, Agnes Burke, Mildred Ford, Helen Young, Esther Eichel, Kitty Rausch, Bertha Kassow, Ethel Ortelli and Leah Greenspoon.

Anna Halpin was appointed by President Queenie-Van Vliet to act as installing officer.

Mrs. E. Weinberg Gets NSA Post

NEW YORK, Dec. 17.-Mrs. Ethel Weinberg was appointed permanent executive secretary of the National Showmen's Association at a meeting of the board of governors Wednesday night (14).

Mrs. Weinberg has been serving as acting secretary of the club since the demise of the former executive secretary, Walter K. Sibley, March 10, 1949. She had served as assistant secretary over a lengthy period.

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Strates Inks York Annual

Org set to return after twoyear hiatus — Bloomsburg contract still open

NEW YORK, Dec. 17.-James E. Strates, owner of the James E. Strates Shows, this week announced that he had been awarded the 1950 midway contract for the York Interstate Fair. York, Pa. President Samuel S. Lewis acted for the fair.

The Strates org played the York Fair for 11 consecutive years thru 1947. Endy Bros.' Shows played the annual in 1948 and 1949.

During the past two years the Strates show has had to fill out the York week by playing a repeat still date in Washington, where it usually opens in the spring. The return to York will give the org one of the strongest routes it has ever had since it has already been awarded the North Carolina State Fair, Raleigh, and annuals at Charlotte and Shelby, N. C., all controlled by Dr. J. S. Dorton.

Bloomsburg Open

No midway contract has been given for the Bloomsburg (Pa.) Fair. In the past York and Bloomsburg have always been played by the same show. Because of other commitments it is unlikely that the Strates org is in a position to dicker for Bloomsburg.

Strates left here for his Orlando, Fla., winter quarters. He plans to return for the Christmas holidays.

The Strates Show will open at the Largo (Fla.) Fair January 25. After a two week hiatus, it will play annuals at Sarasota and Orlando.

Nat'l Orange Show **Mulls Midway Pact**

SAN BERNARDINO, Calif., Dec. 17.-Awarding of the midway contract for the National Orange Show entered the home stretch here Tuesday (13), when the board of directors took under advisement bids of Crafts 20 Big Shows, Inc., and Ferris Greater Shows; Inc. A decision is to be announced December 20.

Three bids had been entered, but the West Coast Shows withdrew their offer. Crafts' shows have played the date for several years.



DICK O'BRIEN, who has just been inked to serve his 12th year as manager of the James E. Strates Shows. Before joining the Strates org O'Brien for a number of years operated his own carnival company thru the South and Middle West, and later served as manager of the John Francis Railroad Shows, the Isler Greater and Dodson's World's Fair Shows. He is now at the Strates winter quarters in Orlando, Fla.

A Cold Beginning Failed To Nix Phil Isser's Climb in Showbiz

(Continued from page 51)

In the beginning, as might be expected, Phil was the butt of many jokes from his fellow operators. But it didn't take him long to smarten up, even tho he had arrived in this country only a few years before from his native Austria.

Max Linderman showed up, well heeled with \$1,000 in cash, during Phil's third season at the beach and expressed a desire to go into business. Together they hired a stand under the scenic railway and decided on putting in a plate board, even tho neither knew how to operate this type of concession. Whitey Adams

the stand and they made out all right.

Charlie Cohen Cut In

schooled them in the operation of

They went on then to make the fairs, including Allentown, Trenton, Raleigh and others. They hired Charlie Cohen, who now owns the Martinique Hotel in New York, and the next year cut him in on the business.

The next year, after paying their season's rent, the beach was closed to games of all kinds and they were left holding the bag. The partners were short of cash so they took in

One 1946 Model Spitfire with 1940 Chevy Tractor and factory-built Trailer. \$4,000.00 -come and get it. Motor completely overhauled.

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16 Unit, Real Flashy Board, 12 Ft. Length; Including 2 New Tops, Complete With Frame, Flash Shelves and Walk for Operator. 16 Seats Covered With Foam Rubber and Duran. Will Sell All for \$2200.00 or Just the Derby for \$1950.00.

CONTACT: MRS. E. SCHIMNOWSKI Milwaukee 4, Wis. 1431 So. 31st Street

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One Wisconsin DeLuxe Lucky Duck Came, used only a few weeks, in excellent working condition. Any reasonable offer can purchase this well-known game.

D. W. PRICE 1625 Lockwood Rd. Baltimore, Md.

One twelve-seat Ferris Wheel mounted in 27-ft. Trailer, also Chev. Tractor, in good shape, priced for quick sale, all for \$3,500.00.

EDWARD J. VAN FELT 1225 East 2nd St. Phone 1634R BERWICK, PA.

Mike Korres for bankrolling purposes. They decided to play the early fairs in Maine and Canada and did all

Joins With Korres

The group later split up with Phil and Korres becoming partners while Linderman and Cohen banded together. Phil wanted to stay in the concession business while Linderman wanted to become a show owner. His ambition was unbounded and he wanted the biggest and the best and in later years felt that he had achieved his goal when he was co-owner and general manager of the 40-car World of Mirth Shows.

Phil wistfully recalls that he once told Linderman that he ought to get out of the business, the implication being that he didn't fit into the picture. During Linderman's lifetime Phil joined the World of Mirth each year to handle concessions at fairs.

Indie Op Squeezed

For six years the Isser-Korres concession combo remained intact. They played with the James M. Benson Shows and bought midways at Richmond, Va.; Macon, Ga., and at other, lesser annuals. Business was good but the trend was against the independent operator. The orgs furnishing fairs with shows and rides were also swallowing the concession space and, whenever possible, contracted fenceto-fence to freeze out all competition.

Because they felt they had to, Phil and Korres invested in some rides and formed the Isser-Korres Shows. Korres later sold out to I. Trebish and the title was changed to the I. T. Shows. Several years ago the partners formed another org titled Carnival Shows. Both units are combined for fairs and total 16 rides.

100-Mile Play Area

The Isser-Trebish enterprises are unique. One unit plays Long Island territory exclusively while the other plays only spots in metropolitan New York. Neither unit travels more than 100 miles in any one direction. The season for both units lasts about 26 weeks.

Phil is a charter member and secretary of the National Showmen's

Association (NSA).

Phil met his wife, Mildred, at Revere where her parents owned the hotel in which he stayed. They now reside in Brooklyn. They have five daughters, Rochelle, Kay, Eleanor, Dorothea and Anita who is married to Jack Gilbert, concessions operator at Harry Illions' New Liberty Park, Buffalo.

During the last war Phil thought that his family would have to forego. representation in the nation's armed forces since he was surrounded by females and over-age himself, but Eleanor took care of that when she joined the marines.

HELLER'S ACME SHOWS, INC.

Want Shows, Concessions and Outstanding Free Acts. All Concessions open except Cookhouse and Bingo. Want Side Show, Motordrome, Monkey Speedway or Monkey Show, Pony Show, Wild Life, Two Girl Shows, Mechanical Show, Funhouse, or will give a real showman exclusive Back End. We will not overcrowd our midway. We have the best route this coming season this show ever played. First in towns, not sticks, 4 big Celebrations, and 12 Fairs starting middle of August. Want help on all Rides; Semi Drivers. Want Good Truck Mechanic; top wages, good treatment and long season. Winterquarters open first of March. All address:

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P.S. Geo Flagar, Monkey Joe, Hilliard, Jack Kerns, Mr. Marencey, Al Herzogg, Bill and Joe Siegrist, also Bar Act from Trenton, N. J., write.

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WANT CONCESSIONS-Photos, Novelties, Dart, Hoop-La, String Game, Fish or Duck Pond Jewelry, Bowling Alley. No PC. SHOWS With Own Transportation-Girl Show, Pit, Ten-In-One, Five-In-One, Animal. Freak or Monkey.

RIDES—Flat Ride With Own Transportation, Pony Ride. HELP—Wanted in All Departments; Truck Drivers Preferred.

M. S. EARL, P. O. BOX 683, FARMINGTON, MAINE C. R. ROSS, 22 S. W. 28TH ST., GRAND RAPIDS, MICH.

ANNOUNCING . . .

MIAMI SHOWMEN'S ASSOCIATION SIXTH ANNUAL BANQUET AND BALL

— AT —

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MIAMI BEACH

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A Proven Winner.

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Location, Wright Field. Heart of City. First in Six Years.

WANT Motordrome, Wild Life, Ten-in-One, Side Show. WANT Hanky Panks of all kinds, Photos, Scales, Guess Your Age, Jewelry, Cotton Candy, Snow Cone, Ball Games.

Then the March of Dimes Colored Festival Jan. 26 to Feb. 4 and four more weeks' work to follow in Palm Beach County.

WRITE, NO CALLS, PLEASE

CHARLES NORWID

c/o MARCH OF DIMES HEADQUARTERS

CITIZEN'S BLDG.

WEST PALM BEACH, FLORIDA

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BOX 127

CENTRAL STATES SHOWS

- NOW BOOKING FOR 1950 -OPENING IN NORTHERN OKLAHOMA FIRST WEEK APRIL

CONCESSIONS LIGHT TOWERS

Because of our policy of not booking Concessions for the coming season until December, we have most all Concessions open. What have you? Shows: Want Midgets, Mechanical, Fun House, Iron Lung, Motordrome, or any good Grind Show. Can place Train or Ponies. Again in 1950 we will have one of the best routes in the Middlewest. WRITE OR WIRE:

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ARANSAS PASS, TEXAS

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WANT FOR THE FOLLOWING FLORIDA FAIRS

LARGO, FLA., Jan. 23rd to 28th, inclusive. SARASOTA, FLA., FAIR, Feb. 13th to 18th, inclusive. ORLANDO, FLA., FAIR, Feb. 20th to 25th, inclusive. Legitimate Concessions of all kinds. Worth-while Shows with neat frame-ups that do not conflict with what we have; might consider booking same for the coming season. Address:

James E. Strates or Dick O'Brien

JAMES E. STRATES SHOWS, Winterquarters, Orlando, Fla.

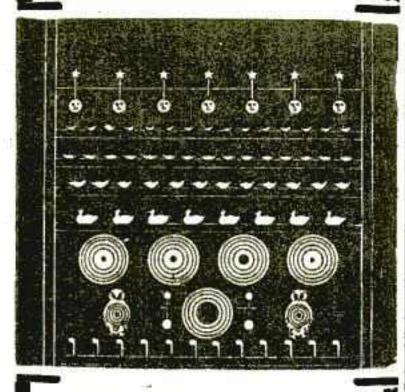
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Want good Performing Animal Show and one other clean Show or Exhibit. Will book clean Independent Concessions to fill out our Funway. Capt. Perry, high diver, contact. No carnivals wanted. We have local rides. First doings in 4 years, in heart of Riviera, Rt. 1, by P.O. ALL REPLIES TO:

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Chicago concessionaire who formerly lived at 79th and Harlem. IT IS IMPORTANT THAT YOU GET IN TOUCH WITH ME AT ONCE.

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Long season opening Arizona, Feb. 1st.

Have back end. All Shows. People in all lines for 10-in-1. Dancer for Cirl Show. Shows with own outfits, contact. Complete Museum Grind Show for sale. Plans for Burning Alive Illusion only \$3.00. Write

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MERRY-GO-ROUND RECORDS

Organ-Drums with Cymbal. Break-resistant Plastic. High Volume, Long-Lived Records designed just for you. Also complete line of Callio Records.

WRITE FOR FREE LISTING MIDWEST RECORDED SPECIALTIES Elmhurst, III.

WANT TO BUY MODERN MEDIUM SIZED COOKHOUSE

Without transportation. Prefer one with bottled gas. Must be up to date and priced right for CASH. Zimmerman and other party with us in Gilmer, Texas, write; give full details as to equipment, etc.

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MIDWAY CONFAB

Charles S. Noell, general agent of C. A. (Curley) Vernon's United Exposition Shows, reports that he has lined up eight spring dates in Illinois since attending the outdoor meetings in Chicago. . . . Gary Hern will leave his East Moline, Ill., headquarters soon after Christmas for the Phoenix, Ariz., quarters of the Larry Nolan Shows to reletter and redecorate the shows and frame and paint the three attractions he will operate on the org next season. Hern has contracted Lilly Melton to operate his jewelry concession on the org, while Charles Melton will handle the front of Hern's Side Show, with Martin Zorn as inside lecturer. Bobby Jones will be the annex attraction, Hern says.

Said one agent to another agent; "Come on our lot and say that."

Whitey Rogers, Side Show manager on Granite State Shows, has been re-engaged in that capacity for 1950. He's wintering in Baltimore where he is head dietician at the Forest Lodge Convalescent Home. . . Minnie Simmonds, well known in carnival circles, has returned to her home in Cleveland from Chicago where she attended the outdoor meetings. . . . Ricky Reno again will be a feature of the Palace of the White Gardenia on Granite State Show for 1950. She's currently playing club dates in Boston.

When we think we have a spokesmanhe turns out to be a talker.

"Slave Quarter Revue" in Columbia, S. C., with I. K. Wallace Shows. . . . Claude Bentley, Side Show manager on James E. Strates Shows, and Eugene Jenkins, org's assistant manager, have returned to shows' Orlando, Fla., quarters following a three-week vacation in Chattanooga and Knoxville. . Mrs. Paul Farris, wife of Paul Farris, concessionaire on Snapp Greater Shows, is at their home in Chaffee, Mo., after being released from St. Francis Hospital, Cape Girardeau, Mo., where she underwent an operation.

Winter advice: Working capital should be kept seperate from convention dough.

Bele Evans, the past season with Big State Amusement Company, is wintering in Mathis, Tex. . . . Following a good season with Central States Shows, Vicki LaPage headed for San Antonio to play club dates this winter. . . Jean Eugene Mercer and Zora Blaine, Girl Show ops, have been vacationing in Oklahoma City since closing with Pike Amusement Company. . . G. O. Case, after playing the Louisiana State Fair, Shreveport, left for Jackson, Miss., for a month's visit with rela- rumpot cracked: "It proves that the gentives and then motored to Aransas eral agent racket is over-rated.

An inspired general agent is one who Pass., Tex., in time to open with the winter unit of Borderland Shows, under management of George Burton. He will operate his slum spindle layout with the org in addition to handling the mail and being The Billboard sales agent.

> Some drive to conventions by their dashboard instruments, but come back

> Eddie Merino, Doc Hartwick and Zeke Shumway saw each other's Wild Life Shows at Bombino's Wild Animal Farm, Clearwater, Fla., where they are wintering. Other recent visitors to the farm included Art Spencer, Lee Houston and Harry W. Fee. . . . Phil Isser, general manager I. T. and Carnival shows, is planning to spend several weeks with his daughter and son-in-law, Anita and Jack C. Gilbert, at their Miami Beach, Fla., home. Gilbert operates concessions at Harry IIlion's Celoron Park, Jamestown, N. Y., and New Liberty Park in Buffalo.

> Nothing illustrates the topsy turvey nature of showbiz so much as the news that last year's four-flusher is running out of money.

Mrs. Al Wagner, Cavalcade of Amusements, is visiting her family in Toledo. . . . Frances Keller, Chicago, departs soon for Hot Springs. Nan Rankin, also of Chi, plans a trek to Florida. . . . Honey Vaughn, of the Lone Star Showmen's Club, Dallas, is recovering from illness. Lone Star Club members attending the Chicago meetings included Mar-Following a successful season, Lee garet Pugh, Martha Moss, Betty and Kathy Carroll Kert, have re- Harris, Pearl Vaught and Sally Murturned to their home in Philadelphia phy. . . . Gladys and Jerry Mackey . . . Bernard (Bucky) Allen, World for the winter. . . . Rita Raye is were in Los Angeles from the North- of Mirth Shows, made a brief apwintering at her home in Roa- west to attend the functions of the pearance in New York last week. noke, Va., after closing her Pacific Coast Showmen's Association and Ladies' Auxiliary. Just before leaving Portland they hosted a party for their year-old son, Danny.

> Realizing that they're part of a fair meeting, show women have been taught to get new hats by betting on who won't get that fair.

> Mrs. O. N. Crafts was hostess at a birthday dinner for her husband Sunday (11) in the Coconut Grove, Ambassador Hotel, Los Angeles. Guests included Mrs. Crafts' sons and daughters-in-law, Mr. and Mrs. Roger Warren and Mr. and Mrs. Frank Warren; Mr. and Mrs. J. W. Gilman, Bruce Warren, Mr. and Mrs. William Mullins and Harold Mook. The Warren families will spend the holidays in St. Louis. Crafts leave soon for a vacation in Mexico. . . . Vince McCabe, bingo and concession operator on Sunset Amusement Company, is in Kansas City, Mo., operating a Christmas store in connection with the Midwest Merchandise Company. McCabe reports doing a land-office business, with six clerks working overtime.

When he heard that agents drink lightly while attending meetings, the midway

WE WERE NOT KIDDING

In our Billboard ads-asking if you OWE US a letter-or would you prefer a SPECIAL INVITATION with your NAME PRINTED in large letters. We did not ignore your request-or is that another score with you. If you're a man you will get in touch with us at once. We are exhausting our patience. You know if this is meant for you.

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CARNIVAL, CONCESSION, CIRCUS, SKATING RINK Beautiful Colors-Individually Designed

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ALL-STATE TENT & AWNING CO.

300 E. 9TH ST. (Phone: Harrison 6867)

KANSAS CITY 6, MO.

Mickey Rankin, of Bodart Shows, attended the recent Des Moines convention of the Fair Managers' Association of Iowa and then took off for Pasadena, Calif., to visit his brother, Bill, who is general manager of concessions at six West Coast race tracks, including Santa Anita, Tanforan, Del Mar and Hollywood. . . . Robert (Bob) Clay, one-time carnival general agent, now general manager of the Knaus Truck Lines. Des Moines, renewed friendships at the Des Moines fair meeting. . . . Germaine B. Ciaburri, the past season with James E. Strates Shows last season, sailed Wednesday (7) on the Ille De France to visit relatives in Paris. . . . Earl (Fats) Palmer, outdoor showman, died recently in a Columbia, S. C. hospital. Burial was in charge of Heart of America Showmen's Club and International Association of Showmen.

Old-timers, who sit around stoves in quarters, tune in the radio weather broadcasts, as their aches aren't so reliable indoors.

Mr. and Mrs. Walter (Wingy) Schafer will winter in Rochester. N. Y. . . . D. Wade, general agent, W. G. Wade Shows, returned to Detroit from a trip thru Northern Michigan. . . Mrs. Hazel Miller, secretary, Wade Shows, planed to New Orleans Wednesday (7) to visit her husband. Fred Miller, cookhouse operator, and her mother, Mrs. Gladys Schaum, secretary of Wade's No. 2 Unit.

Edward K. Johnson suggests that showfolks send holiday cards and mail to Emmet (Skinny) Sykes, Municipal Hospital, Norfolk, and Mrs. Fred (Tobe) Utter, Pine Camp Hospital, Richmond, Va. Johnson, contracting agent for Cetlin & Wilson Shows, is wintering in Philadelphia.

Gerald Snellen is in New York after a three-week swing around the country lining up national advertising for World of Mirth.

-INSURANCE -

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Merry-Go-Round Organ, good playing condition; several Rolls Music. All Metal Transformer Van, Fruehauf Trailer, two 100 Kw. Pots, Switchboard, all complete.

CAN USE FOR 1950 SEASON A good Scooter Foreman. Ride Help in all departments. WANT TO HEAR FROM

Billy Kenedy and Floyd Smith.

20th CENTURY SHOWS Ottawa, Kansas

WANTED FOR 1950

RIDES — ACTS

First Class Only.

Wisconsin Fairs and Celebrations. Rides open first week in June until after Labor Day: 15 to 20 dates. Write:

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Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.

1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

SFA Entertains

CHICAGO, Dec. 17.-More than 100 underprivileged children were entertained at a Christmas party. complete with Santa Claus and gifts. Sunday (18) in the Bal Tabarin room of Hotel Sherman by Show Folks of America. Irene Blauvelt Reidy is SFA president.

The children were from Marillac Social Center, Illinois Protestant Children's Home, Blind Service Association, Woodlawn and Quinn chapels of the African Methodist Episcopal Church.

Entertainers included Margaret Harris, child pianist; Gunnar Anderson, 12-year-old accordionist; Mariko Ann Okiyama and Toyoke Suzanne Kitahato, dancers; Helen Wong, accordionist and pianist; Martha Peterson, song stylist, and Oretta West, singer.

American Carnivals Association, Inc.

-By Max Cohen-

ROCHESTER, N. Y., Dec. 17 .- A membership application has been received from Ben Weiss, bringing the total membership to 245. The writer has made tentative plans to attend fair meetings at Richmond, Va., Bedford Springs, Pa., and Albany, N. Y.

Information received from a research service indicates the following have been developed and are available for use by the industry: An automobile storage battery requiring water once a season; paint producing a ground glass effect; a portable automobile battery charger; and a plastic aluminum water-repellent paint.

The National Board of Fire Underwriters has submitted data relative the lace sheer in a drop shouldered to fire prevention, the Automobile line. Mrs. Rudy Illions, in from Long Manufacturers Association has sent us information on reducing costs in automobile operation, and the General Service Administration of the federal government has submitted numerous reports, including items for sale and for purchase by the government.

Attention is called to the increase in Social Security tax rates as of January 1, and to the fact that admission tax returns for November must be filed by December 31. Detailed information with reference to income tax is on file at the association office here.

PCSA HONORS DOUGLAS

(Continued from page 62) grossed \$3,800 and would probably elear \$2,500.

Ark for Party Aides During the meeting, Bones Hartzell introduced his guest, Slivers Johnson, the cowl neckline centered with the well-known clown, who arrived here group of ice pink camellias of her from Hawaii. Others taking bows were Harry Fink, Carl Davis. Dan | was a black model with a costume Dix, Harry Sukor, Abe Fabricant, look outlined in silver. Mrs. Clyde Ernie Berryman, Basil (Hap) Young, Charlie Crouse, Bill Butler, Harry DeNeau, Joe Mettler, Frank Redmon and George E. Hitchcock.

Norman (Dutch) Schue called for volunteers to assist with the serving of the Christmas dinner. Al (Red) Cohen, chairman, invited all the choice was an apricot pink and black members to attend the New Year's Eve party December 31. Hunter Farmer, chairman, reported for his committee on Past Presidents' Night wore an evening suit in cabochon staged Monday (5).

United Expo Gets Olney Cele

OLNEY, Ill., Dec. 17.-C. A. Shows have been contracted to prothree-day Fourth of July Celebration. Charles S. Noell, shows' general agent, announced here this week. Noell said the 1950 dates are July again the sponsoring org.

With the Ladies:

Kids at Party PCSA Auxiliary Honors Retiring Prez, Mrs. Taylor, at Banquet

(Continued from page 62) wore Roman striped taffeta threaded in gold trim. Mrs. Eddie Brown wore taupe gray, her corsage being of frosted white camellias.

Wears Mulle' Model

Mrs. C. F. Zeiger presided at her table in a Mulle' model in French canary color, the tiered mosaic of the peral sequins and beads outlining the deep neckline and the Dolman sleeves. Mrs. Theo Forstall's choice was lipstick red, the bodice formfitting, the hip line draped to accent the sheathed skirt. Her corsage was white camellias. Mrs. Ben Samuels wore black with an unusual evening hat of white pearls. Mrs. Frank Warren wore black Alcon lace in a Don Loper model, the soft cloud blue under sheath appearing in the bodice under the hand-tipped collar. Mrs. Roger Warren chose white, the Arabesque designs of multi-colored sequins forming the nipped in waistline and peplum outline. Mrs. Frank Redman wore a Doir model in bon bon pastel green satin, the topless bodice held by tiny straps of jet beads, her mauve feather headdress and corsage overprinting the ensemble.

Mrs. Joe Steinberg's choice was black in a short after-five evening formal velvet, the accent in rhinestones. Mrs. Joe Mettler wore a sheath gown in blush turquiose, the long fitted, sleeves and heart-shaped neckline point-down the silhouette skirt. Lucile King wore a spruce green model in Dolman lines with corsage of white. Mrs. Harry Illions, rested and happy after her recent illness, wore a black Piquet model. Beach with her husband, wore black with orchid corsage. Mrs. Norman Schue wore a black Jean model with silver-threaded sequin and bead trim. Mrs. E. R. Bagby wore a black model in velvet, the silver sprays of sequins in silver.

Choses Fath Model

Mrs. J. W. Gilman's gown was a Fath model in black faille, the bateau neckline and the molded basque bodice accented with clips of rhinestones. Honolulu orchids formed her hairdress. Mrs. Elmer Hanscom wore a black model, the jacquered fabric forming draped pleats in the soft, full skirt. Mrs. Ray Holding's choice was rouge red with silver bead and sequin trim. Mrs. Louis Cecchini, recently returned from a vacation trip to Hawaii, wore a sea green silver lame gown, corsage. Mrs. John Levaggi's gown Gooding wore powder blue with drop-shouldered neckline and white corsage.

Mrs. Al R. Cohn chose a day and night ensemble of pastel in two-color combination, with her silver fox evening wrap. Mrs. Sam Abbott's gown, the pink tiered stripes over the black heading the jewel neckline. Mrs. Abbott's guest, Lillian Meuster, gray, with blended stripes of deeper gray in contrast. Mrs. Clarence Alton wore a French champagne lace gown with orchid corsage. Mrs. Glenn Loomis wore a two-piece evening suit formal, the skirt floor (Curley) Vernon's United Exposition | length, topped by a Kelly green blouse. Mrs. Sis Dyer's choice was vide the midway at this city's annual | black velvet with silver motif and white corsage. Mrs. Zoe Wick's gown was black, overprinted in gold lame. Mrs. Hap Young wore a black Pierre model highlighted with rhine-2-4, with the American Legion Post | stone clips and combs to match in her high hairdress.

Mrs. Ralph Meeker's gown was antique green in a Doir model, with tiny bustle back and a pint-size full floor-length skirt. Mrs. Mike Krekos wore ice blue in a Balmain model, the bodice and slightly boufant skirt heavily beaded with crystals. Mrs. Lee Brandon's choice was eggshell white, the peplum and bodice irridescent with gold sequins. Mrs. Rex Boyd wore black velvet, with flared bolero gold sequins. Her corsage was yellow roses. Mrs. Dave Shepra wore black in an after-five evening model, with a corsage of orchids. Mrs. Teddy Leavitt's gown was pastel aqua blue, the bateau neckline low and rounded to picture her antique necklace of blue. Donna Day wore bright dahlia red, with the waistline being fitted in folds and the diagonal folds forming the skirt. Mrs. Lou Korte's choice was a cerise gown, topless, and the waist nipped in with draped folds.

Flame Magenta Gown

Mrs. Roy Ludington wore a flame magenta gown, the bodice two crossed folds of multi-colored sequins. Mrs. George Bryant wore white with an orchid corsage. Mrs. Bill Myers wore cloud blue with orchid corsage. Mrs. Bud Rasmussen's gown was blush blue with a corsage of tiny matching rose buds. Mrs. Moe Eisenman wore a turquoise blue model, her corsage being rose buds of maize. Mrs. Jerry Mackey, down from Portland, Ore., with her husband and baby, wore black velvet, the deep plunging neckline shadowed with almost invisible net.

Rosemary Loomis wore a white jewel satin model, the high cowl fischu a frame for her face and the new closely cropped hairdress. Patty Cook, newest and youngest member of the auxiliary, wore a Piquet model, the bodice of jet black velvet and the full skirt nylon net, a cloud pink tulle stole highlighted her blond hairdress. Mrs. Joe Agard's gown was a short evening formal in oyster white. Nina Rodgers wore a Mangone model, the skirt black, the fitted bodice topped by a dawn pink widened neckline. Orchids in her hair completed the ensemble. Mrs. Leona Cook's choice was black misty net tulle in a topless model with a stole of black tulle.

Virginia Lee wore satin in frosted blue with rhinestone trim. Mrs. Lillian Devine wore white gold-studded crepe, with rounded drop-shoulder neckline. Mrs. Harry Merkle's gown was black, one shoulder of white satin folds, the other bare, the white satin carried in draped folds to form the underskirt which could be seen in shadowed allure under the black skirt. Mrs. Tony Spring wore toast gray with sequin trim. Clara Mortensen Conner's choice was fawn chiffon in a short, fitted bodice with full floor-length skirt. Mrs. Alex Freeman wore a black faille model the neck deeply plunging and square.

Wears Snowdrop White

Mrs. Hort Campbell wore snowdrop white with deep rounded neckline, outlined with gold. Mrs. Harold Robideau's choice was white with off-shoulder neckline. Her corsage was orchids. Mrs. Harry Levine wore white with silver accessories and an orchid corsage. Vivian Gorman wore firecracker red with gold sequin trim. gray chiffon, the skirt hip fitting then flaring in a deep flounce held by gray rose groups of flowers. Mrs. Eddie Harris wore black with silver sequin trim. Mrs. Dave Fredenheim's choice was black, with Alcon lacetopped bodice. Mrs. H. H. Ellison wore green with gold bead and sequin trim. Mrs. Charles Albright, down from San Francisco, wore black lace with orchid corsage.

Mrs. Filograsso Heads SLA Aux.

CHICAGO, Dec. 17. - The 31st annual installation dinner of the Ladies' Auxiliary, Showmen's League of America, was held in the Louis XIV Room, Hotel Sherman, during the recent outdoor convention. Mrs. Margaret Hock was mistress of ceremonies, with Mrs. Nan Rankine installing officer.

Officers installed were Mrs. A. L. Filograsso, president; Mrs. Ralph Glick, first vice-president; Mrs. Hattie Wagner, second vice-president; Mrs. Richard Horan, third vicepresident; Mrs. Elsie Miller, secretary, and Pat Seery, treasurer. Chaplain is Mrs. Margaret Jeske.

Dr. Max Thorek was guest speaker at the dinner. Mrs. Alice Hill was guest of honor.

Happy Birthday was sung for Mrs. Henry Belden, Dolly Young and Thelma Wright.

The luggage raffle was won by Mrs. Sally Murphy, Dallas, and the hand crocheted bed spread was won by Lou Finder, Chicago.

Members and guests present included Mrs. Margaret Hock, Mrs. Nan Rankine, Mrs. Margaret Filograsso, Mrs. Ralph Glick, Mrs. Hattie Wagner, Mrs. Richard Horan, Mrs. Elsie Miller, Mrs. Pat Seery, Mrs. Alice Hill, Mrs. Margaret Jeske, Mrs. Blanche Latto, Mrs. Viola Fairly, Mrs. Virginia Kline, Mrs. Henry Belden, Mrs. Sam Gluskin, Evelyn Hock, Mrs. Sally Murphy, Mrs. Margaret Pugh, Mrs. Pearl Vaught, Mrs. Martha Moss, Mrs. Bettie Harris, Margaret Gordon, Grace Tinder, Mrs. Phil Little, Mrs. Rosa Lee Elliott, Mrs. Evelyn Robinson, Mrs. Eleanor Carlson, Mrs. Minnie Lindemann, Mrs. Ethel Wadoz, Mrs. Mae Smith, Mrs. Fred C. O'Neil, Mrs. Jack Reynolds, Mrs. Larry Knipple, Mrs. Pearl Hall, Mrs. Lillian Woods, Mrs. Dorothy Dillon, Mrs. Frances Lauther, Mrs. Bertha (Gyp) McDaniels, Lola Hunter, Jeanette Wall, Mae Taylor, Louise Donahue, Marguerite Shapiro, Ann Sleyster, Lillian Lawrence.

Josephine Glickman, Isabell Brantman, Agnes Barnes, Rose Jarboe, Mae Sopenar, Sarah Henhard, Lucille Hirsch, Opal Rossi, Bessie Mossman, Ruth Clinton, Kathryn C. Robertson, Betty Shea, Harriet McBeath, Clara Ette Barker, Mary Lamson, Alda McCue, Veronica Potenza, Billie Biliken, Claire Sopenar, Bobby Cherniak, Frances Berger, Billie Lou Foreman, Gladys Thompson, Mrs. Morris G. Stokes, Mrs. Nellie Young, Mrs. Thelma Wright, Mrs. Charlotte Wright, Mrs. Esther Groscurth, Grace Lynn, Helen Wong, Sidney Thomas, Marcia Wald, Madeline Weiss, Jackie Manzat, Billie Wasserman, Patty Ann Sciortino.

Bernice L. Doolan, Shirley Beesley, Lillian Kissane, Mildred Watson, Earlene McDonald, Minnie Simmonds, Helen Barfield, Violet A. Bauch, Marg E. Elson, Ann M. Roth, Florence Ruben, Dolly Young, Lois Sedlmayr Jr., Shirley Lawrence Levy, Jeanette Heart, Jane Bunting, Goldie Fisher, Mrs. Harold Small, Mrs. Louise Rollo, Mrs. Marie Brown, Mrs. Lou Keller, Mrs. Ida Chase, Mrs. Cora Yeldham, Mrs. Del Hoffman, Mrs. Edith Streibich and Mrs. Ann Doolan.

The annual bazaar was held in Hotel Sherman November 26-28. Cash donations were received from Goldie Fisher and Mrs. Blanche Latto. Mrs. Mae Taylor donated a ming garden for a raffle. It was won by Mrs. Bernice Doolan. Other Babette Korte's gown was muted merchandise donations were made by Sophia Carlos, Edith Streibich and Ethel Weer. Hattie Wagner donated a \$20 merchandise certificate, good at the Michele Ann Hat Shoppe.

WANTED

Second-hand Merry-Go-Round, in good condition. Two or three abreast. Price must be reasonable.

RALPH C. MITCHELL Independence, Kansas c/o Mitchell Bakery

Hot Springs Showmen's Association

66

3101/2 Central Ave., Hot Springs, Ark.

HOT SPRINGS, Dec. 17.—At a special meeting held Sunday (11) plans were made for the club's Christmas dinner and New Year's Eve party.

All members are invited, as guests of the club, to the 5 p.m. Christmas | Monday (28). Other officers named Day turkey dinner in the clubrooms. There will be a small admission for the New Year's Eve party, to be held in the club. The auxiliary is handling details.

Days of '49 is history now. The Elks fund for underprivileged children was enriched by about \$2,000. The Elks have expressed thanks to the club and to President Hennies for use of his winter quarters in which to build necessary equipment.

There have been many new faces at meetings. Applications of the following have been accepted for membership: H. E. Chunn, Philip Matison, Archie Wagner, Duane Faull, Sam include entertainment and the club's Carpenter, Sid Markham, Fred annual charity work. Katherine Young, Charles Pearson, Ted Shulman, Jack Downs, Francis Lewis, James Faulenberry, Claude Poe and the raffle and Addie Jo Lott won the James Dunlap. Don't forget to mail door prize. your check to the secretary for 1950 dues.

CLUB ACTIVITIES

Lone Star Showmen's Club Dallas, Tex.

DALLAS, Dec. 17.—Louise Hickman was elected president at the meeting were Katie Little, first vice-president; Millie Cepak, second vice-president; Daisy Parr, third vice-president; Beth Anderson, secretary; Pearl Vaught, treasurer, and Lula Vernon, sergeant at arms.

Ladies' Auxiliary

In the absence of President Mary Ellen Liberman, the Monday (12) meeting was conducted by Margaret Pugh with 27 members present.

Louise Hickman, incoming president announced she will have Christmas plans completed and will reveal them at the next meeting. They Oliver, in New Orleans, sent an afgan to be auctioned. Grace Tinder won

Games and refreshments were offered at the December 5 meeting.

Showmen's League of America

400 S. State St., Chicago Ladies' Auxiliary

Annual meeting was held December 8 at the Sherman Hotel with our newly elected president, Margaret Filograsso, presiding, assisted by Lillian Glick, first vice-president; Carmen Horan, third vice-president; Elise Miller, secretary, and Pat Seery, treasurer.

Substantial contributions were donated for the following organizations: Nathan Goldblatt Cancer Fund, St. Vincent's Orphanage, St. Hedwig's Orphanage, Daughters of Zion, Marks Nathan Home, Shriner's Hospital, Yanks That Gave and the new Boys' Town of Chicago.

President Filograsso appointed Leah Brumleve chairman of the proposed Christmas party to be held in the Sherman. Members and friends are invited. A mystery grab bag will be home by illness. Irving Rosenthal staged.

Membership applications were voted on and accepted from the following: Madge Brown, Ethel Flora, Esther Groscurth, Cleo Hill, Katie Little, Bertha (Gyp) McDaniels, Earlene McDonald, Lois Sedlmayr, Mary O'Hara Smith, Allie Tenant, Ethel Wadoz, Margaret Wold, Mrs. Rodger Work and Thelma Wright.

News that Ruth Martone was a pa-Girardeau, Mo., prompted a message of the group's best wishes for speedy recovery. Also reported recuperating from illness were Del Hoffman, Lillian Woods and Marian Harris.

was read and approved. *

Official greetings were given Mrs. Clara Barker, a new member in attendance. President Margaret Filograsso reported on 1950 committees.

Show Folks of America 1191 Market Street San Francisco

SAN FRANCISCO, Dec. 17 .- December 5 meeting was called to order by President Eddie Burke, who led members in a salute to the flag. Called to the rostrum to fill in during the absence of Vice-President Charles Albright and Teddy Levitt were Past-President Harry G. Seber, Fred Weidmann and John Provenzale. Minutes of the preceding meeting were approved, along with the financial and treasurer's reports.

from Basil (Hap) Young, to be known Vivian Scott, Minnie Taffett, Mollie as the Mauseleum Fund. When the Rosenthal, Pearl Meyers, Eleanor fund grows large enough it will be Rinaldi, Lillian Fleming, Mrs. Fabian, used to buy bronze doors and a crypt | Angelina Trotta, Ruth Robbins, Lilin the Show Folks Rest monument as lian Larusso, Frances Simmons, Clare a receptacle for the ashes of cremated showmen. The Youngs also donated \$100 to the Christmas dinner fund.

Corresponding Secretary Albert Roche read results of the election of officers and directors: Mike Krekos, president; Marie Burke, first vicepresident; Bill Coles, second vicepresident; Art Craner, third vicepresident; Dwight W. Kane, treasurer; Edna Raiford, recording secretary; Albright, Council Raiford, Teddy Levitt, Fred Weidmann, Adam McBride, Jack Christenson, Jimmy Lynch, Frances Seber, Bill Kindell, Doris E. P. Mannheim, Ralph Meeker, Jack Sunshine Fund. Brooks, Ann Coles, Mary Texeira, Harry Meyers and Earl Douglas.

a special committee to see that ill and her staff. or needy members receive a Christmas gift.

purchase space for 300 additional America and Edith Hart. graves in Show Folks Rest, Olivet | On the sick list are Anna Halpin Memorial Park.

National Showmen's Association 1564 Broadway, New York

NEW YORK, Dec. 17. - Regular meeting Wednesday (14) drew a very large attendance and was presided over by President Jack Perry, as was the meeting of the board of governors. Other officers attending were Second Vice-President Bernard (Bucky) Allen, Third Vice-President Joseph McKee, Secretary Phil Isser, Treasurer Jerry Gottlieb, Chaplain Fred C. Murray and Dr. Jacob Cohen. President Perry welcomed the new governors who attended their first meeting.

Concerted efforts are being made for club's shut-ins and they will hear from this committee. Donations for this fund are coming in, thanks to all.

Recently discharged from hospitals were Ben Rosenberg, Herman Moskowitz, Mack Harris and Walter Brault. Both Rosenberg and Brault made brief visits to the club, as did Morris Levi, who has been confined to his much improved but still confined to his home. Harry Mirsky writes he is getting along fine. All on the sick list desire to hear from members.

Applications for membership have been received from Leo Nacht, sponsored by Edward Nacht. The Ladies' Auxiliary is holding its annual Christmas party for underprivileged children in the clubrooms today (17), assisted by NSA members. Contient in St. Francis Hospital, Cape gratulations to Joseph Spivak on an addition to the family—Esther Linda. Victor LeBow, after a short visit here, left for Hot Springs.

In a recent issue it was erroneously stated that Morris Brown had the en-Annual audit of Leah Brumleve tire midway on the Carnival Shows, Inc. He has a number of concessions with the shows, but not the entire midway.

> The Ladies' Auxiliary has extended an invitation to NSA members to an open house in the clubrooms Wednesday (21), with plenty of food.

Among recent visitors were Vincent Anderson, Morris Batalsky, John Weisman, Frank Miller, Max, and Paul Miller, William Cowan, Morris Gustow, Richard Gilsdorf, Jack Owen, Sam Cohen, Sam Prell, John McCormick, Harry Rubin, Moe Elk, Herman Cohen, Morris Vivona, Leonard Traube, Isadore Trebish, Michael Vogt, Joseph Amico, Harry Gold and Max Goodman.

Ladies' Auxiliary

Meeting Wednesday (14) was presided over by President Queenie Van. A donation of \$500 was received Vliet, who greeted Anna Nelson, Schaffer, Faye Freeman and Mae Doscher.

A bottle of perfume was donated by Ethel Ortelli, and won by Ceil Merson. A good sum of money was turned into the funds from the dark horse slips on this gift.

Contributions to the kiddies' fund were made by Agnes Burke, Ethel Ortelli, Mrs. Miller, Magnolia Hamid, Louis Gladstone, Frances Simmons, Albert T. Roche, corresponding sec- Lillian Larusso, Vivian Scott, Ceil retary, and these directors: Charles Merson, Mollie Rosenthal, Elizabeth Solti and Mr. and Mrs. James E.

Additional contributions were brought in by Bess Hamid from Mar-Monette, Nate Cohn, Milton Williams, tha and Ben Weiss, Mr. and Mrs. Sam Lloyd Monette, Tony Soares, Harry Prell, Mr. and Mrs. Bob Parker, Mr. Friedman, Margaret McCloskey, Pat and Mrs. Jack Kochman and Izzy Treanor, Betty Monette, Ethyl Weid- Cetlin. Also from Mr. and Mrs. mann, Teddy Texeira, Polish Fisher, George A. Hamid, plus a contribu-Eddie Harris, Norman Schue, Dr. tion from them to the Bess Hamid

On Wednesday (21) an open house party will be given to the men. A. President Burke named Fred Weid- fine repast is being arranged by enmann, Bill Coles and O. H. Mattley tertainment chairman Mollie Spitz

Letters were received from Helen. Young, Rose Kahn, Bertha Melville, Harry Seber, chairman of the Miami Auxiliary, Pacific Coast Show-Cemetery Committee, reported that men's Auxiliary. Lone Star Showthe club will take up its option to men's Club, Showmen's League of

and the mother of Magnolia Hamid.

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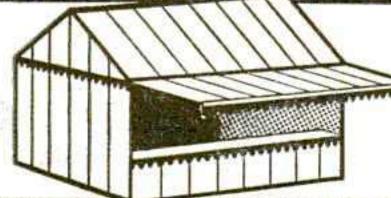
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Want organized Minstrel Show with band, or White Musical Burlesque Show. George Hershley wants Acts for Side Show. Will book Monkey or Wild Life Show. Girl Shows, Fun House, Snake Show, Grind Shows not conflicting. Will book any Ride not conflicting with what we have. We carry 8 office-owned Rides. Will book Train, Boat Ride, Roll-o-Whirl or Octopus. Want Ride Help—Foremen and Second Men who drive semi trucks. Billposter. Concessions—Will book Arcade, Shooting Gallery, Scales, Ball Games, Fish Pond, Duck Pond, Guess Your Age and Weight, Photos, Novelties, Hanky Panks of all kinds. Agents for Bowling Alley and Saddle Store Rolldown. Truck Mechanic with tools and know how. Winter Quarters open now.

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P.S.: Patton, let me hear from you.

S.: Patton, let me hear from you.

International Showmen's Association 415A Chestnut St., St. Louis

ST. LOUIS, Dec. 17.—Meeting of Thursday (8) was presided over by First Vice-President Euby Cobb. Assisting him were Treasurer Leo Lang and Acting Secretary E. P. (Heavy) Waughn.

Nominating committee went into caucas and came out with the following nominations for 1950: President, Robert Lohmar; first vice-president, Al Wagner; second vice-president, Harold (Buddy) Paddock, and third vice-president, Buff Hottle. Leo Lang refused the treasureship and George Regan was nominated. Euby Cobb was nominated for secretary; Floyd Hesse, financial secretary; Jack Holman, chaplain, and Meyer Katz, sergeant at arms.

Wilbur E. Smith was elected a member, Lowell Specht and Earl Bunting sponsoring him.

Estelle Regan and Geanette Hart were sent into the club with \$22 collected by the ladies' club as a donation toward the underprivileged kids' Christmas fund. Chairman William (Red) McCoy reported that donations are as good as can be expected and that there will be plenty of toys and eats for the kids.

New Year's Eve party was voted to be held in the clubrooms. Admission was set at \$5 per person, including set-ups. Chairman of entertainment, Mort Silvers, promised a fourpiece band and floorshow.

Visitors and those not seen at club for some time were Floyd Hesse, Lowell Specht, James Reece, Ralph Lipsky, William Swayback, Clyde Shubert, John K. Maher, Joe Maher, Don Carrothers and Wilbur Smith.

Greater Tampa Showmen's Association Tampa, Fla.

· Ladies' Auxiliary

The Wednesday (7) meeting, with 80 members present, was called to order by President Jeri Ringlin. All officers were present with the exception of Treasurer Mary Lee Holman. Dolly Wise gave the invocation. Zelda Hersha and Gertie Miller were on the door. Minutes read by Grace Fillingczyk, then approved.

Carl J. Sedlmayr Jr., president of the Greater Tampa Showmen's Association, gave a talk on unity. He also explained the procedure the auxiliary must follow in installing 1950 of | held December 30 in the banquet ficers, the ruling being made by the board of governors of the GTSA, parent organization.

Birthday greetings were extented to Hazel Maddox. The penny parade brought in \$9.81; top boards \$8, and the apron, won by Ruth Winters, \$8.25. Martha Sutrain was appointed chairman of the house committee. Dena Berni presented flowers for the ladies' lounge. Zelda Hersha, Effie Thompson and Egla Zacchini donated ash trays. The auxiliary will handle the soft drink concession at the January 26 March of Dimes affair in the Coliseum. Mickey O'Reilly and Lucille Malanga were reported ill.



Des Moines Notes:

Tivoli Exposition To Feature Voorhees-Fleckles Icer in '50

in 1950, B. J. Collins and H. V. Peterson, of that org, disclosed here this week during the Fair Managers' Association of Iowa convention. Contracts with Voorhees-Fleckles Fair Booking Association, Chicago, for that booking office to supply the unit were closed at the meeting. Reginald Voorhees closed for the V-H org.

Unit will use a 10-by-12-foot tank and carry a company of nine, Jerry Jackson, producers of the show, said. The show will join Tivoli Exposition June 26 and close November 12.

There was no open discussion at the fair managers' conclave of Iowa's Attorney General Robert L. Larson's drive on gambling.

Al Martin, co-owner of the 20th Century Shows, announced his org had signed two fairs in Minnesota-Albert Lea and New Ulm. He also disclosed his org will play Northwest Missouri State Fair, Bethany; North Central Kansas Fair, Belleville; Fort Smith (Ark.) Stock Show, and fairs at Enid, Okla., and Northwood, Ia. The show has added a Dodgem and purchased two new Fabick Diesels. Martin's co-partner, E. D. McGrary,

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Dec. 17 .-Regular weekly meeting was called to order by Third Vice-President F. W. (Boxie) Warfield with Treasurer George Carpenter present. L. C. (Curley) Reynolds, past president, and Art Signor, of World of Today Shows were guests present.

Secretary Al C. Wilson could not attend. A Mason, he attended a lodge meeting to receive a certificate honoring him for 25 years of service in the Masonic order.

Sam Benjiman, chairman of the ham were corrected by Mary Paster- banquet and ball committee, reported that he expects capacity attendance at the annual event to be held New Year's Eve in the Georgian rooms at Hotel Continental.

The auxiliary tacky party will be room at the Coates House. Attendance at meetings is gaining, the usual turnout being 35 to 40.

Installation of 1950 officers will be held January 6, Memorial services will be held at the Club rooms Sunday, January 8.

Regular Associated Troupers 106 E. Washington, Los Angeles

LOS ANGELES, Dec. 17.—A large crowd attended the December 8 meeting. President C. H. Allton presided. Virginia Kline, back from the Chicago convention, gave a talk on her trip to Hot Springs, Chicago and Kansas City, Mo. Charles Albright, first vice-president, Show Folks of America, San Francisco, and his wife were guests on the rostrum.

Jimmy Lynch, past president, was present. John T. Backman was intro-

duced as a new member. Plans for the Christmas party on December 22 were discussed and the president suggested that toys brought on that evening be distributed to needy homes, especially G.I. families. Herb and Billie Sucher offered to transport all supplies, and a fund was raised to buy extra things.

The chairman of the New Year's celebration and installation, Norman Schue, told some of his plans.

Peter Camp recited a poem, and Pat Treanor told of his trip to Ireland. Betty Wilson, of Phoenix, Ariz., was present. Others who spoke were Robert Dignan, M. H. Ellison, E. S. Fitzgerald and Hort Campbell.

DES MOINES, Dec. 17.—Tivoli Ex-| currently is in San Antonio, purposition Shows will carry an ice show chasing a home. Dave Reese, concessionaire with 20th Century, attended the conclave here.

> Boone Valley Shows, repped by Clement Smith, manager, and Ben Mesenbrink, general agent, reported the show had added a new Octupus. Jess Wrigley, of Crescent Amusement Company, announced the signing of Rock Rapids, Ia., for a July 4 stand and inking of fairs at Cresco and Independence, Ia.

All American Midways closed to provide the attractions for the Southwest Iowa circuit, which embraces Bedford, Corning, Clarinda, Mount Ayr, Greenfield and Malvern. Show was represented by Herman Reynolds, Jimmie Gaddis and F. B. Dennis.

Barney Lamb, of the L. B. Lamb Shows, announced that his org had been signed to play in front of the Capitol here June 5-10 under auspices of the American Legion. He also reported that it had been signed to play Donaldson for the fifth year, Allison for the fourth year, and Osage for the third year, and that he had picked up one new fair, Decorah. Ross Sinderson was also on hand in behalf of the Lamb org.

Veterans United Shows, represented by Owners Mr. and Mrs. Charles Carroll and Mr. and Mrs. John D. McDonald, announced their org had been signed to repeat in '50 at fairs in Emmetsburg, Alta and Indianola. They disclosed that they purchased a new Allan Herschell three-abreast Merry-Go-Round during the Chicago convention. P. B. Ebersole, bingo operator with the show, was also in attendance here.

Sunset Amusement Company closed to play a July 4 celebration in Red Oak and fairs at West Union, Marshalltown and Monticello. Mr. and Mrs. G. K. Garman and Mr. and Mrs. V. R. Flora were on hand in behalf of Sunset.

Other carnival reps, attraction reps and suppliers noted included:

Joe Green, Snapp Greater Shows; William T. Collins and Noble Fairly, William T. Collins Shows; Pat Purcell, Johnny J. Jones Exposition; Louis J. Berger, Cavalcade of Amusements; Curley Reynolds and Art Signor, World of Today Shows; Mr. and Mrs. Alva Merriam, Merriam's Midway; Harry Alkon, Graceland Greater Shows, and J. C. McCaffery, Hennies Bros.

Aut Swenson, Joie Chitwood's Auto Daredevils; Earl Newberry and Leo Overland, Jimmie Lynch's Death Dodgers; Frank and Mike Winkley; Al Sweeney and Gaylord White, National Speedways, Inc.; Johnny Gerber, promoter; H. L. Wyse and James Scott, Arrow Auto Races, Inc., and Ernie Eggleston, Morris Bailey and C. B. McGowan, Speed Unlimited.

Sam Levy, Mike Barnes, Fred H. Kressman, Rube Liebman and Red Simon, Barnes-Carruthers Theatrical Enterprises, Chicago and Des Moines; Ernie Young, Ernie Young Agency, Chicago; Boyle Woolfolk, George B. Flint and Frank Shortridge, Boyle Woolfolk Agency, Chicago and Des Moines; Charles and Chuck Zemater and Frank Marck, Charles Zemater Agency, Chicago; Irving Grossman and Peggy Longnecker, Gus Sun Booking Agency, Des Moines and Springfield, O.; Re-ginald Voorhees and Jerry Jackson, Vorhees-Fleckles Fair Booking Agency, Chicago; Billy and Gladys Williams, Williams & Lee, St. Paul; J. C. Michaels Sr. and Jr., J. C. Michaels Attractions, Kansas City, Mo.; Rudy Rousse, R. C. Barrie, Helane Rousse, Les Winget, George Stichka, Associated Fair Pro-ductions, Chicago; Marian and Carl Marlo, Marlo Show Productions; Sunny Burnet, Sunny Burnet Attractions, Chicago, and DeWaldo, of DeWaldo Attractions.

Frank and Jack Duffield, Thearle-Duffield Fireworks, Inc.; E. T. Eichelsdoerfer, Mr. and Mrs. T. P. Eichelsdoerfer, William A. Lindemann and Frank Sharp, Regalia Manufacturing Company; Russell Green and M. H. Lyons, E. G. Staats & Company; Pete Leslie, Sure-Way Junction Box; Jim Reeder, Jim Reeder Sound Systems; William and Warren Beenck, Beenck Fair Advertising Company; Bill Hartzler, Hartzler Public Address Systems; Al Kaufman, Chinaware supplies; John Lempart, show supplies, and John Anderson, Enquirer Printing Company.

W. G. WADE SHOWS

Now Contracting for 1950 Season RIDES—SHOWS—CONCESSIONS

> Exclusive POPCORN Privilege Available to Reliable Concern For Our Still Date and Fair Season

G. P. O. Box 1488 Detroit 31, Michigan

FOR SALE

24-seat Chairplane, like new, fence and ticket box, Gruner make; ten-car Auto Ride, in running condition. Can be seen here in operation. Ten Concessions, good canvas; 28-foot Semi with G.M.C. Tractor, perfect condition; 10 Kw. A.C. Light Plant installed in Chev. Truck, new this year; Ground Cable, Junction Boxes. Everything ready for operations, no repairs needed, \$3500.00 for operations, no repairs needed, \$3500.00 cash takes all. W. E. WEST, Gen. Del., Lucedale, Miss.

BINGO FOR SALE

16x30 Bingo, complete with speakers except stock, '41 model Federal Van to haul same, \$1,000.00 top used one season. Reason for selling, have one booked. All replies:

J. L. KEEF DOTHAN, ALA. General Delivery

To operate Shooting Gallery. Year round operation. Must be experienced. Good salary and commission.

SAM VALENTI NORFOLK, VA. 230 MAIN ST.

ATTENTION, COMMITTEES

Booking for 1950

6 Rides, 15 Concessions and Shows. Also booking Shows and Concessions.

DICK BACON FLINT, MICH.

FOR SALE—FOR SALE

One Allan Herschell Little Beauty Merry-Go-Round, 32 ft., perfect condition. One '42 Model Chevrolet Tractor and 25 Ft. Hobbs Trailer, all in fine condition, \$4,500.00.

Address: JIMMIE DUPREE Box 441, Las Cruces, N. Mex.

WANTED WANTED FOR 1950 JAMES E. STRATES SHOW

Opening Jan, 24 at Largo, Fla. Freak strong enough to feature. First-class Side Show Talker. Jimmy Davis, answer. Novelty Acts, Working Acts, Tattooer, Alligator Boy or Girl. CLAUDE BENTLEY, P. O. Box Q, Pine Castle, Fla.

Producing America's Best Order Now for 1950 Season SNAPP WYATT STUDIOS Rt. 3, Box 1180 TAMPA, FLA. (Phone: Y62463)

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Corn Game, Long Range Gallery and 1949 Model Ten-Car Allan Herschell Auto Ride. Address: R. E. (BOB) JACOBS General Delivery Aransas Pass, Texas

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The Tennessee Plowboy **Exclusive Management**

THOMAS A. PARKER Box 417 Madison, Tenn.



68

Big Turnout of Prominents Eastern Div. URO Probes Slump At RSROA Huddle in Denver At Box Office, Offers Remedies

leaders from all parts of the country attended the semi-annual board of control meeting, Roller Skating Rink Operators' Association, held December 6-8 here in the Cosmopolitan Hotel. Details of actions taken at the meeting have not been made available, pending the return of Fred A. Martin, secretary-treasurer, to the association's national offices here, but Martin commented, "With all this work there is a great deal of pleasure in the close fraternity between men representing the sport.... It is a feeling of complete understanding. Tho

RSROA Proficiency Tests Show Gain of 110%, Says Martin

DETROIT, Dec. 17.-Proficiency tests sanctioned by the Roller Skating Rink Operators' Association (RSROA) have shown an increase more than double a year ago-actually 110 per cent up-according to Fred A. Martin, secretary-treasurer, who reported 4,985 tests in the fiscal year ending August 31, for which totals have just been compiled. This contrasts with 2,370 for 1948-'49.

RSROA tests started off the year from a low of 92 in September and hit a peak of 928 in April. The largest number of increases came in Southern and Western States, according to Martin, who pointed out that this record was the more remarkable, inasmuch as a relatively small number of judges in those sections have to carry the load.

Marysville (Mich.) Rink.

DETROIT, Dec. 17 .- Roller skating | we don't always agree with each other, we do have respect for each other."

> Among the prominents attending were President Edward LaVenture, Fitchburg, Mass.; William T. Brown, Portland, Ore.; Ben Morey, New Haven, Conn.; Mr. and Mrs. Weston (AOW) Twin City Arena. J. Betts, Redondo, Wash.; J. W. Norcorss, Greeley, Colo.; Al Kish, Toledo; Phil Hays, Milwaukee; Thomas Boydston, Lincoln, Neb.; Severin Leoffler, Washington, third vicepresident and finance committee chairman; Robert Y. Gould, Des Moines, fourth vice-president; Henry Mason, Norfolk, Member of the finance committee; Fred J. Bergin, Pueblo, Colo., dean of the Society of only. Roller Skating Teachers of America (SRSTA); Carl C. Johnson, Denver, chairman of the promotion committee; William McMillan, SRSTA board of all these reasons and no single member, and Edward McLaughlin and James Lorelli, representing Denver's Mammoth Gardens Roller Rink.

This was, incidentally, the first meeting at which two pioneers of the RSROA, Victor J. Brown, Newark, N. J., and Fred H. Freeman, Boston, were unable to attend. Two other board members were absent-H. D. Ruhlman, Pittsburgh, because of his own illness, and J. P. Seifert, Brooklyn, because of his mother's serious illness.

The entire group visited both Skateland, operated by Carl C. Johnson, and Mammoth Gardens, operated by Colfax, Clarkson and Jacobs. At the former they were treated to organ music by Doc Houde, while at Mammoth they watched a demonstration of the Cuckoo Waltz and the Varsouvianna by Art and Francine Russell. The latter rink Harry J. Collins, operator of the will be the site of the 1950 American terrazzo-floored Collins Roller Rink, championships in July and was given Imlay City, Mich., is opening the new a thoro inspection by board members in anticipation of this event.

WE WISH OUR MANY FRIENDS AND PATRONS

A Very Merry Christmas and a Happy New Year

CHICAGO ROLLER SKATE CO.



EXTENDS TO EVERYONE Season's Greetings

For a Merry Christmas and a Happy New Year

ELIZABETH, N. J., Dec. 17.—Ideas on cause of the current slump in rink biz and remedies for it were swapped at an Eastern division meeting of the United Rink Operators (URO), Monday (12), at the America on Wheels

Competition of television; the increase in nighttime school activities;

night football games and other athletic events; the wartime shortage of street skates which has reduced the number of boys and girls knowing how to maneuver on rollers, and a general shortage of money were cited as reasons for the present status of roller skating as a week-end business

Bill Schmitz, AOW general manager and one of the URO's founders, stressed that it was a combination item which is causing the slump.

Gene Regalia, operator of Flor-ham Park (N. J.) Arena, said he believed rinks have the same number of followers, but that almost all devotees are skating less often. In other words, the three-night-a-week skater had become a once-a-week patron.

Harry Kleinman, owner of the new \$400,000 Staten Island (N.Y.) Rolladium, in a spirited speech, stated that none of the causes of the so-called slump could be eliminated and the thing for operators to do is to offer such a good time for the low cost of admission that the public will have to recognize roller skating as the best amusement buy. Further, Kleinman called attention to the publicity, promotions and co-operative biz bromides which were lost to the industry because of the split between rival operator and amateur groups.

Coorge Apdale, president of the U. S. Amateur Roller Skating Association (USARSA) and an invited guest speaker, urged operators to improve the social end of skating; to be nicer to the public; to clean up their rinks, to advertise more, and to make it easier for skaters to purchase equipment on lay-away plans. "Courtesy," he said, "can do more to hypo biz than anything else."

Ed Tierce, Plainfield (N. J.) Academy Rink, told of his profit-sharing plan which has built up the Sunday night bo:: office. It works this way: All week skaters receive a free chance with each admission and on Sunday nights, lucky number holders receive \$25 cash prizes, provided they are present. Tierce also said he had combated movie cut prices for Saturday matinees with a two-for-one ticket which returned biz for that session from a low of 50 skaters to a normal 450.

Edward Von Hagen, Norwood (O.) Rink, spoke enthusiastically of hockey and participation in TV broadcasts as b.-o. bromides.

Other suggestions called for funfull game nights on regular schedule; a revamping of party rates to make them attractive to organizations; parents nights so that mothers and fathers might see what fine places rollerdromes are, and increased vigilance to insure clean, attractive, wholesome rinks.

A dinner at the Tavern Restaurant, Newark, followed the conclave and afterwards the URO journeyed to Staten Island Rolladium where a demonstration hockey match and discussion of the game were staged.

The following operators and guests attended: Mr. and Mrs. Aron, Skateland, Westhaven, Conn.; Mr. and Mrs. Joseph Barnes, Adelphia

Rink, Philadelphia; Mr. and Mrs. Tom Beers. Carlin's Rink, Baltimore; Robert Black, Black's Rink, Ashland, Ky.; Mr. and Mrs. Norman Barper, Georgiaville, R. I.; Jack Edwards, AOW racing director; Mr. Cohen, Staten Island; Marvin Facher, AOW publicity director; Rod Hackett, Staten Island instructor; Boo Kingsley, Mt. Vernon (N. Y.) Arens manager; Harry Kleinman, Staten Island Rolladium; Gene Regalia, Florham Park (N. J.) Arena; Mr. and Mrs. William Schmitz, AOW: Sam Sholes, Sholes Rollerdrome, Dorchester, Mass.; Ed Tierce, Plainfield (N. J.) Academy; Mr. and Mrs. Edward Von Hagen, Norwood, Ohio; Earl VanHorn, Mineola (N. Y.) Rink; John Trotter, manager of Paterson (N. J.) Recreation Center; George Apdale, USARSA prexy, and Ozzie Nelson, the amateur group's secretary-treasurer.

Baldwin Wheel Firm Sold to Fry, Baltes

RAVENNA, O., Dec. 17.—After nearly 20 years a manufacturer of plastic impregnated roller skate wheels here, Francis J. Baldwin announces the sale of his firm to a Youngstown, O., partnership com-posed of Carl Fry and George S. Baltes Jr. Ill health caused Baldwin's retirement.

Baltes is a draftsman for the Truscon Steel Company, Youngstown, while Fry is a former rink organist and operator in that city. The latter put in eight years as organist in New York and New Jersey before going to Youngstown to construct and operate an outdoor rink with a 100 by 200-foot concrete surface. Later he enclosed the rink and sold the building last year to a commercial

Until a new shop can be built in Youngstown, the firm's new owners will continue to manufacture wheels here. They will supply impregnated wheels in five colors, including natural.

Empire's Alcott, 64, Dies

BROOKLYN, Dec. 17. - Roller skating lost one of its most, likable personalities when Eddie Alcott, 64, who had been in charge of Empire Rink's skate room for seven years and in the business 40 years, died December 9. Interment in Evergreen Cemetery, Brooklyn.



THE NATION'S FAVORITE AT YOUR RCA-VICTOR DEALER "TEXARKANA BABY"

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EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

BROOKLYN, Dec. 17.—Recent dual meets in the RSROA Speed Skating League of Brooklyn, one at Eastern Parkway Rollerdrome Friday (9) and another at Bay Ridge Tuesday (13), have aided box offices considerably. In fact, the latter event, held in conjunction with an employees' Christmas benefit party, attracted about 800 on an off weekday evening.

Generally speaking, ops have found that racing on a Friday night will draw at least 200 extra patrons, while early-in-the-week contests result in little or no box office boosts. Current standing of teams: 1, Empire; 2, Bay Ridge; 3, Eastern Parkway.

Tape Recordings at Queens

ELMHURST, N. Y., Dec. 17 .-Queens Rollerdrome here is using tape-recordings made by its own organist, instead of conventional platters, during intermissions. Operators Glass and Steinberg say tapes play as long as 45 minutes each and are entirely satisfactory.

Permanent Roller Rink. Prefer Middle West or South. Give particulars in first letter. Address:

BOX D-281

c/o The Billboard

Cincinnati 22, O.

New Rink opening in Baltimore, January. Available at once—new skates and costume concessions. What have you?

STARLIGHT ARENA

4024 Hilton Rd.

Baltimore, Md.

B'klyn Racing Up; Lexington Sets Friday Best Night Holiday Layon **Holiday Layout**

PITTSBURGH, Dec. 17.—H. D. Ruhlman has lined up a busy schedule for his Lexington Skating Palace here that extends well into 1950. topped by a week's presentation of the Lexington Hi-Hat Revue of 1950.

Starting Friday (23), there will be daily afternoon and evening sessions, including Christmas Day, thru January 2. The Christmas program will offer souvenirs and a special program | sponsoring organization receives of yuletide songs. The New Year's Eve tab has been set at 75 cents per person for an extended skating session featuring a distribution of novelties. Ruhlman has scheduled a Sadie Hawkins party for Friday, January 6. Along with games and a balloon skate, there will be the usual program of hill-country humbug.

In the current edition of Lexington's Lex-Tra, the management makes a hefty pitch for the holiday trade, offering its 10-session skating ticket for \$5 as a suitable Christmas gift, plus a wide assortment of skates and

accessories. Hi-Hat Revue, produced and directed by pro Edna Betz, will be offered nightly January 10-15 and at Saturday and Sunday matinees. Mildred Mohney has arranged special music for the show. There will be a cast of 75 members of Lexington Roller Skating Club. A portion of the proceeds goes to the Roller Skating Rink Operators' Association for the advancement of the sport,

Charity Skating in New York

BROOKLYN, Dec. 17.—Overflow crowds have been jamming a nonprofit roller activity which opened December 2 at Lafayette Community Center. Conducted by Ike Dubow. the center includes a skate room and snack bar. Emphasis is on underprivileged children. A full skating program is offered.

New Party Ticket Plan for Medford

MEDFORD, Mass., Dec. 17.-Fred H. Freeman's Bal-A-Roue Rollerway here is using a simplified ticket plan in connection with private bookings that has been tested and proved a success, both for the rink management and the club which may be attempting to raise funds.

Under the plan the director of a special printed identification tickets from the rink. These are purchased for 15 cents by club members, that amount going to the club treasury. The holder is then admitted to Bal-A-Roue after presenting the ticket and 45 cents (includes tax) at the Bal-A-Roue box office. Social groups of 25 or more persons attending any one session may also take advantage of the discount, said Freeman.

Bill McMillan to Skateland

DENVER, Dec. 17.—William Mc-Milllan has been named professional at Skateland, operated by Carl Johnson. McMillan comes from the Dishman Rink, Spokane, Wash., where he was located last year.

Assorted color combinations. Finest made. \$29.64 Doz. Sample, \$2.47.
ALL ALUMINUM CASE — "The Featherweight Champion." Light, sturdy with satin finish. Former OPA ceiling, \$6.50. NOW \$37.80 Doz. Sample, \$3.15.

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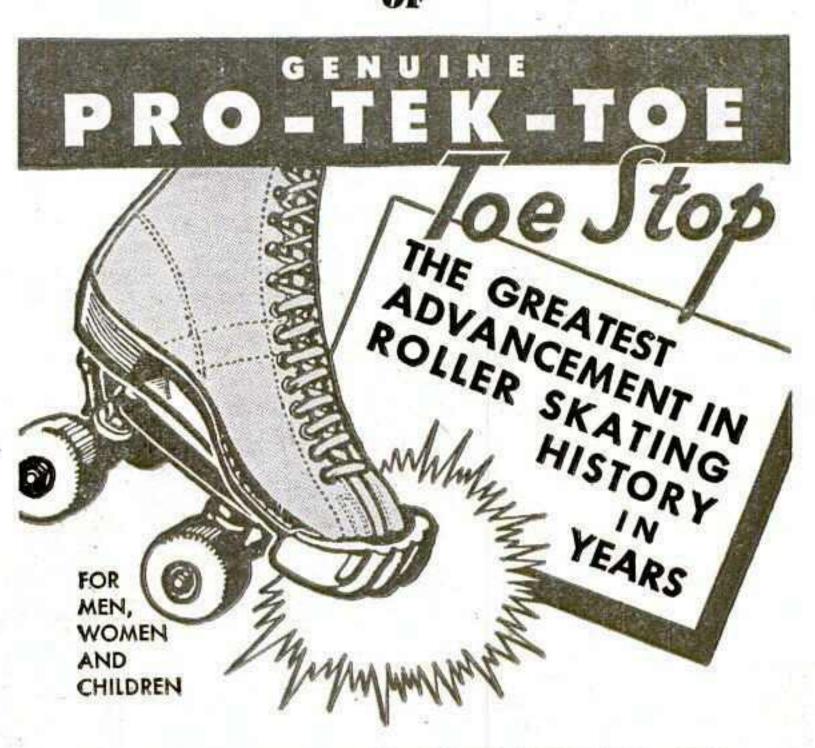
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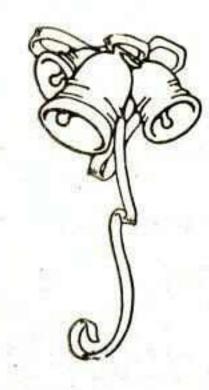
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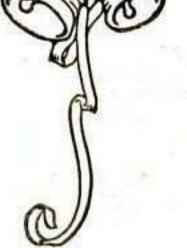
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is the flashiest set in the country. When you see our set you will be more than pleased. We also have the flashiest

pen set box in the country and gold embossed price tags that are made and a beautiful bluecolored guaran-tee slip which makes the pen set sell immedi-

ately. The boys are doing a tremendous business with my pen sets and the very important thing is the fast service. I positively ship same day as orders

are received. 3-piece Pen Set -Gold Plated

Top—the fastest selling it em in the country at the right price. Complete with beautiful box and embossed price SPECIAL

New Price in Gross Lots

This 3-piece Pen Set has a fountain pen, automatic pencil and long-wearing ball point pen. In beautiful colors - grey, black and the new atomic blue and maroon.

This is a tremendous number from now on to Christmas. Great flash.

Sample Pen Set. 75¢.

Every Pen Set has guarantee slip, also has a gold embossed price tag—\$7.50. All gold finished 3-piece pen sets. These

pen sets all come with guarantee slips and embossed gold price tags and they are individually boxed. The boxes are terrific and beautiful and sell on sight. We positively ship orders same day as received.

Dozen

Gross Lois \$84.00 Gross SPECIAL

Filigree Ball Point Pen and \$27.00 Gr. Key Chain\$2.50 Dz.

25% Deposit-Money Order or Cash-Balance C. O. D. We ship same day as orders received

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ITCHY DOG	.\$3.15	\$36.00
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Powerful Quick Demonstration. Grease, Ink Stains rinse right out in cold water. Use over and over. Package holds 6 18"x30" Towels. Sells \$1; \$54 gross; 10 gross, \$500. Send \$1 for sample package. 6 Towels. Big profits every pitch. All orders 50% deposit, balance C. O D.

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FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office 2160 Patterson St., Cincinnati 22, early in the week.

EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

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"EMCEE" MAGAZINE—CONTAINING BAND Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-packed back issues. Emcee, 1508-B South Homan, Chicago 23.

GAG-ATIONAL NEW COMEDY BOOKLET—
"Quiet! M.C. at Work" No. (number 2; for M.C.'s and performers; replete with openings, introductions, ad libs, insults, song titles, \$1. "Keyes to Komedy." Box 1225. Hollywood,

GET YOUR COPY OF A SURE FIRE HIT RECord! "You're So Far Away From Me (Though I'm Holding Your Hand in Mine)"; copyright 1949, at Jean's Music Store, 5 Lenox Ave., cor. 110th St., N.Y.C., Ray Rivera, Promoter.

LOTS OF FUN—PATTER, BAND NOVELTIES, Dialogues, Jokes, \$1. George Bulletin, Mc-de31

MUSIC PRINTED-100 LEAD SHEETS, \$6.00; 200 Lead Sheets, \$7.75; samples for 3¢ stamp. Lee's Music Studio, Box 309-B, Oregon City, Ore.

YOU CAN'T KEEP A GOOD MAN DOWN-Another new song by the writers of "Take an Old Cold 'Tater"; professional copies ready January 1. Albert E. Brumley & Sons, Powell,

AGENTS AND MANAGERS

ABALONE PEARL SEA SHELL JEWELRY-Italian Coral and Inlaid Mosaic Jewelry, Italian Florentine Curious Spoons, real Butterfly Wing Jewelry, real Feather Bird Pictures, Tropical Souvenirs, carved Coconut Faces and Novelties. Joseph Fleischman, 1535 Broadway.

AGENTS-NEW ROLL-A-RACE HORSE RACing game; sensational fast money maker for coin machine and punchboard operators; rent or sell, make big profits; costs you \$15 per dozen postpaid; remittance with order. Charles Brand Novelty Corp., 154 West 27th St., New

AMAZING OFFER-\$40 IS YOURS FOR SELLing only 50 boxes; also entirely different, new Deluxe All-Occasion assortment with television card; Little Pearls, Hankie Gift Greet-ings, other suprise items; feature boxes on approval; free samples imprinted stationery and Rose Scented Notes; write today; it costs nothing to try. Cheerful Card Co., 1017 White Plains, N. Y.

ART MODELS! ACTUAL PHOTOS: "CLOSE-Ups"; sample set \$1; dozen sets \$4.80, post-paid. Steele, Box 4763-F, San Francisco.

BUXOM BEAUTY PHOTOS, FAST SELLLERS. good profits: samples and price list, 25c. Photo Finish, Box 314, Far Rockaway, N Y.

BUY THOUSANDS OF NATIONALLY ADVER tised products direct from manufacturers and distributors: write for "Buy Direct and Save." Service Publishing, 218-F Investment Bldg. Pittsburgh 22, Pa.

ENORMOUS PROFITS - SHALIMAR, TABU. Tweed, White-Shoulder, Christmas Nite. and many other exquisite perfumes and colognes; write for price list. Avon-Frye. Perfume Ditributors, 13121/2 W. Washington Ave., South Bend 19, Ind.

FAMOUS ZITO DOGS - 45 SCREAMINGLY funny, spicy drawings, all different; sample set, 50e; 24 sets in counter disp'ay box, \$6.50. postage prepaid; immediate delivery. Jabros Products Co., 41 Union Square, New York C'

FLASHY SIGNS-7x11; FOR RESTAURANTS, stores, taverns, etc.; \$5 per 100: sample signs, 14 for \$1. Fay's Sign Shop, 404 S. Troube. Valdosta, Ga.

FULL FASHIONED DUPONT NYLONS Clear, sheer, packed in individual cellophane envelopes; 3 pair to each lithographed box; Style 151, \$7.50 dozen; Style 500, \$6 dozen: Style 300, \$3.50 dozen: size 81/2 to 101/2: rejects at \$1 dozen, in 10 dozen lots or more. Mc-Donald Mfg. Co., Ooltewah, Tenn.

FULL FASHIONED DTDENDABLE NYLONS-Our se'ect grade, \$6.50 per doz.: #2's, \$3.50; #3's. \$1.25 per doz.: sample order sent postpaid for \$4 consisting of 12 pair #3's, 3 pair #2's and 3 pair =1's; satisfaction guaranteed or money refunded. Lookout Hosiery Co., Box 1221 Chattanooga, Tenn.

FREE CATALOG AND CIRCULARS-JOKER'S Tricks and Novelties. Laramie Sales, 4800 S. Laramie Ave., Chicago 38, Ill.

GENUINE FUR EAR MUFFS WITH ADJUStable head band for youngsters and adults: assorted colors; \$4 per dozen postpaid, remittance with order. Charles Brand Novelty Corp. 154 West 27th St., New York 1, N. Y. de24

HERE IS A 1950 LEADER-SEND ONE DOLlar to receive hundred souvenir fair resale 35¢ item; guaranteed satisfactory. Ken Miller, 1429 Locust St., Louisville, Ky.

JEWELRY BOXES—GOVERNMENT SURPLUS: for Pearls, Earrings, Brooch, Pens, Men's Sets; distinguished rayon plush lining, blue outside, 61/2 x31/2 x1"; cost \$2 each; Unbelievable Sale; \$1.95 doz.; 36, \$4.95; gross, 81/2. Am. Standard, 1208 North 13th, Philadelphia 22,

LADIES' FULL FASHIONED 45-51 GAUGE Nylons; winter shades, 15 and 30 denier; first quality \$9 doz.; =1's, \$6.50 doz.; #2's, \$4 doz.; sample order of 3 pair each number, \$5; 1/3 deposit on c.o.d.'s; full satisfaction guaranteed. Nylon Hosiery Co., 307 W. 25 St., Chattanooga, Tenn.

MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; ex clusive territory to good men, no experience needed Electric Ad Clock Co. 222 North Jef ferson St., Chicago 6.

MAKE NON-ELECTRIC PLASTIC SELF- GLOW-ing Signs and Mint Money; we furnish hand-made letters and know-how; particulars free. G'obe, 40 N.-H. E., Washington, D. C.

NYLON HOSIERY SALESMEN STOP SELLING junk; sell Hosiery that you won't be ashamed of; send \$3 for samples and be surprised, or visit our show rooms and see what you are buying; big Christmas business. Capitol Co., 215 Liberty Ave., Dongan Hills 5, New York. Telephone Dongan Hills 6-1111. de24

NYLONS-FULL FASHION; 100,000 PAIRS. 51-54 sheer, boxed and packed in cellophane envelopes. Style 51-54A, \$5.95 doz.; Style 51-20B, \$4.95 dozen; sizes 8½ to 11, rejects, \$1 doz., 10 dozen lots or more. World Sales Co., 460 North Chinton Ave., Rochester 5, N. Y. de24

NYLONS-1,000'S IN 48 STATES: MEN'S COTtons, Rayons 8- up; list price. Sibert Jobbers, Chattanooga 4, Tenn. Job lot closeouts, 9-7949.

OFFER NEWEST ITEMS FIRST-MONTHLY bulletins tell where to get 100 newest products before reaching open market. Publishers, Gardenville 3, N. Y.

ORIGINAL KOEHLER SIGNS-LEADER SINCE 1890; 1500 varieties for stores, taverns, etc., \$4 per 100; free catalog. Koehler, 335 Goetz, de31 Lemay 23, Mo. PERFUME-WHOLESALE, BIG PROFIT; WE

manufacture only the finest perfumes; catalog Fischborn, 350 Lincoln Road, Miami Beach, Fla. de24

PLASTIC SCALLOPED TABLE CLOTHS — Latest prints, 54x54, \$6.50 up doz.; Bib Aprons, \$2 up doz.; free samples. Samuel Rosenzweig Acces. Co., 8 Herzl St., Brooklyn 12, N. Y.

POCKET COMBS - 100 CARDS 12's, \$15; Pocket Clip Combs, 100 cards 12's, \$20; assorted colors; sample card, 25c. Carleton House Distributors, Texas City, Tex.

REAL GIRL PHOTOS—TREMENDOUS PROF-its; sell on sight; 24 different and wholesale price list, \$1. M. Kleeman, 2433 N. Mascher St., Philadelphia 33, Pa.

RURAL ROUTE MEN - MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune., Box 100, Mount Morris,

SALESMEN, DISTRIBUTORS—FAST SELLING Jewelry items; direct factory connection. Pickering Company, B-19 Bank St., Attleboro, Mass.

SELL PANTOGRAPH ENGRAVED JEWELRY World's finest engraving; we furnish everything. Etty's, 40 H-N. E., Washington, D. C.

ja14

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Products, Mastic 5, N. Y. SENSATIONAL MONEY MAKERS-UP TO \$75 weekly; amazing pencil, writes four colors, red, green, blue, orange; sample 25c; also 20

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We are manufacturing Balloon Novelties, Paper Hats, Horns, Prize Package Displays, Jokers Items. Eagle Specialty Co., Akron 14, Ohio. ja14

WIND (EFFECT) MACHINE—COVER SELLS IT printed price, 25¢; dozen, \$1; gross, \$8; sample with catalog pocket novelties, 25¢. Lewis, 1108-B E. 42d Place, Chicago 15, Ill. de31 DAILY SELLING AMAZING WHITEwall Tire Cleaner; wipe on, rinse off.; write for details: sample \$1. Acme Allied Products,

\$1.50 ITEM, 54: \$12.50 ITEM, 604; \$37.50 ITEM, \$1. United Co., 404 W. Franklin St., Baltimore 1, Md.

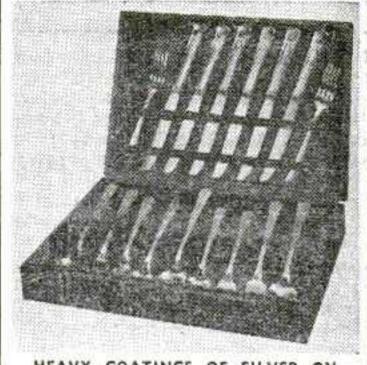
Webster, Mass.

ANIMALS, BIRDS, PETS

DWARF old; 26 inches high; approx. weight, 260 HEIFER-THREE YEARS perfect health; pictures. pounds: Lambert, Monticello, Ia.

NOTICE SHOWMEN—SNAKES; POISONOUS and non-poisonous dens, \$5 up; alligators and hides, black bears, panthers, baby raccoons, skunks, pigmy skunks, foxes, monkeys, quirrels, opossums, wild turkeys, vultures, hawks, owis, others. L. E. Thompson, Clerviston, Fla.

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you don't double your money to the first patron that sees this new model, return

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MAKE MONEY WITH JOSEPH BROS. Join the thousands who are making money every day with Joseph Bros.' merchandise. Write for new 56-page 1950 catalog today.

Guaranteed

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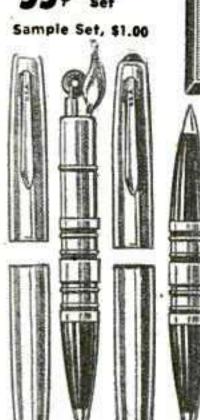
10 kt. yellow R.G.P. cases, modern new designs. Reconditioned and rebuilt, guaranteed like new.

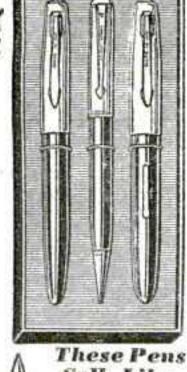
25% with order-balance C. O. D. Wholesale only, 3 watches minimum.

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COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 77 in this issue.

COSTUMES, UNIFORMS, WARDROBES

CLOWN AND MINSTREL COSTUMES AND Accessories. Circular free. The Costumer, 238 State St., Schenectady, N. Y. de31

CLOWNS' AND BURLESK COMICS' PROPS, Wigs, Accessories; free lists! Assortments, \$5. "Happy" Morgan's Clown Headquarters, 2404-N Fifteenth, Philadelphia.

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SINCE 1869-COSTUME BARGAINS, CHORUS, dollar up; Principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. ja7

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COMPLETE POTATO CHIP AND CORN FLAKE equipment, including fryer, dryer and bag racks and scoops, \$39; ½ deposit, M. E. Grimme, Durango, Iowa.

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COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co., 1318 S. Wabash Ave.. Chicago.

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CRETORS. STAR. LONG-EAKINS POPPERS-Peanut Roasters, Geared Kett'es, Copper Carmel, Candy Kettles, Gasoline, Bottled Gas Equipment. Northside Co., Indianola, Iowa. de24

FOR SALE-100 A. B. T. ELECTRIC SKILL Guns, practically new; guaranteed working condition; will sacrifice for only \$35 each; one-third deposit, balance C. O. D., f.o.b. Phila-delphia. George Britton, 6619 Sylvester St., Philadelphia, Pa. de31

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Buy, sell or trade. Thompson Bros., Box 595,
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NEW #22 CATALOG MINDREADING, MENtalism, Spirit Effects, Horoscopes, Forecasts,

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(Continued on page 72)

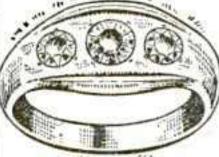


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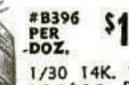
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DOZ.

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RUBBER STAMPS—3 OR 4 LINE \$1 POSTPAID; stamp pads, 50¢. Smallwood Printery, 2715 Vine, Cincinnati, O. ja21

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GIRL ACCORDIONIST — WESTERN, SOME popular; willing to travel; steady work with sister team. Stella Wainwright, Box 131, Millbury, Mass.

MUSICIANS-ALL INSTRUMENTS: FREE EMployment service for modern territory bands, with permanent headquarters in Minnesota and South Dakota. Write Iola, 110 E. 10th St., Sioux Falls, S. D.

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WANTED-ATTRACTIVE GIRL SINGER, SALary \$60 per week; send snapshot if possible. Duffy's Supper Club, East Dubuque, Ill. de24

WANTED — BASS HORN, DOUBLE BASS fiddle; Midwest man; steady job, polka man. Write H 36, Gen. Del., Albert Lea, Minn.

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MISCELLANEOUS

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ALTO, TENOR, CLARY-READ, CUT SHOWS: any chair, mickey or commercial; immediate-ly. Eddie Kish, 1935 N. Alabama, Indianapolis,

ALTO, TENOR, CLARINET-24, READ ANYthing, fine lead, transpose; prefer large band; travel anywhere. Wally Palanker, 1719 E. 22d St., Brooklyn 29, N. Y.

AT LIBERTY - HAMMOND ORGANIST DEsires location in a Florida city; age 27, single. union and experienced; good reference; play most requests. Write Paul Funk, Earl Park.

AVAILABLE JAN. 4—TENOR SAX, DOUBLING Bass Clarinet; experienced hotel musician. sight transporition, also arrange and have libraries of standards and Latin music. Musi-cian, Room 707, Henry Grady Hotel, Atlanta,

AVAILABLE—GIRL TENOR, ALTO, CLARI-net; read or fake; union; will travel; avail-able January 1. Box C-1, Billboard, Cincin-

BASS — SINGLE, 26, COMMERCIAL, JAZZ; read, fake anything, pantomime, semi-name experience: double bongos, cut shows. Box C-4, Billboard, Cincinnati, O.

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Tyski, Walter
Van, Freda Fred
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Elkton, Maryland

Pipes for Pitchmen

By Bill Baker-

brings you the long-green. THE RAGAN TWINS ...

Madaline and Mary, are wintering at Hillbilly Hollow, Benton, Ark.

What has become of the silhouette cutters and fancy card penmen? If there are any left, who are they?

AFTER SIX WEEKS . . . of auction sales in Missouri and Arkansas, Kid Carrigan planed home to Los Angeles for Thanksgiving Day. The Kid says a heat wave has hit the City of the Angels. No pitchmen are working there and Carrigan says that a jam auction at Fifth and Main streets had no fewer than 10 plain clothes officers in the tip. He plans

to head for Phoenix, Ariz., and then

go to Oklahoma City. The Kid says







PITCHMEN — DEMONSTRATORS Full Size Ladies' Rubbers



Here's your winter profit maker! Packed in a handy plastic case to carry in purse. Fits any size shoes. Sold on a 10 day money-back guar-

Postpaid No C.O.D.'s Sample \$1.25 Postpaid

N.Y.C. 18

MEDICINE MEN!

Write today for new wholesale catalog on tonics, oils, salves, soap, tablets, herbs, etc. LOW PRICES—RAPID SERVICE! (Products Liability Insurance Carried.) We are Manu-facturing Pharmacists. Established 1934. GENERAL PRODUCTS LABORATORIES, INC. 137 E. Spring St. Columbus 15, Ohio

Smart exploitation of your item is what that Carrolton and Iuka, Ill., are open to pitchmen on Saturdays. He would like to have other pitcheroos send in reports on open towns.

> The successful pitchman doesn't have to be a superman, just a good business man.

THE LANKSTONS . . .

pa and ma, have their photo layout going full blast at Grand Isle, Los Angeles. They report that they haven't seen many boys on the hustle in that sector and are at a loss to know why.

"Do not complain about open or closed towns. Make your own opportunities."-V. L. Torres.

THE ROBERT NOELLS . . . breezed into New York last week from their headquarters in Bedford, Va. "We should be in Florida," Mae writes, "but we came up to see a few friends and take our first vacation away from the animals in nine years. En route here we visited with Dr. Mann at the National Zoo. We also visited Hubert's Museum and took in DeWitt Clinton Park, a barren square block, which was my playground as a kid in New York. I didn't see any pitch stores in town, but perhaps that's because I don't know where to look for them. E. S. Holland, of the Kingston, N. C., Drive-In Theater, brought us up here in his car. We also visited the Broadway play, A Street Car Named Desire."

The success of any organization depends entirely upon the ability of the people behind it and its product.

W. J. (DOC) BLANTON . . is still at his home in Spindale, N. C., recuperating from a broken hip sustained at his White Face Cattle Farm

JACK HART . . . jewerly exponent of note, closed in North Carolina and left the State for greener pastures.

BEA LOUIS . . .

is doing okay selling the three-in-one package, consisting of pencil, pen and ball point pen, at the W. T. Grant Store, Milwaukee. Week-ends she commutes to Chicago to join her husband, Si, who is working in the Windy City.

The successful pitchman didn't get that way until he began doing things as they should be done.

AL SCHULTZ . . . continues to work the Crestline Company's med and vitamin lines around Chicago.

STILL IN HOUSTON . . . is Danny Kaufman, who is reported to be getting the lucre working run menders.

The pitchman is better able to bear prosperity and adversity than a lot of other types of people we know.

RAY COPELAND . . . is spending the winter in Salt Lake City, where he's been clicking with sheet.

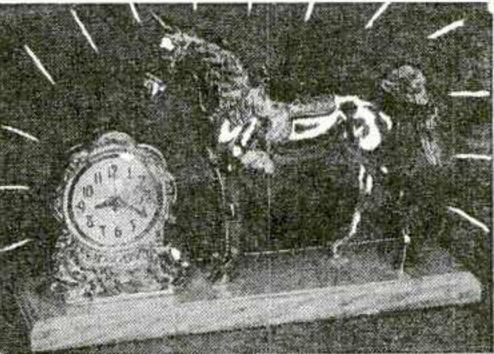
J. C. ROBERTSON . . . is working the Magic Wonder Towels at Vancouver, B. C., locations.

Cook's Tours are for wealthy people. That's why some of the fellows who didn't try for a winter bankroll this summer are touring the South and trying to catch up with themselves.

LET'S HAVE . . .

some pipes from the following stalwarts of the pitch profession: W. L. Clark, Art Nelson, George Haney, Marie Brown, M. E. Sparks, Al and Eva Powers, Harry Maiers, Doc Hubert Potter, Doc Tom Dean, Joe Sedler, Clarence Barker, Charlie Fox, A. L. Clark, Mae Lithgow, Rucker H. Todd, Mrs. H. E. Rains, V. L. Torres, E. M. Seibold, Bill Snow, Roland Potter, Connie Hopper, Art Blaha, Jack Bailey, Charlie E. Meyers, Troy Stuby, Bill Lawler, Bill Baring, Jim (See Pipes for Pitchmen on page 76)





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Prices from \$1.00 dozen up.

HARRY MAHREN RING CO. 303 5th Ave., N. Y. 16, N. Y. Red and White Stone Combination . . \$3.00 Dox.



PIPES FOR PITCHMEN

(Continued from page 75)

Downing, Red McCoy, Joe Marks, Jackie Andrews, Rubin Bluestein, Chuck Foster, Johnny Seach, Dorothy Doe, Madge Ruh, Nellie Brown, Pat Malone, Jack (Bottles) Stover, Bill Hannah, Mr. and Mrs. Ben Kuritz, Ed Jonas, Doc Red McCool, Tom Kennedy, Solly Fields, Herbert Hull, Doc George M. Reed, Herb Becker, Bill Ellis, Art Cox, Bob Wilson, Ben (Horseback) Wyers, Ken and Greta Reynolds, Joe Lobarsky and Tomato-Face Dutch.

Courtesy to your tips costs you nothing but it pays off handsomely.

JACK HART . . . is working med to satisfactory results in Eastern North Carolina.

HENRY H. VARNER . . . this corner's Akron contributor, blasts that the weather there has turned wet and warm. He adds that Jackie DiMallo is in New York hunting up some new lines.

Your reward for doing your duty comes in the form of the bank roll you accrued thru the year.

PITCHMEN . . . are looking forward to big business in Phoenix January 2 during the third annual Salad Bowl football game and street pageant. Thousands of visitors from all parts of Arizona are expected to be on hand. Event is sponsored by Arizona Kiwanis clubs, who participate pro rata in the take. Each club devotes its portion of the divvy to boys work activities. Last year's parade was declared by many to be almost as elaborate as the Rose Bowl show in Pasadena and pitchfolk working the event did well.

BILL (SLEWFOOT) HANNAH . . . is spending the winter in Phoenix, Windsor Hotel.

POLACK EASTERN

(Continued from page 57)

hassle. Maybe he wanted the gas money he won't get from the show for his jump to Texas.

The only happy guy at closing time was Bobbie Harrison, who didn't have to load all those props and trunks this trip. We who did were scratching our heads. Questions: Where is Castle going to pack all that fishing paraphernalia? Where is Whitey Boyd going to find room in "Josephine" for those bulky drum cases? Bless the Railway Express.

Destinations: Mrs. I. J. Polack, Sam Polack, Dave Kind, Chris Krenkle, Nate Lewis, Chicago; Fred and Betty Proper, St. Louis; Dwight Moore, Gene Randow, Dime and Connie Wilson, Milwaukee; Edythe and Whitey Boyd, Cleveland; Henry Kyes, Sarasota, Fla.; Irene Lafferty, Cincinnati; Cathalas Troupe, Miami; Melita and Wicons, Sarasota; the Mustaffas, New York; Terry Peers, Aqua Caliente, Calif.; Dennis Stevens, Boston and Daytona Beach, Fla.; Clara La Vine, Gainesville, Tex.; Hubert Castle, Fair Park Auditorium, Dallas; Eddie and Mabel Trees (Stark), Thousand Oaks, Calif.; Art Barrett and Art Hansen, White Plains, N. Y.

Mrs. Art Hansen, Little Rock; Cheerful and Mary Gardner, Fort Wayne, Ind.; Jack Klippel, Indianapolis; Billy Barton, Norfolk and Boston; Helaine, San Francisco; the Malikovas, Bermuda; Bozo and Alfred Ward. Brooklyn and club dates; Joe Easton, Chicago; Bobby and Rosie Harrison, Saginaw; Tony and Pauline Merline, Sarasota; Al Hyman and Ernest Hitchcock, New York; Ervin Arnold, Thousand Oaks, Calif.; Mac Langford, Knoxville, Tenn.; Bill O'Harris, Upper Darby, Pa., Gregory Cornell and Raymond Eis, Saginaw. Mich.; Robert Griffin, New York; Benjamin Schweitzer, Buffalo; Van Thomas, Fort Wayne, Ind., and Boyd Ariz., where he is night clerk at the (Heavy) Kimes, Kneffs, O.—BILLY

UNDER THE MARQUEE

(Continued from page 57)

in Macon, Ga., where he saw Lucio Cristiani, co-owner of King Bros. Circus, and Paul Conaway, Macon attorney. In Gibsonton, Fla., he visited with Paul and Nellie Sullivan, formerly billed as the Flying Sullivans, Roy and Joy Thomas, Ralph Duval and Rube Russell and Company.

Expert big show announcer is one who can remember and pronounce performers' names without reading the script.

Harry (Bottles) Vernotzy, 24-hour man with Ringling-Barnum, had a reunion recently in Akron with his son, Duke Alden, when Duke opened with his marionettes in the Terrace Room of Hotel Mayflower. Vernotzy plans to spend the holidays in Akron, then go to St. Petersburg, Fla., for the remainder of the season. Another Akronite with the Big Show who will winter in Akron is Eddie Jackson, on the No. 1 advance car.

Hick town is one where a strange showman on the street is bid a cherry "good morning," but that's in the morning.

Wally J. Beach, a grandson of Joe Beach, recently lectured on the history of the American circus at the Springfield, Mass., Y. M. C. A. . . Walter L. Main reports he received a Christmas card from Archie Royer, now residing in Bangor, Mich. Royer, who marked his 80th birthday November 14, was with the Main Circus, joining the first time in 1891.

E. W. Somers, former general agent of Hunt Bros.' Circus and last season contracting agent for Biller Bros.' Circus, announces his engagément to Dleone Hayes, formerly a member of the Hodgini riding act. Somers is a resident of Waterbury, Conn., and Miss Hayes is now secretary of the Champaign branch laboratory of the Illinois State Department of Public Health.

Any Circus Fan who hasn't visited or made plans to visit at least six shows is guilty of unseasonable conduct.

Omar Kenyon, promoter for the Hamid-Morton Circus, stopped briefly in Chicago Thursday (15) while 44 E. LONG ST. en route from New York to San Francisco, where he will join his wife and daughter. Kenyon spent several days in Milwaukee, opening headquarters for the Hamid-Morton February 20-26 stand there. He plans to return to Milwaukee about January 1. . . . Dee Nifong, wintering at his home in Los Angeles, reports he will present the free act next season on Wallace Bros.' Shows. . . . Bill Green, press agent for Polack Bros.' Eastern Unit, is visiting his mother in Detroit.

Beverly and Bill Harnett, after completing eight weeks of indoor

RINGLING-BARNUM

(Continued from page 57) used by Cuban taxi drivers to curb

impatience of American fares. Hugo Schmidt and Ernie Burch have been on the sick list, but have not missed a performance. Mac Mc-Carthy and his crew deserve orchids for their splendid job of handling our wardrobe for the quick changes in this super-fast moving show. All the men are blossoming out in new panama hats and cavana jackets. The girls say they are going to spring some surprises in dress when they get time to do the shops. Frankie Saluto was elected president of the Cuban Free Roll Club, beating Jimmie Armstrong by two votes. Ernie Burch's new Carmen Miranda walkaround is a knockout. Willie Kraus is singing production numbers in English and is getting a big hand. A Magic Carpet Club has been organized on the terrace of the Ocean Hotel and holds sway every night .-

COL. HARRY THOMAS.

circuses with their unit of dogs and mules thru Oklahoma, Arkansas and Missouri, have returned to their Hidden Valley Ranch, Piedmont, Mo. . . . Mr. and Mrs. Wlliam Meyer and Mr. and Mrs. B. W. Lucas, who visited the Polack show at Charleston, W. Va., have purchased the Black Horse Liberty act. . . . George Perkins, Carl Waddell and Rence Theigan recently played a week's engagement at the Lido Club in Hollywood, Charles McDonald, former clown, is emsee there. He has placed the trio at the Universal Studio for a Christmas party.

Canvasman told his listeners that showmen should stop using the word "roughneck" because its unfair, thus jogging the consciences of many who never thought of it that way.

Thomas and Lucy Arenz, who were with the Pawling circus the past season, have opened a tourist court and reptile garden at Benton, Ark. Recent visitors were Harry Miller, also Mr. and Mrs. N. J. Melroy, who have charge of the Memphis Zoo. Arenz and Melroy trouped together 25 years ago. The Raegen Twins are also located in Benton. . . . Frank Oppie, former drummer and clown. who has not trouped since 1937 when he was with Kay Bros.' Circus, is located in Reading, Pa.

No. 191-H MEN'S IMIT. HEMATITE Gold Flash Sides \$3.25 per doz. \$36.00 per gr.





No. 191-C MEN'S DOUBLE HEAD IMIT. CAMEO With Gold Flash Sides \$3.50 per doz. \$39.00 per gr.

Free Catalog. Minimum order, one dozen. Send 25% with order, balance C. O. D. STERLING JEWELERS

The Newest Sensation IT'S TERRIFIC! IT SELLS!

COLUMBUS 15, OHIO

MALE FISH" Always Good for a Laugh

"BAIT for

I MAIL SALES MART

Samples 4 for \$1 773 Willoughby Ave. Brooklyn 6, N. Y,

Heavy Cards, Specials, Cages, Blowers, Transparent Markers. Write for bulletin AMUSEMENT INDUSTRIES, Box 2, Dayton 1, 0.



Factory-Fresh - Cello Wrapped. All flavorsi Prize pack sticks; ball gum all types and sizes. AMERICAN CHEWING PRODUCTS CORP.

Sell Fast Selling Novelties

START NOW - Send \$2 for special sample assortment, prepaid in U. S. A. Retail value \$5 or more.

AL HAWKINS AND CO. Sloux City 7. lows





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.

Glamourized POTHOLDERS

"The Laugh of Any Party" \$14.00 Doz. Pr. Samples \$1.50. PEARIST COMPANY

Hottest NEW item of the year. STARTLINGI SENSATIONALI The Potholder you'll love to handle. Beautifully packaged in clear plastic, made of finest grade material and workmanship, with life-sized, flesh-colored sponge rubber falsies, incased in satin and silk, with lace trim, ribbons and bows, in an assortment of enticing color combinations. Ideal for Gifts, Premiums, Raffles, or for use in Bars, Dens, Frat Houses, etc.

PREMIUM SUPPLY CORP.

1111 South 12th, St. Louis 4, Mo.

SELLS ON SIGHT! YEAR ROUND PROFITS! TERRITORIES OPENI

25% Deposit. Balance C. O. D. 709 Catalina Street Laguna Beach, Calif.

REMEMBER THE ANTI-TUBERCULOSIS LEAGUE— IT IS HELPING BUILD A HEALTHIER AMERICA Communications to 188 W. Randolph St., Chicago 1, Ill.

Consolidated-Container Corporation, St. Louis, climbs on board the order band-wagon with the news that business is improving considerably. Jack Morley, vice-president, says people appear optimistic about a fine winter and spring sales level. "The accent is on improvement in California, Nevada, Arizona, Oregon and Washington," Jack relates. Amos Bond, a comparatively new man covering Florida and Georgia, has taken hold very well with his gustomers, Morley added. Another newcomer with the organization is Martin Tortorich, who also has shown ability to adapt himself with the result a sharp hypo of orders from his area, Jack back-pats. For a final word, Jack points up Dale Lisle and Irving Greenfield as among the most reliable representatives, and presents a sheaf of orders to prove the boys' are producing a consistent volume of business.

Robert G. McNabb, general manager of Werts Novelty Company, Inc., Muncie, Ind., reports firm is in the midst of piling up inventories of Baseball items in anticipation of the buying rush prior to the opening of



SALESBOARDS JAR-O-DO TICKETS WHOLESALE PRICES TO ALL

BEE JAY SALESBOARDS JAR DEALS -- BOX DEALS BINGO TICKETS - RED WHITE BLUE LUCKY 7 - SPINDLES - REFILLS

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

WRITE FOR CIRCULAR CAROL SALES COMPANY 312 E. Market St.

Elmira, N. Y.

PUSH CARDS

Straight and Skip-Number Cards with Winner under Seal. Straight and Skip-Number Cards without Seals. Turkey Cards. Money Cards . . . Over 275 Different Sizes and Styles, from 10 to 600 Holes, Plain and Printed, Available from Stock . . . You can buy from us with confidence — we have been in business since 1914. FREE CATALOG.

> Write W. H. BRADY CO., Mfrs.

Est. 1914 Chippewa Falls, Wis.

WE ARE MANUFACTURERS All Kinds-PULL TICKET GAMES TIP BOOKS Buy Direct From Manufacturer at Very

Very Reasonable Prices. Columbia Sales Co. -302 MAIN ST. WHEELING, W. VA. Phone: Wheeling 340

SALESBOARD SIDELIGHTS

scheduled production three to six months in advance of anticipated needs for the immediate servicing of customers' orders, McNabb explains. He adds that firm is following regular release schedules as set up earlier in the year, with monthly high-lighting mailings items.

Walter McNamara, the McNamara Company, Chicago, says the Evening Star insert pellet board, 25cent play with 1,020 holes, is proving a top trade stimulator. A cigarette number, it has extra play-pull because of its 50, 20 and 10-pack winner lure. Over 200 additional McNamara pellet boards round out a fully diversified line. . . . Jerry Scanlan, Chicago, turns in news of some nice order activity for his boards, tickets and counter games. Firm's Stacks of Bucks and Let's Multiply numbers have corraled a good slice of orders, Jerry states.

The flow of new numbers from Gardner & Company, Chicago, con-tinues, with money boards in all classes of play from 5 cents to \$1 in top demand, according to firm's Joe Robinson. Close behind in the top-production parade are merchandise numbers, premium, tip and cigarette boards. The usual seasonal lull during the holiday season is not in evidence here this year, with the plant humming along at high speed. And indications are that this activity will carry right on thru to Christmas, Joe forecasts. Charles B. Leedy. Gardner sales manager, is on an Eastern jaunt and reports coming back tell of some good level customer acceptance. Leedy backs up this statement with heavy orders, Joe points out.

Capt. Charles H. Gay, who made the Sidelight column in November

USED COIN-OPERATED MACHINES

Music - Vending - Amusement - Bells - Counter Only advertisements of Used Machines accepted for publication in this column RATE-12¢ a Word Minimum \$2

A-1 BARGAIN — CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago, Ill. fel8

ATTENTION, POP CORN OPERATORS — When buying any type "Pop" Corn Sez Vendors it's smart to check with the factory first, take advantage of lowest prices, factory guarantee and complete parts service; you get the best deal at the factory. Write, wire or phone Auto-Vend, Inc., 5210 Bonita, Dallas 6, Tex. Phone Victor 4-4525.

FOR SALE-USED PHONOGRAPHS, PINBALLS and Counter Games; cash or terms. Halph Alexander, Seneca, S. C. ja28

FOR SALE-SHUFFLEBOARDS IN GOOD CONdition; make us an offer at once. Coffee Pete, 116 E. High St., Oxford, O.

FOR SALE-175 USED HOT NUT MACHINES, perfect condition, \$5 each; deposit with or-der, balance c.o.d. Northwestern Sales & Service, 4105 16th Ave., Brooklyn, N. Y.

STAMP MACHINES—(5¢) SLOT, \$2.95 EA.; sanitary napkin machines, \$7; Popcorn, Gum, Candy, Peanut machines, U.S.P., Waterbury , Conn.

STAMP FOLDERS-DIRECT FROM MANUFACturers at lowest prices; write for prices and samples. Plymouth Press, 506 W. 122 St., New York City.

STAMP FOLDERS DIRECT FROM MANUFACturer; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

WANT TERRITORY TO OPERATE SHUFFLE-boards; will operate on percentage or any other arrangement. Reliable Shuffleboard Co., 2512 Irving Park, Chicago, Ill.

WANTED-WILL PAY \$32.50 FOR MONARCH and \$60 for Uneeda Electric Cigarette Ma-chines. Redmond Co., Arkville, N. Y. de24

WANTED — A. B. T. MODEL F PISTOL MAchines, no Clallengers, Post War; also Penny Pin Marble Games, counter size. Lee Hirschler, 3801 Winding Way, Cincinnati, O.

5 KEENEY THREE WAY SUPER BONUS BELL, \$350; 1 Bally Multi-Bell, \$275; 1 Bally Draw Bell, R.B., \$175; 1 Keeney One Way Bonus Bell, \$175; 3 Mills Black Cherry, 5¢-10¢-25¢, \$75; 3 Mills Black Beauty, 1 5¢, 2 10¢, \$150. Ray N. Adams, 1407 E. Thurston, Spokane 10, Wash.

23 5¢ MILLS JUMBO, \$40; 7 5¢ Bonus Super Bells, \$200; 4 5¢ Draw Bells, \$150; 7 5¢ Super Bells, \$55; 7 5¢-10¢ Pace Twins, \$60. W. B. H. Novelty Co., George Berry, 518 N. 44 St., East St. Louis, Ill.

the 1950 baseball season. Werts has a representative of Consolidated-Container Corporation, St. Louis, turns up with word that he is representing Bee-Jay Products, Inc., Chicago, and Universal Manufacturing Company, St. Louis. Captain Gay states that his Gayco Novelty Company, Derry, N. H., continues as New England distributor for the Bee-Jay-Universal combination.

> From Consolidated-Container Corporation, St. Louis, comes word of top work by its road-rolling of sales representatives. Jack Morley, vicepresident, says that the perennial plugger, Ernie Marley, continues in top form, Amos Bond, recently appointed to handle Florida and Georgia, is also pulling in plushlevel business. Concluding his "good work, boys" comments, Jack adds that Dale Lisle and Irving Greenfield are holding to their usual high ratio of order-writing.

Walter McNamara, The McNamara Company, Chicago, says the business picture is keeping in full focus, with the approaching holidays not affecting it adversely. Firm's full complement of sales boys are active and hitting hard in important sections of the country, Walter reports.

FIRST QUALITY SALES BOARDS

1000 to 1300 HOLE GIRLIE BOARDS ... \$1.75
1200 TEXAS or CHEERFUL CHARLEY ... 1.10
1000 JACKPOT CHARLEY ... 1.10
1000 JACKPOT CHARLEY BOARDS, THICK 75
1000 CHARLEY BOARDS, profit up to \$115.00 ... 1.50
1000 PLAIN BOARDS, 50c. 20% Deposit.

B. F. PRODUCTS
1910 Piedmont Road
Phone 25-771
Charleston, W. Va. mara Company, Chicago, says the

ATTRACTIVE and UNUSUAL Designed and Manufactured by RAY MERTZ & CO. 525 S. Dearborn St. • Chicago S

ATTENTION OPERATORS AND JOBBERS

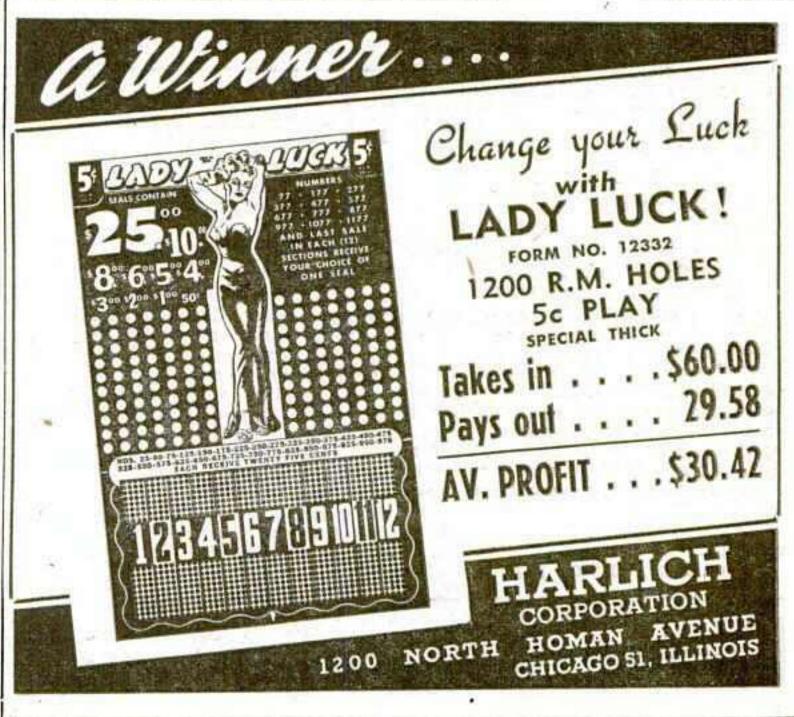
Make big profits with high class Salesboards and Jar Tickets. National distributor for Glassine Banded Tickets. We have been in business here the past 12 years.

> Write or Phone 2660 for Information and Samples

MILNER NOVELTY COMPANY

500 N. 9th Street

La Fayette, Indiana



SALESBOARDS-JAR TICI

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300	25¢	KWAR	TER KOLO	RS. THI	CK	Def.	15.00	.60	APA WILLTE
000	5¢	5¢ CH	ARLEY, TH	IN		Def.	17.00	.90	RED, WHITE
00	25¢	J.P. CH	ARLEY, T	HICK		Avg.	52.00	1.15	AND DITTE
00	25¢	TEXAS	CHARLE	Y, THICK		Avg.	102.98	1.60	AND BLUE
00					BOARD				LUCKY SEVEN
40					GIRL BOA			2.25	FOCK! PEACH
40					GIRL BOAL			2.25	BINGO TICKETS
					Nos. to Tick				DINGO LICKETS
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MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

SALESBOARD	-SLASH!- IMMEDIATE DELIVERY
1000 Charley Board, thick	Grab Bag Special12 Boards for \$5.00
25% deposit with all orders—balance C. O. D	 All orders paid in advance will be shipped m order \$10.00.

Communications to 188 W. Randolph St., Chicago 1, Ill.

SEE FEW TAX CHANGES IN

Legislation May Lower Excise Levies

Tax Pamphlet Obtainable

By Ben Atlas

WASHINGTON, Dec. 17. - The Peter Paul Personnel Changes federal income tax situation in 1950 is expected to remain virtually the same as in 1949, despite the probability that President Truman will request Congress to boost taxes when he delivers his annual message around January 9. Uncle Sam's deficit for the 1949 fiscal year, it is estimated by Treasury Department, will be about \$5,000,000,000. Last January President Truman asked for \$4,000,000,000 in extra taxes and was turned down by Congress. In news conferences the President has said that he will again ask Congress for additional taxes in the hope of coming close to a balanced budget.

Any tax action Congress takes in the election year of 1950 is more apt to be in the direction of cutting excises rather than increasing any levies.

Collections Down Despite decreased incomes caused by the recent coal and steel walkouts, income tax collections in the current fiscal year are running only about 2 per cent below the level of

the 1949 fiscal year. Income taxes on corporations are running ahead of last year by about the same ratio.

As usual, final income tax day for most coinmen in 1950 will be March 15. Only those few who have been operating in the past on a fiscal year basis will have any other date for a settling up on 1949 incomes.

(See Few Tax on page 96)

Brief and Important

Late Digest of Coin Machine News

Mass. Bill Limits Locations

A bill, proposed by Rep. Michael P. Pesolani (D), Springfield, providing that automatic amusement devices, including pin games and music machines, be barred within 100-feet of a school, church, playground, variety and liquor stores, has been filed in the State House. Ops point out variety stores and liquor outlets are located in almost every block in the major cities, and passage of the bill would seriously affect their business.

C. H. Flint, vice-president and sales manager of Peter Paul, Inc., Naugutuck, Conn., has resigned from that concern. Herbert Billings, formerly assistant sales manager, has been named acting sales manager, while Edward Dalton has moved into the post of assistant sales manager. A sales advisory committee has been named by the company, and will meet with the president, sales manager and assistant sales manager monthly. Committee includes I. Kamber, New York; Al Bixby, Buffalo; Louis Simpson, Dallas, and Julius Dehm, Chicago and Detroit.

(See Brief, Important on page 94)

Philly Ops Setting Up New Co-Op Service Organization

all-out effort to provide fresh stimulation for the automatic machines business here this coming year, a group of operators of the Automatic Machines Association of Philapelphia (AMAP) are arranging to establish a co-operative machine service system. Altho the company to be set up will have no official connection with the association and will be operated independently on a co-operative basis, membership will be limited to those in the association. It is expected that the entire association membership will participate in the co-oper-

PHILADELPHIA, Dec. 17.—In an With mounting overhead in the face of diminishing returns from machines, the pinball operators have come to the realization that a better servicing plan will be necessary in order to get the maximum play for their machines on location. This is particulary true in meeting the problem of increased service costs.

Co-Op Solution

For the most part, each operator either does his own service work or has a person on the payroll to answer the service calls. Since operations are scattered all over the city-and Phil-

(See Philly Ops Set on page 98)

Form All-Industry

Elect Jones Prez at First Chi Session

Aims, Purposes Outlined

CHICAGO, Dec. 17. - For the first time since June the trade has an association which represents the manufacturers of all types of coinoperated equipment. This was disclosed yesterday with the announcement that manufacturers of all segements of the industry had met at the Hotel Sherman here Thursday (15) to organize the Ameican Coin Machine Manufacturers' Association (ACMMA). The organization is incorporated as a non-profit group under t'e laws of the State of Coin Machine Institute Illinois. (CMI) announced in June that its policy on membership and legislation would henceforth concern only (See Form All-Industry on page 96)

Ed Richter, Pa. Assn. Executive, 57, Passes Away

sudden death of Edward C. Richter. secretary of the Amusement Machines Association of Philadelphia. last Sunday (4) came as a shock to the entire industry. He was 57 years old and was for many years identified with the amusement machines industry. In spite of his health, having recently recovered from a heart attack, Richter continued to take an active part in his own business and in the affairs of the association.

He operated his business under his (See ED RICHTER on page 96)

Sked Gottlieb Jones Game For Deliveries

CHICAGO, Dec. 17.-K. C. Jones. PHILADELPHIA. Dec. 17. - The a five-ball game introducing a new type of progressive sequence scoring, is now being produced by D. Gottlieb & Company, Advertising Manager scheduled, Gottlieb said.

> Playfield of K. C. Jones is designed to maintain player interest at peak interest until the last ball has dropped in the outhole and stresses fast action, player control and a novel use of stimulate pins used in bowling. a mystery rollover kicker.

High point of the new Gottlieb product is a 1-7 bumper series which

(See Gottlieb Jones on page 96)

EARLIER CLOSING

December 31 and January 7 Issues On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

31 Ops Attend Initial Bally 3 - Day School

First of a Series

CHICAGO, Dec. 17.—With 31 operators and servicemen in attendance, Bally Manufacturing Company this week held the first of a series of three-day service schools designed to give men in the field a more comprehensive knowledge of the servicing of Bally's new one balls, consoles and the novelty game, Shuffle-Bowler, and also to show the sound methods used in constructing these games.

Classes were conducted here by Bally field engineers Bob Breither, Henry Brown and Paul Calamari and specialized talks on Bally products were given by Maurice Burnside, Joe Lally and John Rosenberger, key members of the firm's factory engineer staff. Among the highlights of the classes were a review of the mechanical and electrical features of completed games, separately mounted units of games, enlarged diagrams and photographs of other units and a complete explanation of electrical circuits. including trouble shooting technique, service short cuts and preventative maintenance.

As pointed out by Herb Jones. Bally executive, the number of operators who came to Chicago for the school sessions from various parts

(See 31 Ops Attend on page 96)

Williams' New Unit, Twin Bowl, In Production

CHICAGO, Dec. 17.-Following an intensive survey on operator needs in the straight novelty game field, Williams Manufacturing Company has designed Twin Bowl, a shuffle-bowling game which automatically scores all points as in regulation bowling and can be played by one or two persons, Vice-President Sam Stern announced this week, Full production on Twin Bowl is expected to be reached by Wednesday (22).

Playfield on the new Williams product measures 8 by 2 feet and its cabinet is firmly supported by hardwood legs attached on the outer part of the cabinet to insure complete balance in all types of location. To Alvin Gottlieb, announced last week. insure an even flow of voltage at all Deliveries of the new unit have been times Twin Bowl has two transformers, one to the game lights and the other to power the unit. The puck used is automatically returned by a chute inside the cabinet after it passes over the electrical contacts which

Unlike other shuffle-bowling games now in production, Twin Bowl, when played by two patrons, registers frames and points separately for each player and withholds a frame advance until the opposing player has com-pleted his shots. Thus the competitive angle is maintained thruout the entire game. All 39 ways of completing a game of regulation bowling are possible in Williams's new novelty unit. Strikes, spares, splits and other regular bowling plays are an integral part cd Twin Bowl.

Kayo Vet Vender Sponsor Plan

Beverage Venders Booming In Canada as Tax Is Cut

operated soft drink machines have ice by a wide margin. been introduced thruout the maritime provinces of Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland. The introduction followed on the heels of the elimination of the 2 cents tax on small bottles of pop. Thus the retail price was restored to a nickel from the 7 cents that had prevailed for many years.

The machines have been installed in bowling alleys, billiard halls, service stations, rail, steamer and bus terminals and waiting rooms, eateries, food shops, garages, theaters, etc., and are reported as being patronized heavily, particularly where quality drinks are available. Theaters which would not bother with serving the drinks at a counter are installing the machines because of the minimum of service necessary. The machines are advertising themselves with their striking color combinations and lighting.

In some instances operators are concentrating on one make of drinks, but in most cases from two to four brands are offered. The patronage is not limited to males but includes a goodly percentage of females. At some eating spots, where the drinks are served at tables, counters, etc., as well as via the machines, the lat-

CMAM Sets First Postwar Banquet to the earlier seven. April 22, 1950

BOSTON, Dec. 17 .- Reviving prewar customs for the first time, the Cigarette Merchandisers' Association of Massachusetts (CMAM) is planning a gala banquet and ball in the Louis XIV Room of the Somerset Hotel, Boston, April 22. Between 400 and 500 are expected to attend. Committees will be appointed shortly and plans are going forward to make it an outstanding event.

Arrangements are being worked out by Walter L. Guild Associates. Walter Guild is handling matters in the absence of Lucius Foster, associate director in charge of CMAM affairs, who is in the hospital recovering from an operation.

Driscoll Named Eastern Eng. & Sales Gen. Mgr.

PHILADELPHIA, Dec. 17.-James R. Kendig, president of Eastern Engineering and Sales, Inc., local manufacturers of the Kenro ice cream vending machine, announced the appointment of John J. Driscoll as general manager of the company. Driscoll comes here from Pittsburgh to assume his new post. He was for several years identified with the vending machine industry and in the merchandising of frozen foods, entering the business upon his graduation from Harvard.

Kendig also announced that the unitizing reports from operators on the first Kenro machine on location were most encouraging, particularly in that they showed a negligible number of service calls. As a result Kendig announced that the 1950 production schedule for the company's 1951 models will be stepped up.

ST. JOHNS, N. B., Dec. 17 .- Coin- | ter are outdistancing the direct serv-

The machines have appeared at numerous locations almost overnight in the following cities: Halifax, Dartmouth, Truro, Amherst, New Glasgow, Yarmouth, Stellarton, Westville, Antigonish, Kentville, Liverpool, Sydney, North Sydney, Glace Bay, St. John, Fredericton, Moncton, St. Johns and Corner Brook.

Penny Snatcher

HARRISBURG, Pa., Dec. 17.— A frustrated burglar, finding the cash register of a local service station empty, looked to a cigarette vending machine to pay off for his effort Monday (12). He couldn't open the cash box, but he did make off with the pennies inserted in the individual packs.

Apparently not numbering smoking among his vices, tho, he left the multilated packs on the service station floor. His loot totaled \$2.40.

N. Y. Transportation Board Releases New Op Contracts

machines in city subway stations on a long-term basis was set in motion this week, following repeated delays during 18 months of experimental agreements. Yesterday (16) the Board of Transportation released a new series of contracts on which operators were asked to bid.

Several important changes were noted in the new contracts over the preliminary pacts published a year ago, including a revised commission schedule and a reduction in the minimum number of machines to be placed from 300 to 225. Also, operators had the choice of bidding on 10 different contract deals, as compared

Bids will be accepted until December 29, a board spokesman said. Shortly after that date the contracts February 1 and run for five years. As a result the seven firms now op- minimum of \$20,835 monthly.

NEW YORK, Dec. 17.—Machinery erating machines in the subway will to put the operation of cup drink have their test agreements extended thru January. These agreements were to expire this month.

Bids To Be Made

Under the revised contracts, operators may bid for placement rights on either of the three subway lines run by the city, either of six geographical subdivisions, or exclusive privileges for the entire system. More than one bid may be entered by prospective

ding revolves around commissions and minimum monthly guarantees. Depending on traffic differences in the separate areas, the floor on biddable commissions ranges from 20 to 28 per cent of gross income. Acceptable minimum monthly guarantees vary from \$835 to \$10,425.

Operators bidding for exclusive will be awarded, to become effective placement rights must offer at least 25 per cent in commission and a

operators, it was pointed out. The competitive nature of the bid-

Ice Cream, Milk Venders Cited As Prime Outlets at Meeting

milk vending equipment was pointed too can the ice cream industry, Grant up as a prime marketing method for both types of food by industry speakers during the 17th annual convention of the Illinois Dairy Products' Association, Inc. (IDPA), here this week (12-14). Special attention was given automatic merchandising during two meetings.

Howard B. Grant, publisher of Ice Cream Field, led off the business session meeting with an address on Developing New Outlets. He stressed the drink and cigarette fields and cited the "terrific scope of venders" serving these industries. Backing up his statements, Grant quoted The Billboard, presenting vender facts such as the 12 to 15 per cent volume of total candy sales done by venders and the 20 per cent volume of national sales carried by cigarette equipment.

Venders Up Volume

If the ice cream and cigarette industries can realize such a high share ham asserted.

CHICAGO, Dec. 17.—Ice cream and of sales thru vending machines, so declared. He named the vender as one of the prime markets thru which ice cream sales volume could be increased.

As discussion leader in a IDPA panel discussion session, Mrs. E. C. Cunningham, head laboratory technician for Beatrice Foods Company, spoke on milk vending machines. A vast field of potential plus-customers for this basic food was waiting with the more intensive development of growth of vending in the candy, soft | milk vender placement, she said. Installation of venders in apartment house lobbies, in industrial plants on a larger scale than at present, in offices and in service stations will both boost milk sales and be a public health benefit at the same time, she pointed out.

> The vender sale of milk, ranging from on-the-spot consumption size containers to take-home units, is of major importance to the dairy industry and should be looked upon as a prime industry aid, Mrs. Cunning-

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Op Relations Re Locations Still Best Bet

DAV Program Example

CHICAGO, Dec. 17 .- That operator-proven methods of locationsolicitation and location-commission relations, conducted and arranged by the operator himself, continue to be the best way to map out the automatic merchandising path was given further proof recently with the collapse of one manufacturer's special vender-location sponsorship program.

The program, announced by Holli-Ware Manufacturing Company, Chicago, last summer (The Billboard, June 18) consisted of a 10-year contract with the Disabled American Veterans (DAV), latter acting as sponsors of firm's candy equipment DAV, it was decided, would receive 20 per cent of the gross sales of each vender in return for its sponsorship. The location, obtained by veterans for the operator at a \$2 fee per location, was required to waive its commission in favor of the sponsoring organization. The DAV-Holli-Ware contract specified that the firm would sell machines only to operators who would work under the tie-in deal during the 10-year period.

Launched on a national scale, initial operation succeeded in some measure, presumably because of the predominance of military personnel in the areas in which they were started, a former official of the defunct firm declared this week. These were in Guam, Hawaii, with others in San Francisco, Oakland and San Jose also showing a fair start. In other areas of the country, however, where the military angle was not so pronounced or non-existent, location owners evidently were not so eager to fall in with the sponsorship plan. Because he was in business for a profit, same as the vender operator, the location owner could not be depended upon to maintain the nocommission-earning machine on his premises for a prolonged period. This made for unstable operating conditions.

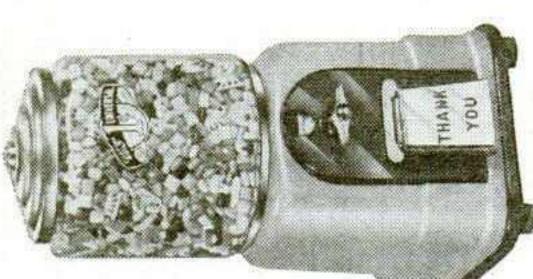
Another negative factor was that the veteran (ex G-I) location solicitor, at \$2 per location, was neither sold on the idea of hustling for new stops nor did he have the necessary vending experience to use the best approach to the location owner. The result was an all-important job was made more difficult because of inexperience. Now, however, as Holli-Ware as such has been discontinued. enforcement of the firm's contract with DAV is a matter of conjecture. Under a new set-up, the Lawrence Manufacturing Company, Chicago, is producing the same type and design equipment.

Foster Veepee Of Spacarb, Inc.

NEW YORK, Dec. 17.—H. J. (Pete) Foster has been named vice-president of Spacarb, Inc., in charge of sales, according to an announcement this week by I. H. Houston, president.

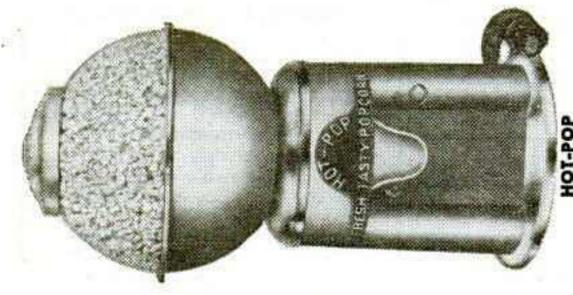
Until recently Foster was associated . with the Automatic Syrup Corporation, national distributors for the Mills cup vender, as vice-president. He had been connected with the Mills organization since 1938.

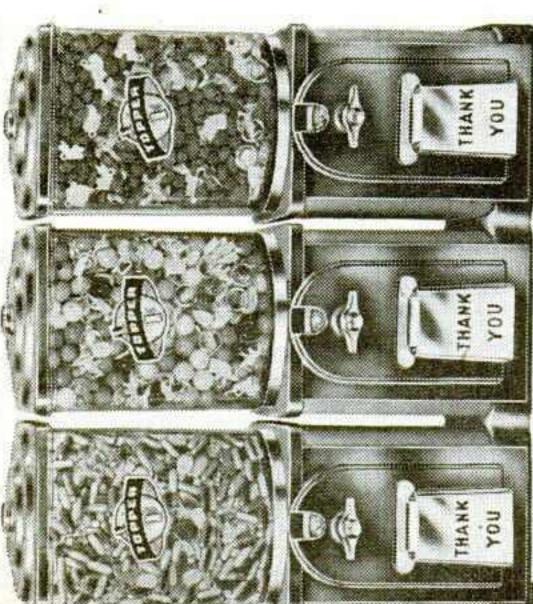












NTTA Group Details State Tax Bureaus' Policy on Cig Venders

CHICAGO, Dec. 17.—With cigarette tax collections in 40 States soaring to a 400 per cent increase this year over 1940, cigarette vending equipment is coming under closer scrutiny by State authorities. The December Vend, sister publication of The Billboard, describes the move of taxing bodies to halt leaks in collections and effect uniform visibility of tax stamps on at least one pack per column.

Taxes on cigarettes under State tax laws alone, indicate the importance attached to eliminating collection leaks. In 1940 cigarette tax returns totaled \$97,000,000; this was doubled by 1946 when \$199,000,000 was collected. This year, during a short span of three years, returns were again doubled, and \$390,000,000 was collected.

Goal of two State tobacco tax bureaus, the Vend article states, is that adequate provision be made in all cigarette venders for viewing the State tax stamp and/or meter impression. In a move that may become common as more States seek to stop collection losses, Connecticut and New York tobacco tax administrators last

Infringement Suit Battled By SuperVend

NEW YORK, Dec. 12.-A court test of patent claims on multi-drink cup venders moved past the preliminary stages this week as the Super-Vend Corporation filed formal answer to an infringement suit initiated by Frostidrink, Inc., Spacarb subsidiary.

The complaint, filed in Dallas November 22, charged that Super-Vend machines made unauthorized use of patents owned by Frostidrink. It asked for a cease and desist order by the court and "substantial" financial damages from the Dallas firm.

"Invalid," Is Report

SuperVend management denied the charges claiming that the patents in question were "invalid and void." In its answer dated December 8, it maintained that "the alleged invention did not constitute patentable subject matter." The patents should not have been issued in the first place, the SuperVend brief argued.

Eight patent claims are involved in the dispute. But Frostidrink is laying most stress on a patent said to cover the design of its mix-a-drink device. The mechanism makes it possible for the patron to mix flavors in multi-drink venders.

Five SuperVend executives are named in the Frostidrink suit. They are W. W. Miller Sr., W. W. Miller Jr., Marvin F. Miller, Robert H. Rice and Brodie H. Ashley. The Coca-Cola Company is concerned, as well, being part owner of certain of the patents named in the controversy.

McFadden to Speak

WASHINGTON, Dec. 17. - A. J. McFadden, Santa Ana, Calif., walnut and citrus grower, will deliver the annual presidential address at the 21st yearly meeting of the National Council of Farmer Co-Operatives at the Edgewater Beach Hotel, Chicago, January 9-12. President McFadden's address will be followed by the annual report to be presented by John H. Davis, executive secretary of the council. Other speakers will include Secretary of Agriculture Charles F. Brannan and Dr. Harold G. Moulton, president of the Brookings Institution, Washington, More than 500 delegates and guests are expected to that cigarette machine makers would

month notified cigarette vender manufacturers that machines completely closed in may be prohibited from operating (The Billboard, November 12). Stamps must be visible to the purchaser.

A more or less uniform regulation covering the automatic merchandising phase of cigarette sales, plus a national reviewing board to which manufacturers can submit new models, new features, is the tax administrators' eventual goal. Sponsoring the movement is the National Tobacco Tax Administration (NTTA), headquartered in Chicago. Shortly after its annual meeting last September the NTTA appointed a six-man committee to look into the vending machine sale of cigarettes and review various State laws pertaining to such sales headed by W. E. Chase, director of the Tobacco Tax Division in the Maine Bureau of Taxation, the bureau is expected to report its findings and make recommendations during its annual meeting in the fall of 1950.

Back of the move to scrutinize cigarette vender design, specifically, Vend lists three points: 1. Cigarette venders are now accounting for an increasingly high proportion of total cigarette sales, amounting to about 20 per cent of the nation's total sales. 2. Cigarette taxes now represent a major share of income for most States. 3. States with cigarette tax laws are set on making certain that they receive every tax penny due them.

Mail Order

While cigarette taxes have brought steadily increasing sums to each of the 40 States with such laws, one of the real sources of leaks has been Charles Colon, mail-order sales. executive-secretary of NTTA, states there is no intention to imply that vending operations have been selling cigarettes without proper tax payment. But, since venders are a prime factor in the sale of cigarettes, State tax authorities regularly check machines, just as they do other retail outlets, to make certain they are stocked with tax-paid merchandise, he said.

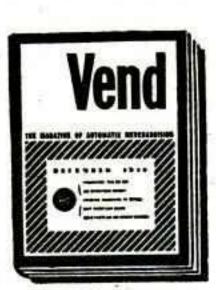
With the appearance of some postwar venders of completely closed-in design, the checking became a real problem. Machines had to be opened before tax stamps could be checked. It was not NTTA's intention to influence machine manufacturers to change their models, Conlon declared in the Vend article, but minor changes may be necessary in some models.

It was thought that tax collectors would find it adequate if one package in each column is visible. And it need not be the pack to be next vended, it was pointed out. With minor changes by two manufacturers on the pack-visibility angle, cigarette vender makers are confident all models now in production would meet

NTTA requirements. Once the NTTA vending machine committee reported its findings, it was thought possible that a single examination of each model, performed at NTTA headquarters, would be satisfactory for all State tax commissions. And it would cut down the expensive procedure of having a vender cleared thru all or several of the 40 States which presently have

cigarette taxes. Considerable leeway is expected to be exercised with regard to older types of equipment. Some units may require modification, while in Connecticut it was thought that older machines would be allowed on location unless they were moved or sold. Then modifications would be required before being replaced in op-

eration. Quoting Conlon, Vend stated that it was NTTA's confident expectation co-operate.



"The Magazine of Automatic Merchandising"

"We, as operators, sincerely appreciate the very excellent work that is being done in the publication of VEND. It is something the industry has needed for a long time."

W. H. Mason III Mason Automatic Vending Co.

Houston, Texas

VEND 2160 Patterson St. Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which I inclose \$3.

BUY SILVER KINGS KING OF VENDORS

Nut and Ball Gum, Candy, Charms Vendors, 1¢-5¢. U. S. and Foreign Coins. "Hot Nut" Vendors



natural With Silver Kings 10 'Charm King" Ball Gum Vendor Designed for sales compelling eye appeal as low as

12-24

quantities At All the Best Dealers-or Write. Ask About the New "Hunter."

SILVER-KING CORP. CHICAGO, ILL. 622 Diversey Parkway

NEW NORTHWESTERN MODEL 49 SPECIAL OPERATOR NET PRICE

LESS THAN \$10.00 EACH

With each Model 49 Special crdered during this sale at billing price of \$14.75 we will include at no charge 5 lbs. Spanish #1 Grade Peanuts. Model 49 Special with 5 lbs. Peanuts.\$14.75

Gross take 5.00 Your net cost when machine empties. ORDER TODAY

AND SAVE Parts, Supplies, Charms-Write for List BADGER SALES CO., Inc. Los Angeles 6, Calif. 2251 W Pico Blvd.

Meter Schemer

DETROIT, Dec. 17.—Source of a new hazard to coin machine operation was uncovered by the Sherlock Holmes methods of the Detroit police this week. A block of meters in the downtown district showed a consistent low revenue, compared to others adjacent to them, and the mystery brought out the detective instinct.

Investigation showed that somebody was putting gum-covered nickels in the meters—with the result that the machines were effectively plugged, the red "expired" flags remaining down instead of showing violation for

overparking.

Two policemen were assigned to solve the mystery and took up their vigil on the roof of a nearby building. Equipped with highpowered binoculars, they found the culprit. He turned out to be a general handyman for a downtown market who helped customers park their cars. According to police, he devised the gumcoated "slug," saving the nickels for himself. Business was so good he even hired a helper.

Schutter Candy Sets Disk Plugs on Candy

ST. LOUIS, Dec. 17. - Schutter Candy Company announced this week that a new musical promotion program has been set for its Bit-o-Honey bar. A special recording of firm's Bit-o-Honey Song, used on the air as a musical jingle, has been cut by Mindy Carson for RCA Victor, backed by the popular tune, All the Bees Are Buzzing Round My Honey.

Copies of the commercial recording the country accompanied by Bit-o-Honey bars, according to Schutter officials. Firm will use the advertising jingle, which backs the popular song on a special release, as special promotion for the candy bar.

'Pop' Corn Sez Files for Charter in Pennsylvania

PHILADELPHIA, Dec. 17. — 'Pop' Corn Sez Company, originally established as a corporation under the laws of the neighboring State of Delaware with offices in Wilmington, filed an application December 14 for a Certificate of Authority to do business in Pennsylvania.

According to its application, the charter and nature of the business is the popping, processing and selling of popcorn at wholesale and retail." The necessary papers were filed by the local law firm of Schander, Harrison, Segal and Lewis. The law firm with offices at 1719 Packard Building. will also be the registered office in Pennsylvania for the popcorn company.

Canada Dry Net Income Down As Sales Reach Record High

NEW YORK, Dec. 17. - Canada Dry Ginger Ale, Inc., this week reported a drop in net income for the fiscal year ended September 30. Net slipped to \$2,183,887, or \$1.04 per share, from \$2,701,273 or \$1.31 per share for the 1948 period. Sales, however, rose to \$51,477,000 from \$50,-192,244 in the preceding fiscal year. It was reported that record highs were reached in sales in U.S. and from foreign licenses as well as from company-operated plants in Canada.

Supplier of SMALLEST VENDING ALMONDS

in the World wishes you the BIGGEST MERRY XMAS and HAPPIEST NEW YEAR! LA RUE INTERNATIONAL, INC. San Francisco, Calif.

Count 875/925 . . 85¢ Lb. Price 640/800 . . 80¢ Lb. 576/640 . . 75¢ Lb. 432/480 . . 60¢ Lb.

To Add Venders In Dept. Stores

NEW YORK, Dec. 17.—Greater use of vending machines to speed sales in department stores was seen here this week as William S. Tandler, producer of a new merchandise machine, disclosed that three new stores will shortly place his equipment in operation. Two banks of the new units were tried commercially for the first time last week by the J. L. Hudson Company, of Detroit (The Billboard, December 17).

Tandler, president of the Vendomatic Machine Corporation, said that the device will be offered, as well, for use by super markets. The design of the vender allows for the installation of refrigeration mechanisms. Pre-packaged food can thus be vended, he pointed out, altho technical difficulties are expected to bar the handling of frozen foods.

The present machine was developed in conjunction with the Associated Merchandising Corporation (AMC). But AMC's participation was limited to factors such as size, versatility and capacity, Tandler asserted. The machine is not being manufactured exclusively for AMC stores.

While the J. L. Hudson units handle four items each, packed in cartons 2 by 8 by 10 inches, dimensions of machines yet to be made may vary in accordance with the demands of store management. Tandler stressed that the machines will be built on a "custom" basis, to meet the means of specific stores.

Pitney-Bowes Employees \$ Sharing Plan Jackpot

STAMFORD, Conn., Dec. 17. -Total profit-sharing payments for employees of Pitney-Bowes, Inc., manufacturers of postage meter maof the latter tune are being sent to chines, hit a record high of \$926,000 disk jockeys and record stores over during 1949, the company announced this week. This is \$254,000 or 38 per cent above the 1948 employee share.

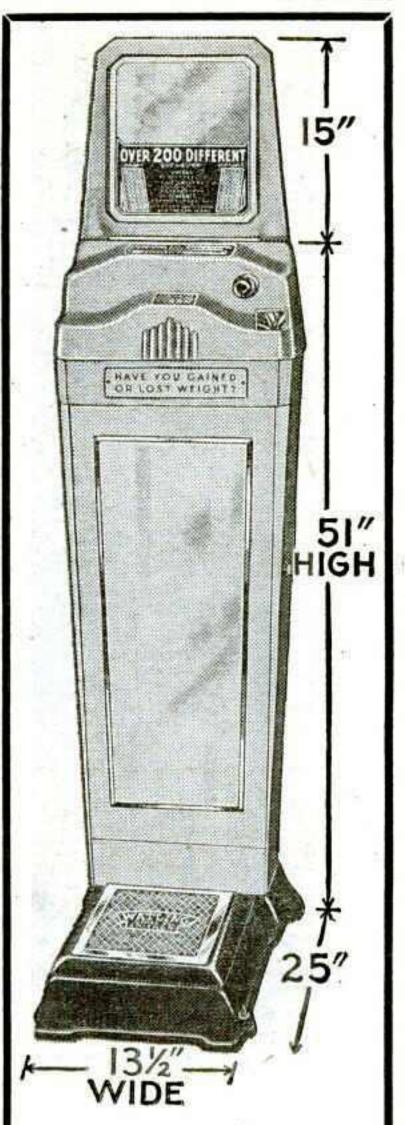
While cash wage and salary "dividends" also hit a new high, the biggest part of the increase was the result of company payments into the retirement income plan, a deferred profit-sharing program paid for by the company, which provides employees with liberalized pensions when they retire. Payments into the retirement fund plan during the year totaled \$548,000, compared with 3307,000 last year.

Cash profit-sharing payments in 1949 totaled \$378,000, compared to

\$364,000 last year.

Meter Club

VINTON, Ia., Dec. 17.-Motorists in this Eastern Iowa town, who always seem to be fresh out of small change for parking meters, have been given a break by the city council. For a fee of \$50 per annum they can park anywhere in meter zones for an indefinite period. Windshield stickers notify police meter inspectors that such car owners belong to the meter immunity club.



DOWN **Balance \$10 Monthly**

PENNY FORTUNE SCALE

NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by

Manufacturing Company Chicago 44. III. 4650 W. Fulton St.

Est. 1889—Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago



THE NEW VICTOR TOPPER

THE FINEST PENNY VENDOR

- BALL GUM
- CHARMS
- PEANUTS
- CANDY
- NOVELTIES

orders filled promptly

& B DISTRIBUTING

1537 N. E. UNION AVE.

PORTLAND, ORE.

KING KERNEL

THE NEW LOW PRICED POPCORN WARMER AND DISPENSER THAT MAKES MONEY FOR YOU



★ STURDY

★ TROUBLE FREE

* ATTRACTIVE

★ NON-COIN **OPERATED**

LOWEST

PRICE ON THE MARKET

LIST PRICE

\$**29.50**

Complete Line of Popcorn Supplies, Bags, Boxes, Plastic Trays and Delicious Pre-Popped Corn in Moisture-

WRITE-WIRE-PHONE FOR DISTRIBUTORS' QUANTITY PRICES

KING KERNEL, INC.

2361 N. SEELEY AVENUE

CHICAGO 47, ILLINOIS

PHONE: HUmboldt 9-2065

RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

NORTHWESTERN MODEL 49 SELLS MORE MERCHANDISE

Place it alongside of any other vendor and you'll understand why. It is years ahead of the field in appearance and performance and its All Clear Glass Globe assures maximum display for maximum sales. You get More For Your Money and MAKE MORE MONEY with the Great Northwestern MODEL 49.



FREE DEMONSTRATION ~~ Stop in to see Manny Rake in Philadelphia or Lester Wynick and Monroe Green in Pittsburgh for a FREE DEMONSTRATION. Let us show you how easily you can increase your collections with fewer service calls. Learn why it pays to do business with Rake where you get ONE STOP SERVICE. WE STOCK EVERY-THING THE OPERATOR NEEDS UNDER ONE ROOF. A Complete Line Of All Machines, Supplies and Parts.

LET US HELP YOU GET STARTED We will be happy to give you the benefit of our experience to help you set up a profitable route and show you how to save money with our LIBERAL TRADE-IN ALLOWANCE

TRADE-IN SPECIAL From now until the first of the year we will allow \$3.00 IN TRADE for any of your old machines on each any of your old machine must be complete, all old machine must be complete, all parts intact, including globe, etc., and must be shipped to us prepaid. Furnish listings in advance so we can acknowledge and give shipping instructions. structions.

MODEL 49 PRICES

Less than 25\$13.75 Less than 100 13.55 100 or more 13.35

All Prices F.O.B. Factory. 1/3 Deposit, Balance C.O.D.

Write for Circulars and Price List on Complete Northwestern Line

Coin Machine Exchange 609 Spring Garden Street Phila. 23, Pa. LOmbard 3-2676

Coin Machine Agency Pittsburgh, Pa.

YOU CAN HELP COMBAT CRIME BY GIVING TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

Trade Directory

shaver.

New Equipment

Afco-ice cream bar vender-Afco Products, Los Angeles.

Arctic Model 75-manual ice cream

bar vender-Arctic Vendor Sales Company, Appleton, Wis.

Candy B A R Merchandiser-candy vender-Mills Industries, Inc., Chi-

Cigarette vender-A & A Company, Inc., Plainfield, N. J.

Colsnac-ice cream bar vender-Atlas Tool & Manufacturing Company, St. Louis.

Coaltown-console-H. C. Evans & Company, Chicago.

De-Icer-five ball-Williams Manufacturing Company, Chicago.

Model 750 — shoeshiner — Uneeda Shine Machine Company, New York. Pin Boy-straight novelty-J. H.

Keeney & Company, Chicago. Pitch Ball-novelty game-Grey-

hound Amusement Device Company, Inc., Brooklyn.

Shantytown-five ball-Exhibit Supply Company, Chicago.

Shaver — coin operated — A. H. Pitchford Company, Pittsburgh. Shuffleboard refinisher - portable

-Shuffleboard Refinishing Company, Indianapolis. Shuffle-Lane - shuffleboard type

novelty game-Rock-Ola Manufacturing Company, Chicago.

Smoke Shop - cigarette vender -Automatic Products, New York.

New Firms

Automatic Equipment Company, 817 W. Cumberland, Philadelphia-Frank Engel-firm will specialize in amusement equipment.

Personals

AMOA officials for 1950—Al Denver, re-elected president; Charles Bernoff, vice-president; Sal Trella, secretary; Harry Wasserman, treasurer; Al Bodkin, Joseph Connors, Bill Goetz and Arthur and Louis Herman, directors.

NAMA officials for 1950-George M. Seedman, president; J. Bernard Lanagan, Nik-o-Lok Company, Indianapolis, vice-president, and John T. Pierson, Vendo Company, Kansas City, Mo., sceretary; George Seedman, Davre Davidson, Los Angeles; E. F. Hinckle, Chicago; I. H. Houston, New York, and Arthur F. Schultz, Erie, Pa., board members.

Ralph Towne resigned from Craig Vending Machine Company to accept appointment as sales director of the Northeastern section of the United States for Arctic Vendor Sales Company headquartering in Boston.

Distributors

Cigaromat Corporation of America named Kelner Vendors, Chicago, to

Hub Candy Outlook

BOSTON, Dec. 17.—There is no chance the candy industry here will overtake or even up volume sales because of the decline experienced in September and October. With November figures reportedly off as much as 18 per cent, leaders in the confectionery industry could see no evening off regardless of December business.

Last year volume sales ran to \$75,000,000 in this area, which is considered one of the largest confectionery manufacturing spots in the country. In the State candy had a \$15 per person volume, averaging around 19 pounds per capita.

For the Christmas selling season starting the day after Thanksgiving and running thru December 3, retail confectionery sales showed a decline of about 1 per cent from last year. Heavy promotions figured prominently in ability of retail sellers to keep anywhere near last year's levels.

Candy bar venders were reportedly holding their own in volume; their locations in office buildings and canteens seeming unaffected by weather and the ever-tightening pocketbook of the consumer.

cover Ohio, Indiana, Illinois, Michigan, Wisconsin and Minnesota.

A. H. Pitchford Company named Hamilton Scale Company as national distributors of the A. H. Pitchford Company's coin-operated electric

Rock-Ola Manufacturing Company, Chicago, named Ed Lake as West Coast regional sales manager, to headquarter in San Francisco; territory will include California, Oregon, Washington, Idaho, Montana, Utah, Nevada, Arizona and New Mexico.





\$43.00 Per Case (\$10.75 Per Mach.) 6 to 11 Cases \$42.00 Per Case (\$10.50 Per Mach.) 12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.) 25 Case or More \$40.00 Per Case (\$10.00 Per Mach.) Prompt Delivery

WE TAKE TRADE-INS LIBERAL ALLOWANCE

WRITE FOR OUR FREE ILLUSTRATED CATALOG! 1/3 Dep. With Order, Bal. C. O. D.

SALES COMPANY

Phone: LOcust 7-1448

in CHARACTER CHARMS

DICK TRACY

SAM CATCHEM



Walt Disney and Al Capp Character Charms NOW AVAILABLE

CHARACTER CHARMS, Inc. 1607 East 16th St. Los Angeles 21, Calif.

SALE-SALE

Candy Vending Machines 8 COL. STONER (PREWAR),

160 CAP.\$100.00
DuGrenier Candy Man, 72 Cap. 49.50
Rowe Candy Machine, 120 Cap. 65.00
National 9-18, 162 Cap. 80.00
All Machines Complete With Base Repainted And Baked In a Beautiful Hammertone Finish—Fully Reconditioned—
Mechanically Perfect—Ready
For Location,
SEVERAL STONER PREWAR
THEATRE MODELS AVAILABLE
Prompt Delivery—1/3 Dep., Bal. C. O. D.

NATIONAL VENDING SERVICE CO. 308 FURMAN ST. BROOKLYN, N. Y.

BUY WITH CONFIDENCE FROM STEINER

RECONDITIONED—REPAINTED—PERFECT

U-Need-a-Pak 6 E, 180 Pk. Cap. ...\$50.00 U-Need-a-Pak 8 E, 240 Pk. Cap. ... 55.00 J-Need-a-Pak 9 E, 270 Pk. Cap. ... 60.00 U-Need-a-Pak 9 A, 270 Pk. Cap. ... 80.00 U-Need-a-Pak 9-500, 350 Pk. Cap. ... 95.00 DuGrenier 9 W, 308 Pk. Cap. 60.00 Rowe Royal, 8 Col., 320 Pk. Cap. . . 80.00 All Equipped With King Size Cols.—Any

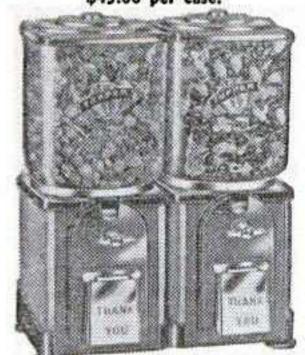
Coin Combination. 1/3 Dep., Bal. C. O. D. Write for Details on Our NYLON DEAL

STEINER MANUFACTURING CO.

Serving the Trade Since 1927 363 5 Hudson Ave. Brooklyn 1, N. Y. Phone: TRiangle 5-0835

DOUBLE TOPPER

With Plastic Globes. 2 Units to a Case, \$45.00 per case.



Special December Offer

2 Double Units PLUS 25# 210 Ball Gum
PLUS 2# Boston Baked
Beans PLUS 1000 assorted \$61.00
copper and silver plated
charms. ALL FOR ONLY..

ALSO AVAILABLE — TRIPLE UNIT
TOPPER.

RAIN-BLO GUM

In lots of 150# or more with freight prepald

25c lb.
less 2%
FULL CASH WITH ORDER

Autographed
Football Charms
\$3.75 per 1000
Write for our
FREE Complete
Charm List.

PISTACHIOS

25 lb. carton Large 48¢ lb. Small 45¢ lb. Full Cash With Order.

Orders Under \$10.00 Money in Full.
ALL PRICES SUBJECT TO CHANGE
WITHOUT NOTICE.

PIONEER
VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7992

THE BIG 3 FOR THE SUCCESSFUL OPERATOR



or 5¢ Vendor, 13.95 Ea., \$13.45 in 100 lots. Trial order 10 aranteed.

2. LEAF GUM

OD Lb. Lots .25¢ Lb.
Freight prepaid
From Factory on 150
Lbs. or More.

3. CHARACTER

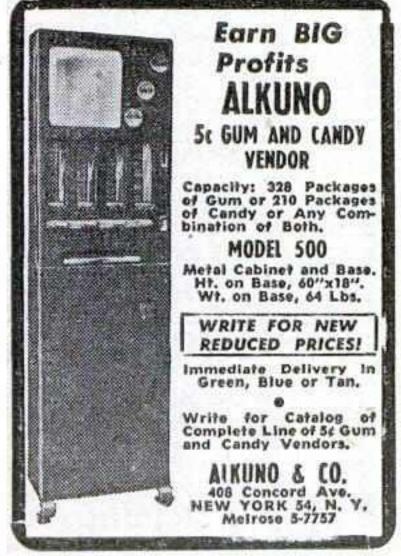
CHARMS
DICK TRACY, B. O.
PLENTY, SAM
CATCHEM, GRAVEL
GERTIE, SPARKLE
PLENTY, SHMOO,
KIGMY, SPORTS,
WALT DISNEY
CHARACTERS

Send 50c for Samples of All Charms

Copper Plated \$2.50 Nickel Plated . 2.50 Color Plated . 2.75 Gold Plated . . 3.00 Silver Plated . 3.00

AMERICAN DISTRIBUTORS

1349 Fifth Ave., Pittsburgh, Pa. 12046 Linwood, Detroit, Mich. 111 W Columbus Drive, Tampa, Fla.



FOR SALE

300 NEW VEEDERROOT COUNTERS

Model R518—best offer—sample upon request. BOX 355, Madison, Wis.

New Tax Rule In Pa. Seen Affecting CM

Amounts Unrestricted

HARRISBURG, Pa., Dec. 17.—A new threat to the coin machine industry in Pennsylvania looms with the establishments of ceilings on many of the State's local taxes effective January 1. But the amount that can be levied on juke boxes, pinball, and other machines, by cities, boros, townships and school boards remains unrestricted.

Many of the 1,067 new tax ordinances enacted under the "tax anything" law of 1947 will have to be cut back to the ceilings in the amendment the first of the year. Other localities have reached the limit imposed and cannot tax further on such items as admissions, income and mercantile levies.

Coin machines will likely be the next thing the tax hunters will turn to, altho there are 93 separate local ordinances in the Commonwealth now taxing these devises. Seven cities, 59 boros and 27 school districts have placed taxes on the machines in the 2½ years the 1947 law has been in effect.

Ceilings placed on existing local taxes are: Income, 1 per cent; amusements, 10 per cent; retail sales, 2 per cent; real estate sales, 1 per cent; per capita levies, \$10 a person; wholesale trade, one mill on the dollar volume, and retail mercantile, 1½ mills.

Supplies In Brief

Container Biz Up

WASHINGTON, Dec. 17.—The volume of container business in the nation this year is running close to the high level of 1948 and the outlook for 1950 is "good," the Department of Commerce reported in its winter issue of the "containers and packaging industry report."

New designs were developed in virtually every type of container, with plastic and transparent flexible packaging coming into increased usage along with new styling of bottle containers. "Plastic and transparent flexible packaging," the report stated, "probably received the most attention during 1949 but other types of packaging, such as attractive window paper bags and boxes, highly colored paperboard containers with laminated finishes, mesh bags, new type tin and glass containers and many others, received increasing attention.

"The year saw more container users becoming increasingly conscious of the need for distinctive packaging and it is expected that in 1950 users will demand more attractive packages to stimulate consumer interest in their products."



HOT AS A FIRECRACKER VICTOR'S NEW "HOT POP"

NON-COIN OPERATED

HOT POP CORN DISPENSER

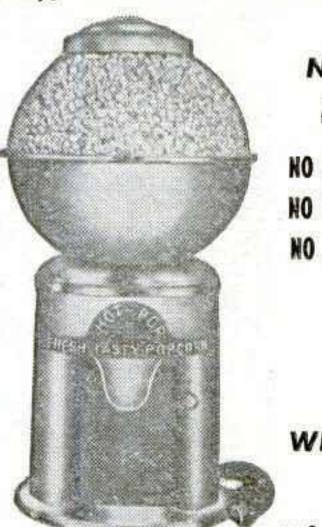
OVER 100% PROFIT TO OPERATOR

WILL DISPENSE

HOT POP CORN
HOT SHOESTRING
POTATOES

HOT ROASTED PEANUTS

OPERATOR'S



NO SERVICE PROBLEMS

NO JAMMING

WRITE TODAY!

...\$47.50

A & B DISTRIBUTING CORPORATION

1537 N. E. UNION AVE.

PRICE . . .

PORTLAND, ORE.

"Serving The West With The Vending Best"

LEADING DISTRIBUTORS FOR VICTOR BULK VENDORS IN THE NORTHWEST

VENDING MACHINE HEADQUARTERS WE SPECIALIZE AND CARRY LARGEST STOCK





\$10.00 EA.

24 to 44, \$10.50 ea. 4 to 20, \$10.75 ea.

Packed 4 to a case. Vends Ball Gum and Charms. Also Bulk Merchandise.

LOGAN DISTRIBUTING COMPANY

2320 MILWAUKEE AVE.

Write for circular.

CHICAGO 47, ILLINOIS



 Enables you to do a faster, more thorough cleaning job on your merchandise compartment.

Permits you to service more than twice as many Acorns as any other machine.

Allows you to arrange charms so they won't become disarranged on location, because the Acorn service head is designed to set upright.

Write for complete details today!

Write for complete details today!

WFG. CO., INC.

11411 Knightsbridge Ave.

Culver City, California

Mrite, Wire, Phone.

M. J. Abelson Gen. Sales Mgr. 1349 Fifth Ave.

Territories Are

Pittsburgh, Pa. Ph.: AT 6478



express anywhere.

VENDING MACHINES

Turning Back the Clock

15 Years Ago This Week CHICAGO, Dec. 15, 1934.—The T xas chapter of the coin machine fraternity was celebrating a federal judge's ruling that pinballs were legal amusement machines. them from further interference by law enforcement agencies in Grayson County, Texas. It marked the first time that a federal court in Texas

had taken such action and gave the trade as a whole a boost in the Lone Star State. . . Automatic Music Instrument Company, Grand Rapids, Mich., reported a substantial increase in business over 1933. Later the firm became known as AMI. . . Harry court issued an injunction protecting H. Cohen, owner of the Ohio Specialty Company, Cincinnati., was appointed a colonel on the staff of Gov. Ruby Lafoon of Kentucky.

Chicago operators bought 1,200 tickets placed on sale for the first annual party of the Organized Operators of Chicago the day the event was announced. The party was held in January, 1935. Its purpose was to improve trade relations by getting operators, their families and employees together occasionally. Fred Mann, later an Aireon official, was president of the association. . . An open house, attended by many trade dignitaries from the East and Midwest, celebrated the opening of Mike Munves branch office in Brooklyn.

The Texas Coin Machine Association announced it would back legislation designed to tax coin machines at a fair rate. It figured that a scale set at \$25 for the first 10 units, \$25 for the second 10 and \$10 for each additional 10 units would meet with their approval and provide the State with sizable revenue. Such a measure was to be introduced in the T-vas Legislature in January, 1935 . Scientific Machine Company, Brooklyn, headed by Max Levine and Fred Hailparn, introduced the pin game Safety Zone. It marked the first time that an Eastern firm manufactured a modern (for 1934) pin game.

CHICAGO, Dec. 16, 1939.—Music operators around the country were discussing the formation of a new music machine manufacturing firm known as Herbert Corporation. Frank P. Merkle resigned as district manager for the J. P. Seeburg Corporation to become director of sales

10 Years Ago This Week

for Herbert. Before joining Seeburg in 1934, Merkle had been the owner of the fourth largest dairy in Chicago. First product of Herbert was a unit called the Melo-Tone. . . Roy McGinnis, Baltimore distributor, introduced a phono-mike for use as a public address system with music units. Later McGinnis became president of the J. H. Keeney Company, Chicago.

The Owl Mint Machine Company, Boston, opened new quarters featured by a showing of the Mills Throne of Music. Owl Mint was headed by J. S. Albert and Ed Ravreby. Later Ed Ravreby formed his own distributing concern. . . Following a four-month tour of Mexico's principal cities, William Nathanson, organizer of the Music Operators Association of Southern California, disclosed that there were hundreds of potential locations for music machines in Mexico. . . News from Paris, however, pointed out that the music trade in France was at a standstill because of the war, which began in Europe in September, 1939. . . Among the tunes operators were reporting as bringing in the most nickels were I Didn't Know What Time It Was, Last Night, Bluebirds in the Moon-

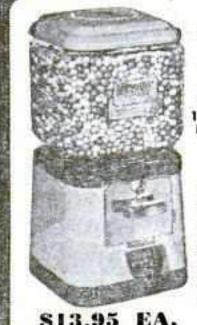
Eppy Gives You THE NEWEST CHARMS

6 New Items!

LICENSE PLATE CHARMS PER M 48 States—1950 colors \$ 7.50 PIRATE COINS Metal-Plated 7.50 WILD WEST TELESCOPE VIEWER 12.50 ANIMAL HEADS Metal-Plated 7.50 BOWLING PIN CHARMS 4.00 Plastic Metal-Plated 6.50 EPPY MIX Super-Charm Mix 400 Asst'd in Bag 2.00 Fortune Ball Mix 1.75 1 Gross Ass't in Bag

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\$13.95 EA. Phone: Cameron 16

Order a Few Hundred Tomorrow! Mountain State Distributors Cameron, W. Va Manufacturer of HIGHEST QUALITY CHEWING GUM

BALL GUM **BUBBLE GUM BUBBLE BASE** SOLICITES INQUIRIES FROM QUANTITY BUYERS ONLY BARKER BRANDS, Inc. SEA BRIGHT, N. J.

DO YOU KNOW?

You can buy all machines made by

- Victor Vending Corp.
 - Northwestern Corp.
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 - Silver King Corp. Hamilton Scale Co.
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on TIME PAYMENTS paying for them in 20 Weeks? Write for details TODAY!

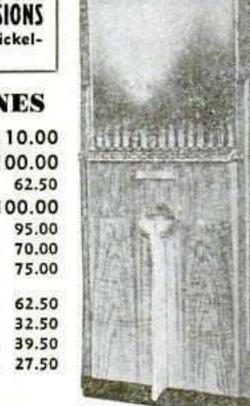
ROY TORR

LANSDOWNE, · PENNA.

Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES

UNEEDA, 8 Cols	10.00
UNEEDA, 6 Cols 1	
Uneeda, 9 Col., Model "E"	62.50
ROWE PRESIDENT, 10 Col 1	00.00
Royal, 10 Col., 400 Pack Cap	95.00
Rowe Imperial, 8 Col., 240 Pack Cap	70.00
National 9-30	75.00
DuGrenier Model W, 9 Col., 308 Pack Cap.	62.50
DuGrenier, 6 Col	32.50
Special! 8 Col. Cig. VENDOR	39.50
Special! 4 Col., 100 Pack Cap	27.50



CANDY MACHINES

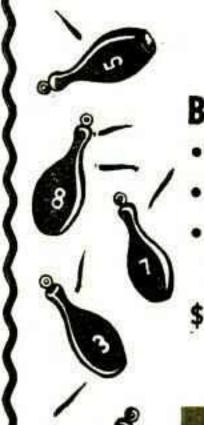
\$75.00	CAP	\$100.00
Uneeda Candy	NATIONAL, 6 COL., 108-BAR CAP	80.00
Vendor	ROWE, 120 Bar Cap	85.00
02 Bar Capacity.	VENDIT, 150 Bar Cap	57.50
Floor Model.	Candyman, 72 Bar Cap., with Base	65.00
COUNTER	U-Select-It	35.00

SALE Uneada Model 500 9 Col., 350 Pack Cap. 7 Col., 250 Pack Cap.

TOP EQUIPMENT - UNCONDITIONALLY GUARANTEED ONE-THIRD DEPOSIT WITH ORDERS-BALANCE C. O. D. Parts and Mirrors available for all makes and models.

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Bowl Them Over With EPPY'S NEW

BOWLING PIN CHARMS!

- They stand up . . . kids can really bowl at them with a marble!
- They're numbered from 1 to 10 . . . so kids will want to collect a complete set! They're perfect, full-round miniatures

— as cute as they are practical! Plastic

\$4 per M

Metal-Plated \$6.50 per M

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WORKS LIKE A CHARM WITH CHARMS **OPERATORS REPORT EARNINGS LARGE ENOUGH TO PAY FOR TOPPERS** IN 1 WEEK

4 to 20 Toppers, \$10.75 ea.; 100 or more, \$10.00 ea.

Write for complete information and descriptive circulars FACTORY DISTRIBUTORS

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HAVE YOU NOTICED

the increasing number of large, successful operators who are placing . Custom Built "Universal" vendors on location? It is eye appealing in design and a real profit maker in ratching pennies. It uses the same dependable trouble-free mechanism as used in other Victor

PROMPT SHIPMENT!

Only \$13.50 each (24 or more)

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Send for free leaflets showing Custom Built "Universal" and other Victor profitproducing vendors.

ONLY THE **GREAT NEW**

KOFFEE KING

HOT COFFEE VENDOR

HAS THE EXCLUSIVE

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Delivers a Delicious Cup of REAL Coffee

Now in Production-Ready for Delivery

WIRE-PHONE-WRITE FOR COMPLETE DETAILS!

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FUTURAMIC MACHINES, INC.

VENDING MACHINES

RECONDITIONED-REBUILT Ready for Location NATIONAL CIGARETTE MACHINES

9-E-Electric \$189.50 9-50—350 Cap. King Size... 104.50 9-50-Reg. 350 Cap. No King 85.00 9-30—270 Cap. No King Size. 65.00 For 25c Vending, All National's Add 10.00 Rowe Elec. Diplomat 189.50

Rowe Crusader, 8 Col. 104.50 Eastern Elec. .

CANDY MACHINES 6-18—102 Cap. 79.50

1/3 WITH ORDER-BAL. ON DELIVERY

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Games, etc. BUBBLE BALL GUM

CHARMS

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All steel — aluminum finish. No need to add sand, gravel, cement, etc. Ready for locations. Weighs

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CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS .. Unite wow FOR LOWEST PRICES AND SAMPLES OF OUR METAL AND PLASTIC CHARMS, STONE AND CAMED RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.

BECKER VENDING SERVICE - BAILLION ...

60 Year History of Mills Told In Firm's Bell Product Catalog

history of the coin machine business is an article called The Story of Mills which Bell-o-Matic Corporation has included as a feature of the first complete catalog of Mills bell products to be published in many years. Bell-o-Matic is world distributor of bells produced by Mills Industries.

Actually the story commemorates the 60th anniversary of the founding of the Mills organization by the late Herbert Stephen Mills, It all began in a small workshop at Jefferson and Lake streets, Chicago, when Mills and two employees began the production of the first counter machine called the Klondike, a unit succeeded the same year (1889) by the Owl Lifter, the predecessor of all Mills arcade type machines. By 1891 the firm had outgrown its original quarters and moved to Clinton and Quincy streets where it occupied production facilities 75 by 125 feet. The company continued to grow and prosper until 1894 when a business setback necessitated a return to the Jefferson and Lake plant. This was almost immediately followed by a costly fire which destroyed the factory, including detailed plans on future products and prefabricated work on the Klondikes and Owls.

New Start

The many individuals might have given up under the successive reverses, the pioneer spirit of Mills drove him to carry on in a little factory at Randolph and Desplaines streets. There Mills Novelty production and sales boomed to such a point that the firm moved to a four-story building at Green Street and Jackson Boulevard and made progress in the coin-operated amusement field which led to world-wide recognition. Some of machines turned out there were the Autosteroscope, Wizard Fortune Teller, Dewey, Brownie, Bag Puncher, Perfume Vendor, Magnetic Piano, Cupid Post Office, Target Practice and in later years Official, Cannon Fire, Q.T., War Eagle and many more. This factory also produced the Violano-Virtuoso, a coin-operated unit which played one or more violins and was listed by the federal government as one of the 10 greatest American inventions in the 1910-'20 decade, It is now one of the attractions at the Smithsonian Institute, the Henry Ford Museum and in other public and private collections in various parts of the world.

By 1926 Mills Novelty again had to look for larger quarters and the present plant on Fullerton Avenue was built. A modern plant of 375,000 square feet, the building was designed to offer complete facilities for coin machine construction. The firm expanded into other segments of the coin field, developed venders, music machines and also became a leader in the ice cream freezer and hardening equipment field. Its condensing units were so efficient that Mills today has a refrigeration division which includes prominent nationally known firms as its customers. As Mills Novelty expanded, it became clear that the name of the firm no longer completely covered its various enterprises, and in 1944 the vast organization became Mills Industries, Inc. The firm's war role was so extensive that over 45 individual heavy type production



THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

CHICAGO, Dec. 17.—Virtually a assignments were completed for the army, navy and air force.

Bell-o-Matic

In April, 1946, Bell-o-Matic Corporation was formed as world distributor of Mills bell products, and its personnel was made up wholly of what was formerly known as the Mills coin machine department, Bello-Matic president, Vince Shay, points out that the directors realized early in 1946 that the bell division and Mills other product divisions were not aimed at the same market and therefore it was no longer feasible to spend time and money to produce sales and advertising under one organization for widely separated fields. Shay's message to operators in the catalog stresses that all products listed have been designed, developed and built with the operator in mind. He says in part: "We are not content to stand still and think that the coin machine operator is not entitled to any consideration in regard to our future plans, our future machine, our future production or our future outlook. No! Because we have always taken our problems up with the operator, asked his opinions, his advice and for his help. We even call upon him to road test our new machines, ask for suggestions and in most every case where it is feasible we incorporate them into the machine."

Hub Toy Venders

BOSTON, Dec. 17.—Department stores here are running heavy Christmas promotions on toy vending machines, a trend that has been increasing since fall when the Hub's department and drug stores experienced sellouts of toy penny gum and chocolate vending machines.

Newest in the bank venders is the Jocko musical gum bank, plastic box with a monkey on top, offered by the Jordon Marsh Company, biggest store in New England, at \$1.49 over the counter and by mail. Promotion for the vender is based on teaching children thrift. The insertion of a penny i the box brings forth a musical tune, a piece of gum, and the monkey tips his hat.

Heavy promotion was also given the chocolate penny bar banks ' y Raymond's department store. First vender offered was the Hershey bar bank vender, and after a fast sellout the store promoted Suchard chocolate banks. These banks, unlike the penny venders, take pennies, nickels or dimes, with a pull slide dispensing to chocolate bars. These venders are offered for Christmas at \$1.39.



Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a pennyl Write for complete details today.

KNOW WHAT'S GOING ON IN BULK VENDING

Read The Northwesterner . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION

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RAKE COIN MACHINE EXCHANGE 609 Spring Garden Street Phila. 23, Pa. LOmbard 3-2676

to Case RAKE COIN MACHINE AGENCY 2120 Fifth Avenue Pittsburgh, Pa.

\$40.00 case

Packed 4



86





CHARMS

Over sixteen different series of new charms

LOW PRICES

Send 25¢ for cost of mailing samples, to be refunded with first order.

THE PENNY KING COMPANY

415 Neptune Street Pittsburgh 20, Pa.

FOR SALE

One Doughnut Corp. of America Doughnut Machine and Display Counter, 1948 model, A-1 condition. Bargain to quick buyer.

R. TOTH 2907 Elgin Ave. Baltimore 16, Md.

State Tax Calendar

Alabama

January 1-Birmingham retail and wholesale dealers' gross receipts tax report and payment due.

January 10-Tobacco stamp and report and payment due. Tobacco wholesalers' and jobbers' report due. January 20-Sales tax report and

payment due. January 30-Sales tax annual report due.

Arizona January 15—Gross income report and payment due.

January 30—Gross income tax annual report due.

Arkansas January 20-Gross receipts tax report and payment due.

California January 31—Sales tax report and payment due.

Colorado January 14—Sales tax report and payment due.

January 15-Denver sales tax report and payment due.

Connecticut January 30—Sales and use tax returns and payment due.

Delaware January 30-Income tax fourth installment due.

District of Columbia January 20—Sales and use tax and report and payment due.

Florida January 25—Sales, use, rental and admissions taxes and reports due.

Georgia January 10-Cigar and cigarette four h installment due. wholesale dealers' report due.

Idaho January 15-Cigarette wholesalers'

drop shipment report due. Il nois January 15—Cigarette tax return due. Sales tax report and payment

Indiana January 10-Cigarette distributors' interstate business report due.

January 15-Cigarette distributors' drop shipment report due.

January 31-Gross income tax report and payment due.

Iowa January 20-Sales tax report and payment due.

Kansas

January 20-Sales tax report and payment due. Kentucky

January 20-Cigarette wholesalers' report due. January 31-Amusement and en-

tertainment report and tax due. Louisiana January 1-Soft drinks tax report

due. Tobacco tax report due. January 15-Soft drinks tax report due. Tobacco tax report due.

January 20-New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.

Maryland

January 15-Sales and use tax report and payment due. Massachusetts

January 20-Tobacco tax report and payment due.

Michigan January 15-Sales tax report and

payment due. January 20-Cigarette tax report and payment due.

Minnesota

January 20-Cigarette tax and report due.

Mississippi January 10—Admissions tax report and payment due.

January 15-Manufacturers, distributors and wholesalers of tobacco, report due. Occupation (sales) tax and report due.

January 30-Sales tax annual report and payment due.

Missouri January 31-Soft drinks manufacturers' report and payment due.

Nebraska January 10-Cigarette distributors' report due.

Nevada January 15—Cigarette wholesalers' ers Corporation.

license fee delinquent.

New Jersey January 20-Cigarette distributors' tax report and payment due.

New Mexico January 15-Income tax due. Occupational gross income tax report and payment due.

New York January 15-Personal income tax fourth installment due.

January 20-New York City sales and use tax return and payment due. North Carolina

January 15-Sales tax report and payment due.

North Dakota January 10—Cigarette distributors' report due.

January 20-Sales tax report and payment due.

Ohio

January 10-Cigarette wholesalers' report due.

January 15—Cigarette use tax and report due.

January 31—Sales tax supplemental report and payment due.

Oklahoma January 1-Property tax first installment due.

January 10-Cigarette wholesalers' retailers' and vending-machine owners' report due.

January 15-Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due.

Oregon January 15-Personal income tax

Pennsylvania January 10-Soft drinks tax report due.

Rhede Island January 20-Sales and use tax return and payment due.

South Dekota January 15-Occupational retail sales tax quarterly return and payment due.

Tennessee January 20-Sales and use tax and payment due.

Texes January 25-Admission tax report and payment due.

Utah January 15-Sales tax return and

payment due. Washington

January 15-Gross income tax return due. Sales tax report and payment due. Seattle occupation tax report and payment due. Vancouver occupation tax report and payment due. Wholesalers' cigarette drop shipment report due.

Vest Virginia January 15-Cigarette use tax report and payment due. Sales tax report and pryment due.

January 30-Occupational gross income tax annual report due. Occupational gross income tax quarterly report and payment due. Sales tax annual report and payment due.

Wisconsin January 10-Cigarette wholesalers' and manufacturers' report due. Wyeming

January 15-Sales tax report and payment due.

TURNING BACK CLOCK

(Continued from page 84) light; Stop, It's Wonderful and Chico's Love Song.

CMI held a dinner in Chicago for regular and associate members. Among the regular members at the time were ABT, Bally, Burel & Company, D."Gottlieb & Company, Rowe Manufacturing U-Need-A-Pak Products: National Venders, Inc.; Coan Stetteland Company, Chicago Coin Machine Company, Exhibit Supply, Genco, International Mutoscope, Du-Grenier, Groetchen Tool, Rock-Ola Manufacturing, O. D. Jennings & Company, Baker Novelty, Western Products, Trimount Coin, C. R. Kirk & Company, Advance Machine Company, Daval and Universal Vend-

BRAND NEW COLUMBIA DOUBLE JACKPOT BELL



Changeable right on location in a few minutes' time to 1-5-10-25¢ play. SIZE: 1834" high, 141/2" wide, 12" deep, 50-1b. wt

BRAND NEW IMPS

Either 1¢ or 5¢ Play Cig. or Fruit Reels

> \$21.50 Ea. MILLS

VEST POCKET BELL

Pays Out Automatically

\$65.00 Ea.

USED ...\$44.50 Each MILLS Q.T., 5¢\$115.00 WRITE FOR QUANTITY PRICES.
1/3 Deposit With Order, Balance C. O. D.

RAKE COIN MACHINE EXCHANGE 609 SPRING GARDEN ST., PHILA. 23, PA LOmbard 3-2676

RAKE COIN MACHINE AGENCY 2120 Fifth Avenue



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Only \$10.00 Each (100 or more)

Plastic Clobes 50¢ extra per machine on new orders. UNEQUALLED for

vending ANY BULK MERCHANDISE: ball gum, candies, peanuts, CHARMS, etc.

Stands, Brackets, Clobes, all Parts and Supplies in stock.

"Fantastic

Over 300% on Ball Gum Write for Literature and Details

B. HUTCHINSON JR.

521 North Ave., N. E., Atlanta, Georgia



Complete, Separate Service Heads on **Bulk Merchandiser**

Fast to service and exchange on location. Extra heads removed simply by unlocking—give you many more Acorn Vendors at minimum investment. Write today!

CALIFORNIA TINEY ALMONDS VACUUM PACKED IN 5 LB. TINS SPECIAL, 77c LB. F.O.B. L. A.

OPERATORS VENDING MACHINE SUPPLY CO. 1023 South Grand, Los Angeles 15, Calif.

BEST OFFER TAKES! 2 MILLS CUP VENDERS Model #400-C, Used Very Little, Guaranteed A-1 Condition.

SUPERIOR VENDING SERVICE 69 Elmwood Avenue Buffalo 1, New York

ST. LOUIS SHUFFLES ALONG

1st Canadian Shuffleboard Parlor Opens

All-Out P.R. Program

VANCOUVER, B. C., Dec. 17 .-Backed by a raft of promotion activity, the first multiple shuffleboard parlor opened here last week with a big-league start. The first establishment of its type in the Dominion of Canada, it has 12 22-foot shuffleboards, is called the Evergreen Shufleboard Centre and is owned by Bernard Rosen.

Rosen, who operates a coffee bar next door to the new puck palace, says he will feature free instructional play to acquaint the public with the game the first two nights of the formal opening, which will be highlighted by the attendance of prominent local citizens and city officials.

Sports editors of the city's three newspapers have advised Rosen they will play up the opening of the Centre, and a 15-minute radio broadcast from the floor of the parlor will be part of the inaugural program.

Rosen states he has already started a campaign for a British Columbia championship tournament, with the play-off to be scheduled for the first week in January. A special high school league is also being planned.

There will be nine trophies as awards for the tournament champions following the 18-week league season. Following announcement of winners from the Province of British Columbia, Rosen says he plans to launch a Northwest Pacific Coast championship competition.

Rounding out the promotion program, the newly formed player groups will be affiliated with the Standard Shuffleboard Congress of

America.

American Files Counter Claim In Patent Suit

NEWARK, N. J., Dec. 17.-The legal tangle involving the patent validity of board equalizers snagged tighter this week as the American Shuffleboard Company filed formal answer to charges by the Rock-Ola Manufacturing Company and served a counter claim on the Chicago firm.

Last month Rock-Ola filed suit in U. S. District Court here asking \$475,-000 in damages from American. It charged that sales of boards lagged following threats of infringements suits against users of Rock-Ola boards having equalizer devices (The Billboard, November 26). Rock-Ola further challenged the validity of climatic equalizer patents owned by Paul Cusano, president of American.

American's answer to the complaint was filed here Tuesday (13). In its counter suit, filed at the same time, it asked for injunctive action against Rock-Ola to forbid further sale of boards using equalizers claimed to infringe on the Cusano patent. It asked, as well, for an accounting of Rock-Ola profits by the court, plus damages and legal fees.

Samuel J. Davidson, attorney for American, stated that additional injunctive action and claims for damages would be made against Rock-Ola board distributors and locations in Ohio and Missouri.

No date has yet been set for the trial in Federal Court here.

Chinese Shuffle

BOSTON, Dec. 17 .- One of the strangest sights to behold in this Athens of America is in the Hub's famous Chinatown where smack in the middle of the clubroom of one of the most exclusive tongs stands a coinoperated shuffleboard, thronged at all hours of the day and night, with players feverishly pushing the pucks and chattering excitedly in their native tongue.

The machine, which was installed only a few weeks ago, has supplanted all the age-old Chinese games which club members were in the habit of playing before the invasion of the mechanical tribute to Western ingenuity.

Biz Grows Steadily as Lag In Promotion Fails To Halt Progress; Reps Key Success

Short, Colorful History Marked With Ups and Downs

ST. LOUIS, Dec. 17.—Shuffleboard history in this city is one of violent ups and downs, inter-mixed with activities that have had repercussions thruout the country. Garnished with operations of other types of equipment that at first threatened to keep shuffleboard from the city, these became a means of extending the game more swiftly than was possible in many areas. Today, some 10 to 12 months after shuffleboard made a definite impression locally, the shuffleboard activity is still growing, albeit slowly and without any outwardly fixed promotional plan to augment the place-

Holiday Season Hits Shuffle \$; Stabilization Forecast in 1950

this year.

ends, according to many manufac- term proposition, whereas the averturers, is the fact that the stabilization which was forecast early this short span of activity, then tapers off. year has now become a fact. As 1949 started there were more than 100 firms termed "manufacturers" active in the field. Many of these companies were, in fact, merely selling agents, handling boards which they purchased, then merchandised under their own brand name.

By August, 1949, this figure had shrunk to less than 20 active manufacturers of shuffleboards. Now, according to those firms still active, it is expected that by early 1950 the field will have stabilized with 10 or less manufacturers selling boards to all operators.

CHICAGO, Dec. 17. - Advent of | Probably the most important dethe Christmas-New Year holiday sea- velopment in the shuffleboard busison has brought about a cessation of ness during the final quarter of 1949 league play in most areas and has was the introduction of a shuffle-type virtually halted shuffleboard play in amusement game. This game hit shufmany areas, a survey of ops and fleboard grosses in many areas and manufacturers indicated this week. slowed the progress being made by League schedules will resume shortly the latter industry. However, some after January 1, and tournament play operators in the Chicago area, with will start in many parts of the country both types of equipment on their early next spring. With these two routes, report that as the novelty of promotions, most ops look for a sharp the game begins to wear off, shufupswing in the first half of 1950, as fleboard play increases, and both compared with a sharp plunge late pieces show a profit. Too, manufacturers of shuffleboards, in this respect, Also of importance as the year point out that shuffleboard is a longage novelty game has a comparatively

1950 Prospects

Among the major developments seen in 1950 in the shuffleboard field are the further exploitation of industrial locations, leasing of boards to firms for parties, outings, etc., and the concentration on formation of new leagues and development of tournaments.

Prospects of a national championship tourney, dimmed by the fadeout of a national association, still have not disappeared, with several of the larger manufacturers planning large tournaments next spring.

board operators date back only about one year, like William D. Illig, Manchester Sales Company, who started his shuffleboard route in November, 1948, and now has some 25 boards on location. But other operators are entering the field steadily. J. C. Salyer, Reel Distributing Company, falls in this category, having placed his first boards about three months ago. Now he has more than a dozen on location. Whether the operator has been in the field a year, or a month, the most important conclusion he has come to as 1949 draws to a close seems to be that shuffleboard here has a definite future, and should prove to be a money-maker for the operator for the next two years at

ment of the boards. Veteran shuffle-

Early History

St. Louis was one of the first Midwestern cities to become acquainted with shuffleboard. While locations were spread thin thruout the Greater St. Louis area, player appeal proved strong almost from the first board placements, and in a comparatively short period some players of championship caliber developed.

The coin machine distributor was a key figure in the early development of the game and the industry. Outstanding in this respect were men like M. C. Balenseifer, president of Martin Acceptance Company, representing National, and Carl Trippe, Ideal Novelty (St. Louis Shuffleboard Company), representing Rock - Ola's (See Production Lag on page 88)

PUCK PATTER

Chicago:

Herb Perkins, Purveyor president, reports shuffleboard play in many areas to the west of the Windy City holding up strong, despite current conditions and the holiday season. Perkins made a flying trip to the in San Francisco. West Coast recently, covering in all, six States before returning to his headquarters here. While he was away, Bill Tucker held down the Meanwhile, the Purveyor of the most popular with operators; and players alike.

Standard Shuffleboard headquarlass has made arrangements for a tion when league play resumes. tourney in British Columbia early in (See PUCK PATTER on page 89)

the new year, the first ever to be held in that area. . . Ed Lake, Standard's field man who did such a commendable job while working out of Chicago, has taken over as West Coast rep for the entire Rock-Ola line, establishing headquarters

League play in the Chicago area slowed down last week, and will be at a virtual standstill until the holiday season is over. Some locations have covered the playfields and are using Sportsman model continues to be one the boards to seat large parties which they have booked almost nightly thru January 1. In several instances, operators reported locaters here are busy with league and tions wanted their boards removed tourney promotions going strong all for the Christmas-New Year celeover the country. Too, Dean Doug- brations, then returned to the loca-

EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual:

Get your NEWS and ADVERTISING in Early.

Milwaukee Using K & K Boards in Social Centers

MILWAUKEE, Dec. 17. - Increasing public acceptance of shuffleboard as a wholesome means of recreation has been evidenced here by the purchase and installation of 40 miniature K & K Shuffleboards by the Milwaukee Municipal Recreation Department. Boards are to be used free of charge in the many units of the city's social center set-up. Players of all ages, but mainly youngsters, will be able to enjoy real shuffleboard, on a smaller scale, in the playrooms of school buildings.

The boards to be used are 4 feet long, 15 inches wide and 3 feet high. Units feature leather backstops and laminated hardwood playing fields. Each board comes equipped with wax, weights and scoring pads.

K & K Manufacturing Company of Wyoming, Minn., manufactures the boards. Sale was handled by the Marcus Mercantile Company, local toy and sporting goods wholesaler.

SHUFFLEBOARDS

Production Lag Fails To Hit ast summer, which had been preceded by months of work on the part St. Louis Shuffle Progress

(Continued from page 87) Standard shuffleboard. These men not only brought a new source of income to local operators, but were instrumental in increasing the circulation of the game by operating boards themselves, and operating them in such a manner as to show the way promotion and public relations-wise

to other operators in the area. Not necessarily because of the great quantity of players involved, but more because those who did take to the game early became steady patrons and staunch supporters of the sport, did St. Louis become the Midwestern center for shuffleboard late last year. Leagues began to form, more thru the activity of a handful of operators and players than thru an organized program, and operators and their locations found the boards a profitable piece of equipment.

As has been the case in most parts of the country, shuffleboard play in this area is on the 10-cent per game

> SHUFFLEBOARD TOPS REFINISHED—RESURFACED

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per player basis. In the heavy majority of cases, the operator works on a 50-50 commission arrangement with the location. In one instance, at least, a \$15 weekly guarantee arrangement has been effected by the operator, with the location and operator than sharing 50-50 after the guarantee has been met. That this is successful can be seen from the operation. Forty boards (all Nationals) are on location under this arrangement, and the operator says current indications are that his shuffleboard operation should be a profitable venture indefinitely.

Coin-operated scoreboards have found a remarkably high acceptance here, with practically every operator using them. Illig, one of the few ops who breaks his operation down to coin scorers and no scorers, reports the ratio is about 50-50. Trippe, with 108 boards on location, uses coin scorers on all good spots. Other operators reporting indicated the coin job. scorer was a definite part of each installation.

One of the activities in the shuffleboard business here which focused the entire industry's attention on St. Louis occurred last summer when Joe Reynolds, publisher of a shuffleboard magazine (now defunct), and before that associated with the shuffleboard biz as a distributor and operator, attempted to form a national org which would have included players, operators, locations, distributors and manu-

ceded by months of work on the part of Reynolds and his co-workers, failed to bring about the organization, on an industry-wide basis, of the proposed Table Shuffleboard Association of America, but did cause a considerable stir before it failed. The conference attracted industry representatives from all parts of the country to St. Louis, and focused much attention on the game itself.

Despite the steady growth of shuffleboard here, promotion has, on a whole, lagged far behind that of other large cities. Formation of leagues and tournaments has been a steady, but difficult, activity, with the operators and distributors not only forced to take the initiative, but carry the program thru to a conclusion because of the inertia of the average location. While the larger operators with adequate personnel can devote the long hours to the required tedious task of setting up league play, the smaller op, especially those with diversified routes, can not handle the

An organization known as the Greater St. Louis Shuffleboard Association has also done much to further the cause of the game in the city. Officers of this org in 1949 included Stanley Weroneke, president; Clifford Batzel, vice-president; Lee S. Wheeling, secretary; Gene Fuchs, treasurer. Directors included Walter W. Gumersheimer, Louis H. Ritter, Thomas F. Collins, Carl Trippe, John C. Schangle and Paul C. Reynolds.

definite as far as promotion is con- the amusement field goes.

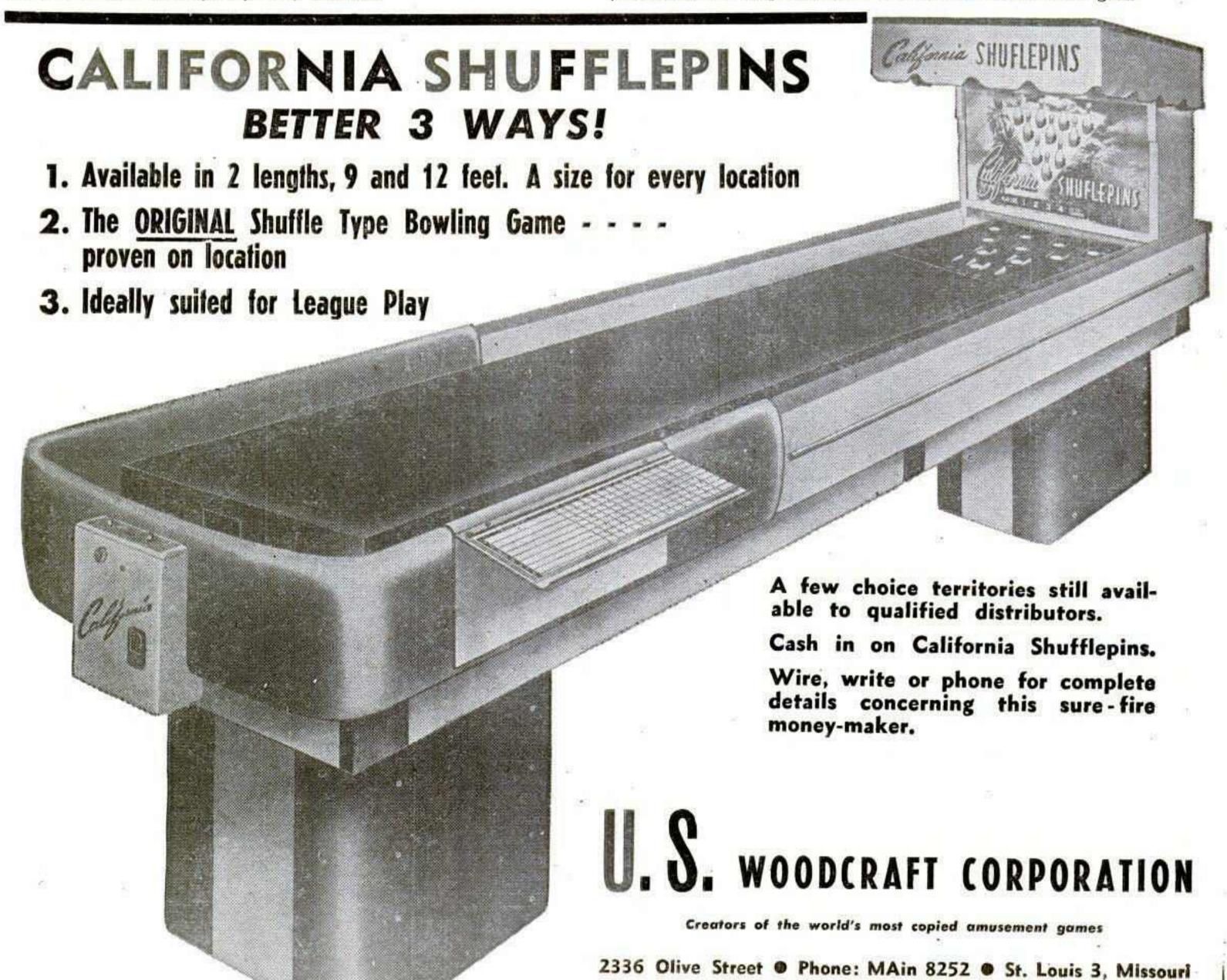
A conference called in St. Louis cerned, but at this time it seems fairly certain that a tournament will be held next spring.

> From a public relations viewpoint. there is one major shuffleboard casino-type location, that installed at the Chain of Rocks Park by Carl Trippe, the owner. Trippe, who is more publicity conscious than the average operator or distributor, visited the Four States Tournament in Chicago last summer, then purchased all boards used in the championship play. He had special plaques made to attach to the boards, then put them out on location here. Several of them were used in the amusement park. All proved a play booster, but those in the park were especially profitable.

Game Situation

It his often been said of St. Louis that it is a "peculiar" city where machines that fail in many other areas are successful. This would seem to be a tribute to the operators in the area who not only know what equipment to buy, but then can follow thru to put it over.

Shuffleboard was faced with tremendous competition in St. Louis. Many types of amusement machines were running here when shuffleboard first made its appearance. This equipment included five-ball pin games and one-ball amusement units. At first it was thought that shuffleboard. because of the ground work required. plus the slower turnover, would not be able to compete with the amusement equipment. Even now some operators, who handle both types of equipment, feel that shuffleboard's Plans for the future are not too future depends entirely on which way



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Baruch Named START THE NEW YEAR RIGHT... WITH

CLEVELAND, Dec. 17.—The Hupp Corporation here has announced the appointment of Maurice Baruch as market counseling engineer with headquarters in New York City. Firm manufacturers the Hupp console-cup cold drink vender.

Baruch's previous experience covers both the cup vending and the carbonated beverage fields. His appointment is in line with Hupp's constantly expanding program in the vending field.

PUCK PATTER

(Continued from page 87)

Detroit:

Michael Gaydos, a partner in the Gay-Dal Music Company, who has been considering the shuffleboard field for sometime, has just bought his first games in this class. . . . Ben Okum, of Okay Music Company, is adding a line of shuffleboards to his extensive music route. . . . Michael Benson, one of the pioneers in the shuffleboard field, added a number of new Rock-Ola units last week in a program of steady route

expansion. Dave Linden, special league coordinator for the Brilliant Music Company, is going out in the field January 1 to organize new groups, especially in the West Side areas where interest is reported showing a marked pick-up.

Boston:

Louis Blatt, of Atlas Distributors, AMI, 1024 Commonwealth Avenue, and Guy Digiovanni, office manager, left last week for Grand Rapids, Mich., to attend the AMI distributors meeting. Atlas Distributors plan a gala showing in the Hub of the new 1950 AMI models and will make a later announcement of the event.

To Hupp Post SHUFFLE - WITH STREET OF THE Hupp Coration here has announced the THE "SHUFFLEBOARD" WITH THE "CONTROLLED PLAYTIME" NO PLAY WITH-OUT PAY SHUFFLE MITT Check SHUFFLE-MITE Features Eliminates Supervision on Part of Location and Assures "Paid Play" at All Times Overall length 10'. . Weight approx. 200 lbs. . . Easy to

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CHICAGO 18, ILL.



NE Ops in Drive for Contracts

'50 Looms as Big Year for

Seek 2-Year Leases

BOSTON, Dec. 17.—The new year looms as one of replacements in the music machine business in New England, also a year in which ops for the first time will be asking location owners for contracts to protect their equipment.

While approximately 15 per cent of New England ops have their locations under contract, the "solicitation," to use a mild term for the high-pressure methods in vogue in the postwar fight for business spots, has been terrific in 1949 in this area.

This coupled with the failure of many music machine ops to buy equipment in '49, means that there will be plenty of replacements in 1950.

Contracts will be asked because most music ops have other units out and a contract means protection for their other machines. The location pressure has been so great in the area that it is commonplace to see a \$1,000 machine in a hamburg stand.

2-Year Pacts

majority of location owners will be locations are hard to build up. Even days are gone. However, there are for two years at 50-50. For new in the beginning when the coin- some good locations left. Now the equipment, leases will provide for operated phonograph was the suc- industry has reached the point of (See NE Ops on page 93)

Merchandising Clinic:

MUSIC MACHINES

Indianapolis Operator Has Run Gamut From Barrel to Be-Bop Replacements As Veteran in the Music Field

By Howard Rudeaux-

INDIANAPOLIS, Dec. 17 .- I. R. | the musical coin-operated glass-top Music Company, Indianapolis, is one derneath and many other novel coinof the pioneer operators in this area operated devices, there were probfact, Boner recalls the days of the they were here on location and had old coin-operated barrel organ, then to be disposed of and replaced with manufactured in North Tonawanda, the phonograph. Then when the war built like an upright piano and ket and locations wanted the latest worked on the Swiss music box in musical entertainment. It meant method. The barrel was pinned like the music box and it could be shifted to one of the four or five tunes it an expenditure and outlay of more played by a lever.

Boner started the hard way in 1934. In 1933 the taverns reopened after prohibition and spots were available everywhere. In the beginning he operated six phonographs and gradually increased the number until today he operates about 40 machines.

Beginning Hard

said, "while locations were easy to locations, it paid to be cautious. Today there are many obstacles to overcessor to the Capehart Orchestrop, the survival of the fittest."

Boner, who operates the B. & P. table with a musical instrument unof coin-operated phonographs. In lems. They were the competitors, N. Y. It was a ponderous affair, ended, new models were on the mara reorganized plan, one brought up to date to meet the times. It meant time and money. Times changed overnight and things were fast and furious. Operators were limited, and those who got in on the ground floor built up good routes and held them, but this required money and hard

There was little competition then, we had no other amusements such as night baseball games, skating con-"In the days after prohibition," he tests, hockey tournaments and the like to attract people, and the taverns get and an operator could pick his took in more money and collections were much better. Since the new era came along, the coin-operated come. Good operators watch the bet- phonograph has suffered despite its Leases which will be asked of the ter spots because they pay and poor new streamlined design. The old

60 Music Ops Meet in Hub To Form Assn.

Dolins Sparks Sessions

BOSTON, Dec. 17.—A new music operators' association is in the process of organization in Boston with Al Dolins, prexy of Pioneer Music Company, Roxbury, sparkplugging the group. The first session, which brought about 60 ops together, was held in the Copley Square Hotel in L'ovember and a second session was he'd at the same hotel Tuesday (13).

Dolins said that attending ops all felt that an organization was needed. and that subsequent sessions would see a formal organization, with election of officers and choice of a name. Until the organization is ready to move, Dolins said there will be no announcements as to the activity.

The Pioneer Music Company prexy. however, said that the co. sensus among music ops was that problems never before encountered nake necessary a strong organization for the good of the industry. He said that a legislative committee would be set up, and that all ops attending the preorganization sessions were unanimous in the belief that a successful music operators' association was a certainty fc: 1950. There is no music operators' association in the Hub.

AMI Holds Two-Day Rep Meet Clamp Down

Get - Together

1950 Plans Are Discussed

By Norman Weiser

GRAND RAPIDS, Dec. 17.—Winding up a two-day distributors' meeting here today, more than 75 AMI distributors and their key personnel left Grand Rapids after having been given an insight into sales plans, policies and production output to be pursued by the manufacturing firm during the coming year. Sparking the business and social sessions was John W. Haddock, AMI president, who was assisted by other sales executives in the firm, including Jack Mitnick, Eastern representative; Ed Ratajack, Western representative, and Joe Caldron, who now heads the Chicago offices of the firm.

Program

With a fixed program being strictly adhered to, the two-day meet opened promptly at 8 a.m. Friday (16) when the distributors met at breakfast at the Pantlind Hotel, site of the meeting. This was followed by a business session, a luncheon and an afternoon business session which lasted thru 5:30. A cocktail party was followed by dinner. Then the distributors were (See AMI Airs on page 93)

Grand Rapids MAPOA Members Okay 1950 Convention at December Meeting

DETROIT, Dec. 17.—Monthly meet- | locations. Airs Policies ing of the Michigan Automatic Phonograph Owners' Association nograph Owners' Association (MAPOA), held at the Maccabees Building, this week took formal action to plan for the annual convention to be held early next spring. A definite date was not set, the MAPOA as well as the ones directly at fault. members leaving that and final arrangements to the board which is expected to take action within the next few weeks.

> Major subject of discussion at the December meeting was the proper care of location appearance in the perspective of industry public relations. Principal talks were delivered by association President Morris Goldman and by Roy Clason, executive secretary, who both stressed the necessity of standards of service to locations, and warned against any letdown or carelessness.

> Major flaws in operation, as reported in the meeting, are:

1. Failure to provide enough up-todate records for the poorer-paying public relations."

2. Failure to keep machines in an attractive condition.

Both practices by individual operators, it was pointed out, give the entire industry in an area a bad reputation and can affect other operators It was said that such practices are far from widespread, but that constant vigilance on the part of each individual operator is necessary to see that all locations are given proper attention and service.

"Proper appearance of the machine and adequate service on the supply of records that the public wants to play are essential to maintain public confidence in the industry," Clason said. "It is perhaps human nature to overlook some of the known rules of good service in the case of locations that do not pay too well. This is a situation requiring constant attention, and one that our association must watch as a matter of good industrial

EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual.

Get your NEWS and ADVERTISING in Early.

Cuban Solons On Locations

Regulate Installations

HAVANA, Dec. 17.-In another move regulating juke boxes, Minister Dr. Ruben de Leon has signed a decree affecting bars, restaurants, hotels, summer resorts, etc. The decree will prove a headache to the music machine operators here, as it provides that juke boxes must be located at least 200 meters apart.

The minister pointed out that there are now as many as four music machines installed in one spot. Last week 101 juke box licenses were suspended for 30 days and 12 machines were ordered removed from establishments because they made too

much noise.

WMG To Push Tune Written by Orkster Injured in Accident

WASHINGTON, Dec. 17.—Timbales, a new tune by the injured young orchestra leader, Barcley Allen, will hit the D. C. record market with a terrific impact, if the Washington Music Guild's (WMG) promotional plan is successful. In a letter to the guild, President Hirsh de La Viez has asked all the members to place the disk in a key position on their machines to spur sales.

Allen, just starting a promising career as a bandsman, was seriously injured in an auto accident. Para-(See WMG To Push on page 93)

ADVANCE RECORD RELEASES POPULAR

(Continued from page 35)

Some Hearts Sing Dick James (I Thought) London 544 Sometimes I Feel Like a Motherless Child S. Vaughan (The Lord's) MGM 10592

F. Sinatra-The Modernaires (Why Remind) Col Stephen Foster Album-B. Crosby (1-10")

Dec (33) DL 5010 Beautiful Dreamer

De Camptown Races Dream of Jeanie With the Light Brown Hair

My Alice Fair My Of Kentucky Home Nell and I Old Black Joe Swanee River Sweetly She Sleeps

Take Your Girlie to the Movies Little Sans & Lee (Have You) Apollo 1153 Tell Me How Long the Train's Been Gone K. Starr (A Game) Cap 57-792 Tell Me Lies

R. Goff (Ghost Town) London 543 The Good Old Songs Album -C. Kullman (4-10") Col (78) MM-871; (33) ML 2090 Carry Me Back to Old Virginny

Down By the Old Mill Stream In the Gloaming In the Shade of the Old Apple Tree Let Me Call You Sweetheart Moonlight Bay

Sweet Adeline Secrets

The Cinderella Work Song Ilene Woods (A Dream) Blueebird 30-00020 The Laziest Gal in Town M. Russel-M. Miller Ork (Copper Canyon) Mer

The Lord's Prayer S. Vaughan (Sometimes I) MGM 10592 The Music Goes 'Round and 'Round

Riley-Farley (Oh! Dear) Dec 25443 The Old Master Painter P. Lee-M. Torme (Bless You) Cap 791

The Trail of the Lonesome Pine Ralph Flanagan Ork (Way Back) Bluebird 30 0017

There's a Lovely Lake in Loveland A. Mooney (Hometown) MGM 10588 This Perfect Day

Vera Lynn (Auld Lang) London 535 Turkey Time

B. Fitzgerald (Merry Christmas) Empey 881 Wake Up, Jake B. Huggins (Chi Chi) State 6034

Way Back Home Raiph Flanagan Ork (The Trail) Bluebird 30-

Whose Are You, Blue Eyes? R. Morgan Ork (Johnson Rag) Dec 24819

Where or When Ralph Flanagan and Ork (Dear Hearts) Bluebird 30-0016 Why Remind Me?

F. Sinatra-The Modernaires (Sorry) Col 38662 You're My Thrill

CHILDREN

Alice in Wonderland Album-G. Rogers-V. Young, Music Director (3-10")

Amazing Adventures of Johnny Album-Uncle Burt (2-10") Atlantic 311

Children's Corner Album (Vol II) (2-10") F. Luther-J. Joy Ork . . . Dec C. U. S. 15 Children's Corner Album (2-10")

F. Luther-L. Joy Ork . . . Dec C. U. S. 14 Get Along letter Doggies Album (2-10") Dec C. U. S. 18 Home on the Pange Album (2-10")

F. Luther . . . Dec C. U. S. 17 Howdy Doody and the Air-o-Doodle Album-Howdy Doody-B. Smith (2-10") V(78)Y-397; (45)WY-397

Little Orley Album (His Adventures With: The Barn Dance, The Poison Ivy, The Moon, The Pancake) (2-10") Uncle Lumpy-F. Waring Ork . . . Dec C. U. S. 19

LATIN-AMERICAN

Alli Donde Tu Sabes L. Pla (Por Mentirosa) V23-1452

Castro (Sisenor) Dec 21302 Barbiere Di Siviglia

C. Ramirez (Granda) V(45)51-5006, (78)38-5000 Cansado De Esperar M. Jimenez Quartet (Nena) V 23-1456

Comprension Conjunto Casino (Tocale La) V(45)51-5003, (78)23-0947 Cose, Cose, Cose

Sacasas Ork (Quizas, Quizas) V(45)51-5002, (78)23-0651

Cuatro Milpas T. Guizar Ork (Palabras De) V(45)51-5008, (78)23-0345

Dame Tu Carinito P. Vargas (Que Bonita) V23-1441

Dejame M. T. Acosta (Infiel) V 23-1467

C. Concepcion Ork (Me Voy) V 23-1458

A. Sanchez (Las Cosas) V 23-1459 Eduardo Anitich

M. Tulio Maristany (Toreros Venezolanos) V23-El Chismecito

Cuarteto Mayari (Pretenciosa) V 3-1466 El Key Del Bombo

D. Santos (Por Que) V 23-465 P. Vasquez (Tu Y) V23-1454

Gamino Agreste A. O. Tirado (No Hay) V 23-1463

Granada C. Ramirez (Barbiere Di) V(45)51-5006, (78)38-5000

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thiny (Crary He) Dec 24796 I Cherish a Memory Sacasas Ork (Nambo) V26-9002 M. T. Acosta (DeJame) V 23-1467 Las Cosas De Elena A. Snahcez (Dilema) V 23-1459 Linda Mujer I. Fields (Paul Jones) V(45)515005, (78)26-9039 Los Juanes El Tuerto Abel (Que Siga) V 23-1461 Mambo En Sax P. Prado Ork (Ohl Caballo) V 23-1462 Sacasas Ork (I Cherish) V26-9002 Maria Bonita P. Vargas (Rosa) V(45)51-5001, (78)23-0633 Me Voy a China C. Concepsion Ork (Destino) V 23-1458 Paul Jones Rumba Fields (Linda Mujer) V(45)51-5005, (76)26-9039

Me Quiera Cazar Urquiza Trio (Pobrecita) V23-1451 Por Que Dudas Mi Amor D. Santos (El Rey) V 23-1465

Pretenciosa Cuarteto Mayari (El Chismecito) V 23-1466

Puerto Rico Rumbamba R. Munoz Ork (Olivdame) V(45)51-5007, (78)83557

Que Siga La Fiesta El Tuerto Albel (Los Juanes) V 23-1461

Quizas, Quizas, Quizas Cose) V(48)51-5002, Scasas Ork (Cose, (78)23-0651

Ringuinguin N. Rivera Conjunto (Noche Cubana) V 23-1457

P. Vargas (Maria Bonita) V(45)51-5001, (78)23-0633 The Peanut Vender D. Azpiazu & His Havana Casino Ork (True Love)

V(45)51-5004, (78)26-9038 Tocale La Campana Conjunto Casino (Comprension V(45)51-5003,

(78)23-0947 True Love D. Azpiazu & His Havana Casino Ork (The Pea-

D. Simon (Rumabatana) Col 6362-X

nut) V(45)51-5004, (78)26-9038

H. Padilla (La Mariquita) Col 6388-X Vagabundo F. Fernandez (Un Corazon) V 23-1431

Ven Aca, Corazon C. Montes Trio (Dorotea) Col 6352-X Ya Nada Coy V. Cordova (Sin Poder) Col 6372-X

Ya Se Va Metiendo El Sol T. Guizar (Mi Pueblito) V 23-1464 Zambra De La Madruga

N. De Utrera (Mi Serrana) V 23-1460 Mi Pueblito Natal T. Guizar (Ya Se) V 23-1464

Mi Serrana N. De Utrera (Zambra De) V 23-1460

Havana Riverside Ork (Perfidia) V82682 M. Jimenez Quartet (Cansado De) V 23-1456

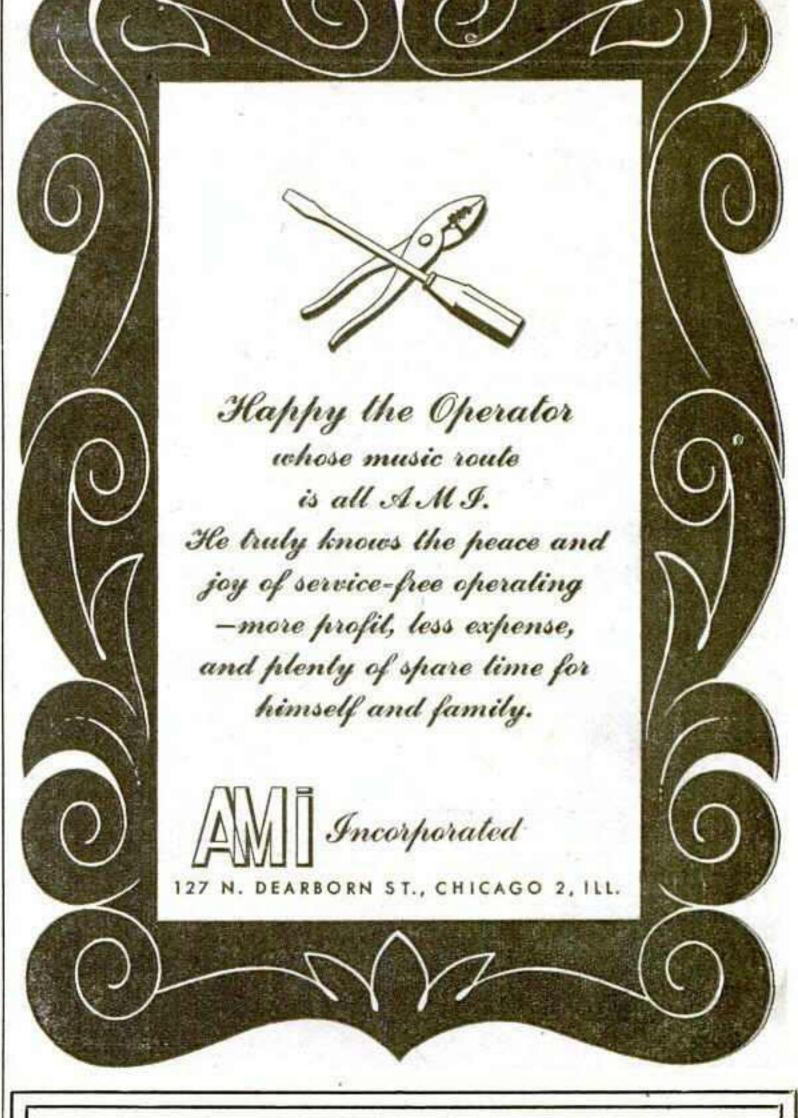
No Hay Como Mi Morena A. O. Tirado (Gamino Agreste) V 23-1463 No Llorar

R. Fernandez (Yo Quisiera) V23-1442

Noche Cubana N. Rivera Conjunto (Rinquinquin) V 23-1457 Noche Del Guajataca

G. Rodrigues (Te Vas) V23-1453 P. Prado Ork (Mambo En) V 23-1462

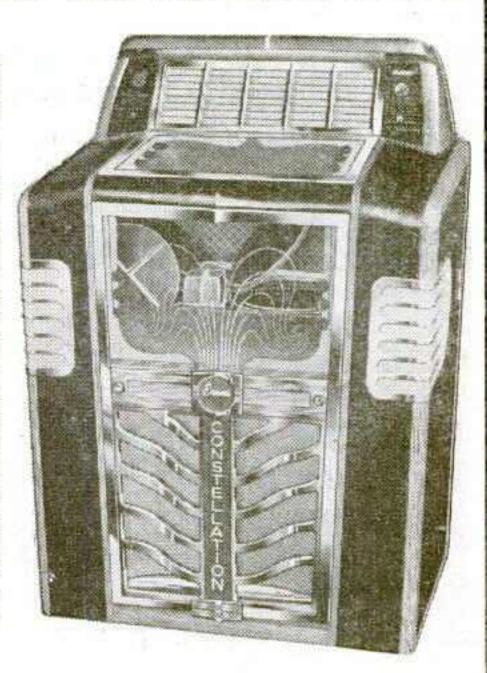
R. Munoz Ork (Puerto Rico) V (45)51-5007, (78)83557



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Greetings FROM WURLITZER and the

WURLITZER DISTRIBUTOR ORGANIZATION

to the

MUSIC MERCHANTS OF THE WORLD



As 1949 draws to a close we of Wurlitzer extend to you our best wishes for a Very Merry Christmas and a Most Happy and Prosperous 1950. Wurlitzer Music Merchants can look forward to the future with confidence—can count on Wurlitzer to help make 1950 a great year. In 1950 and years to follow:



WURLITZER will continue to design phonographs that will lead the industry in eye appeal, play appeal and cost-saving features...

WURLITZER will fairly price these phonographs so that they will continue to be outstanding values in the industry...

WURLITZER will provide up-to-the-minute models at reasonable intervals to bring to the phonograph industry newly developed engineering and tonal features...

WURLITZER will maintain in its distributor organization men with experience and ability, and these men pledge to help you make the greatest success of your business...

WURLITZER will continue to promote to the public the best in music and to produce phonographs which will render this music at its finest.

With the Wurlitzer organization, distributors and operators, working hand in hand, we all may expect an ever increasing prosperity in the phonograph business.

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Omaha, Nebraska

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Hart Di
Seat

Coven Distributing Co., Inc. Chicago, Illinois Cruze Distributing Co., Inc. Charleston, West Virginia Louisville, Kentucky

Draco Sales Company Denver, Colorado

Emarcy Distributing Co. San Francisco, California

F.A.B. Distributing Co., Inc. New Orleans, Louisiana Columbia, South Carolina * Atlanta, Georgia

Hart Distributing Co. Seattle, Washington

The Arthur Herman Co., ing. Albany, New York

lowa Music Distributors, Ing. Des Moines, Iowa Knudsen Music Company, Inc. Provo, Utah

Lieberman Music Co. Minneapolis, Minnesota

Maestro Music, Inc.

Tucson, Arizona
Midland Music Distributors, Inc.

Music Distributing Co.
Pittsburgh, Pennsylvania

Indianapolis, Indiana

Northern Music, Inc. Cleveland, Ohio

O'Connor Distributors, Ing. Richmond, Virginia Portsmouth, Virginia

Redd Distributing Co.
Allston, Massachusetts

Sicking, Inc. Cincinatti, Ohio Slegel Distributing Co., Ltd.
Toronto, Ontario, Canada
Vancouver, B. C., Canada
Montreal, Quebec, Canada

Southland Distributing Co. Los Arigeles, California

Steele Distributing Co. Houston, Texas

Sterling Service Moosic, Pennsylvania United, Inc.

Milwaukee, Wisconsin Walker Sales Company

Williams Distributing Co., Inc. Memphis, Tennessee

The Winters Distributing Co. Baltimore, Maryland

Young Distributing, Inc. New York, New York

Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of The Billboard are:

SHOWBIZ TAX REPEAL DRIVE GAINS IMPETUS. Possibilities of the repeal of the tax become stronger as President Truman leans toward it (General Department).

LA VAUGHAN, ECKSTINE ON DISK, MGM inheriting Miss Vaughan's Musicraft commitments, pairs the two hot juke artists (Music Department).

ATLANTIC SIGNS UP FLOCK OF SOUTHERN TALENT, DISTRIBS. Two diskery execs ink a flock of new papers during a four-week tour (Music Department).

HEIDT RECORDS PREPS LP. Diskery also has eye toward an early use of 45 (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and The Billboard feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

AMI Airs Plans Taylor Sets Up At Grand Rapids

(Continued from page 90) invited to the annual Christmas party given by the firm for its employees and their children.

The Christmas party, held at the Civic Auditorium, featured a children's program, a Santa Claus giving presents to the kids, and dancing and refreshments for employees.

Factory Tour

As on Friday, today's program started promptly at 8 a.m. with breakfast at the Pantlind. Then followed a tour of the AMI factory, with distribs breaking up into groups of two and three each to take the conducted tours.

Rapid strides forward made by AMI in the past year were clearly explained by the thoroness of the plant and the improved production methods being used to turn out the firm's Model B phonograph and other equip-

ment. Following the morning visit to the plant, where a crew was on hand in the various departments to explain the production, instruments and prosions resumed at the Pantlind, where a luncheon was followed by adjournment of the get-together at 3 p.m. An outstanding factor at this year's distributor gathering was the strong alignment of representatives thruout the country now handling the AMI line and the augmented and greatly strengthened sales org which has been

Rob Spokane Op

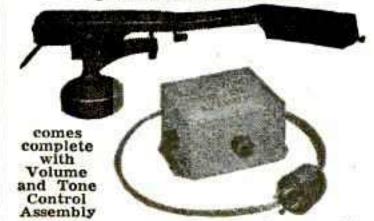
Haddock.

SPOKANE, Dec. 17. — Burglars cracked two safes at Interstate Novelty Company last week-end, and E. M. Perry, owner, said they took \$5,000 in cash and checks. The loss was partially covered by insurance, he

functioning under the direction of

South Wind

TONE ARM Especially designed for WURLITZER AND SEEBURG PHONOGRAPHS "light as a Southern breeze"



No Record Wear, No Scratch, Long Life PERFECT REPRODUCTION WURLITZERS (except counter models and P-12)

SEEBURG Hi-Tones :......

"Specify Model When Ordering."

PHILLIPS MFG. CO. 2816 Aldrich Ave., So., Minneapolis 8, Minn.

New License Fee

DETROIT, Dec. 17.—An annual license fee of \$7.50 per machine has been approved by the board for Taylor Township, following recommendations by the Michigan Automatic Phonograph Owners' Association (MAPOA) when the original proposal was introduced several weeks ago.

Significance of the action lies in the fact that Taylor Township covers a heavily settled unincorporated area adjacent to Detroit on the Southwest, with plenty of locations for machines. In most instances, Detroit operators, as well as suburban operators, have their routes extending into the area without any definite separation at the municipal boundary.

The new ordinance was drawn up by Irving B. Ackerman, of the Detroit Tradio Company, counsel for the MAPOA, and sets the same license fee as established for the city of Detroit itself.

NE OPS IN DRIVE

(Continued from page 90) cedures for the visiting reps, the ses- first \$15 and 50-50 after deduction of \$15-or 60-40 depending on which arrangement op wants.

Factors which caused this situation facing the industry here in 1950 are:

1. Video competish, which drove ops to open up new locations. (With tele sets being installed in homes at a terrific rate, ops feel that soon location competish from video will be slim as novelty appeal is almost gone -video is noisy and demands too much attention-customer, once novelty appeal is gone, would rather have music, soft, so he can talk.)

New postwar competitiveness;

new entrants in the biz.

3. Falling off in revenue of music machines forcing many ops to take on cigarette, candy, popcorn vending machines or pins and soft drink units. (Ops want contracts to protect other machines, too.)

4. High-pressure sales down the line from factory to distributor and from distributor to op.

WMG TO PUSH

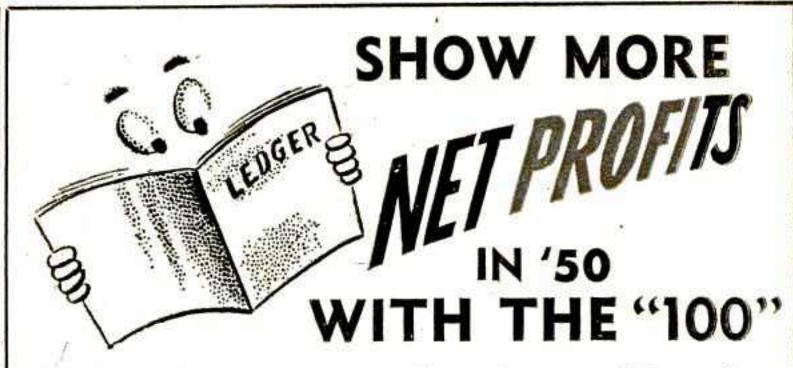
(Continued from page 90)

lyzed from the shoulders down, he will be hospitalized for over a year, and possibly confined to a wheel chair the rest of his life.

In the meantime Timbales, a song he composed and recorded as the featured pianist in Freddy Martin's ork, has been released by Victor. Freddie is turning all the royalties over to his former colleague. Tom Gray, of Southern Wholesalers, has agreed to sell the disk to ops at factory cost.

De La Viez also asked local disk jockeys to plug the number.

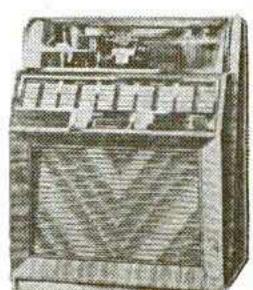
"Everytime a calamity . . . hits a town, city or even the nation, the entertainment world is called upon to raise funds. Now it is a case of 'man bites dog.' The outer world is asked to help one in the entertainment world," he declared.



It's a cinch that your best spots will show you better collection records in 1950 with the Select-O-Matic on the job offering a full choice of 100 different song titles at 6 plays for a quarter.

You can be sure, too, that your records will show you more NET profits when you trade in old style phonographs for the more profitable "100". Less depreciation "write off" puts more of every collection into NET . . . with Seeburg's NO YEARLY MODEL CHANGE policy protecting your invest-

PLAN YOUR '50 PROFITS AROUND THE "100"



SHAFFER-SEEBURG

SALES-SERVICE STATES

Cincinnati, Ohio Indianapolis, Ind. Columbus, Ohio Charleston, W. Va.

Washington St.

2333 Gilbert Ave. 1327 Capitol Ave. 606 S. High St. Wheeling, W. Va.

2129 Main St.

Phone-Wire-Write

South Bend, Ind. Location to be announced later)

THE NEW HOSTESS!

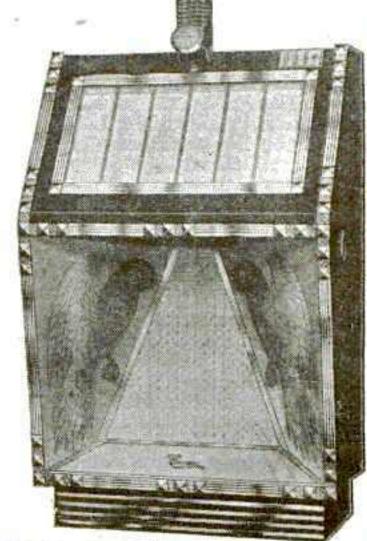
Modernize Your Wired Music Units With This Sensational **New Cabinet**

Attractively Illuminated Sparkling Metal Trim Beautiful Walnut Finish

SPECIFICATIONS:

Height - - 53 Inches Width - - - 33 Inches

Depth - - - 21 Inches



JACOBS NOVELTY COMPANY STEVENS POINT, WISCONSIN

WANTED ~~~

Used or New Hillbilly or Western RECORDS

Top prices paid. You get the best deal from Chicago's largest distributor of used records. Don't hesitate. Send us your records today.

TONY GALGANO, USED RECORD EXCHANGE

4142 W. Armitage Ave., Chicago 39, III. Tel.: Dickens 2-7060

WE PAY FREIGHT.

THE NATION'S FAVORITE. AT YOUR RCA-VICTOR DEALER "THEN I TURNED AND WALKED

SLOWLY AWAY"

RCA-VICTOR No. 20-3174

Exclusive RCA-VICTOR ARTIST

EDDY ARNOLD

The Tennessee Plowboy

Exclusive Management THOMAS A. PARKER Madison, Tenn.





COINMEN YOU KNOW



Chicago:

Jack Webb, American Citrus Corporation, has promised to release full details of the new milk vending program he has helped set up for his Del Juice machine. Expects big things of the new type dairy deal. . . . Victor Vending Corporation reports a rush of sales activity following introduction of the Triple Unit Topper. With the success of the Double Unit Topper already indicating a good potential in the multiple unit designs, President H. M. Schaef forecasts the new "triple play" combination will corral an equally strong array of orders.

With cup costs and cream costs reduced, latter thru enrichment and smaller portions, Bert Mills, head of the Bert Mills Corporation, goes on record as hailing the continued profitable vending of a 5-cent cup of java. Bert says that operator interest in the Coffee Bar vender was rife during the four-day NAMA convention. Continued expansion in the coffee vending field is the word from the Mills firm. Company's new Soup Bar unit also comes in for mounting mention, Bert states.

Music operators continue to boost order totals for the Seeburg Selecto-Matic, comes word from Atlas Music Company. Nate Feinstein and Harold Schwartz are the busy boys handling the firm's headquarters activities, while Joe Kline and other Atlas roadmen hit order pay dirt. ... Local vender maker, Fred Hebel, of the Fred Hebel Corporation, turns in satisfying reports of activity at the NAMA exhibit. Firm's fiveflavor ice cream bar machine focused attention of many conventioneers, Fred says.

AMI's sales office here was a busy spot last week, with several out-oftown visitors dropping in for dis-Ratajack. Among them are Jerry Kertman, Rochester, N. Y.; Herman (See Chicago on page 106)

Philadelphia:

Al Rodstein and wife, Miriam, celebrated their 11th wedding anniversary December 18. Rodstein is associated with his uncle, I. H. Rodstein, in the Banner Specialty Company. . . . Delbert E. Veatch, of U. S. Woodcraft, was here last week for a conference with his new distrib, Frank Engel, who is handling the firm's Shuflepins in four States. . . . Morris Gross, of Scott-Crosse, in Chicago on biz last week.

Samuel Rogove, secretary-treasurer of Eastern Engineering and Sales, Inc., has installed the company's new Kenro ice cream vending machine in the offices in the Vending Machines, Inc., continue to Commercial Trust Building. . . Ned and David Yaffe, of Y and Y Popcorn Supply, have elaborated their 1950 plans as a result of their experiences at NAMA meet in Atlantic City. . . . A Coca-Cola vending machine was installed for the first time in the lobby of the Star Theater in Harrisburg, Pa., by the theater manager, William Whyte.

Boston:

Installation of Tele-Juice machines in super markets in the area have been made, and are bringing in good revenue, according to ops. The machine, first introduced in this area at the Ford Fair in Boston Garden two years ago, dispenses chilled orange, apple, tomato and grape juice and chocolate flavored drinks in cans in a dime operation.

One of the biggest fun spots, with all coin-operated games, in Boston, the Mardi Gras on lower Washington Street, in the heart of the theatrical district, is getting a big play. With 40 pinball machines, 18 penny skill games, four Panorams and a newly installed Chicago Coin Bowling Alley, the spot is thronged daily.

Brief and Important

Late Digest of Coin Machine News

(Continued from page 78)

Venders in Drive Vs. Careless Smoking

Cigarette venders will play an important part in combating careless smoking thru a program initiated recently by a major cigarette manufacturer. George D. Traver. National Board of Fire Underwriters, has cited the co-operation of cigarette makers and vender operators, as exemplified by the Philip Morris & Company's "Make Every Week Fire Prevention Week" stickers for vending machines. The first vender sticker was recently placed on a machine on location at Idlewild Airport, New York.

\$100,000 Fire Hits Stylons Corp.

Flames swept thru a building in Long Beach, Calif., housing the Stylon Corporation, manufacturers of vending machines, causing damage estimated at \$100,000. Also destroyed in the blaze were a machine works and furniture warehouse. Stylon manufacturers a popcorn machine, coin-operated telescope and foot massager. New quarters for the company will be found immediately, according to Ken Brown, manager. Fireman were forced to bat'le the blaze four hours in freezing weather, hampered by exploding acetylene tanks.

Dallas Decca Rep Holds Open House

Decca Distributing Corporation, 139 Cole Street, Dallas, invited all coin machine distributors, record dealers and members of the press and radio to attend its open house last week. Manager C. E. McNabb announced reception was in celebration of firm's new warehouse and office building.

Detroit:

Harry Gaylord, of the Gaylord Manufacturing Company, is completing location tests of his new type penny ball gum vender, "Scoope," which he expects to put into production early this spring. . . . Fred King, of the King Novelty Company, oldtime coin machine inventor, is readying a new toy game for national distribution. . . Edward A. Gorney. of the Mercury Steel Corporation, to trigger control and built-in flashin introducing his new low-priced quiz machine in January.

Al Broder is working out plans with the Brilliant Music Company cussions with Joe Caldron and Ed to place the Quizzer in operation as a theater-type machine with special added features designed especially for that clientele included. . . James P. Cobb has one of the few coin-operated automatic laundries in this territory in the Clay Automatic Self-Service Launderette, using Bendix washers and auxiliary equipment. He reports the operation very satisfactory.

> Bernard L. Kilbride Jr., partner in the Pointe Vending Machine Company, doubles as manager of the Dawn Theater. . . . Rudy C. Schroeder, former popcorn vending op-(See Detroit on page 105)

Hartford, Conn.:

Weekly wrestling shows being promoted at the Hartford Auditorium by Manny Leibert, president of draw good business, according to Leibert. The name of Leibert's concern sponsoring the events is Sporting Events, Inc., with Manny as president and his brother, Herb, as vice-president. . . . Harold Lowe, partner with Manny and Herb in Vending Machines, Inc., New Haven, was in Hartford conferring on the vending organization's 1950 plans.

Leonard Berens, sales manager of the record division of Stern and Company, Hartford area distributors for Columbia Records, reports that Mrs. Berens is expecting a visit from the stork.

Ralph Colucci, owner of State Music Distributing Corporation, Hartford, and Mrs. Colucci are observing his doctor. (See Hartford on page 105)

Los Angeles:

W. E. Happel, of Badger Sales Company, is getting things set in his new vending department. The firm is featuring a colorful display of Model 49 Northwestern venders. Jack Leonard, of the firm's parts department, reports operators are really going for the new Drake instant heat soldering gun. It's a good serviceman's tool, he points out, due light. . . . I. B. Gayer, San Bernardino operator, was making the rounds on Pico Street.

Jim Bray and Bill Jones, of London Records, are hopped up over the advance business operators have been throwing their way on "The Third Man," a zither interpretation of the picture theme of the same name. . . Lee Wirt dropped in from Montebello to look over some new games.

Roy Garrison, Phoenix, Ariz., coin machine distributor, was in town recently. . . . Operator G. F. Cooper was seen on Pico Street. . . . Another recent visitor was Pete Thelen, who operates in Glendale. . . . Tod Faulkner (Kid Mexico), local coin machine operator, is having a rough go with his bridge parlors. (See Los Angeles on page 105)

Twin Cities:

Ed (Outlaw.) Chesney, of the Outlaw Novelty Company, Aberdeen, S. D., came to the Twin Cities with his new station wagon to tell this story about the new car: He went to Pontiac, Mich., to buy it and then asked to have the name of his firm company, couldn't be done for at least a day. But Outlaw wouldn't wait. Instead, he hopped into the machine, drove to Chicago, stopped at a sign painter's place and had the job done in 15 minutes. . . . Harold Lieberman, of Lieberman Music Company, Wurlitzer distributor in this area, has been spending considerable time in the East lately on business, his latest jaunt being to Washington and New York. Lieberman's son, David, who has been ill for some months, isn't getting well fast enough to suit either his parents or

(See Twin Cities on page 105)

EARLIER CLOSING

December 31 and January 7 Issues

On account of the Holidays ALL forms for these issues will close 24 hours earlier than usual. Cet your NEWS and ADVERTISING in Early.

New York:

Eddie Lane, head of the American Q-Ball Congress, was in Philly Thursday (8) to check personally the first television broadcast in a series the org is sponsoring there to hypo table placements. He claimed 500 locations phoned in following the show to ask for more info. . . . M. J. Zimmerman, of Self-Service Sale Corporation, Hartford, was in town last week. With partner Alex Warner, he is starting a new premium plan for cigarette machine ops.

Mervin Marks, who recently added to his phono route by buying out the B & F Amusement Company, is undergoing treatment in an army hospital. An old wound, incurred in air combat during the war, is acting up. . . . Joe Green and Irv Holtzman, partners in the United Machine Company of Long Island, have changed the name of their route to the Flushing Machine Corporation.

Frank Calland, business manager. of the local phonograph servicemen's union, has framed a letter he received last week from the Pace Institute. The school reported naming Calland's son, Drew, student of the year. . . Johnny Diamond, of Heights Music, is on his honeymoon. He was married two weeks ago. (See New York on page 108)

Washington:

Sam Cohn, of General Distributing Company, recently lost over \$100 of sample records, which included some hot rumbas, when thieves broke into his car. . . . WTOP disk jockey Eddie Gallaher featured Tony Martin's "Marta" as his juke box selection of the week of November 27-December 3. "The River Seine," with Doris Day, was his choice the previous week. Gallaher made two recent television appearances—one: on Evelyn Tyner's show over WMAL-TV and the other when her served as master of ceremonies at the opening of the Akers Automobile Agency in the near-by Fairlington, Va., shopping center, also over WMAL-TV.

News Letter, is plugging Cole Porter's "Farewell Amanda." He reminds readers that Porter is giving the profits to the Cancer Fund. Schwartz said the Guild has had. numerous requests from similar organizations thruout the country for copies of the WGM News Letter. . . WMG members are featuring "White Christmas." . . . The Washington Guild is planning a dinner dance December 14 at the Shoreham Hotel for members and their wives. Barnie Breeskin's orchestra will sup-

Bill Schwartz, editor of the WMG

ply the music. (See Washington on page 106)

Cincinnati:

Automatic Phonograph Owners' printed on the side. That, said the Association held its regular board meeting at the Hotel Gibson Tuesday (13) at 8 p.m. Attending were Charles Kanter, Phil Ostand, Frank Michaels, Bill Harris, Al Lieberman, Nat Bartfield, Abe Villinsky Norton Robinson and Robert Wood. A guest at this meeting was John K. Maitland, manager of the Capitol Record Company here. . . . The board members approved the application of Sicking, Inc., as an associate member of the association.

> It was decided that a social would be held after each regular APOA monthly meeting, starting in January. Also, lucheon and refreshments. . . . Report on the Hit Tune for January, "Tell Me Lies," has the tune going very well. All the members of the association were asked to co-operate on this number which Charles Kanter wrote. . . Abe Villinsky, who operates the A & B Music Company, has purchased the route of Simon Rissover, also a member of the association.

> > Copyrighted material

95



1263 MISSION ST.

1314 PEARL ST.

Assn. Executive, 57, Passes Away

(Continued from page 78)

own name at the Kevon Park Apartments where he also made his home. Richter first became identified with the pinball operators' association in 1933 and the following year he was elected to the board of directors. He served on the board continuously from 1934 until his death. He was first elected secretary of the association in 1946 and continued in that post until his death.

Headed Committee

In addition, Richter served as chairman of one of the most important committees of the association. For eight years, until the time of his death, he was chairman of the grievance committee.

"Eddie Richter was known as a man who always had the courage of his convictions," said Joseph Silverman, business manager of the association, in expressing the condolences of the entire membership. "He was a stickler for parliamentary procedure. Eddie was one man who didn't show partiality to any one. But on the other hand, if a man was right, he always had a friend in Eddie. He was a pillar of strength in our association and used that power only to see that every member got a fair play. He will always be missed by all of us."

While he always played an active part in the work of the association, Richter also assumed many responsibilities in civic, fraternal and charitable affairs in the community. He was a member of the Shekinah Lodge No. 246, F. & A. M.; a 32d degree Mason and a member of the Shrine; a member of the Golden Slipper Square Club, the 32 Carat Club, the Pannonia Beneficial Association and other organizations in the community.

Richter; two daughters, Mrs. Harry Markowitz and Mrs. Dale Regent, independent operators, are plentiful of Miami Beach, Fla.; two sisters, Mrs. Samuel Goldman and Miss Bella

Funeral services, attended by many members of the industry as well as members of the various organizations with which he was affiliated, were held Tuesday (6) at Morris Rosenberg's Son Memorial Chapel. Interment was in Adath Jeshurum Ceme-

WANTED TO BUY

New or used Holly Cranes. Give serial number, condition and lowest price in first letter.

Box D-278, THE BILLBOARD CINCINNATI 22, OHIO

Ed Richter, Pa. Form All-Industry Mfrs.' Assn.; Jones Elected Prexy

(Continued from page 78) five-ball pinball interests (The Bill- urer. The initial board of directors board, July 2).

association field and an executive of Pat Buckley, Buckley Manufacturing; Bally Manufacturing Company, was Dick Hood, H. C. Evans & Company; meeting. Others voted into office at the first official ACMMA session were Bill Ryan, of Universal, vicepresident; Vince Shay, Bell-o-Matic Corporation, secretary; D. W. Mc-Clay, O. D. Jennings & Company, assistant secretary; Roy McGinnis, J. H. Keeney & Company, treasurer, and Jerry Haley, Buckley Manu-

See Few Tax Changes in '50

(Continued from page 78)

Because of the withholding and the estimated tax procedures set up years ago, most coinmen should be virtually up to date with payments on 1949 income. The mechanics for totaling up the exact sum owed Uncle Sam are as complicated for 1950 as for 1949.

New Pamphlet

A valuable pamphlet full of income tax explanations and pointers has has been published by the Bureau of Internal Revenue. It can be obtained by writing the Superintendent of Documents, Government Printing Office, Washington 25, D C., requesting the 1949 edition of Your Federal Income Tax. The charge is 25 cents.

Deductions

Most complicated part of computing the personal income tax for most individuals who use the so-called long form is the part pertaining to deductions. Tips about how to use Surviving are his widow, Fay Schedule C, probably the most important part of the tax blank for in the Revenue Bureau pamphlet.

In listing what is and what is not Richter, and a brother, Harry Richter. | allowed as a business deduction in Schedule C, the Bureau notes such soon." permissible deductions as wages paid, interest on business debts, business taxes (including Social Security taxes imposed on the employer), bad debts, rent, repairs, advertising and promotion expenses, and business insurance premiums.

> Not deductible are capital expenses (for the coinman, purchases of machines are considered a capital expense). The Bureau says the reason capital expenditures are not deductible is because "they are not operating expenses applicable solely to the taxable year in which they are made." Thus, such expenditures are depreciated over a period of years.

facturing Company, assistant treaselected to formulate the policy of Herb Jones, a veteran in the trade the new all-industry association were elected president at the organization O. D. Jennings, head of O. D. Jennings & Company; Ray Moloney, Eally Manufacturing, and McGinnis, Ryan and Shay.

In his first message as chief executive of ACMMA, Jones set forth the purposes of the association: "The program of the American Coin Machine Manufacturers' Association is to work for the good of the entire industry. We believe there is a basic and natural unity of aims and problems in the coin machine industry. Specific types of equipment change with the trend of public acceptance, but the basic principle of automatic operation by means of a coin is fundamental, unchanging, common to all who are engaged in this great and

growing industry.

"The men who gave freely of their time and energy to organize the American Coin Machine Manufacturer-' Association-men who are responsible for the growth of the industry the past 50 years-know from experience that, when one type of coin machine gains in public acceptance and approval, all types gain; when one type of coin machine is injured either thru misunderstanding on the part of the public or thru press sensationalism, all types of coin machines are injured, and all members of the industry-operators, distributors and manufacturers—suffer. The purpose of the American Coin Machine Manufacturers' Association is to work for the best interests of the entire industry. Just as the average operator employs all types of equipment, just as the average distributor sells all types of equipment, so the association of manufacturers qualified to speak authoratively for the industry must embrace all types of equipment. That association is the American Coin Machine Manufacturers' Association. Details of our program will be announced

Grant Shay Publicity Head

Grant Shay, Bell-o-Matic, appointed chairman of the publicity committee, pointed out that board members are heads of firms which manufacture either one, two or all three major classifications of equipment-amusement, music and vending. He added that in the amusement class the board represents "every type of game—five balls, one-ball, bells, consoles and shuffle games."

Other committee chairman announced by Jones were John Conroe, Keeney official, chairman of the organization committee and responsible for fiscal arrangements, and Jack Nelson, Bally, and Midge Ryan, Bell-o-Matic, co-chairman of the membership committee. All coin machine equipment manufacturers, Jones said, are invited to contact Nelson or Midge Ryan for membership applications.

Candy Output Up

CHICAGO, Dec. 17. - National Confectioners' Association (NCA), during its recent annual midyear meeting, heard Ted Stempfel announce that candy production was up. In October, this year, he said, candy manufacturers turned out 25 per cent more merchandise than during the same month in 1948.

Predicting that 1950 will see continued increases in the candy volume, Stempfel declared the industry's sugar needs would be 9.9 per cent greater than in 1949. In line with this reasoning NCA had previously approved industrial users' 1950 sugar quota demand of 8,098,000 tons.

Peanuts came in for mention, with the prediction that they would be plentiful next year.

31 Ops Attend Bally's School

(Continued from page 78)

before Christmas was particularly encouraging. He added that it was a tribute to the sincere efforts of operators and servicemen to learn more about their profession, altho all 31 are known to be game experts. All coinmen attending the classes were daily luncheon guests of Bally at Igler's Casino, a leading Chicago restaurant, and were taken on tours of the factory to see actual production methods used on Hot Rods, Spot-Bell, Clover-Bell, Shuffle-Bowler, Champion and Kentucky.

Largest delegation of students was from Illinois. These included Walter Bains, C. F. Beier and C. E. Lake, from Bloomington; Ed Rewers, of E and G Machine Company, Calumet City; Paul Brown, Western Automatic Music; Ted King, Al Mellie, of Coven Distributing, and George Seefurth (Jerry Stefak's serviceman), all of Chicago; C. G. Carter and R. E. Rose, of R and B Novelty Company and E. Hale, Decatur; H. Tuttle and his serviceman, Glenn Emmitt, Dixon; Jack Brown, Larry Kirchman and Paul Neal, of Modern Equipment Company, and R. Courville, John Hauersperger and Cliff Welk, of Kase and Blaser, all of Kankakee; Phil Del Veechio, Scott Music Company, Rock Island; N. E. Lynch (G. H. Tiffany's serviceman), Wadsworth, and William Cichon, A. A. Miller's serviceman, Waukegan.

Out-of-State

In the out-of-State groups were S. J. Gargas, of E and G Machine Company, and Matt Pohl, of Dickinson Music Company, Hammond, Ind., both in for the Shuffle-Bowler seminar; M. A. Rosenstein, Marco Music Company, Marshalltown, Ia.; Gale Campbell, Mantorville, Minn.; H. Bernhardt, Minneapolis; Julius Haussman, Hazelton, Pa., and Joe Turel, Roth Novelty Company, Wilkes-Barre, Pa.: Leo G. Grob and Charles Kennen, who represented Dobkin Bros., Wheeling, W. Va.

The next school will be held at the Bally plant beginning January 9, when a seminar on Champion and Kentucky will be held. The next day will be set aside for sessions on bells and consoles and the final day, January 11, is set aside for Shuffle-Bowler

study.

GOTTLIEB JONES

(Continued from page 78) has a constantly increasing value for players who can make appropriate use of the game's many skill shots. This works as follows: When play starts, player hitting bumper 1 with a ball automatically scores 100,000 points. His next objective with the same or succeeding balls is to hit bumpers 1 and 2, which on this play jump to 200,000 points each. Then the player tries to make the 1, 2, 3 combination in numerical order with their new point values at 300,000 per hit. The same operation continues thru the 4 and 5 bumpers with the point values climbing to 400,000 and then to 500,000 points. Finally after the player has completed all his sequence plays he can make one free play by hitting 1-6 in rotation and two free plays by identical action on 1-7. All tabulation on how much progress has been made by the player is indicated by a light-up supplementary scoring unit or the lower half of the playfield. The game also features several other methods for making free plays.

Mystery Rollover

The mystery rollover kicker at certain intervals returns balls about to drop out of the play, thereby offering the player added opportunities to run up a good score and win free plays. Maximum score on K. C. Jones is over 7,000,000.

The backglass on Gottlieb's new game is highlighted by an animated old-time train which actually signifies the progress of the game.



BIDDLE & HOWARD STS. . Phone: Vernon 4119 . BALTIMORE 1, MD

97

have you shipped TRIPLE ACTION for conversion to **BEST** YET LOCATION ACCEPTED SHIP YOUR COMPLETE GAME VIA PREPAID MOTOR FREIGHT 1427 North Broad St. Phila. 22, Pa. STevenson 2-0242 GET ON OUR MAILING LIST FOR FUTURE NASCO CONVERSIONS

THE MIGHTY SENSATIONAL NEW COUNTER GAME . . .

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Cigarette Sales Booster. Line up 3 of a kind. win a carton of cigarettes. The best moneymaker you've ever had. Don't take our word for it-try it yourself.

 Available in 1¢ or combination 1-5. · Cigarette or Fruit Reels. Weight: 6 lbs. · Size: 51/2"x51/2"x6".

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Must be removed immediately. Best offer takes them. Act Now!

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Manufactured for All Games NEW YORK BILLIARD TABLE CO. New York 12, N. Y.

MECHANIC WANTED

TOP WAGES-MUST KNOW SLOTS AND ONE-BALLS

Send complete details to BOX 310, c/o The Billboard Pub. Co. Chicago 1, III. 188 W. Randolph

ALBUM REVIEWS

(Continued from page 36)

SNOW WHITE AND THE SEVEN DWARFS-Dennis Day-Hene Woods

(2-7")Victor (45) WY 33

This should hit the top-selling bracket with no trouble whatsoever. And the production is even better than it has to be to achieve that status. The scariness of the Queen, a deterring factor in the past, has been toned down, and the beautiful songs come thru more gloriously than ever thanks to the fine choice of vocalists. The little 45 r.p.m. disks, and the picture book that goes with 'em, look good. Naturally, the Disney name appeal is powerful. This will be mighty tough to top.

JUKES Not suitable.

JOCKS Should be a big moppet request item.

STRAUSS WALTZES-Bob Stanley OFk (1-30")

Varsity (33) VLP 6003 "Blue Danube," "Emperor Waltz," "Tales From the Vienna Woods," "A Thousand and One Nights," "Voices of Spring," "Southern Roses," "You and You," "Wine, Women and Song." This low-priced LP selection was processed from a successful Sonora album. It should be a heavy seller in all sections. The renditions are thoroly delightful as presented by a fairly large stringdominated ork, and the recording quality is more

JUKES

Not suitable.

than you'd expect for the money.

JOCKS Good enough for most middle-brow shows.

CLAUDIA MUZIO - EIGHT OPERATIC ARIAS-Claudia Muzio (1-12") Esoteric (33) 500

Arias from: Verdi: "I Lombardi," Catalani: "Lorely," Massenet: "Herodiade," Verdi: "Sicilian Vespers," Handel: "Rinaldo," Tchaikovsky: "Eugene Onegin," Meyerbeer: "L'Africana," Bizet: "Carmen."

This LP disk will find its sale limited to connoisseurs of vocal music, but few of them will want to be without it. The late great soprano cut them about 30 years ago, and naturally the recordings show some age, but still the beauty and clarity of the voice comes thru with amazing fidelity. A note accompanying the disk apologizes for some surface scratch, but to the collector, this is unlikely to be too objectionable. Amazingly the young Muzio was at once a lyric, dramatic, and coloratura soprano, and examples of each style are presented here. Vocal students will find much to study in these renditions.

JUKES Not suitable.

Columbia (33) SL-105

JOCKS For the operatic connoisseurs' corner.

WAGNER: DIE WALKURE, ACT III, VOLS. I & II-Helen Traubel, Herbert Janssen, Emery Darcy, Vocal Ensemble of the Metropolitan Opera-Philharmonic-Symphony Ork of N. Y .- A. Rodzinski, Dir. (2-12")

This is the first complete recording of Act III, altho the popular "Ride of the Valkyries," "Wotan's Farewell," and "Magic Fire Music" have sold as singles in several versions. Included here also is the Love Duet from Act 1, Scene 3, which is welcome in a modern recording, altho the old Lehmann-Melchior Victor sets of the first two Acts are among the great performances on disks. In the Act I music, tenor Darcy reveals a warm quality that undoubtedly carries over better on disks than in person. Miss Traubel is magnificent thruout, singing with perfect vocal command, power, and majesty. Janssen essays Wotan with wonderful tone quality. Dramatically, things happen on a high plane, and the Philharmonic's support is polished. Few pieces of theatrical writing have topped this, and the liveness of the

JUKES Not suitable.

LP recording makes it a mighty exciting affair. JOCKS For long-length long-

IVES: STRING QUARTET NO. 2-Walden String Quartet (1-12")

Period (33) SPLP 501 Some of the most evocative music written by an American has poured from the pen of Charles Ives. - He certainly is America's foremost "pioneer," as the liner of this LP package calls him, in the development of new sounds and rhythms in music. Ives's "tonal realism" aims to recreate or suggest sounds in his environment and is akin to the Schoenberg and Stravinsky schools of atonality, the he never ventured to study these methods and is known to have toyed with dissonances before either of the other leading modernists tried them. Ives is rarely heard in concert and has even less often been recorded. This recording, therefore, will be most welcome to students of modernism, American music and the unusual. The work is indeed a bold, strong evocation of programmatic material. It is in three movements, each packed with forceful writing, unique rhythms, fresh chord structures, glib use of folk themes and quotations from classics of Beethoven, Brahms, etc. This is a complex work of much intensity as well as of considerable musical depth. The work is performed with authority and strength by the Walden String Quartet and the job is recorded excellently. Period Records, as newcomer, deserves much praise for so courageous a first offering.

> JUKES Not suitable.

JOCKS For shows spotting heavy chamber and/ or American music.

HYMNS CHILDREN LOVE-Paula Heminghouse-Murel Wilson (1-12") Bibletone (33) HV 1800

"Jesus Loves Me," "When He Cometh," "Jesus Loves Even Me," "Stand Up For Jesus," "Can a Little Child Like Me," 'There is a Happy Land," There's an infinite improvement in the sound of these renditions over the original shellac pressings. On this LP disk, the fem voices lose the flat tone, and the material gains in appeal. Only the contents of Vol. 1 are listed on the cover, but side 2 contains Vol. 2 with "Bringing in the Sheaves," "I Love To Tell the Story," "Brightly Gleams Our Banner," "I Think When I Read That Sweet Story of Old"; "Jesus, Tender Shepherd," "There's a Friend for Little Children." All selections will be useful for churches and schools, and religious parents, especially thru the "Bible Belt," will want them for their tots, altho some tots will probably object to the high fem voices. If the LP players are available in the "down home" districts, a fair, steady sale is in order.

JUKES Not suitable.

JOCKS Fits in with many Sunday AM shows.

AMAZING ADVENTURES OF JOHNNY 85 -Uncle Burt (2-10") Atlantic 311

The gimmick on which this set is based should have a long-enduring fascination, especially since the quality of the material itself is excellent. Idea is that, by trick cross-grooving there are four distinct tracks on each side, and when you put the needle at the outside of the disk, you never know which track will play. But the end of any one track ties up with the beginning of any one of the four stanzas on the following side, So it figures that, with 256 possible permutations, you can hear 256 different stories. The stories are good, there's some pleasant music, and the narration is adequate. Should be big wherever the dealer is aware of its special feature.

JUKES Not suitable.

JOCKS Could be worked in as a special feature on kid shows.

BEETHOVEN SETTINGS OF IRISH AND 70 SCOTCH SONGS-Helen Traubel

(1-10")Columbia (33) ML 2085

"Robin Adair," "The Lovely Lass of Inverness," "Sad and Luckless Was the Season," "Sally in Our Alley," "The Soldier," "Oh Harp of Erin," "Charley is My Darlin'," "Oh Might I But My Patrick Love," "Faithful Johnny," "Auld Lang Syne."

Miss Traubel does 10 of some 93 Irish and Scotch folk songs which Beethoven treated to delightful chamber settings. She handles the light works with complete sincerity and charm, tho Miss Traubel's voice and style, both full and heavy, are conceivably not the ideal marriage for these pieces. The trio arrangements, executed with finesse and fine style by Coenraad Bos, John Pennington and Warwick Evans, are not important or impressive Beethoven but could serve as lightweight introduction to the master's brilliant chamber music writing.

JUKES Not suitable.

'Cool Blues."

JOCKS Interesting tidbits for Beethoven and/or folk sessions.

65

THE BIRD BLOWS THE BLUES Charlie Parker (1-12") Dial (33) 901

'Relaxing at Camarillo," "Carvin' the Bird," 'Dark Shadows," "Blowtop Blues," "Bongobop,"

Setup here is unusual: both sides of this LP disk offer the same five selections-side B being the alternate masters for side A. Only the most esoteric students of bop could warm to such an arrangement-perhaps to compare the Bird's attack from version to version?-but one can't help wishing that five entirely different diskings had been used on side B. Those who relish Parker—a considerable audience of late—would have appreciated hearing as much of him as could be gotten onto the record. However, there's no cavilling at what is here-fine, cool bop, with worthies like Miles Davis, Errol Garner and Max Roach supporting the mighty Mr. Parker's incredible flights on the alto.

> JUKES Not sultable.

JOCKS make excellent Can

THE SELFISH GIANT-Fredric March (1-12") Decca C.U. 116

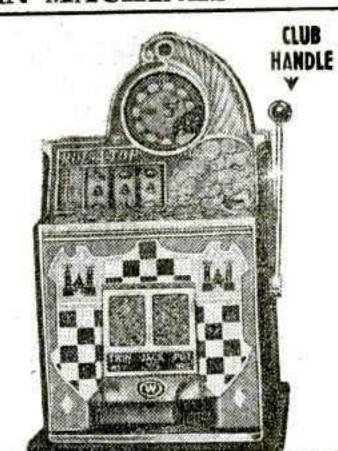
This production has been on the market for several years in a two-disk shellac set. Now it has been dubbed, with the aid of special grooving, on a single 12" plastic platter, with approximately six minutes to each side. The story is Oscar Wilde's sensitive, Imaginative, warm-hearted fairy tale. It's a little sad, and children, together with their parents, are sure to be affected. The symbol of the Christ child here makes the release a good one for the Holiday season, too. Lehman Engel's original modern score enhances the production considerably without becoming obtrusive. March's narration is simple and unaffected, for

JUKES Not suitable.

story unfolds. Attractive cover.

which the listener becomes more grateful as the

Excellent story-time feature.



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RATINGS

JOCKEY

DISK DET

-

80--80--80--80

82--84--80--82

67--65--65--70

67--67--64--70

80--84--80--77

66--69--65--65

70--70--70--70

68--70--58--66

67--70--65--65

78--78--78--78

57--60--56--**56**

62--65--60--60

89--90--88--90

85--85--84--85

82--82--80--84

78--78--76**--80**

58--61--5**8--5**5

75--75--73--**77**

72--70--70--74

68--67--67--**70**

67--68--65--68

84--85--83--83

69--68--66--72

67--65--65--**70**

77--79--77--75

70--72--68--70

83--81--83--85

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- N

Philly Ops Set Up Co-Op Org

(Continued from page 78)

adelphia is a large and spreading city-operators have found that they must spend too much time answering service calls when that time could be utilized to better advantage in opening up new locations or improving existing locations. And since it is costly to provide additional service men, the co-operative idea appears to be the solution.

The plan, as being formulated, will provide for service men to be stationed in every section of the city. Instead of spending half the day traveling from one section of the city to the other, each service man will confine his calls to one particular neighborhood, and will answer the service calls for all the members in the co-operative. It will mean virtually giving instant service to the location. And with the service man getting to calls quicker, it will mean that the machines will be kept in better order.

Benefit All

"The proposed co-operative will spell the end of 'machine out-oforder' problems," observed Joseph Silverman, business manager of the Amusement Machines Association, who hailed the plan as "a step in the right direction." While the co-operative will represent a major economy move on the part of operators, Silverman added it will also be of benefit to the entire industry in that the playing public will find the machines "in perfect playing order at almost all times."

Silverman said that experience has shown that a machine not serviced promptly "kills off the week's collections since an out-of-order machine remains in a player's mind for several an individual rather than as repredays and he hesitates to come back sentative of the association, Silverto the machine for some time there- man pledged full aid to help the coafter." The co-operative, he said, will operative succeed.

Philly Officials Set Receiver of Taxes Pinball Chief

PHILADELPHIA, Dec. 17. - The licensing and supervision of pinball machines and music boxes for the coming year has been transferred from the office of the City Treasurer to that of the Receiver of Taxes. The transfer, which brought objections from Treasurer-Elect Richardson Dilworth, was approved by the city council. Also transferred to the Receiver of Taxes was the licensing of transient venders and of auctioneers.

The city solicitor ruled that under the city's charter "all local Philadelphia taxes must be collected by the Receiver of Taxes, and the licensing of pinball machines, juke boxes, transient vending and auctioneering actually is a tax on those types of business." The only taxes that the treasurer may collect, he added, are those on State fishing and hunting licenses.

Pinball machines and music boxes were first taxed under a council ordinance passed February, 1945. Dilworth charged the transfer of responsibility was a political move to shift eight jobs from the treasurer's office to the Receiver of Taxes before he takes over his post January 2.

provide the solution to most of the problems facing the operators in servicing their machines.

While the co-operative is entirely apart from the association, Silverman also pointed out, it was the mutual respect developed among the operators thru the association that made it possible for the members to get together on their own in this venture. And as

Record Reviews (Continued from page 33)

ARTIST

TUNES

LABEL AND NO.

COMMENT

POPULAR

RUSS MORGAN & ORK Decca 24814

BOB HANNON & JOHNNY RYAN (Danny Mendelsohn Ork)

DICK HAYMES (Gordon Jenkins Ork) Decca 24803

VERA LYNN (The Mitchell Men-Robert Farnon Ork) London 535

TED HERBERT ORK London 560

REGGIE GOFF

London 543

RT MOCNEY ORK

TEDDY BRANNON ORK (Duckie Thompson) Regal 3241

BETTI MAYS (Swingtet) Regal 3243

LITTLE WILLIE

King 4326

LITTLEFIELD Modern 20-726

EARL BOSTIC ORK

MADMAN TAYLOR

. Gotham G-213

Modern 20-725

TEXAS SLIM

King 4239

RHYTHM & BLUES

Frightened

Hunter's convincing style tries hard to sell one of his less-convincing compositions.

Big, firm beat is the highlight of this rhythmic nonsense bit.

A delightfully zany take-off, with a set of ciever, satirically "hip" lyrics. Taylor delivers with zest.

Forever and Ever

Heart Trouble Blues

Slim's Stomp 72--70--72--74 Rocking guitar stamp in

Careless Kisses

The always tasteful Morgan ork delivers a fine dance side with a country-styled ballad as the subject. Russ does the clean-cut vocalizing. Send Ten Pretty Flowers

More of the dance band craftsmanship of Morgan is shown in this etching of a country rhythm item which has let off a few sparks. Morgan again sings.

There's a Broken Heart for Every Light on Broadway Van-and-Schenk type duet on the oldie could pull some tavern customers.

Dear Hearts and Centle People Lively performance of the hit tune can pick up hardly more than minor action because of the tough competition.

Hush, Little Darlin' Sensitive performance of a pretty lullaby which has publisher plug support.

Keepsakes (Sonny Burke Ork) Haymes does a competent job with a not particularly pleasing ballad.

Auld Lang Syne Pleasing intrepretation of the evergreen Miss Lynn does It as a ballad and without the usual pretentiousness poured into the song.

This Perfect Day

Pretty ballad in the "Give Me Your Hand" class is delivered tenderly by Miss Lynn. Dancer at the Fair Original instrumental sounds much like one of the

old Ambrose-Sid Phillips Items. It's probably destined for some disk jockey action and a steady slow sale. Just a Little Rocking Chair and You Real cute production in dance time of a pleasing bit of ballad with a duet, ensemble whistling, etc.

Tell Me Lies Britain's counterpart for Vaughn Monroe nasally warbles his way thru a sad and uninspired ballad with aid from rhythm and girls' vocal group.

Ghost Town Goff draws a first-rate production for another of the inferior sequels to "Riders in the Sky."

There's a Lovely Lake in Loveland Lilting waltz ditty is treated to ensemble vocal, neat beat, a humming chorus in a thoro reading. One of Mooney's finest etchings. Hometown Band

Plenty of spirit, a catchy marching song for the subject and a disking which could conceivably pick up a load of coin. Everybody Get Together

Crisp, cleanly delivered jump novelty featuring a mean bary solo and unison chanting. Felix the Cat

Up-tempo boogie jumper spotting okay take-yourturn solos generates plenty wattage. Mays' Haxe

Strictly bop novelty showcases thrush scatting unison with a trombone in the Charley Ventura format. 'Bone's a standout-but side doesn't figure to fracture progressive fans. Slow Rock

Instrumental built on a catchy riff figure weaves the good slow rock feel promised in the title.

Littlefield, of whom there is much talk these days, is badly balanced and barely audible as he tackies a blues-ballad.

The Moon Is Risin Same balance difficulty impares this side as well as Willie dishes out a blues of no particular distinction. IVCRY JOE HUNTER It's You, Just You

I Quit My Pretty Mama

Hunter does a solid selling job both on the vocals and on the keyboard with this feelingful slow blues. Sugar Hill Blues

Slow, insinuating blues instrumental which creates a fine mood, has a good beat but little else. Nay! Nay! Go Way!

Mule Train Boogie

Bopdoodewadie Engaging nonsense singing and scatting studded with

utterly irrelevant and comic remarks. The kind of thing Leo Watson used to put over so well. FLOYD DIXON TRIO Cow Town

82--82--80--84 Intriguing slow-drag blues, highlighted by Dixon's soft, sliding chanting and indigo guitaring. 72--72--71--73

Another slow blues mood job, well projected, the material doesn't sock like flip.

Potent Deep-South blues job, with Slim warbling with fierce convinction, backed by percussive, hard-hitting guitaring. A dramatic disk.



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RATINGS

83--83--82--84

73--73--71--75

74--74--74--74

78--78--78

84--84--83--84

76--72--78--77

71--72--70--70

75--76--75--74

73--72--74

83--84--82--84

61--60--62--62

57--60--57--56

63--NS--60--66

68--65--68--70

60--58--60--62

81--81--81--81

75--75--75

67--71--67--63

82--84--82--81

73--73--72--74

Record Reviews

ARTIST

TUNES

LABEL AND NO.

COMMENT

RHYTHM & BLUES

MEMPHIS SLIM Swingmaster 1010

Country Girl Strong blues job should score with both urban and rural fans. Lyric Is meaty, and Slim chants it light and polite with a snar'lling bounce background.

Believe I'll Settle Down

Slow mood blues, with Slim warbling ingratiatingly; easy backing spots a crying tenor solo.

IAMES LOCKS Regal 3239

Baby Lovin' Blues Locks cries a slow blues impressively, with stickout piano in the rhythm backing. Fine blues warbling in the Chaz Brown school

New Orleans Woman Blues

Heavy feeling in this sincerely conceived and projected slow torch blues.

JAMES QUINTET Derby 726

I'm Just a Fool Easygoing, beatful ballad has the ingredients of a first-rate nickel-nabber.

Paw's in the Kitchen

Jump novelty has beat and enthusiasm, altho it's on the rough, loose-jointed side.

BUDDY JOHNSON ORK (Arthur Prysock)

Decca 2481

LOUIS JORDAN

ORK

Penguin 0859

Decca 48122

(Tympany Five)

with an arty piece of material. I'm Tired Crying Over You

It Was Swell Knowing You

(Ella Johnson) Miss J. handles a back-beating ditty in cute fashion.

Warbler's Eckstyling and big band make a noble try

I Know What I've Got

Catchy, if light-weight side.

Bluesy ballad at a dancey, moderato pace is warbled pleasantly by Jordan. A fairly routine effort.

School Days

Typical Jordan jump-boogie rhythm serves here for a slew of nursey verses chanted by the ensemble to a couple serviceable riffs.

SNUB MOSLEY & Couldn't You Could

Feeble material bogs down a fair-to-middlin' performance by a Jordan-pattern group.

Blue Memories (Gordon J. McKay)

Neither shows to much advantage.

TINY DAVIS ORK I Never Get Tired Doin' It

Weak double-entendre material gets ar unenthusiastic vocal from Miss Davis.

Draggin' My Heart Around

An old-time blues and rhythm ballad fave is done with feeling by Miss Davis.

ROOSEVELT SYKES RCA Victor 22-0056

Southern Blues

Sykes warbles a conventional Deep-South blues, with a rhythm section riff figure creating added ear interest behind.

My Baby Is Gone

Fem group and Sykes are out of step on this medium boogie blues.

STEVE GIBSON & THE RED CAPS

Fine ballad effort here, with lead voice selling strong, Mercury 8157 well backed by group. Number will have special nostalgia for Basie fans of the "Moten's Swing" era -the riff figures strongly here.

I've Been Living for You

Sprightly novelty has a light, easy swing. Ditty will

appeal in pop as well as rhythm market. SCAT MAN Just Lookin'

CROTHERS Capitol 57-70062

Crothers warbles a la Louis Armstrong on a slow, unusual novelty ditty with bop backing. Material's good for kicks, but not much commercial pull.

I'm the Only Man

Christmas Kisses

There's a large charge of laughs in this appealingly off-center ditty-and this one could hit. Laugh line here could become highly popular, and Crothers does it superbly.

COUNTRY & WESTERN

SHORTY MORRIS Rich-R'-Tone 454

MACK McGUIRE &

RANGERS

Rich+R'-Tone 456

Red Bird 1004

WAYNE RANEY

"LITTLE" IIMMY

Columbia 20644

DICKENS

King 824

HIS HARMONY

Tune is reminiscent of "Candy Kisses." Morris sings with gusto and pathos in proper proportions.

A New Sweetheart for the New Year Clever melodic twist incorporates "Auld Lang Syne," but there's not much more to this "You'll Be Sorry" message.

Mule Train

Too late for much action outside the label's home neighborhood. Nothing different here.

Ten Pretty Flowers

Unlikely to score outside the label's local domain.

Swingaroo Polka JOE TAYLOR & HIS Rustic polka with rough gang vocal is good-natured, TAYLORMAIDS

has a steady dance beat.

Maumee Valley Of local interest only.

Red Ball to Natchex Train song from the mountain country is powerful, authentic folk stuff.

I'm Square Dab From the Country Number is closer to Raney's "Haul Of and Low

You" vein. Cute slice of material. A-Sleepin' at the Foot of the Bed

Here's a possible successor to "Country Boy." Dickens warbles it in the same heartfelt, amusing way, and it portrays a chunk of American country living with the same homey insight.

I'm in Love Up to My Ears Dickens does a lively rhythm ballad of his own leffing with much verve and dash.

(Continued on page 100)

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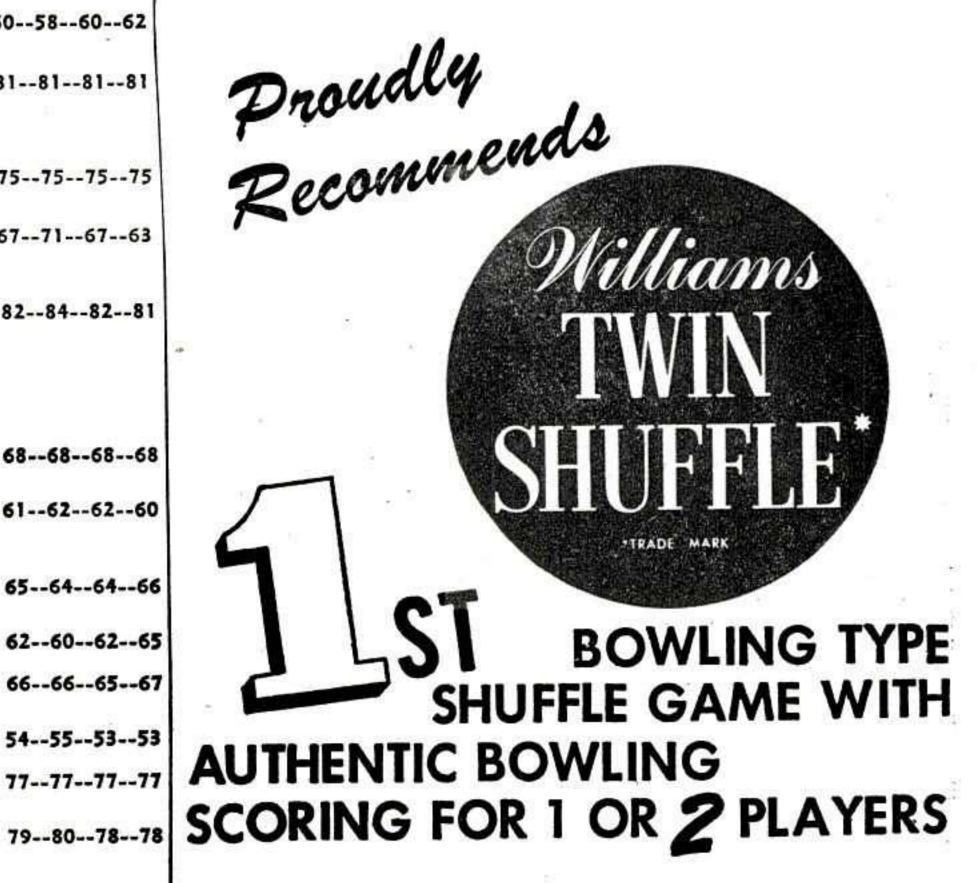


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ments were announced this week by

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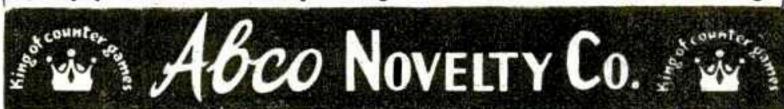


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Record Reviews

(Continued from page 99)

ARTIST

LABEL AND NO.

TUNES

COMMENT

COUNTRY & WESTERN

LYNN CHARNEY Secrets Spinet 1003

and string orking.

If My Head Had Only Listened To

My Heart Same comment as above.

RED MURRELL Capitol 57-40262

IOHNNY BOND

CLYDE JOHNSON (Texas Hired

> Hands) High Time HT-129

BLUE FRIDAY & HIS DANIEL BOONE RAMBLERS Rich-R-Tone 425

STUART HAMBLEN

Columbia 20650

BOB McCOY

MAURICE CHEVALIER Raymond Legrand Ork) Decca 0135

(French) IOE BRINCIE

Decca 45080

SIX FAT DUTCHMEN RCA Victor 25-1140

DANIEL SANTOS

RCA Victor 23-1432

PEDRO VARGAS RCA Victor 23-1418

FERNANDO FERNANDEZ

RGA Victor 23-1431

DAMY SIMON Colombia 6353

YAYITO TRIO Columbia 6360-X

LOUISIAN HAYRIDERS Coral 64624

Miss Charney sounds like a passable thrush off her jo on this fair ballad.

The Letter I Forgot To Mail Murrell warbles robustly on a routine weeper. Sittin' on Top of the World Traditional Western blues gets a strong voca

A Petal From a Faded Rose Columbia 20645 Not much heart or spirit in this run-thru of another rose tune.

Put Me To Bed Number 2

Wind of the Western Night

Here's the side ticketed for action: a romping boogle blues in the Western manner, with Bond chanting the choruses zestfully. Harmonica on echo adds exciting quality.

The Great Outdoors Royalties on this record will go to the family of Johnson, who was drowned in Santa Monica Bay in in September. Side shows Johnson warbling and whistling a Western rhythm song persuasively.

Slow ballad in range style doesn't measure up to flip. Why Don't You Haul Off and Love Me? Striking, original conception of the hill hit, with steady-drive harmonica and guitar backing propelling

a fine vocal. For the blue-jeans trade. Step It Up and Go Another hard-hitting side here in a punching, countrystyled boogie blues. Rhythm guitars back-beat a pulsing

Blue Bonnets in Her Golden Hair Tone has a poetic charm, and Hamblen warbles it with lyrical feeling. Could be an important Western

beat behind solo struts and an effective, bleating vocal.

ballad entry. Pony Express A dramatic saga of the run of the Pony Express, with touches of "Mule Train" and "Riders in the Sky." Sound effects and Hamblen's warbling and

recitation are topnotch. I've Got Beans in My Jeans A delightful little polka ditty gets a light-hearted Western rendition. McCoy has a definite quality.

Sailing on the Sea of Love Material here is nothing more than a dime-a-dozen pop novelty, the McCoy gives it a run for its money.

Filies Bergere The title gives you the idea. It's all in French, and Frenchy in the usual Chevalier tone. For the carriage

C'est La Nature Surprise! It's "Four-Leaf Clover" in Français. Fine selection for the perpetual personality kid.

Cherry Polka Typical Slovenian-type instrumental, in the popularly accepted Yankovic style.

Twilight Waltz Sparkly instrumental should be useful where jukes are for dancing. The Old Schmaltz Waltz

Collection of cliches snows under the vocalist here. Not up to the group's standard. Waltzing in the Woods Danceable, but uninspired side.

Almorxando (guaracha) The ace guaracha dispenser, with his trumpets and rhythm combo, shouts and talks up a wild dance side, but this monolog is for natives.

La Primer Mujer (bolero) Slower rhumba is danceable, and Santos chants with spirit, but the tune lacks distinction.

Madrecita (cancion) Osvaldo Farres penned this simple, affecting tune, and Vargas gives it the works. Henri Rene's orking is sensitive and lovely. Should hit hard.

Hija De Mi Amor (cancion) "Daddy's Little Girl" in Spanish is a tear-jerker supreme. Vargas' tender treatment manages to wring plenty of Juice out. Another beauty for the kingpin

crooner. Un Coraxon (bolero). Intimate, impassioned warbling is enhanced by slick

Vagabundo (bolero) The Mex stylist takes one in rhythm and hands it nurse than the material merits.

tasteful, beautifully balanced orking.

Silencio (bolero) Firm, clean, planistics are set against a strong riertion section. The tempo and beat make for a top drawer rhomba side.

Babia (samba) States does nothing startling here. In fact his temps is slow and finger-work dull.

Dulce Inspiracion (bolero) Guitars, claves and trio harmony create a liquid affair that rhumba regulars can use. Dale Que Dale (guaracha)

Free-wheeling number in typical tropical trio style is okay for the rhumbugs.

When It's Harvest Time Lackluster performance of a not unattractive tune.

When You Were a Boy on My Knee Same comment.

37--37--35--40

66--66--64--68

72--72--70--74

57--57--56--58

83--83--82--84

68--68--68

65--65--65

74--71--76--76

83--83--81--85

85--85--85

74--75--70--67

70--70--70

60--60--60

70--72--73--64

72--76--74--67

78--77--78--80

71--70--70--74

51--50--50--53

62--61--62--64

74--74--75--74

69--68--70--68

87--87--86

87--87--86

79--80--78--78

71--71--72--70

76--78--76--73

61--62--62--60

73--74--72--72

73--74--73--73

51--52--50--52

48--48--46--50

RATINGS

Copyrighted material

Record Reviews

ARTIST

TUNES

LABEL AND NO.

COMMENT

DAMY SIMON Columbia 6362-X

COUNTRY & WESTERN

Uno (bolero) The popular Argentine tango tune lends itself smoothly to Simon's slow, rhumba treatment. Liquid styling should appeal to Gringo piano buyers.

Rumbatana (rumba)

Bright, authentic rhumba offers the planist, who sounds like Damiron, a chance to get off some flashy 83-ing . . with a beat.

FELIX GROSS CRK Love for Christmas -Savoy 720

A blues for the holiday season has considerable of meat. Gross does a good turn on the vocal. Big beat and proper mood.

You Don't Love Me

What Good Will It Do

Gross does another blues. This one is closer to the cut-and-dried formulae.

Another original by the hot warbler-cleffer. A highly stylized rendition of a more routine opus.

This Tillman original is a pop entry too. His own

version could make a splash in the rural morest.

The two engaging folk warblers team for a rollicking

exchange on a winning comic novelty. Irrepressible

If anything, even more dynamite here than in flip, as the boys cut up like a mountain edition of Crosby

Denney registers with a warm, sincere job on the fine

The revived blues novelty gets a first-chop rhythm treatment from Denney and a swinging country group.

Close harmony, brother style, strongly projected.

This original ditty has truly noble proportions, register-

String and mouth organ give with train and rushing-

rail effects under Holmes's train-blues warbling. A

Kirk has a throb in his voice, and puts plenty of

Moderate, joggy ditty is cute and catchy. Could get

Lightweight popcorn ditty gets a lively group rendition, but offers nothing special to make it step

Tune is closer to a show tune than to a Western. Will

Not the pop of similar title, but a rip-tippy popcorn tune with a "Throwing Rice" lyric idea. Rendi-

Fine warbling and echo chamber effects fail to give

Catchy jingle gets a spanking rhythm rendition.

The Girl in the Blue Velvet Band

ballad. Ork backing is heavy-handed.

I Gotta Have My Baby Back

Don't Be Ashamed of Your Age

Gotta Have My Baby Back

My Bucket's Got a Hole in It

Effectively accented 3/4 beat impresses.

folk songs. Delivery matches content.

It Had To Be That Way

spirit on this tabs it a best bet.

Tennessee Border No. 2

and Mercer.

Floyd Tillman ballad.

Seven Year Blues

Little Brown Shoes

Cannon Ball Special

Nine Times Out of Ten

Blues in My Mind

spirited Western side.

Cry Baby Heart

I Wasted a Nickel

Heaven's Inside

I'm Pressing On

Just One Little Lie

Heart of the West

have trouble finding its market.

Dance at Your Wedding

pop play.

way out.

Fool's Gold

I Wish I Knew

guitar gives him a boost too.

in the back-country tradition.

Can I Canne You Up the River

hit with first.

STONEY COOPER & HIS CLINCH MOUNTAIN CLAN-WILMA LEE

FLOYD TILLMAN

Rich-R'-Tone 452

Columbia 20641

ERNEST TUBB-RED FOLEY Decca 46200

DAVE DENNEY RCA Victor 21-0147

LOUVIN BROTHERS

Decca 46187

REX ALLEN Mercury 6221

SALTY HOLMES Decca 46199

RED KIRK

Mercury 6223

CARL STORY Mercury 6220

CLIFFIE STONE Capitol 57-40265

CTCIL BAILEY Bullet 1087

EDDIE DEAN Mercury 6219

DAISY MAE Mercury 6222

Capitol 57-40269

Shadows of the Sunset

directness to a contrived folk song.

tion isn't overloaded with character.

Gal's throbbing tones on this sad opus should region

in mountain sections.

Darling, Don't Go

Rendition here too is superior to material.

Ditto with another plaintive piece of material. LONZO AND OSCAR My Dreams Turned Into a Nightmare

Novelty team turns in an amusing hunk of stuff. I'll Go Chasing Women Novelty introduced by Stuart Hamblin could catch some coin in this harmony rendition, the much of the impact

of the original is missing. (Continued on page 102)



76--78--76--73

79--31--79--76

73--78--76--80

66--66--64--68

47--45--45--50 Wailing thrush delivers a weeper of slight distinction.

69--70--68--68 Cooper sings the lyric of an attractive country

74--75--74--73

82--32--82--82

85--85--85--85

86--86--86

74--74--72--76

73--73--71--75

76--73--79--**76**

83--81--85--83

ing with the dignity and sense of the soil of the classic

70--70--70--**70** Routine tearjerker gets a satisfactory rendition by Allen.

76--76--75--7**7**

Allen chants a country blues most compellingly, with a driving Jerry Byrd guitar solo booting the performance.

67--67--67--68

71--71--70--72

70--70--70--70

punch into the promising tune that George Morgan

80--80--80--**80** Another highly promising opus offers Kirk a stronger chance to step out on his own. Jerry Byrd's steel

75--76--75-- NS Story's group snaps out some fervent sacred shouting

70--70--70--NS Lacks some of the melodic and rhythmic interest of flip.

76--77--75--75

73--74--72--72

61--62--62--60

--68--68--68

71--72--70--70

69--70--68--68

69--7**0--78--6**8

67--66--68---66

76--79--7**6--75**

77--76--**76--78**

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Record Reviews

(Continued from page 101)

ARTIST

TUNES

LABEL AND NO.

COMMENT

COUNTRY & WESTERN

JOHN DOLCE (Sid Red River Valley Calling is clear here, and the dance is on the simple Sherman's Square side. 12-inch disk means a good whirl without break. Darling Nellie Gray

Dance Band) Capitol 79-40268

REDD STEWART (and His Kentucky Colonels) King 827

Baby Darling Stewart warbles a routine hill love ballad; gets heart and conviction into his work. You Can't Divorce a Loving Heart

Lyric is one of those naturals that hits with the first impact. Warbler projects it with the right pathos. MOON MULLICAN

Moon's Tune Gay novelty jingle features Moon's warbling and rag time plano playing.

I'll Sail My Ship Alone Straight ballad job is pleasantly chanted and backed.

Ditto. An excellent square dance disk.

HOT JAZZ

CHUBBY JACKSON Century 1505 and 1506

King 830

A Knight in the Village (Parts 1, 2, 3 and 4)

These four sides on two single disks sound like a jam session which likely could have been taken off in Jackson's one-time Queens Village bop-nitery, hence the title. The featured tootlers are Flip Phillips whose powered tenoring is submerged in bad balance which emphasizes rhythm (on side one); Lennie Tristano, whose facile modern inventions are the nighlight of the session (on side two); Bill Harris, whose tram gets the call on side four; Billy Bauer, Denzil Best and Chubby. Sides fall strictly into the collector's item department.

CHARLIE PARKER QUARTET-ERROLL GARNER Dial 1015

Cool Blues

Attractive medium tempo bop blues spots some rather reserved Parker and a bit of fly Garner.

Quasimado Some of the finest Parker on wax emerges on this bop piece built from the chords of "Embraceable You". Here Bird performs with a sextet which includes Miles Davis and J. J. Johnson.

ERROL GARNER Arco 1214

How High the Moon

This is Garner of some years ago. Disking shows his jazz imagination as it was beginning to evolve his currently successful plane styling.

Don't Blame Me

Still lots of fine jazz, tho some of the elements of his current commercial style are audible.

ERROL GARNER Savoy 724

I Don't Stand a Chost of a Chance Garner's ringing tones and rolling style digest pleasurably the loveliness of this standard. One of his finest efforts. All of Me

Another neat plano solo by Garner on another solid oldie. He does it as a rhythm piece and it makes a most satisfying platter.

ERROL GARNER Savoy 723

I Only Have Eyes for You Another standard is handed the Garner keyboard treatment for happy results. Also on the Savoy LP featuring Garner.

I Can't Believe That You're in Love With Me

Garner does up the oldie with a frivolous bounce and with all of the styling which has made him one of the popular pop piano stylists of the day. Blues for Norman (1 & 2)

Lester Young's tenoring kicks off this two-sided fast

blues concert-recording extracted from the second JATP set for reissue as a single. Other featured jazz stars

spotted include Charlie Parker, Howard McGhee, Al Killian, Arnold Ross, Willie Smith, etc. This was done in the days when JATP produced some real jazz moments instead of its current honk-and-squeak

JAZZ AT THE PHILHARMONIC ENSEMBLE Arco 1216

IAZZ AT THE

PHILHARMONIC All-Star Ensemble Arco 1218

IAZZ AT THE PHILHARMONIC ALL-STAR ENSEMBLE Arco 1219

DOL. DAUBER JAZZ-

RCA Victor 25-4018

ORK

(German)

BRUNO PALLESI

(Italian)

RCA Victor 25-7123

product. Craxy Rhythm (1 & 2)

The JATP group takes the oldie at a medium jump in this single disk reissue from Volume Three of the series. Highlight of the etching is some sparkling trumpet work by Dizzy Gillespie and some fluid Lester Young tenor. Also present are Charlie Parker, Al Killiam and planist Joe Jackson, who we think is better known as Mel Powell.

Sweet Georgia Brown (1 & 2)

Brilliant opening plano solo by Joe Jackson, which is probably a pseudonym for Mel Powell, starts the concert etching with a sock and inspires a fine Dizzy Gillespie and a driving Charlie Parker set of solos. This single reissue is from JATP Volume Three. Side one could be a juke item in rhythm nabes. Jazz of such distinction has not been the note of recent JATP stuff, the admittedly the honks have been paying off.

Ein Madel Von Der Reeperbahn Franz Kubesch warbles this one, from the film of

same name. Should go in nabes where film has played. Mach' Rotes Licht, Wir Wollen Tango Tanzen

INTERNATIONAL

Tango is from same flick. Typical old-fashioned continental schmaltz.

Perche Lasciasti Napoli?

Neapolitan crooner has a distinctive sound that's helped by modern recording, but he lacks some of the expected sweetness for this type of material.

La Prima Sera (beguine)

With this pop, the warbler shows more effectively. For the Americanized and Latin-Americanized Italian market.

CKEY

77--76--78--NS

78--77--79--NS

70--70--**70**

84--84--84

78--78--77--79

74--74--74--74

63--60--65--NS

71--75--72--65

73--78--75--65

61--62--62--60

65--65--65

78--80--76--78

75--75--75

77--78--76--78

76--77--75--77

63--65--65--60

63--65--65--6

70--75--70--65

69--66--70--7

70--68--71--71

69--70--70--68

73--74--72--72

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Record Reviews

ARTIST

TUNES

LABEL AND NO.

COMMENT

				INTERNATIONA		
KADIN	IHEI	E	1	1	Mana	DI

KAKIN JULL RCA Victor 26-1082 (Swedish)

Far Jag Lamna Nagra Blommor This effort by the Swedish chanteuse should do buslness in the right nabes. Material is very appealing.

Ballad on Den Tysta Staden Classy bit of thrushing here. If gal looks like she sounds, should be okay for class cafes here.

TORALF TOLLEFSEN Columbia 12433-F (Scandinavian)

Black Masks Waltz Accordion solo maintains a strong steady beat. Accordion fans outside Swedish nabes are potential buyers.

The Cuckoo Waltz Ditto for a clean-cut rendition of the universally popular standard.

RAY CHAMPA & HIS You're My Something POLKA CHAMPS Continental C-1272

popular vein. Girl trio offers adequate vocal. Rainbow Waltz Well-performed dance side with no outstanding melodic attributes.

Squeezy Slovenian-type polka is in the presently

FRANKIE MULLEC ORK Continental C-1270

CARLO BUTI

Columbia 15202-F

Cleveland Polka Organ, banjo, accordion, etc., serve up danceable polka fare, but male vocal harmony drags portions. Strong melody.

Ee-I-Oh Polka Lads sing with more spirit here, and it's another catchy,

dancey melody. Sbocciano Le Rose Pop song will appeal to Buti's faithful followers,

the the recording sounds old. Per Non Amarti Piu

More typical Buti stuff here. Should have broader appeal than flip.

CANTOR SHOLOM KATZ Columbia 57073-F

Unsane Tokef Cantor Katz has a big, wide-ranged tenor voice which shows to much advantage on this liturgical piece taken from High Holy Holiday proceedings.

Haben Yakir Li The cantor again sings with technical brilliance and much feeling as he does more Hebraic Ilturgy.

CANTOR MAURICE GANCHOFF Columbia 57071-F

PEISACHKE BURN-

Columbia 8257-F

(Hebrew)

LUX

V'Chol Maaminim Ganchoff lacks brilliance but does a competent job of singing sections of a familiar Jewish High Holy

Holiday prayer. Ato Nigleiso Ganchoff displays a bit more singing versatility in

his handling of another piece of Hebrew religious music.

Mama Yo Quiero Duet with Yiddish lyric on the Latin-American fave. STEIN & LILLIAN

Fine orking and big beat help build side's values.

Strictly for Jewish nabes. Cuanto Le Gusta

Honor Roll hit of a short while ago is done up brightly by the two Jewish theatrical favorites with Yiddish lyric and another topnotch ork boost.

RICHARD JOSEPH Haganah March Inger packs spirit and feeling into his singing of INGER the marching song of the Israeli army. Good fare for Columbia 8255-F any Jewish market.

Die Befreiung Inger sings this victory song in Yiddish. It celebrates the rebirth of Israel.

BRACHA ZEFIRA Im Ein Ani Li Columbia 8256-F

Israeli thrush does a modern Hebrew folk song whose principle market will be among students.

E1-Hanegev Israeli marching song utilizes a male chorus with the soloist. Limited market stuff and gal's voice leaves much to be desired.

EDDIE GRONET ORK Bingo Columbia 18755-F Part-English part-Polish novelty is in oberek time. (Polish) With this type material enjoying a vogue, could get play.

Gin Rummy Polka Boy-girl novelty is sung in Polish. Snappy, up-to-date

stuff, with a fair-enough dance beat. MIKLOS GAFNI Senza Nisciuno Columbia 15201-F The Hungarian tenor's effort with the Italian standard

(Italian) has a load of Italianate flavor. l' Te Vuria Vasa More legit tenoring of standard Neapolitan material.

Man's in fine voice. MICHAEL C. Dan Sullivan's Favorite

HANAFIN Irish hornpipe is fiddled adequately, with piano accompaniment. Columbia 33508-F (Irish) Haste to the Wedding Sullivan's Shamrock Band

Crude Irish band essays a traditional jig in rhythmic enough style. Recording has thin, aged sound. EDDIE TERLIKOWSKI Hurry Up. Giddy Up Columbia 12430-F Good polka has an English lyric utilizing a Polish

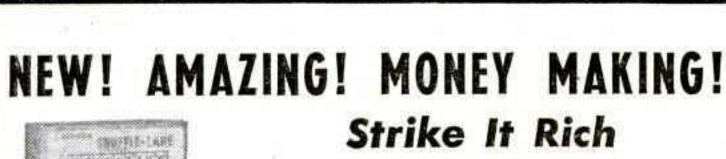
phrase. Okay dance novelty. Bridget Polka

Big band cuts this instrumental in a style between Polish and brass-band, FRANKIE YANKOVIC The Girl I Left Behind

Columbia 12429-F The master touch of simplicity enchances the charm of this waltz both in the duet vocal and in the easy swinging small orking. Clink, Clink Polka

Yankovic and his gang make a happy affair of a pleasant polka bit. Especially suited for Midwestern tavern jukes.

(Continued on page 104)



The Billboard

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70

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RATINGS

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P

68--68--70--66

71--72--72--68

69--68--68--70

71--70--70--72

74--72--74--75

68--67--68--70

67--64--68--68

70--70--70--70

72--72--72

79--80--80--78

75--76--73--NS

75--76--73--NS

62--62--62--NS

64--64--64--NS

67--70--65--65

67--70--65--65

74--75--73--NS

72--74--70--NS

58--59--57--NS

60--61--60--NS

74--75--73--73

74--75--73--73

70--72--70--68

73--74--73--70

63--63--64--62

66--66--65--68

74--75--74--74

66--65--65--67

83--84--82**--83**

82--82--80--84

100

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A. G. SEBRING CORP. 2300 ARMITAGE CHICAGO 47, ILL.

Record Reviews

(Continued from page 103)

ARTIST

TUNES

LABEL AND NO.

COMMENT

INTERNATIONAL

JOHN McHUGH

Columbia 33509-F (Irish)

The Kerry Dance Sweet, tender bit of tenoring on the Irlsh folk tune. Too legit for the jukes, however.

Lark in the Clear Air Beautiful tenor rendition of an arty song. Man

really sings.

Columbia 12412-F

(Italian)

QUINTETTO SCOTTI Tarantella Napoletana Familiar instrumental, with guitars, mandolin and flute, has a load of color and bouncy rhythm. For Italian

> nabes, but some jocks may like as a novelty. Duilio

Pretty instrumental waltz gets a throbbing, Illting rendition.

CLASSICAL

IZLER SOLOMON Conducting THE PHILHARMONIC ORK Discovery 1201 (12")

JENNIE TOUREL-GEORGE REEVES

Columbia (33) 3-325

ALFRED PURCELL Liszt: Hungarian Rhapsody No. 2, Parts

Crystal 244

IOSEPH SZIGETI (Philharmonia Ork-C. Lambert, Cond.) Columbia 72869

FIVE GOSPEL STIRRERS Gotham G-621

Religious Tone 700

Aladdin 2028

\$85.00 EA.

THE TRUMPETEERS Score 5011

OTIS JACKSON

Gotham G-619

ETHEL DAVENPORT (Jimmy Blythe Jr. Trio Coral \$5017

MADAM ERNESTINE

Gold Star 115

MAGIC STARS Phoenix 009

THE DIXIEAIRES Lenox L-531

Tequila! (Parts I & II)

This "overture fantasie," as it is described on the jacket, is the work of Paul Dunlap, a young composer who studied with Schoenberg and is now composing flick scores. The work is a synthetis of Mexican dance rhythms and folk melodies, recreating the revelry of a fiesta. It has life and feeling, and is glowingly Interpreted by Solomon and the Columbus. Recording Is dullish and distant, detracting from the listening enjoyment.

Chopin: 1. The Maiden's Wish; 2. My Joy Small LP disk features Chopin piano pieces to which Polish words have been set. Miss Tourel warbles them with much dramatic sense, but less purity of voice. Should go in Polish districts.

Chopin: Melancholie Moody piece is more gratifying vocally. A lovely side.

According to the label, the planist is 13 years old. He's a precocious child, but record buyers are still looking for definitive recordings of longhair works. This ain't one of 'em. And it fades out at the side break!

Berlioz: Reverie and Caprice, Op. 8 (1 & 11) The music and its performance are pretty much earth-

bound Outside of fiddle music collectors with a penchant for completeness, this will be a hard one to sell.

RELIGIOUS Sleep On, Darling Mother

Pleasant, intimate-type spiritual generates only mild rhythm, but impact is from the clearly-pronounced

Don't Wonder 'Bout Him Another homey opus delivered in like style.

STARS OF HARMONY Saints Go Marching In

Not much lyric on this traditional spiritual, but the group creates some rugged power by the very crudeness of its delivery.

God Is Real

Virile group work doesn't quite come off here in a tricky arrangement. THE SOUL STIRRERS My Life Is In His Hands

Male group manages to sound relaxed and intense at

the same time, as various soloists contribute color in

a good-enough selection.

Silent Night Slow, but characteristically florid soloing by tenor is backed by humming group in gospel style.

I'm So Glad Trouble Don't Last Always Male group propels this one with a strong steady beat. Good ensemble side.

Babylon's Fallen Brighter pace here. Powerful, tight beat results from precision projection. Famine in the Land

Jackson chants a clever topical spiritual directly and expressively, backed by a capable vocal group. Material based on the last depression.

Sure Do Need Him Now Another spiritual for the moment, this one striking a social note of wide appeal. Topic is antidiscrimination.

Dig a Little Deeper in God's Love Gal digs deep enough for a thumping fine Gospel side, with vibrance, clarity and good pulse. Only a Look

At a brighter pace than other versions, the quality shouter turns in a creditable coverage job on the high-riding Gospel number. While the Blood Runs Warm

Sisters shout harmony on a strong, striding prayermeeting piece.

I'll Never Turn Back Despite single billing, Madame E. gets a strong assist, Marie-Knight-style, Disk Is a powerful coupling.

Stand by Me Inferior voices keep this one earth-bound. Steal Away

Group offers sincerity, but little more.

You Better Get Ready Fine arrangement, good voices and over-worked echo chamber here. Moderate-speed number has enough meat to get by.

My Dundgeon Shook Rhythm spiritual, without tricks, is more potent. Great beat and balance in the jubilee style.

Z m 64--66--65--60 70--76--73--60

77--78--77**--77**

75--76--74--76

55--52--58--NS

71--72--70--NS

78--80--76--NS

41--42--40--NS

60--60--60--NS

69--68--70--NS

69--68--70--NS

63--62--64--NS

65--65--66--NS

70--70--70--NS

71--73--70--70

72--73--72--NS

76--76--75--NS

71--70--72--NS

RATINGS

74--73--75--NS 77--78--77--NS 76--76--76--NS

77--77--77--NS

58--56--60--NS

78--78--78--NS

59--58--60--NS

70--70--70--NS

79--80--78--NS

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COINMEN YOU KNOW

Detroit:

(Continued from page 94) erator, has joined the Clark Pontiac Auto Sales in Highland Park. . . . Homer B. Stuart, of the Advance Products Company, is designing a new coin control device which is expected to be adaptable to the machine field.

The Arlington Aluminum Company, headed by Grant Follin, has dropped production plans for the time being on its aluminum container for loading cigarette packs into venders, but is developing another item for spring release. . . . A. F. Nighbor, of the Sattley Company, reports the company's coin counters are finding a wider acceptance in the coin machine field.

Cecil Price, formerly a mechanic for Music Systems, Inc., distributors for Wurlitzer here, has been promoted to the sales department of the company. . . . George Kelley, vet-eran salesman in the music machine field in Ohio, has also joined Music Systems. Other new additions to the staff are Tommy Rogers and Roy Munroe, formerly operator of a service organization for operators here, and at one time an operator himself in California.

Louis Nemesh has returned from a business trip to Chicago to get more machines. . . . James Jeffrey, of Jeff's Music, has returned from a visit to his daughter at college. . . . A. K. Andrews, of Andrews Company, vending machine manufacturers at Clawson, Mich., is putting in most of his time in sales trips, returning to his home here weekends. Mrs. Andrews is managing the plant.

Carl Angott, of Angott Distributors, who handle the Wurlitzer line in this area, is adding a retail appliance line in his store on Puritan Avenue. . . . Isidor Edelman, of the Edelco Manufacturing & Sales Company, has returned to headquarters here, while Samuel J. Rose and Henry Solomon, of the company, were up-State for a midweek business trip arranging for supplies for their new games.

William Mavrodis is forming the W & G Vending Company here with headquarters on Whitehill Avenue. . . . The Raymond Brothers, Raymond A., Richard H. and Godfrey C., are teaming up to form the A B C Vending Company on Ward Avenue.

Tony Vance, prewar juke-box opfunction as a general jobbing firm Laguna. in the coin machine field. Jukebox operations only will be handled by the National Coin Machine Comhas also been incorporated. A third firm, National Record Distributors, is now headed by Mrs. Matsuko (Tony) independent record lines in addition to providing a special one-stop record service for juke-box operators. Edward A. Simmons and Alberda Lefore are co-incorporators with the Vances in the new companies, with offices on John R. Street.

Ben Okum, of the Okay Vending Company, has left for a business trip to Chicago. . . . James Jeffrey, owner of Jeff's Music, attended the Refrigerator Bowl game at Evansville, Ind., where his daughter's school, Hillsdale College, lost to Evansville. . . William S. Emig. of Variety Vendors, reports a marked pick-up in the vending field, especially in candy operations, during December following a poor Novemresultant conditions in the auto industry.

Los Angeles:

(Continued from page 94)

Al Silberman, of the Badger Sales Company, is at March Field, Army air base near Riverside, Calif., setting a deal for installation of coffee venders. . . . William R. Happel Jr., of Badger Sales, was showing off Keeney's Pin Boy, new bowling game. . . . Paul Husserl was making the round on coin machine row last week.

Ed Wilkes, of Paul A. Laymon Company, is showing Williams De-Icer on the show floor. Shipments on Hot-Rods and the Bally Cloverleaf are coming in. Incidentally, Paul Laymon has put the finishing touches on the fountain he has been building in his patio at Huntington Palisades. It's already to show during the holidays. . . . Harold Sharkey was trying out new games on Pico Street last week. . . . Anton Jeppesen was in from his Rivera headquarters recently.

Aubrey Stemler, of Stemler Distributors, has closed up the Pico Street headquarters he has maintained so long. Probably will have an announcement of new affiliations within a few weeks. . . . William Shorey, San Bernardino coinman, made the rounds last week. . . Ditto for Roy Garrison, of Garrison Sales Service, Phoenix, Ariz., who was in town again. . . . Another recent visitor was Bernard Mills, of Bell Gardens.

tor recently Ike Carpenter, who in- her and her husband. troduced his new tune, "Dancers in Love." Another artist to sign the guest book at Leuenhagen's was Ruth Wallis, plugging "The Admiral's Daughter." . . . E. C. Everson was in from his Barstow headquarters to look things over in the coin machine field. . . . Also making the rounds was J. W. Olsen, of

Al Weymouth, of Weymouth Sales, has returned from Central California in the interests of Electros and Vendalls. At a recent meeting of the Hollywood Rotary Club Weymouth turned over all money grossed by his Electros at the organization headquarters to the Hollywood Boys' Club. Cigarettes were donated by Old Gold. . . . Johnny Huntsman, local operator, was looking over new games recently. . . . Clyde Denlinger, Balboa coinman, was in town. erator, is heading up the newly in- Ditto for Bob Chacon, who operates corporated Tony's, Inc., which will a few miles down the Coast at

Hartford, Conn.:

(Continued from page 94) pany, Vance's original firm, which their ninth wedding anniversary. The Coluccis plan to vacation in California and Mexico later. . . . Hartford people were eating and Vance and is distributing various drinking less last October than in October, 1948, according to a Department of Commerce report. Food stores sales, it was said, dropped 13 per cent, liquor sales 5 per cent, while eating and drinking places reported a 12 per cent drop in business. Motor car sales rose 16 per cent last October compared to the same period in 1948. Shoe store sales dropped 9 per cent. Other retail sales drops were reported in the women's ready-to-wear stores where sales fell 28 per cent in October, 1949, compared with October, 1948; men's and boys' clothing sales dropped 36 per cent.

Walter Wheeler Jr., president of Pitney-Bowes Company, Stamford, Conn., manufacturers of postage ber. Slump was largely attributed stamp vending machines, has been to the impact of the steel strike and named to the State Advisory Council for the Connecticut State Employment Service.

Twin Cities:

(Continued from page 94)

Archie LaBeau, of LaBeau Novelty Sales Company, reports that new and used music has taken a sudden spurt to help business along. LaBeau distributes Rock-Ola music. . . . Bill Lebow, operator of Shuffle Inn here, has added sufficient equipment to make the establishment a fullfledged arcade. . . . Van Middlemas, of Bismarck, N. D., who retired from the operating business a year or more ago and turned his interests over to his son-in-law, Bob Westrun, couldn't stay away and has renamed the operation the Van Specialty Company, the name he did business under for many years.

Alvin Gottlieb, son of Dave Gottlieb, Chicago, and advertising manager for D. Gottlieb Company, was in the Twin Cities last week conferring with Hy Greenstein, of Hy-G Music Company, Gottlieb distributor in this territory. Gottlieb is on a tour of the country, visiting dealers and letting them in on company plans which he promises will be a "shot in the arm" for the pinball machine business. . . . Matt Engel, of Mayflower Distributing Company, reports that Shuffle Alley and Shuffle Bowler are doing so well that the firm just can't keep up with orders. . . . Frank Davidson, of Spooner, Wis., who has been expanding his route, was in the Twin Cities recently buying novelty games.

To mark their first year in business, Archie LaBeau Jr. and Sam Sewell, shuffleboard operators, recently threw a party at Red Dougherty's Club, St. Paul. . . . Anticipating a pre-inventory run, Hy-G Music has lined up dozens of bargains for operators. . . . Herman Paster, of Mayflower Distributing Company, is in Chicago. His wife, Celia, also Mary Solle, of W. H. Leuenhagen has recovered from the effects of Company Record Bar, had as a visi- the accident which seriously injured

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COINMEN YOU KNOW

Chicago:

(Continued from page 94)
Paster, Mayflower Distributing, St. . . . At Empire Coin Machine Exchange Gil Kitt and Ralph Sheffield report they are doing volume business in shuffle novelty games. Meanwhile Howie Freer says that sales on smaller vending units and overseas shipments are now on the upswing. He adds that Kitt, always a hard worker, is now keeping even longer hours to be certain that all customers are getting Empire's usual efficient service on all orders.

past week were Herman Paster, Mayflower, St. Paul, and Bill Marmer, Sicking, Cincinnati. DeSelm says the real test of the popularity of Shuffle Alley is its peak earning power on location despite its long run.

Herb Jones, Bally Manufacturing, stated that Shuffle-Bowler continues to be a hot item for the firm's far-flung distributor network. They report the main trouble seems to be keeping the novelty game in stock to meet all operator requests. Jones also pointed out that the five-ball, Hot Rods, and the one-ball, Champion, are also winning new followers at a stepped-up ratio.

the game were Lou Boasberg, New going to pay for the lots. Orleans, and brother, Maury Gottlieb, who lives in Dallas.

Wally Fink, World Wide Distributors, reports he and Al Stern are being deluged with requests for shuffle novelty games. Roadman Monty West has been in the office the past couple of weeks helping to handle local and out-of-town callers. Fink adds that Williams Manufacturing's new five-ball, De-Icer, has received a number of favorable comments the placed in production a short time ago.

R. B. Thomas and Bernard Thomas, of the R. B. Thomas Shows. were in to see Frank Mencuri, of Exhibit Supply, about the new line introduced at the NAAPPB trade show. The line includes seven new pieces, tailor made for the convention, plus Silver Bullets. Shantytown, a five-ball, was announced by Exhibit Supply. Moe Fine, Roxy Specialty, Montreal, was in to see Joe Batten, firm's vice-president.

Bel E. Hall, sales manager for Belvend Manufacturing Company, Inc., has been touring the States during recent weeks lining up additional outlets for firm's line of bulk venders. The cabinet stand unit appears to be catching on well, Hall opines. . . . Donald S. Graham, assistant public relations director of National Automatic Merchandising Association (NAMA), passed out cigars December 7 when he became the pappy of a son, Dennis M., born in St. James Hospital in suburban Chicago Heights.

Visitors to the J. H. Keeney plant last week included Harry Stewart, Northern Illinois Sales Company, Chillicothe, Ill.; Earl Feddick, Valley Shuffleboard, Bay City, Mich.; Bill Marmer and his son, Milt, Sicking, Inc., Cincinnati, and Bill Cohen, Silent Sales, Minneapolis. All were in to see the novelty game, Pin Boy,

Washington:

(Continued from page 94) WTOP disk jockey Eddie Gal-

Paul, and Clarence Camp, Memphis. | laher set a record in these parts by premiering five records the first week of December. They were: "There's Something About a Home-Town Band," by Art Mooney: "Bib-bidi-Bobbidi-Boo," with Perry Como; Jo Stafford and Gordon MacRae, in "Echoes"; Eddy Howard's "You're Always There," and "Open Door, Open Arms," with the Andrews Sisters. Two other recent pre-release tunes played by Gallaher were both by Vaughn Monroe, "A Little Golden Cross" and "There's No One Here Full speed ahead on Shuffle Alley But Me." . . . The Gallaher record production is the good word out at of the week featured on juke boxes United Manufacturing, Ray Riehl December 5-10 was "The Old Master reports. Among the callers greeted Painter" by Perry Como. His colby Riehl and Billy DeSelm in the umn, "On Records," in The Sunday Washington Post, carried a story on the tune.

> The Washington Music Guild (WMG) has written all its members asking for contributions to the Metropolitan Police Boys' Club advance fund drive. The guild voted to give \$500 to the cause at its last meeting.

The District commissioners have rejected bids for supplying 750 parking meters because International Meters, Inc., the low bidder, proposed to put in "twin" meters. George E. Keneipp, director of vehicles and traffic, feared the double coin boxes, to be placed between two parking spaces, might confuse motorists. The Alvin Gottlieb, advertising man- commissioners ordered the specifiager for D. Gottlieb & Company, cations rewritten to exclude twin spent a few days in Minneapolis meters. . . . In neighboring Betheslast week but was back at his office da, Md., parking meters have been by Friday (9). Nate Gottlieb was one suggested as a means to finance large of the lucky ones who was at the off-street parking facilities. Donald Notre Dame-Southern Methodist Gingery, of the Maryland National football game played in the Cotton Park and Planning Commission, Bowl, Dallas. A sports enthusiast, laid the proposal before the Bethes-Nate manages to catch up with the da Chamber of Commerce. Under game of the year practically every his plan, meters would be placed in season. Among those in his party at the parking lots with the revenue

> WRC disk jockey Bill Herson is collecting toys for needy youngsters at his Doll House at 11th and G streets, N. W. On December 10 Santa Claus and five Washington glamour girls arrived at the Doll House aboard a "Yule Train." Herson hopes to gather toys for the 6.000 children in local institutions as well as needy families.

> as well as Keeney's de luxe allelectric cigarette vender.

President Mel Binks is back at the office after a business trip east.

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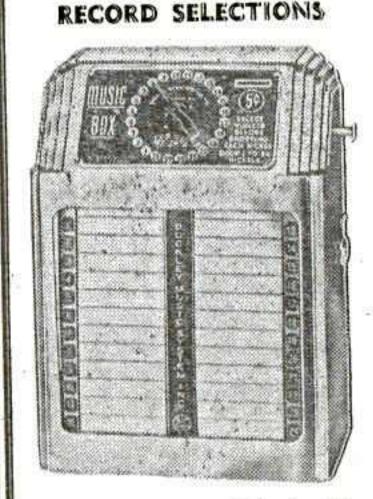


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Infantile Paralysis THE MARCH OF

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THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

JAN. 16-31

CHRITHIAN COLUMN Calendar for Coinmen

December 21—Coin Machine Operators' Association of Harris County (CMOAHC) monthly meeting, Houston Chamber of Commerce Building, Houston.

December 27—Western Vending Machine Operators' Association (WVMOA) monthly meeting, Los Angeles.

December 29-Michigan Self-Service Laundry Association (MSSLA) regular dinner, discussion meeting, Leland Hotel, Detroit. January 3 and 17-Music Operators' Association of Indiana, Inc. (MOAI) semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.

January 5-Washington Music Guild Inc. (WMG), monthly meeting, Washington.

January 8-9-South Dakota Phonograph Association (SDPA) quarterly meeting, Yankton, S. D.

January 10 and 24-Amusement Machine Association of Philadelphia (AMAP) semi-monthly meetings, Broadwood Hotel, Philadelphia. January 12-Michigan Automatic Phonograph Owners' Association, Inc. (MOPOA) monthly meeting, Maccabees Building, Detroit.

January 12—Washington Coin Machine Association (WCMA) monthly meeting, Phillips Novelty Company, Washington.

January 26-27-National Dairy Council (NDC) annual meeting, LaSalle Hotel, Chicago.

February 6-Amusement Machine Operators of Greater Baltimore (AMO) regular monthly meeting, 2441 North Charles Street, Baltimore. (Association will hold its annual dinner dance February 5 at the Lord Baltimore Hotel.)

(Association officials are invited to submit convention and scheduled meetings information to The Billboard, 188 West Randolph Street, Chicago 1, for listing in this calendar,

New York:

(Continued from page 94)

Herman Silver, of Empire Music, has started a cigarette machine route. . . . Another music op to try his hand at cigarettes is Abe Bernstein, of Academy Music. He also has begun placing venders. . . . Joe Mack, local op, has opened an eatery in Astoria. Pizza is featured. . . Hy Lederman left last week for a vacation in Miami.

Barney Sugarman and Abe Green. top Runyon Sales execs were in Grand Rapids, Mich., last week to attend the AMI distrib meet. Irv (Kempy) Kempner, of the outlet's traveling sales staff, was preparing National Dispensing, visited here for another junket out of town, this last week to contact prospective coftime to up-State phono territories. fee ops.

. Phil Koff and Eddie Sahagian, of Kwik-Kafe Vending Service, adding new locations for their dual coffee-coke units weekly. Their firm has the exclusive Rudd-Melikian franchise for this area.

Joe Young, active here as the Wurlitzer distrib as well as with several vending accounts, reports greater use locally of Mira-Gold drinks in cup machines. The flavor has been most popular to date in the South. . H. J. (Pete) Foster, former distrib for the Mills cup machine. has joined Spacarb as veepee in charge of sales.

Paul Zimmerman, of American

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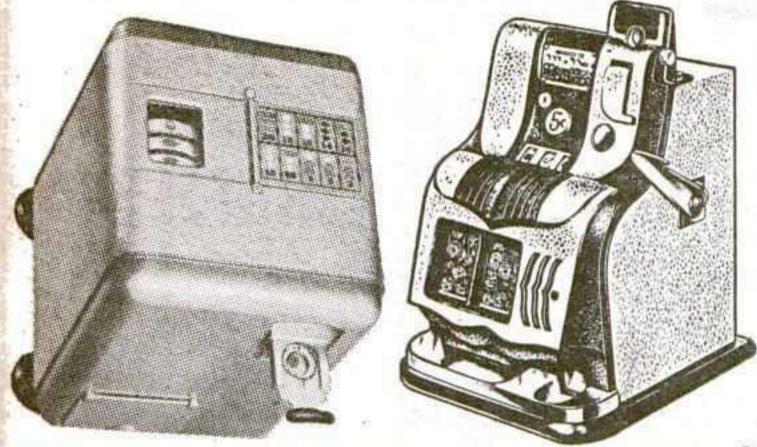
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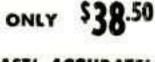
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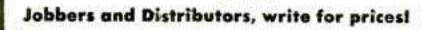
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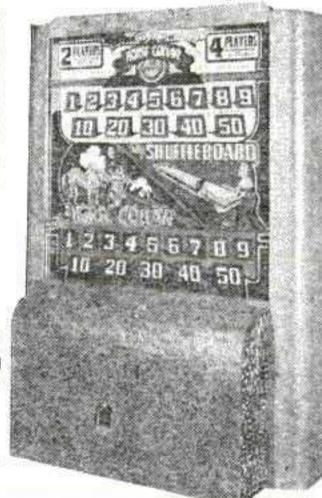
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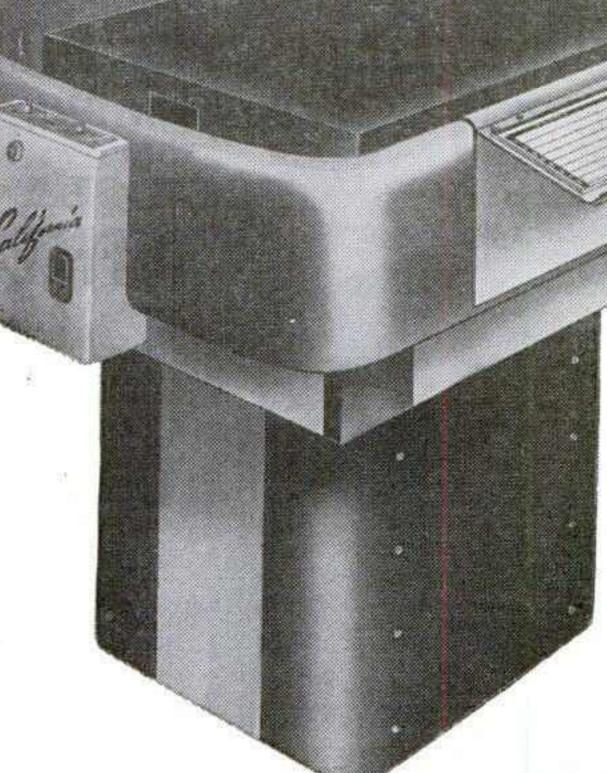
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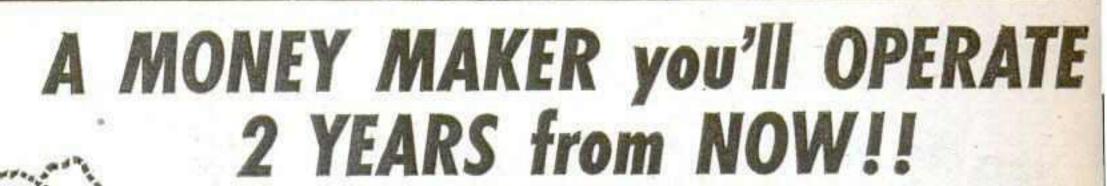
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